Web and Social Network Analytics

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As a Excellent Business Analyst, you're required to be able to

> Analyse a company's website and web presence
> Make recommendations towards improving the visibility of a company on the web
> Use machine learning techniques for modelling customer and product recommendations

Web and Social Network Analysis

WHY THIS COURSE?

01 Useful in Business Analytics
Better understanding of web,
Better development in the information age

02 Essential in Future
Better investigating social media & network,
Better understanding your customers

03 Interesting in Learning
Theory, application, implementation,
and practical project

CORE BENEFITS (E4)

Easy to Master: Classical methods

Link analysis, Markov Chain, PageRank, frequentist Itemset analysis, etc.

Easy to Understand: Concepts

Web tracking, web design, web measurement, search engine, web crawler, graph theory, and clustering methods etc

Easy to Learn: Machine Learning

Hierarchical clustering, K-means, recommendation systems, etc

Easy to Practice: Implementation

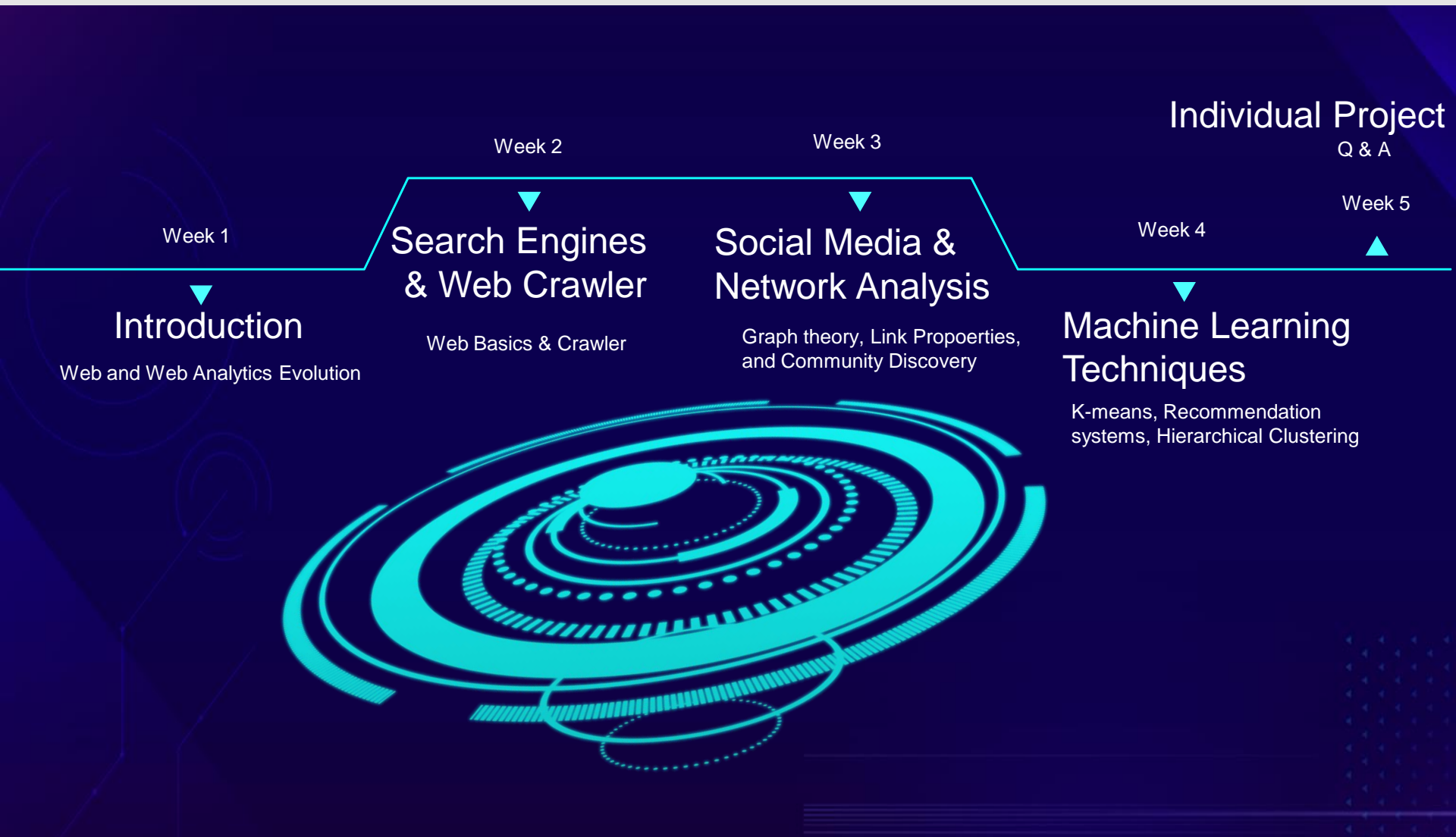Python libraries, jupyter notebook usage, API usage and GitHub basic, etc

LEARNING JOURNEY

University of Edinburgh Business School

Week 1

Introduction
Web and Web Analytics Evolution

Week 2

Search Engines & Web Crawler
Web Basics & Crawler

Week 3

Social Media & Network Analysis
Graph theory, Link Propoerties, and Community Discovery

Week 4

Machine Learning Techniques
K-means, Recommendation systems, Hierarchical Clustering

Individual Project
Q & A

Week 5