



Data Mining and Text Analytics 2025-2026

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IULM University

A.A. 2025 – 2026

Artificial Intelligence for Business and Society

Python Project

Towards Data Mining and Text Analysis Exam
Sessions:

Tips on how to deliver the Python project



Outline

- Choice of topic
- Task
- Ways to Implementation
- An example:
 - Text Sentiment Analysis
- With a little help of ChatGPT
- Running and configuring the Project on your laptop
- Wrap-up
- Project Delivery
 - Uploading project + documentation to GitHub

Step 1

Pick up a topic of your interest that you can tackle with data mining techniques (note that machine learning and deep learning can also be used for data and text mining)



Example: Sentiment Analysis

Step 2

- Implement a technique to work out a specific problem.
 - For instance, you might be interested in running sentiment analysis on 20 textual reviews of the same item from different e-commerce websites and check whether customers exhibit the same opinion.

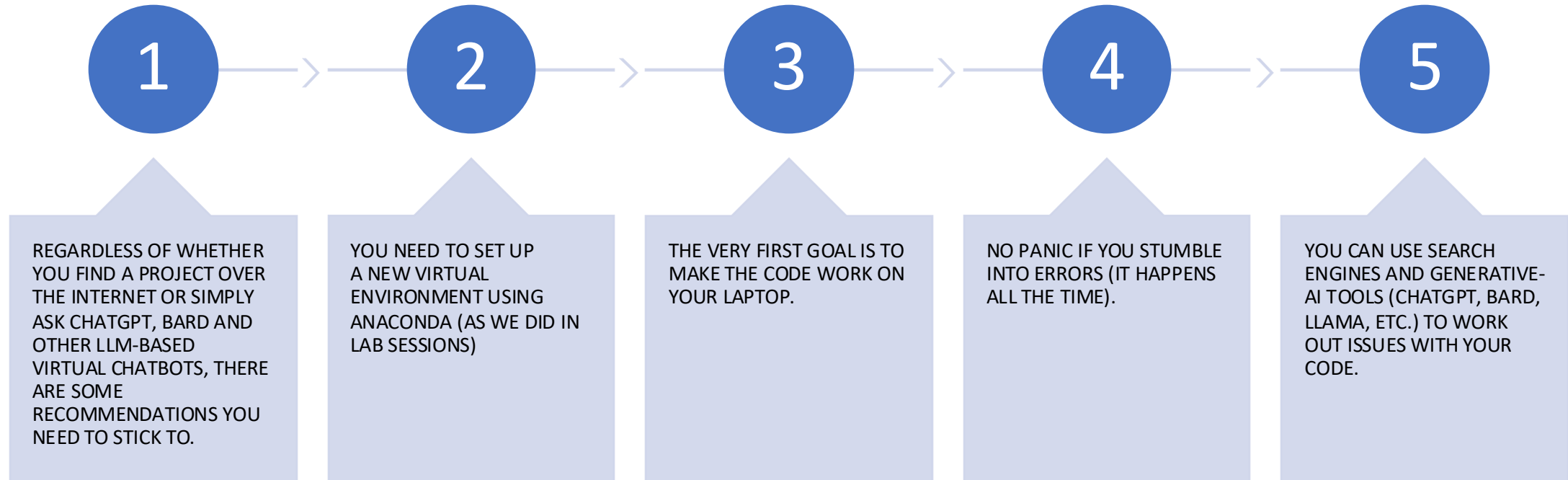




Step 3

- Decide how to implement the solution:
 - You can code it from scratch (generally it takes a while as you need to design the whole project and know each step involved in the technique)
 - You can use an off-the-shelf solution by downloading from the Internet and testing it on your laptop (it usually saves you some time as you do not necessarily need to know every single step of the technique).
 - You can also use Virtual Chatbot based on LLMs such as ChatGPT and seek practical solutions (to be tested).
 - A compelling example for sentiment analysis is also given below:
 - <https://thecleverprogrammer.com/2020/05/25/movie-reviews-sentiment-analysis-binary-classification-with-machine-learning/>

Step 4



Step 4 (Example)

- I wanted to run Sentiment Analysis on user typed text from the terminal.
- I asked ChatGPT to make an example with the following requirements:



You


please write down a code file in python for sentiment analysis. The program has to be input text typed by users in the terminal and return the 2 highest detected sentiments.



ChatGPT

Sure, you can use the `transformers` library along with the `pipeline` module from the Hugging Face library to achieve sentiment analysis. First, make sure to install the required libraries:

```
bash
```

 Copy code

```
pip install transformers  
pip install torch
```



Step 4 (Example)

Now, you can create a Python script for sentiment analysis as follows:



Going on with ChatGPT

python

 Copy code

```
from transformers import pipeline

def get_sentiments(text):
    # Load the sentiment analysis pipeline
    sentiment_pipeline = pipeline("sentiment-analysis")

    # Perform sentiment analysis on the input text
    results = sentiment_pipeline(text)

    # Sort the results by the highest score
    sorted_results = sorted(results, key=lambda x: x['score'], reverse=True)
```

The whole snippet
can be copied for
your project

Step 4 (Example)

The second code chunk is reported here.

```
# Return the two highest detected sentiments
return sorted_results[:2]

def main():
    # Get user input
    user_input = input("Enter text for sentiment analysis: ")

    # Perform sentiment analysis
    sentiments = get_sentiments(user_input)

    # Display the results
    print("\nTop 2 detected sentiments:")
    for sentiment in sentiments:
        print(f"{sentiment['label']}: {sentiment['score']:.4f}")

if __name__ == "__main__":
    main()
```

Save this code in a file, for example, `sentiment_analysis.py`, and run it in the terminal. The program will prompt you to enter text for sentiment analysis, and it will then return the top two detected sentiments along with their scores.

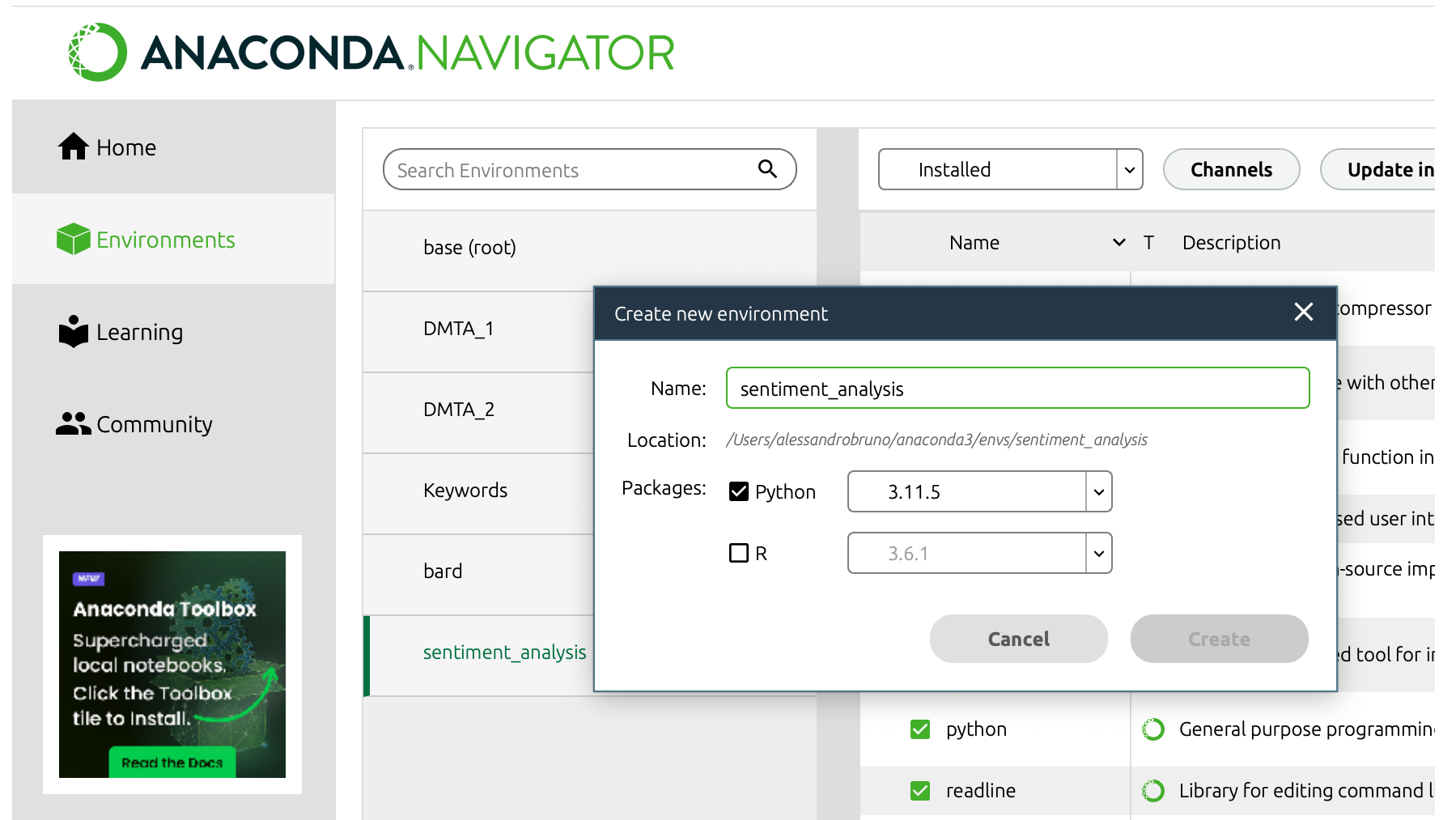
Keep in mind that the performance of sentiment analysis models may vary, and you can explore different models or fine-tune them based on your specific requirements.



Step 5 (Running it on your
laptop)

Step 5 (Configuring & Running it on your laptop)

From Anaconda Navigator you set up a new environment 'sentiment_analysis' as previously studied in the lab sessions.



The screenshot displays the Anaconda Navigator application interface. On the left, a sidebar contains navigation links: Home, Environments, Learning, and Community. The main panel shows a list of environments: base (root), DMTA_1, DMTA_2, Keywords, bard, and sentiment_analysis. A modal dialog titled 'Create new environment' is open, allowing the user to configure a new environment. The dialog fields are as follows:

Field	Value
Name	sentiment_analysis
Location	/Users/alessandrobruno/anaconda3/envs/sentiment_analysis
Packages	<input checked="" type="checkbox"/> Python 3.11.5 <input type="checkbox"/> R 3.6.1

At the bottom of the dialog are 'Cancel' and 'Create' buttons. Below the dialog, a table lists the installed packages for the 'sentiment_analysis' environment:

Package	Status
python	✓
readline	✓
General purpose programming	○
Library for editing command l	○

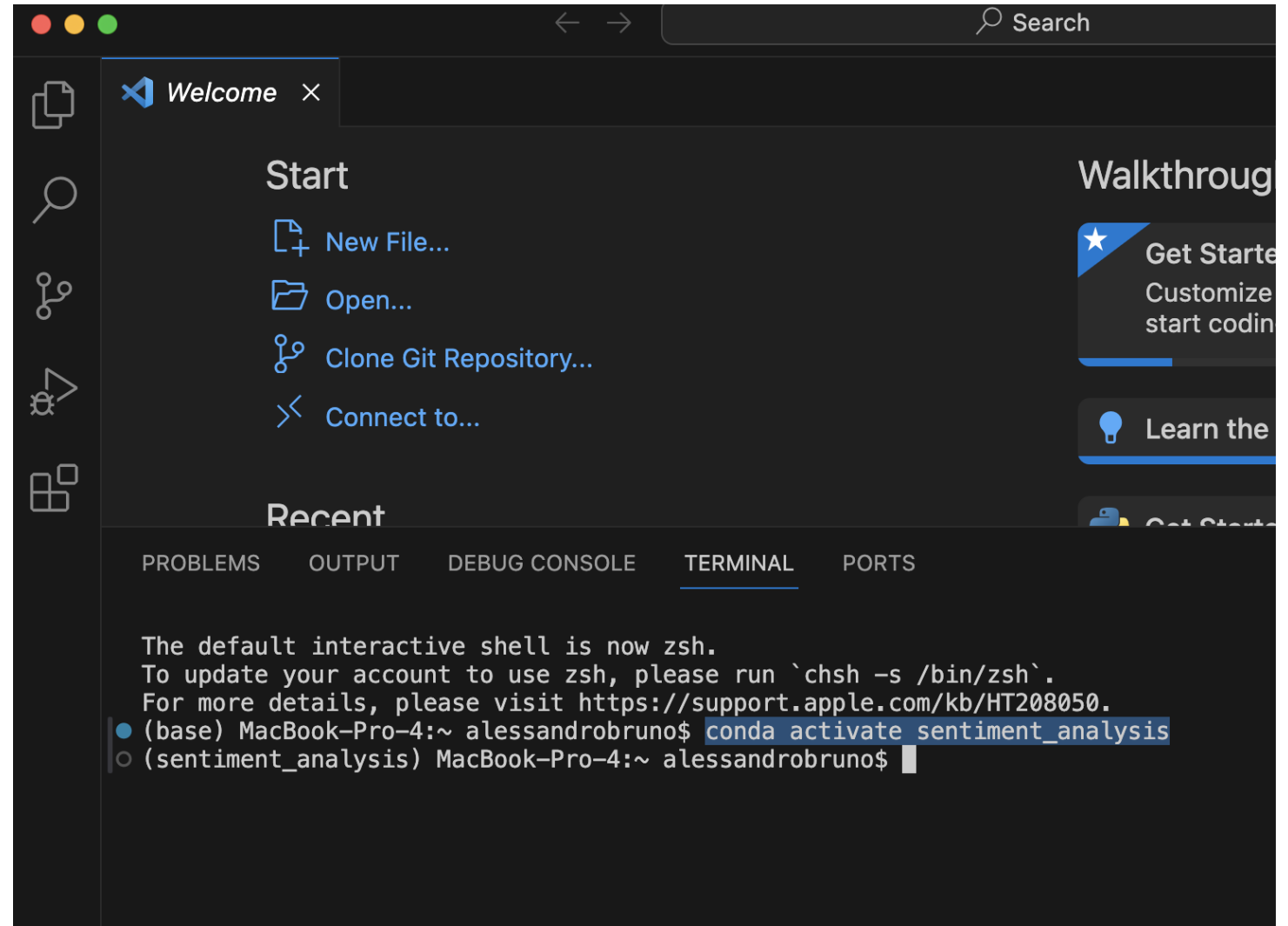
Step 4 (Running on your laptop)

Open Visual Studio Code and go to the Terminal.

Activate your new environment using conda just like in the example by typing
`conda activate sentiment_analysis`

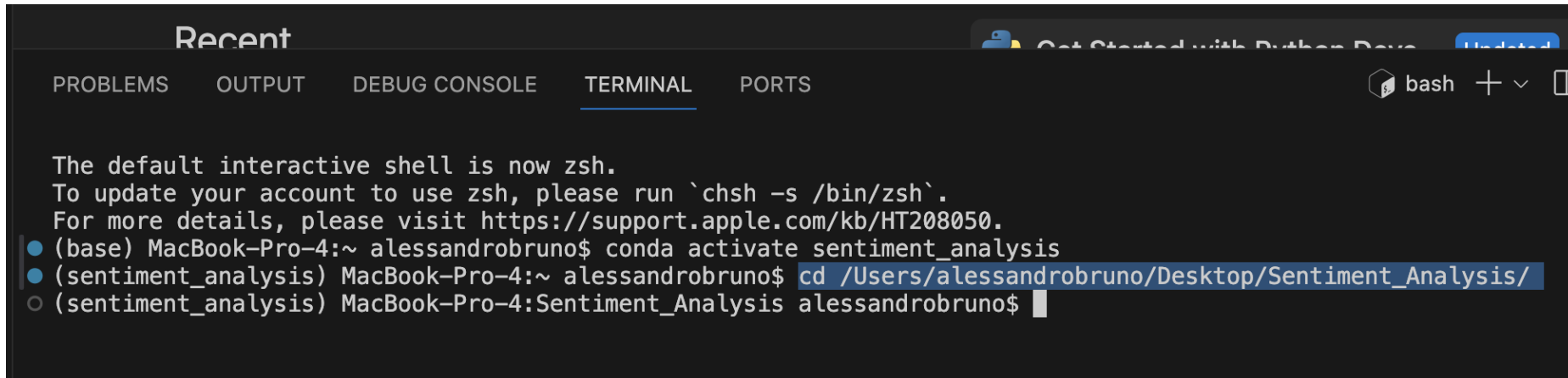
Now, you need to create a project folder containing all the project files.

For simplicity's sake, I set up a directory named `Sentiment_Analysis` on my desktop.



Step 5 (Running it on your laptop)

- Enter the project folder with your terminal



```
Recent
PROBLEMS OUTPUT DEBUG CONSOLE TERMINAL PORTS
bash + v

The default interactive shell is now zsh.
To update your account to use zsh, please run `chsh -s /bin/zsh`.
For more details, please visit https://support.apple.com/kb/HT208050.
• (base) MacBook-Pro-4:~ alessandrobruno$ conda activate sentiment_analysis
• (sentiment_analysis) MacBook-Pro-4:~ alessandrobruno$ cd /Users/alessandrobruno/Desktop/Sentiment_Analysis/
○ (sentiment_analysis) MacBook-Pro-4:Sentiment_Analysis alessandrobruno$
```

- Note that I use the path of the folder I set up on my laptop as an example. Double-check you are in the correct project folder!

Step 5 (Running it on your laptop)

- Now, let's check out ChatGPT's instructions
- We need to configure the environment with two libraries: transformers and torch.
- We can do that on the terminal by using 'pip install name_of_library'
- In this case:
- **pip install transformers**
- **pip install torch**

```
The default interactive shell is now zsh.  
To update your account to use zsh, please run `chsh -s /bin/zsh`.  
For more details, please visit https://support.apple.com/kb/HT208050.  
● (base) MacBook-Pro-4:~ alessandrobruno$ conda activate sentiment_analysis  
● (sentiment_analysis) MacBook-Pro-4:~ alessandrobruno$ cd /Users/alessandrobruno/Desktop/Sentiment_Analysis/  
○ (sentiment_analysis) MacBook-Pro-4:Sentiment_Analysis alessandrobruno$ pip install transformers
```

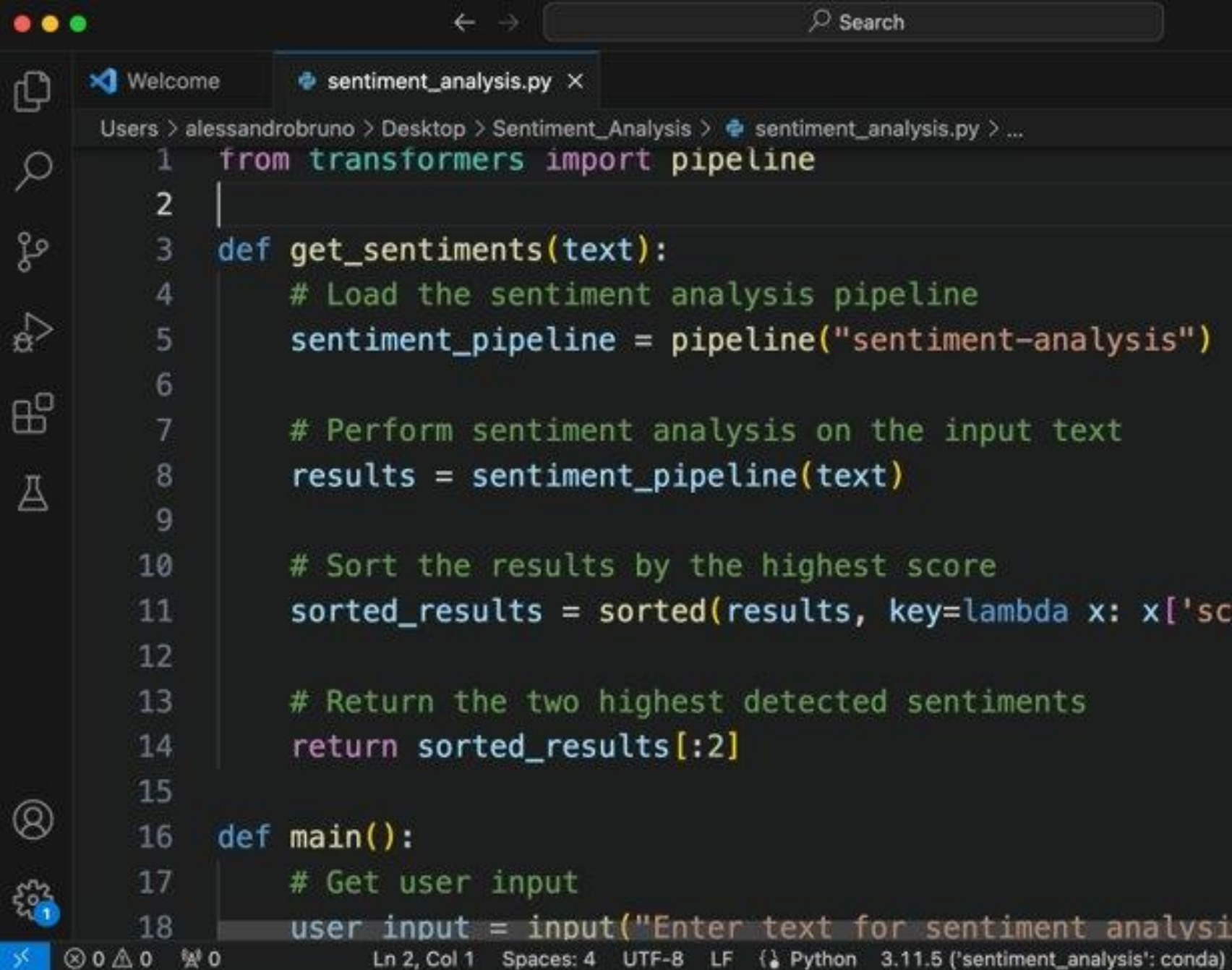
Step 5 (Running it on your laptop)

- If the environment is correctly configured you should see some lines rolling down on your terminal and some ending statements on the successful installation of the package. The procedure needs to be accomplished for both packages (transformers and torch).

```
Requirement already satisfied: urllib3<1.27,>=1.21.1 in /usr/local/lib/python3.9/site-pack
(1.26.3)
Requirement already satisfied: certifi>=2017.4.17 in /usr/local/lib/python3.9/site-package
020.12.5)
Requirement already satisfied: idna<3,>=2.5 in /usr/local/lib/python3.9/site-packages (fro
Collecting safetensors>=0.3.1
  Downloading safetensors-0.4.1-cp39-cp39-macosx_10_7_x86_64.whl (441 kB)
    |████████████████████████████████████████| 441 kB 11.2 MB/s
Collecting tokenizers<0.19,>=0.14
  Downloading tokenizers-0.15.0-cp39-cp39-macosx_10_7_x86_64.whl (2.6 MB)
    |████████████████████████████████████████| 2.6 MB 9.0 MB/s
Installing collected packages: pyyaml, fsspec, filelock, huggingface-hub, tokenizers, safe
Successfully installed filelock-3.13.1 fsspec-2023.12.2 huggingface-hub-0.19.4 pyyaml-6.0.
5.0 transformers-4.36.0
(sentiment_analysis) MacBook-Pro-4:Sentiment_Analysis alessandrobruno$
```


Step 5 (Running it on your laptop)

- Everything is set and done with your environment:
 - Packages installed
 - Environment correctly configured on Anaconda Navigator
- Now, it is all about testing the example provided by ChatGPT.
- Copy and paste it in a new Python file in the **Project Folder**
- I set up a project folder named "**Sentiment_Analysis**" on my Desktop



The image shows a code editor window with a dark theme. The title bar at the top has three colored window control buttons (red, yellow, green) on the left and a search bar with a magnifying glass icon and the text 'Search' on the right. The editor has a sidebar on the left with icons for Explorer, Search, Source Control, Run and Debug, Extensions, and a user profile icon. The main area displays a Python file named 'sentiment_analysis.py' with the following code:

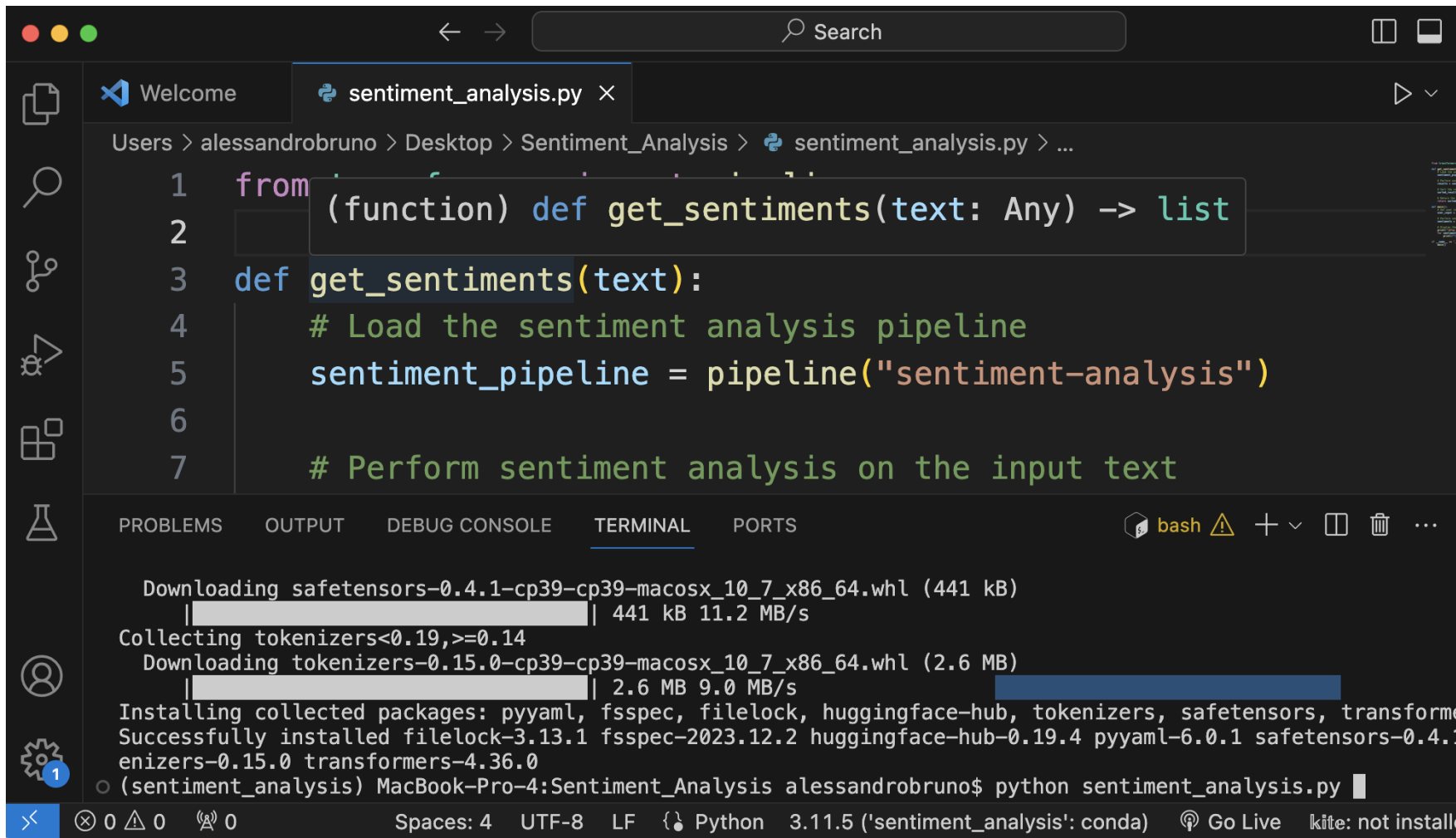
```
1 from transformers import pipeline
2
3 def get_sentiments(text):
4     # Load the sentiment analysis pipeline
5     sentiment_pipeline = pipeline("sentiment-analysis")
6
7     # Perform sentiment analysis on the input text
8     results = sentiment_pipeline(text)
9
10    # Sort the results by the highest score
11    sorted_results = sorted(results, key=lambda x: x['score'])
12
13    # Return the two highest detected sentiments
14    return sorted_results[:2]
15
16 def main():
17     # Get user input
18     user_input = input("Enter text for sentiment analysis: ")
```

The status bar at the bottom shows 'Ln 2, Col 1', 'Spaces: 4', 'UTF-8', 'LF', and 'Python 3.11.5 ('sentiment_analysis': conda)'.

Step 5 (Running it on your laptop)

- Here is the Python file saved as sentiment_analysis.py in the project folder
- Now, let's run it!

Step 5 (Running it on your laptop)



```
Users > alessandrobruno > Desktop > Sentiment_Analysis > sentiment_analysis.py > ...  
1 from typing import Any, List  
2  
3 def get_sentiments(text):  
4     # Load the sentiment analysis pipeline  
5     sentiment_pipeline = pipeline("sentiment-analysis")  
6  
7     # Perform sentiment analysis on the input text
```

PROBLEMS OUTPUT DEBUG CONSOLE TERMINAL PORTS

```
Downloading safetensors-0.4.1-cp39-cp39-macosx_10_7_x86_64.whl (441 kB)  
| 441 kB 11.2 MB/s  
Collecting tokenizers<0.19,>=0.14  
Downloading tokenizers-0.15.0-cp39-cp39-macosx_10_7_x86_64.whl (2.6 MB)  
| 2.6 MB 9.0 MB/s  
Installing collected packages: pyyaml, fsspec, filelock, huggingface-hub, tokenizers, safetensors, transformers  
Successfully installed filelock-3.13.1 fsspec-2023.12.2 huggingface-hub-0.19.4 pyyaml-6.0.1 safetensors-0.4.1  
tokenizers-0.15.0 transformers-4.36.0  
(sentiment_analysis) MacBook-Pro-4:Sentiment_Analysis alessandrobruno$ python sentiment_analysis.py
```

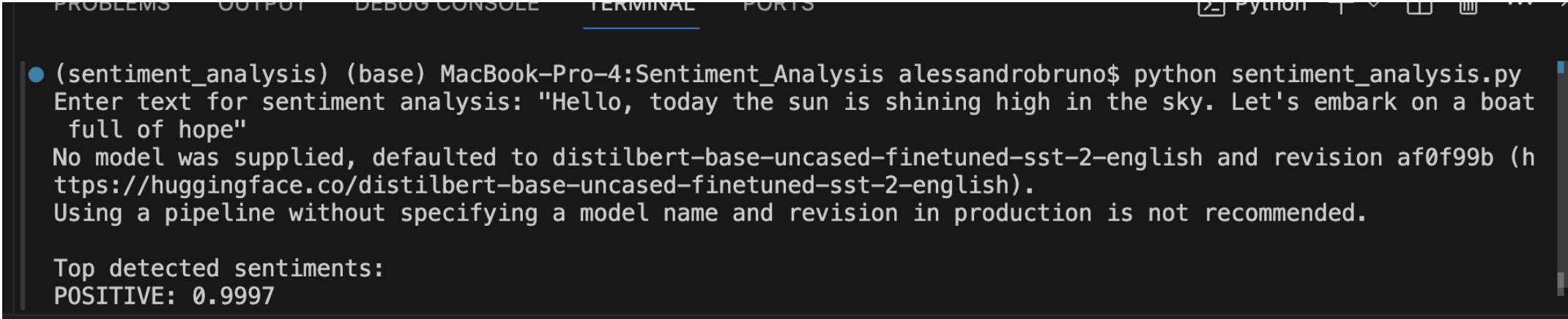
Spaces: 4 UTF-8 LF Python 3.11.5 ('sentiment_analysis': conda) Go Live kite: not installed

Option 1:

Type

python sentiment_analysis.py
on your terminal and press
enter

Running it on your laptop



The screenshot shows a terminal window with tabs for PROBLEMS, OUTPUT, DEBUG CONSOLE, TERMINAL, and PORTS. The TERMINAL tab is active. The prompt is (sentiment_analysis) (base) MacBook-Pro-4:Sentiment_Analysis alessandrobruno\$. The command python sentiment_analysis.py has been executed. The output shows the user entering the text "Hello, today the sun is shining high in the sky. Let's embark on a boat full of hope". The program then defaults to a specific model and provides a warning about production use. Finally, it outputs the top detected sentiment as POSITIVE with a score of 0.9997.

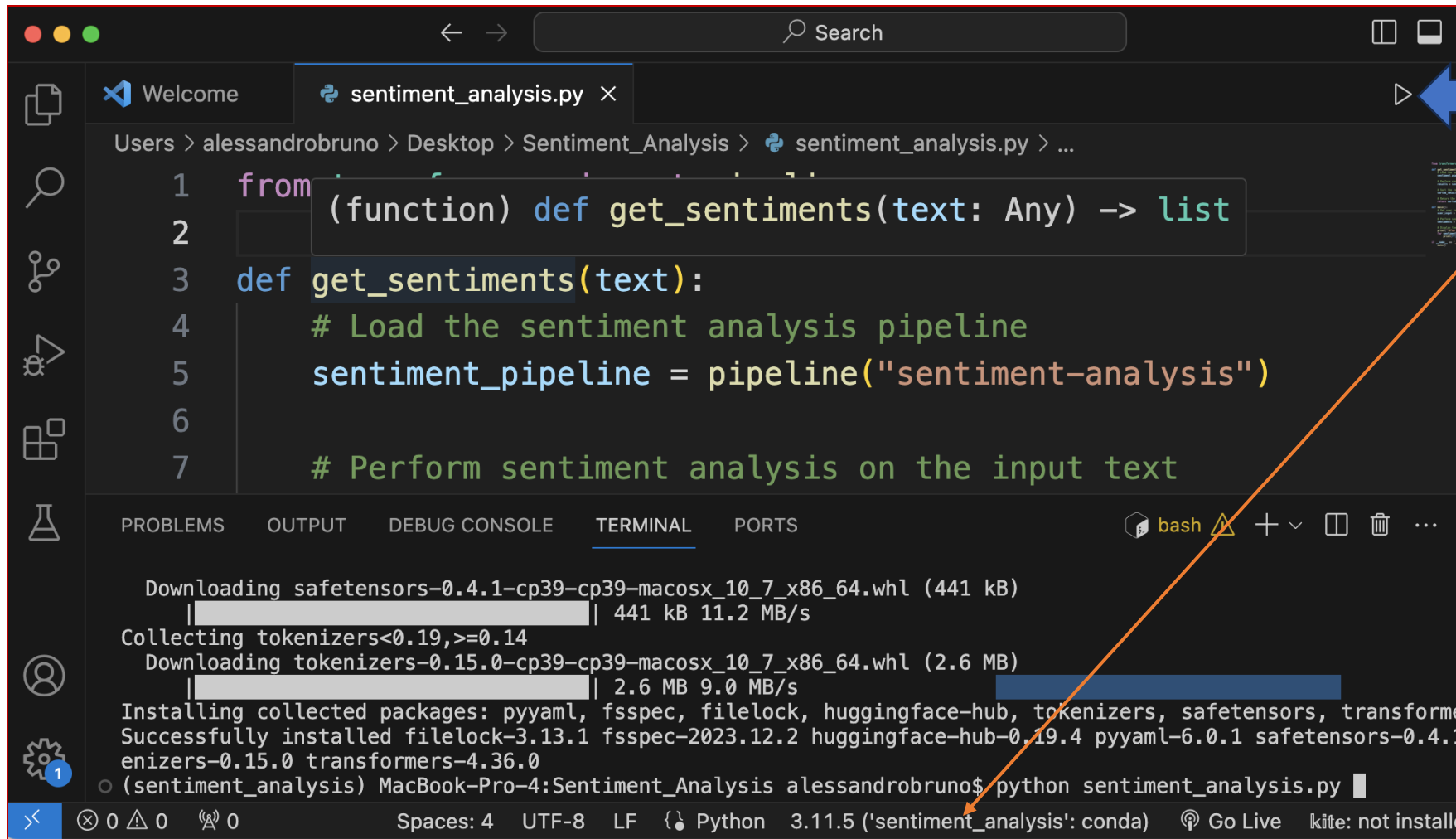
```
(sentiment_analysis) (base) MacBook-Pro-4:Sentiment_Analysis alessandrobruno$ python sentiment_analysis.py
Enter text for sentiment analysis: "Hello, today the sun is shining high in the sky. Let's embark on a boat
full of hope"
No model was supplied, defaulted to distilbert-base-uncased-finetuned-sst-2-english and revision af0f99b (h
ttps://huggingface.co/distilbert-base-uncased-finetuned-sst-2-english).
Using a pipeline without specifying a model name and revision in production is not recommended.

Top detected sentiments:
POSITIVE: 0.9997
```

The Python interpreter alerts us that we do not explicitly state a model for sentiment analysis. Therefore, it has defaulted to an available model for sentiment analysis on the statement I typed on the Terminal.

You can tell the program works well as the sentiment detected is 99% positive.

Step 5 (Running it on your laptop)



The screenshot shows the Visual Studio Code interface. The editor window displays a file named `sentiment_analysis.py` with the following Python code:

```
1 from typing import Any, List
2
3 def get_sentiments(text):
4     # Load the sentiment analysis pipeline
5     sentiment_pipeline = pipeline("sentiment-analysis")
6
7     # Perform sentiment analysis on the input text
```

The interface includes a sidebar on the left with icons for Explorer, Search, Source Control, Run and Debug, Extensions, Testing, and Settings. The bottom panel shows the TERMINAL tab with the following output:

```
Downloading safetensors-0.4.1-cp39-cp39-macosx_10_7_x86_64.whl (441 kB)
| 441 kB 11.2 MB/s
Collecting tokenizers<0.19,>=0.14
Downloading tokenizers-0.15.0-cp39-cp39-macosx_10_7_x86_64.whl (2.6 MB)
| 2.6 MB 9.0 MB/s
Installing collected packages: pyyaml, fsspec, filelock, huggingface-hub, tokenizers, safetensors, transformers
Successfully installed filelock-3.13.1 fsspec-2023.12.2 huggingface-hub-0.19.4 pyyaml-6.0.1 safetensors-0.4.1
tokenizers-0.15.0 transformers-4.36.0
(sentiment_analysis) MacBook-Pro-4:Sentiment_Analysis alessandrobruno$ python sentiment_analysis.py
```

The status bar at the bottom indicates the current configuration: Spaces: 4, UTF-8, LF, Python 3.11.5 ('sentiment_analysis': conda), Go Live, and kite: not installed.

Option 2:

Click on the "run" icon over here, which will use the interpreter configured in the current session of Visual Studio Code.

Be advised to DOUBLE-CHECK it to avoid any mismatch between your environment interpreter and interpreters for other projects.

If the interpreter is not the right one, click on it and pick the one from a dropdown menu.



Step 6 (Project Wrap-up)





Project Documentation

- README
- License
- Acknowledgment
- Project Folder (program files)



README file

- The README.md file is an indispensable asset for any GitHub repository, acting as a user-friendly guide that empowers individuals to effectively understand, utilize, and contribute to the project.
- By carefully crafting and maintaining a comprehensive README file, developers can enhance the project's visibility, adoption, and overall success.



README file of the project (Example)

- `# Sentiment Analysis with Transformers`
- This project demonstrates a simple sentiment analysis program using the Hugging Face Transformers library. It allows users to input text in the terminal, and the program returns the top two detected sentiments along with their scores.
- `## Getting Started`
- `### Prerequisites`
- Make sure you have Python installed on your machine. You can install the required packages using the following command:
- ```bash`
- `pip install transformers torch`

README file of the project (Example)

- Installation

Clone the repository:

```
git clone https://github.com/your-username/sentiment-analysis.git
```

- Navigate to the project directory:

```
cd sentiment-analysis
```

- Usage

Run the script by executing the following command in the terminal:

```
python sentiment_analysis.py
```










LICENSE

- Concerning the license, that's a matter you should dig in using the straightforward guidelines at the following link:
- <https://choosealicense.com/>
- Most of the time you will need to opt for a license regarding use, reproduction, commercialisation, liability and other legal and ethical aspects.
- The project you are going to deal with has only education purposes, therefore you can pick up the most permissive use license.
- However, reading the content of popular licenses such as MIT, and Apache 2.0.

Overview of GitHub licenses

- Credits: [Licenses on GitHub](#)

							
Type	Permissive	Permissive	Permissive	Permissive	Copyleft	Copyleft	Copyleft
Provides copyright protection	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE
Can be used in commercial applications	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE
Provides an explicit patent license	✓ TRUE	✗ FALSE	✗ FALSE	✗ FALSE	✗ FALSE	✗ FALSE	✗ FALSE
Can be used in proprietary (closed source) projects	✓ TRUE	✓ TRUE	✓ TRUE	✓ TRUE	✗ FALSE	✗ FALSE partially	✗ FALSE for web
Popular open-source and free projects	Kubernetes Swift Firebase	Django React Flutter	Angular.js jQuery, .NET Core Laravel	Joomla Notepad++ MySQL	Qt SharpDevelop	SugarCRM Launchpad	



Acknowledgement

Generally, you can acknowledge other people's work, projects, sources you find inspiring for your work in this document.

It is a sort of "Credits" section. Here is an example:

Acknowledgement

'The authors of the project acknowledge the platform "Kaggle.com". It has been broadly used to gather data for the project.

Regarding the authors' contribution, here is how we developed the project pipeline. (Use initials of full names to indicate each team member followed by the task he or she was involved in the project).

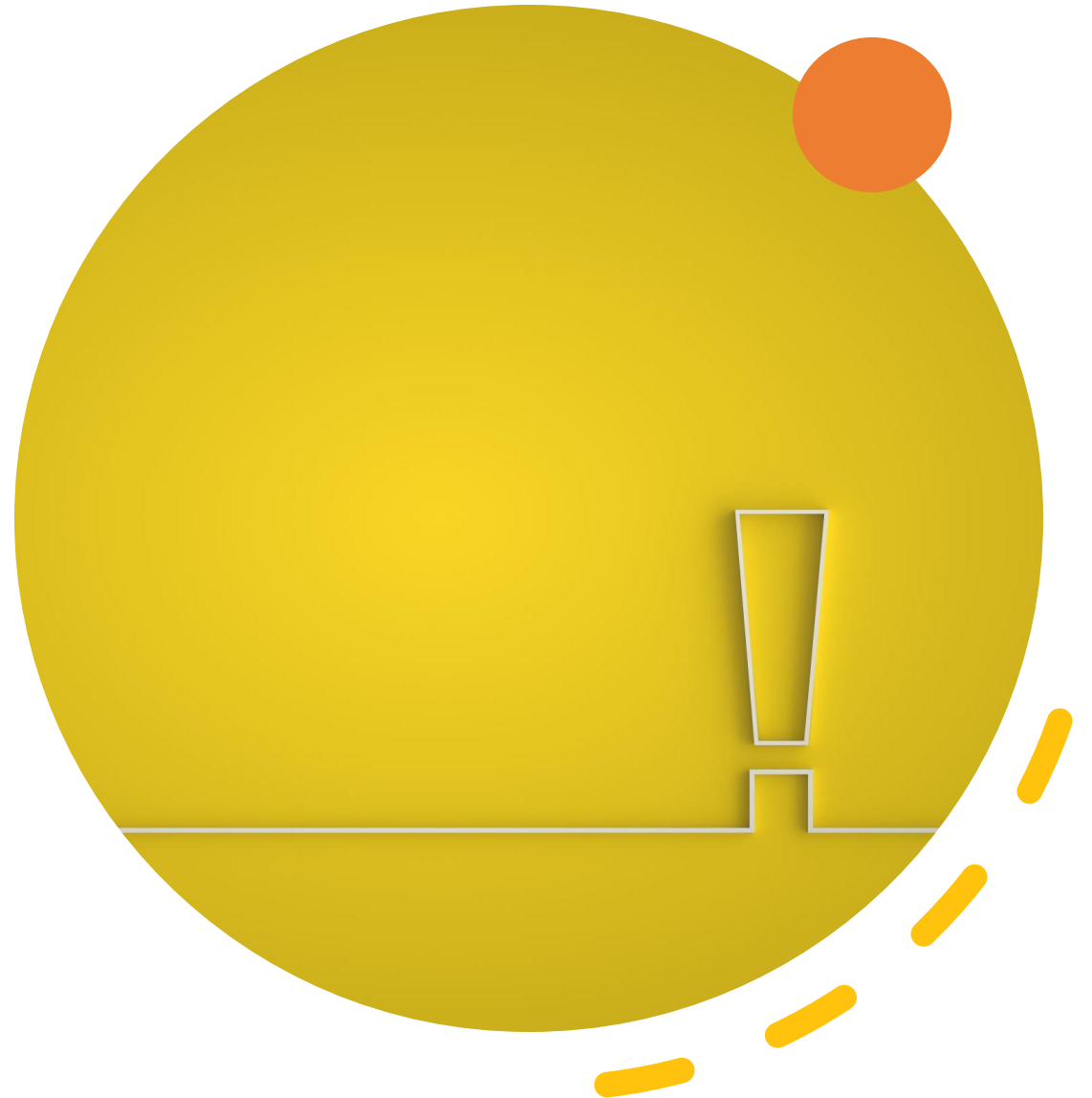
A.B. ran an extensive research over the Internet. M.M. checked out the project steps using Generative AI platforms such as ChatGPT. C.A. dealt with the code debugging using Visual Studio Code and ChatGPT. A.B. and M.M. wrapped up the code. C.A. wrote the documentation. All the team members worked along to upload the final version of the project to GitHub.



Step 7 (Project Delivery)

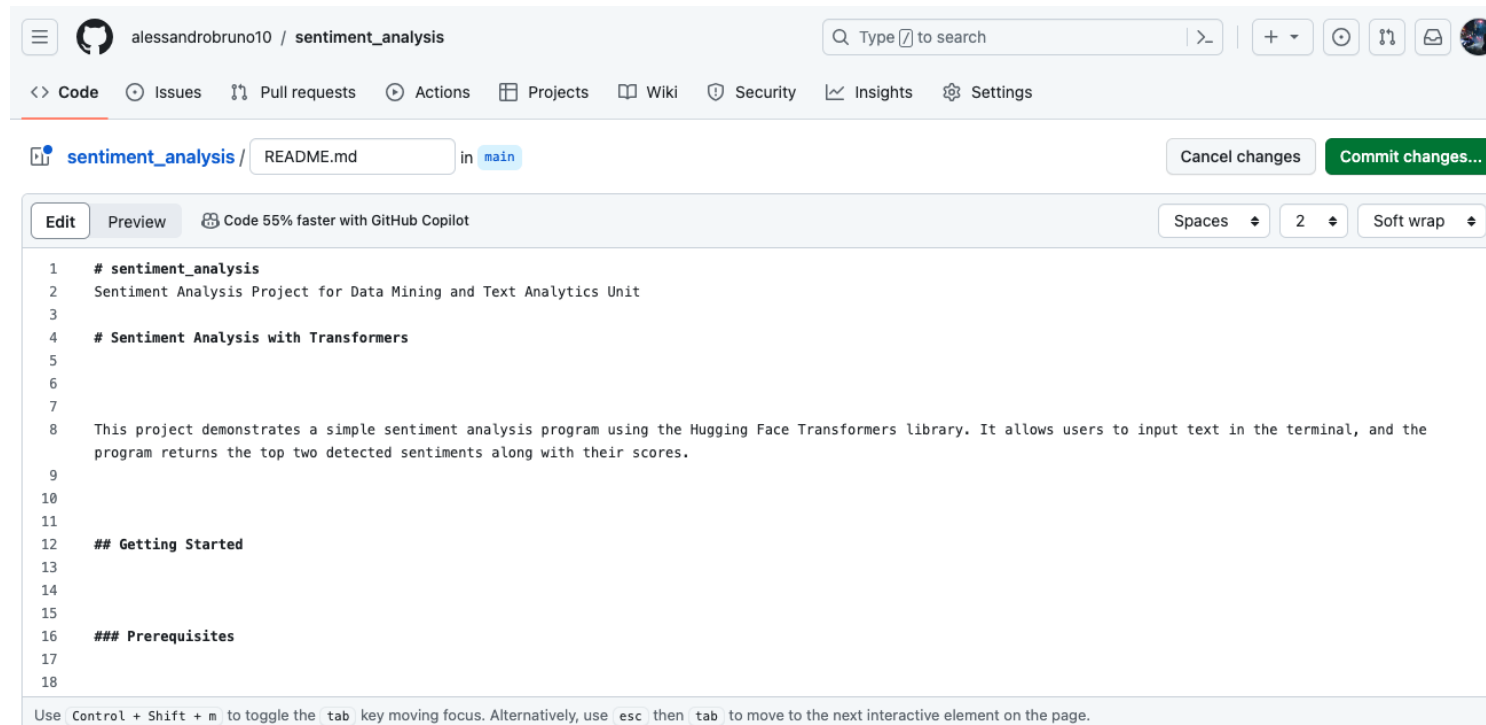
Upload to GitHub Repository

- A recap on the files to pack in the GitHub Repo:
- Project Files (python, libraries, datasets)
- README file
- LICENSE
- ACKNOWLEDGMENTS



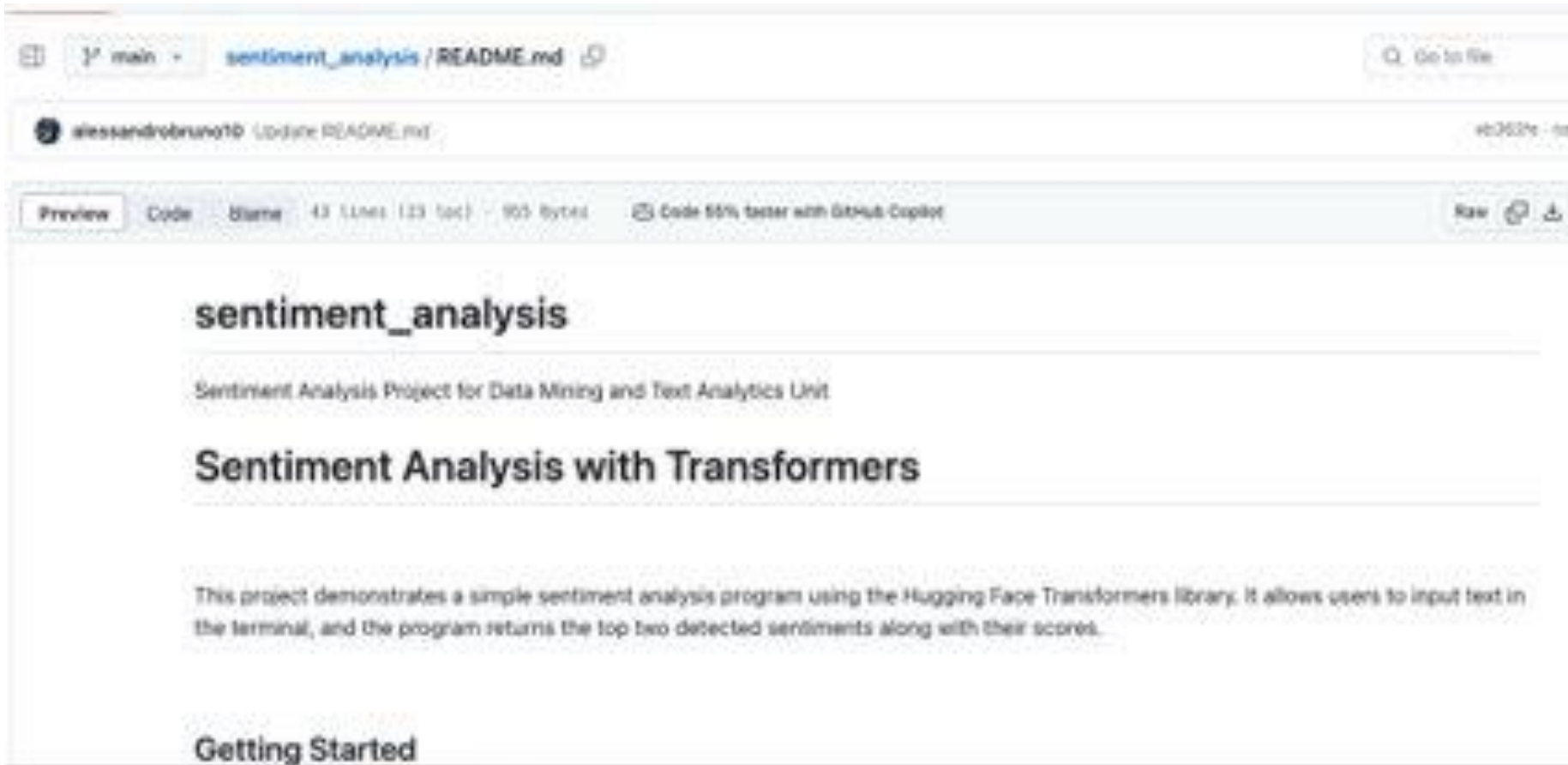
GitHub Repo

- Set up your Project repo on GitHub
- If you need to edit your README file, you can do that accessing it making changes.
- Note that all changes need to be committed as shown below.



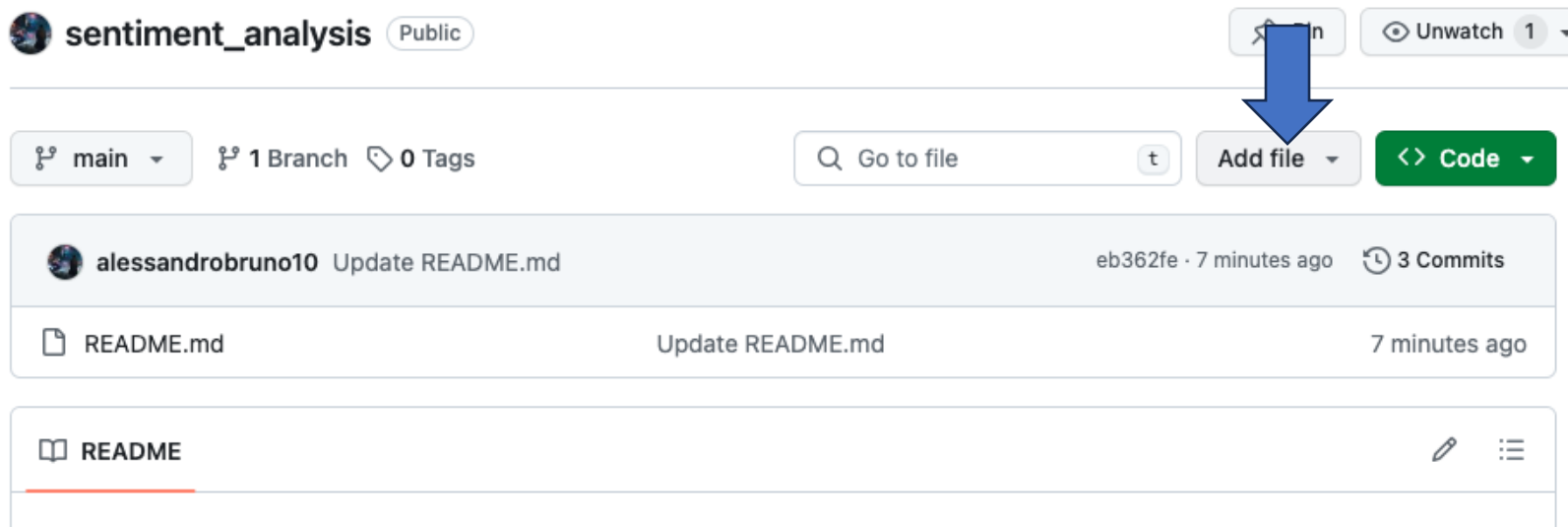
Click over
here after you
make changes

README file after committing changes



One approach for all files

- You can use the same approach for all documentation files.
- Make all edits you need to for your files and commit changes.
- Moreover, If you forget adding the Acknowledgment or other files, you can always upload it straight up to the branch of your GitHub repo.



Final Release

- You can visit the GitHub repo at the following link and check out the final release of the project:
- https://github.com/alessandrobruno10/sentiment_analysis/


The screenshot shows the GitHub repository page for 'sentiment_analysis' by user 'alessandrobruno10'. The repository is public. At the top, there are buttons for 'Pin' and 'Unwatch' (with a count of 1). Below this, there are buttons for 'main' (selected), '1 Branch', and '0 Tags'. A search bar 'Go to file' is present, along with 'Add file' and 'Code' buttons. The commit history table shows the following entries:

Commit Message	Commit Hash	Time Ago
Create LICENSE	4883545	1 minute ago
Update README.md		19 minutes ago
Create acknowledgment		3 minutes ago
Add files via upload		3 minutes ago



What else?

- What should I use to present my Python project during the exam session?
 - Just bring your laptop with your project and configurations set and done for a quick demo.
 - Get your GitHub repo up-to-date
 - Each team member will be given 10 minutes to talk about the solution. No need for slide decks or pptx files.
 - You can describe the project by showing how it works locally on your laptop and how you wrapped it up on GitHub,



Running short of
ideas for your
project?
Check out the list
on the righthand
side

- Customer Churn Prediction
- Market Trends Analysis via regression
- Keywords Extraction from Documents
- Sentiment Analysis from Documents
- Topic Modeling
- Opinion Mining
- Recommendation Systems
 - Movies
 - Music genres
 - Items
- Virtual Chatbots
 - Face Detection
 - Object Detection
 - Saliency Detection



Read it carefully!

- With coding it is easy to overcomplicate a project development especially when we add new interesting tasks to the original idea.
- There are way so many brilliant ideas that are worth coding.
- HOWEVER, My advice is: "Don't overdo it!"
- Pick up a project with simple tasks and try following the documentation you find over the Internet (you can also ask ChatGPT) and check whether things go smooth.
- Stick to a bottom-up approach, starting off with simple tasks.
- Then, try building up on what you already achieved.

Final thoughts

- If you feel like you are not sure about how to proceed or start off with your project, drop me a message at alessandro.bruno@iulm.it
- Brainstorming sessions can help to unleash our creativity or streamline projects and ideas.
- Remember: **we are here to learn!**

