Text Analytics – Week 3

Program: *IM–KMBI*

Teacher: *R. Henriques, F. Peleja, J. Jagusch*

Date: *Friday, March 2, 2018*

Let me introduce myself…

- Jan-Benedikt Jagusch
- German
- 2nd year master student in *IM-KMBI*
- B.S. in *IT Management*
- Teaching assistant in *Text Analytics* and *Decision Support Systems*

Let’s start of with a quiz

German: *‘Die Kirche im Dorf lassen’*

English literal: *‘To leave the church in the village’*

Let's start of with a quiz

German: *'Die Kirche im Dorf lassen'*

English literal: *'To leave the church in the village'*

English equivalent: *'To not get carried away'*

"You won't get a Nobel prize for your master thesis. Leave the church in the village!"

Let’s start of with a quiz

German: ‘*Schwein haben*’

English literal: ‘*To have a pig*’

Let’s start of with a quiz

German: ‘*Schwein haben*’

English literal: ‘*To have a pig*’

English equivalent: ‘*To have a stroke of luck*’

“"The car almost hit you. You had a pig!”

Let’s start of with a quiz

German: *‘Seinen Senf dazu geben’*

English literal: *‘To add their mustard’*

Let's start of with a quiz

German: *'Seinen Senf dazu geben'*

English literal: *'To add their mustard'*

English equivalent: *'To express your opinion.'*

"Peter can't stop arguing. He always adds his mustard."

And now, the agenda…

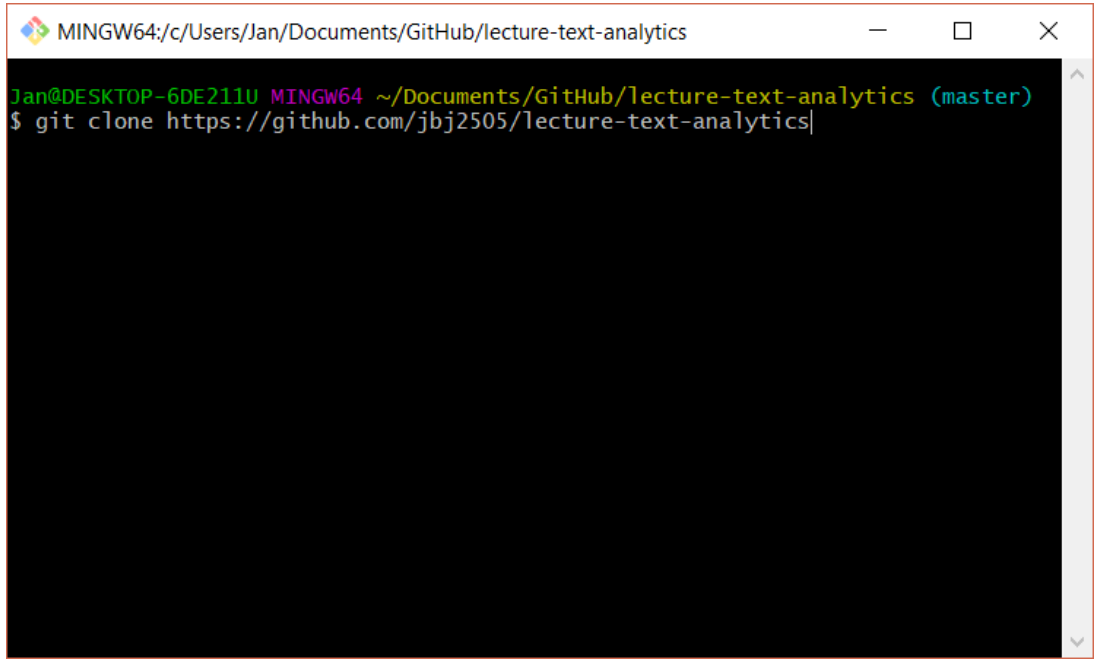
- Introduction to our text analytics environment
    1. GitHub
    2. Anaconda
    3. Jupyter Notebook
- A crash-course in Python
    1. Data structures and types
    2. Code flow constructs
    3. Functions
    4. Classes
- Mini-project: *Making sense of Trump's tweets*

GitHub

- VCS: Version Control System
- Collaboration with other developers on software projects
- Central code repository
- Project development history
- Your portfolio as a data scientist

GitHub

- Our GitHub for this course: https://github.com/jbj2505/text-analytics-lecture
- Interactive GitHub tutorial
- GitHub cheat sheet

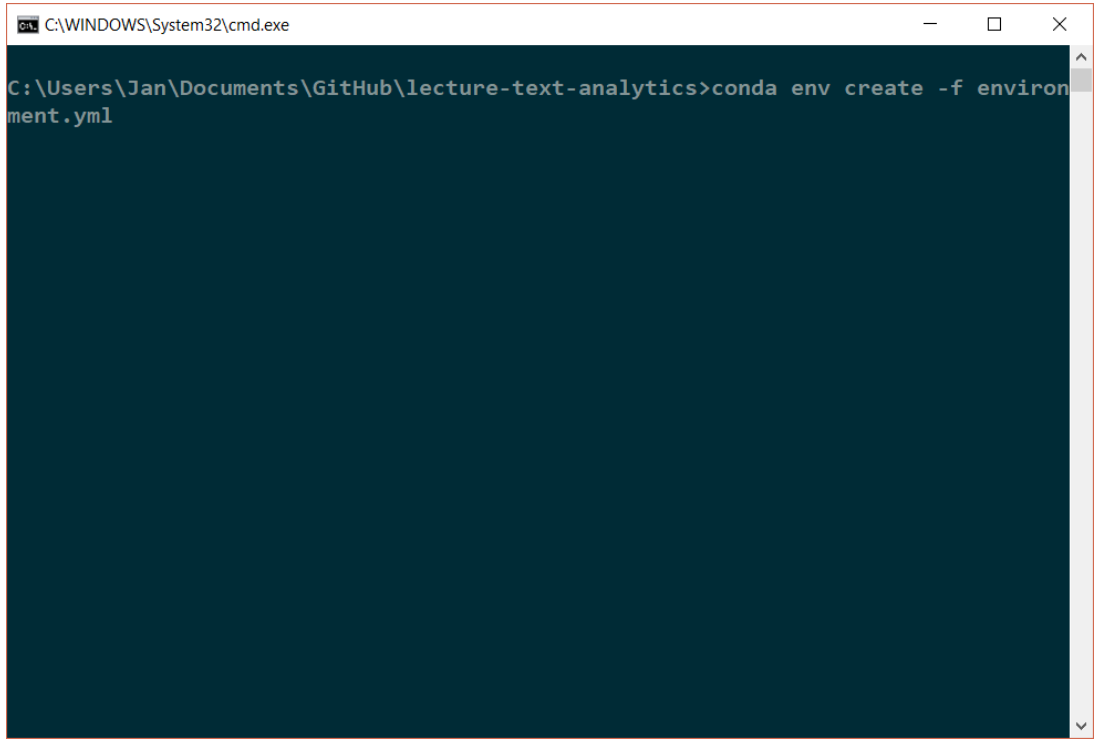


Anaconda

- Data science toolkit for Python
- Conda: *Virtual Environment Manager*
- Data science packages
- Low on disk space? Miniconda

Anaconda

- Conda tutorial
- Conda cheat sheet



Jupyter Notebook

- Markdown based development environment
- Used for coding and documentation

A crash-course in Python…

- Data extracted from Trump Twitter Archive
- Data from 01.01.2013 until 31.12.2017
- *28,282 tweets* in our collection