

THIS IS THE ULTIMATE GET STARTED FAST COURSE. Make no mistake data is the new gold. Those that have it are good, those that can mine and analyze it for actionable decisions **ARE WINNING**. That's what you will learn in this course. We deploy a "**Use Case**" approach to not only give you a real world situation but show you **step by step** how to apply various Natural Language Processing methods or tools to extract the data you need for a fast accurate solution. **NO SUBSCRIPTIONS, NO Applications to buy, just the tools provided to you in this course!**

What you will learn:

1. Enterprise level Text Data Analysis
2. Web Scraping (Extracting text data from blogs, articles or text content sites and pages)
3. Name Entity Recognition. (How to extract key pieces of information from text sources)
4. Create Word Clouds from text data.
5. Compare files for similarity.
6. Find words most relevant across multiple files (TF-IDF)
7. Isolate Word and Phrase frequency across a text collection.
8. Use Optical Character Recognition to extract text from images.
9. Generate .pdf reports of your analysis to share instantly.
10. And much much more...

*** Add a new dimension to your Search Engine Optimization (With better keywords)**

***Get higher conversions from your sales scripts.(By understanding why ones perform and others do not)**

***Increase the accuracy of your opponent profile. (Isolate words and phrases used most)**

All of this falls under the Domain of Natural Language Processing. **Natural Language Processing, or NLP** for short, is broadly defined as the automatic manipulation of natural language, like speech and text, by software. But that doesn't even come close to what you can do with NLP and a variety of Data. You will become familiar with some basics in the Python programming language and in the end you will have a portable (virtual machine) personal arsenal of tools to leverage across any number of text data sources. Giving you and or your organization the edge now and moving forward.

***Get the upper-hand in Content Generation. (Optimized Content based on Analysis)**

As an organizational leader, If you wanted to generate insights for text data, this course is for you. If you are involved in Market research this course is for you. If you conduct any form of competitive analysis this course is for you. Political campaign strategists needing a deeper understanding of the opponent, you guessed it. **THIS COURSE IS FOR YOU!**

***Level-Up in your Career with NOW SKILLS! (Instantly ADD MORE VALUE)**

What you will learn are **HIGHLY transferable skills** applicable across a wide range of industries beyond I.T. (Healthcare, Legal, Insurance, Politics and Business). **Whether you are changing careers, a student, an MBA or in a leadership position; your analysis skills will improve tremendously!**

Are there other uses for what you learn? **ABSOLUTELY**. One example that was sent to me, was from a songwriter. **Yes, you read that correctly, a songwriter using data analysis!** This individual compiled a collection of the lyrics of the top selling songs in his genre for the past 10 years. Using the Token frequency and TF-IDF scripts to isolate most used and highest weighted words across all lyrics in an effort to write songs with an increased probability for success. OF_NOTE: He did acknowledge that there were more factors that play into this but he was determined to capture every advantage possible.

"To be able to do data analysis like this by myself, gives me a broader range of thought and creativity as to what is possible for my music"

C.H.

As a BONUS you will be provided a product or service recommendation script!