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Section 1
Introduction to Text Mining

Want more? Head over to www.AIOutsider.com

Section Overview

- Text Mining & NLP
- Sentiment Analysis
- Google Colab
- Dataset Overview
- Descriptive Statistics

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WHAT IS TEXT?

DATA IS EVERYWHERE

4.500.000.000 BC — Temporal gap — 30.000 BC — Temporal gap — 1.454 AC — Temporal gap — 1.989 AC

How much data has been created for the last 2 years?

- 3 billion ... Number of Google searches per day
- 350 million ... Number of posts on Facebook per day
- 6000 ... Number of Tweets per second
- 29 billion ... Number of words in Wikipedia
- 4.6 billion ... Number of internet users worldwide

90%

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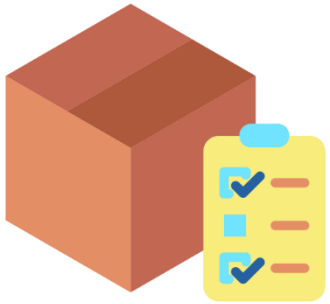
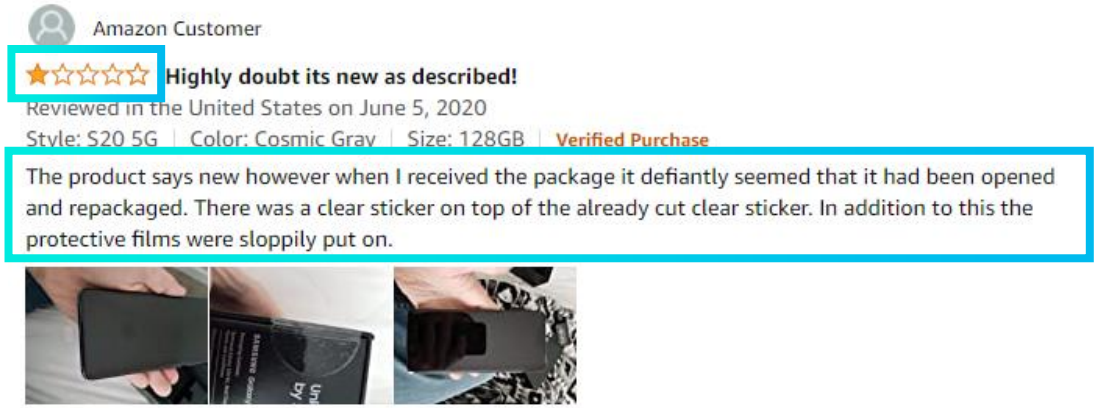
WHAT IS TEXT MINING?

TEXT MINING

Definition

Derive meaningful information from unstructured text data





RATING	A number …	Easy to intepret for computers
	STRUCTURED DATA	
REVIEW	Some text …	Needs to be pre-processed before it can be used by computers
	UNSTRUCTURED DATA	

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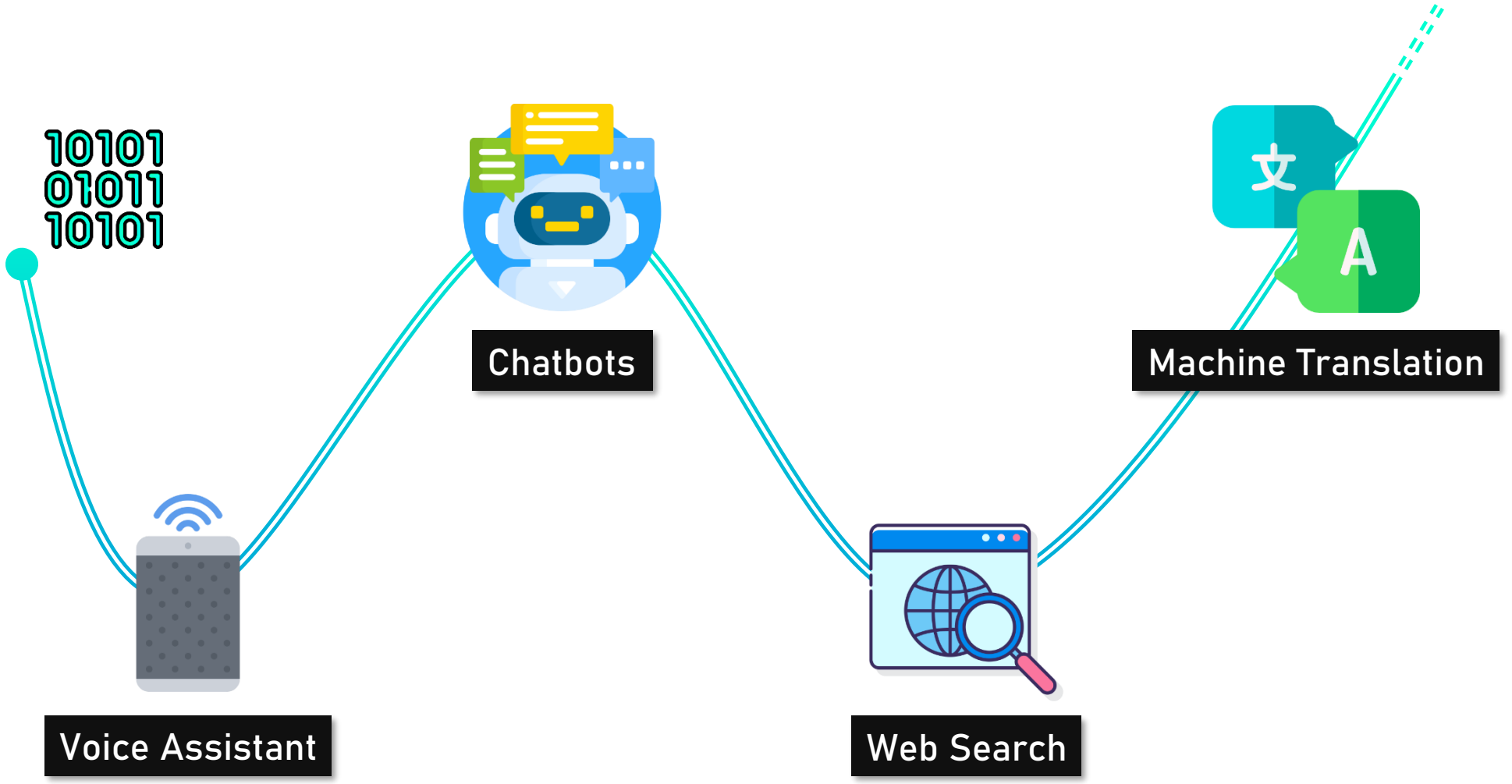
TEXT MINING & NLP

TEXT MINING & NLP



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SENTIMENT ANALYSIS

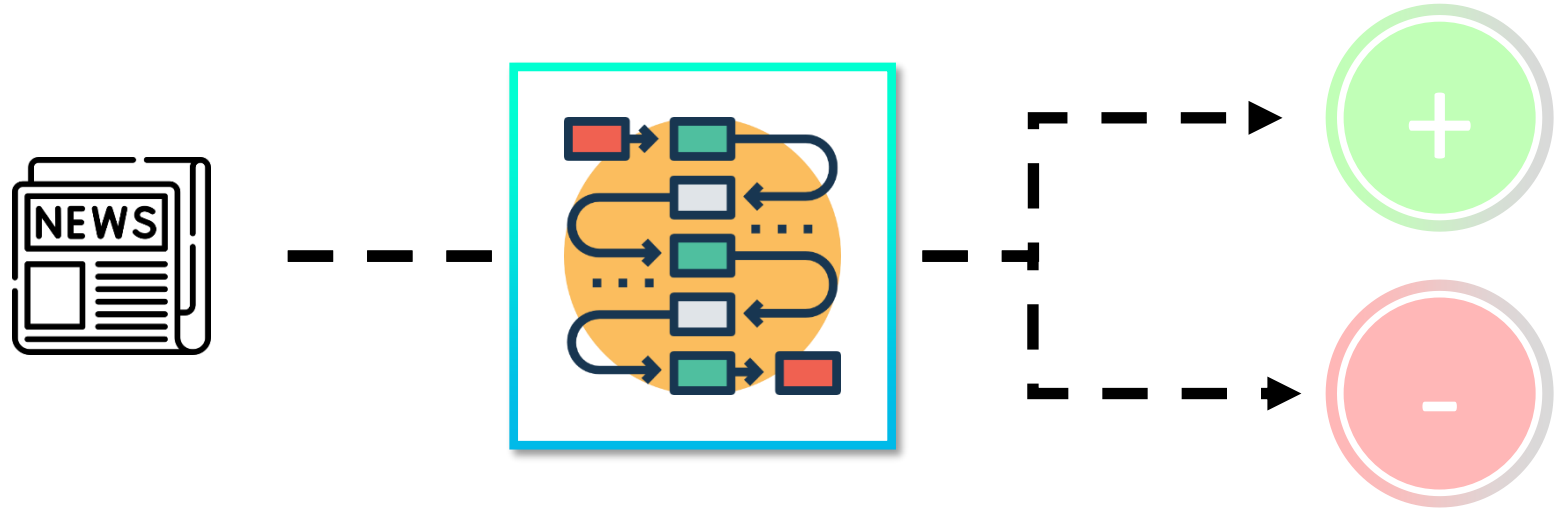
SENTIMENT ANALYSIS IN SHORT

Definition

Derive sentiment from text data by using text mining and NLP methods

NEWS FEED:

- Oil Advances Toward $50 After OPEC+ Clinches Compromise Deal. +
- Oil Crashes to 18-Year Low With Broken Market Drowning in Crude. -
- Oil's 60% Crash Is the Tip of an Iceberg. The Reality Is Worse! -



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ROADMAP

COURSE ROADMAP

« @AIOutsider reaaady to learn NLP!!! »

TWEET + | TWEET - | TWEET - | TWEET +

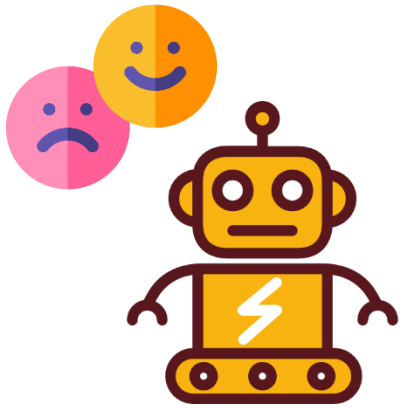
SECTION 2 NORMALIZATION

ready | to | learn | NLP

SECTION 3 VECTORIZATION

4 | 15 | 27 | 2

SECTION 4 SENTIMENT MODEL



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