



Cannabis Data Science #72

June 29th, 2022





*“The wildly famous West Coast cannabis brand **Jungle Boys** quietly entered the Florida medical marijuana market about a month ago.”*

– Hannah Gershowitz
*Jungle Boys Outsell All Florida
Dispensaries by a Long Shot on
First Day of Business
Respect My Region
June 23, 2022*

<https://www.respectmyregion.com/jungle-boys-outsell-florida-dispensaries/>

"You do not get discoveries in the sciences by taking huge amounts of data, throwing them into a computer and doing statistical analysis of them...."

"...that's not the way you understand things, you have to have theoretical insights."

– Noam Chomsky

Hurdles in Programming and Statistics

Machine learning suffers from three big issues:

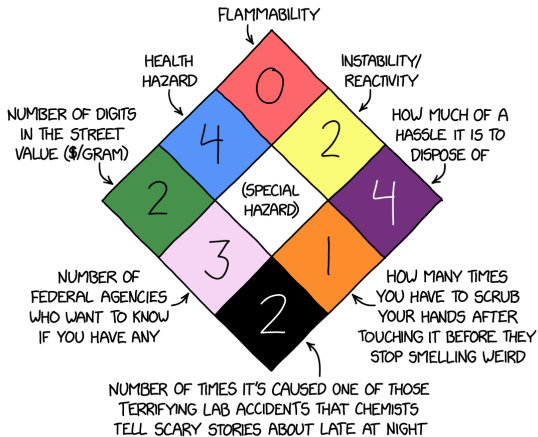
- 1 **Dependency:** Domain-dependent models and training data;
- 2 **Consistency:** Different training leading to different results;
- 3 **Transparency:** Black-box, uninterpretable algorithms that lack a reasoning process.

An Application of Machine Learning

Insights of the Day

- The idea is to input reviews for cannabis products, grouped by user, strain, or brand, then get back measures for:
 - ▶ Polarity;
 - ▶ Intensity;
 - ▶ Emotion;
 - ▶ Aspects;
 - ▶ Personality;
 - ▶ Depression;
 - ▶ Engagement;
 - ▶ Well-being.

KNOW YOUR EXTENDED NFPA HAZARD DIAMOND:



Author: xkcd

License: CC BY-NC 2.5

URL: <https://xkcd.com/2638/>



Thank you for coming.

Insights of the Day

- Sentiment around your brand can be measured.

What is on your mind for next week?