# **Week 1 Part 2 - Network Analysis and Text Mining Use Cases [1-Jun 6-Jun]**

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### Week 1 - Part 2 Overview

This week, you'll start using NetworkX and getting used to your development environment.

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### Week 1 - Part 2 - Core Reading

Please read:

* + Natural Language Processing with Python, Chapters 1 and 2.  You're encouraged to set up a virtual machine for Natural Language Processing, as the author describes.
  + Social Network Analysis for Startups, Chapter 1
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### Setting up your GitHub repository

This material is for IS 620 students who are new to GitHub.  If you already know how to post content in GitHub, please feel free to skip.

We'll be using GitHub as a place to share our project code bases and documentation.  You'll need to set up (or use your existing) GitHub repository at <https://github.com/>.  It's also recommended that you download their Github for Windows or GitHub for Mac client tool.  Both the public repository and the client tool are freely provided.

GitHub has become the leading repository for shared software development.  GitHub is (mostly) a graphical front end for the Git client software.  GitHub also provides some nice "social" tools that make collaborative version control easier.

For software developers and data scientists who are interviewing for jobs, be prepared for the increasingly standard pre-interview question, "Could you send me a link to your GitHub repository?"  It is our expectation that you'll turn in your course work with links to this repository.  And it's our hope that at the end of the MSDA program, you will have an impressive portfolio of increasingly complex data science projects in your repository.

Git is an open-source command-line based version control system.  Github provides (free and commercial) (1) a shared space “in the cloud” for collaboratively working on git projects, with (2) optional graphical user interface for Macs and PCs on top of most of git

Here's a video that provides a short overview of using the Github website in conjunction with GitHub for Windows (or GitHub for Mac).  It can be confusing at first to remember when to perform a task in your browser on [Github.com](https://github.com/)and when to use the downloaded GitHub for Window/Mac client.  Together, the website and the client application provide most of the functionality needed to support collaborative versioning.  For advanced tasks, it is sometimes necessary to also run Git from the command line (Windows) or terminal interface (Windows or Mac).

Here are some places to get started learning about Git and GitHub

* + Short, free, hands-on tutorial at codeschool: [Resources to learn Git](https://try.github.io/)
  + Set of short [videos on Git](http://git-scm.com/videos)
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### Week One - Part 2 Discussion Marketing Analytics

Much of our work in network analysis and text mining can be used to support marketing analytics.

Here, you’re asked to describe how a specific organization has used (or could use) analytic measures to help achieve its marketing goals.  Briefly describe the organization, its marketing goals, and the most importing measures (key performance indicators) used in support of those goals.  You may take an example from your own experience, or curate a case study from the web or other sources.

Please make your initial post by Saturday 6/6, and respond to at least one class mate's post by Monday 6/8.

* Assignment

### [Assignment Week 1 Hello Graph World](https://bbhosted.cuny.edu/webapps/assignment/uploadAssignment?content_id=_56481529_1&course_id=_2003032_1&group_id=&mode=view)

Attached Files:

* + [[File](https://bbhosted.cuny.edu/bbcswebdav/pid-56481529-dt-content-rid-444043175_1/xid-444043175_1) Assignment Hello Graph World.pdf](https://bbhosted.cuny.edu/bbcswebdav/pid-56481529-dt-content-rid-444043175_1/xid-444043175_1) (130.503 KB)

Due by end of day Sunday