Tools for Management Data Science Course

Master in Big Data, Analytics and
Technology Management
University of Firenze, 2016/2017
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Goals

Congrats, you enrolled in the Master in Big Data, Analytics and Technology Management @ University of Firenze, a Master organized by the Departments of Statistics & Computer Science, Engineering and Economics.

I'm Andrea Gigli, PhD in Applied Statistics, MSc in Big Data Analytics & Social Mining. During the Data Science for Management course I'll guide you through Data Science applications for Business.

In these **30 hours Front End lectures**, **90 hours Labs**, **60 hours Industrial Workshops** you'll understand selected business problems and learn how to use Data Science to solve them, while working on real cases and learning methodologies and techniques during your project works.

Goals

Being in touch with real companies, I've designed this course in order to make your CV appealing for them. This year you'll learn

- R and Python scripting (R & Python)
- How to explore business data (R)
- How to build business dashboards using quantitative, qualitative and geo-referenced data (R)
- How to scrape web pages for business intelligence purposes (Python)
- How to measure customer engagement on Social Networks like facebook or twitter (Python)
- How to use data mining in your customer database (Python & R)
- How to segment and cluster customers (R)

Moreover, during the workshops you'll make practice with other problems and interact with true industry professionals to understand how to solve them with business in mind...

Time to work now...

Set up the working environment

- 1. Download Oracle VM VirtualBox from https://www.virtualbox.org/ accordingly to your OS https://www.virtualbox.org/wiki/Linux_Downloads
- 2. Download the *.ova file I set up for you Launch VirtualBox
- 3. From File/Import Appliance... select *.ova file
- 4. From VirtualBox Manager menu select Settings/System and set RAM to ½ of your operating system RAM
- 5. You can run on your Linux Ubuntu machine on your OS with all the tools we are going to use during the course
- 6. If you want higher performance, install Python 3, R, R Studio and Jupyter on you computer and the libraries I will indicate during the course

New to Linux command line?

You can start looking at the most popular commands reading some cheat sheets

https://www.nixtutor.com/linux/all-the-best-linux-cheat-sheets/

or searching the web for "linux command line for beginners"

As reference book look at <u>The Linux Command Line</u>.

Before coding...

I've collected some notes here to set up the tools we'll use extensively during course, labs and seminars. You can see how to

- 1. install R and R Studio
- 2. install Python 3 and Spyder
- 3. install Jupyter in Linux Virtual Machine
- 4. get an access token for Facebook mining and how to use it
- 5. get an access token for Twitter mining
- 6. install Scrapy for Python 3.0
- 7. Xpath basics
- 8. GitHub basics

R, RStudio, Python3

You can find **R** here https://cran.r-project.org/

And **RStudio** here https://www.rstudio.com/

I recommend you install **Python 3** using **Anaconda** distribution https://www.continuum.io/downloads and be sure you can run **Spyder 3** (3 not 2). See https://pythonhosted.org/spyder/installation.html for details

Anaconda provide **Jupyter**, a tool for building notebooks in Python.

In Jupyter you can build notebooks in R as well, provided you install the kernel following the instructions here https://irkernel.github.io/installation/. I give you an exemple of IRkernel installation on the next slide for Linux user

Jupyter Notebook

To install IPython Notebook follow these steps (Linux user)

1. Install jupyter for Python 3.X in your Linux

```
$ sudo pip3 install jupyter (enter your password)
```

Now your Jupyter has Python (3) kernel. For using Jupyter with R you need to

2. Install IRKernel in R

```
install.packages(c('repr', 'IRdisplay', 'crayon', 'pbdZMQ',
   'devtools'))

devtools::install_github('IRkernel/IRkernel')

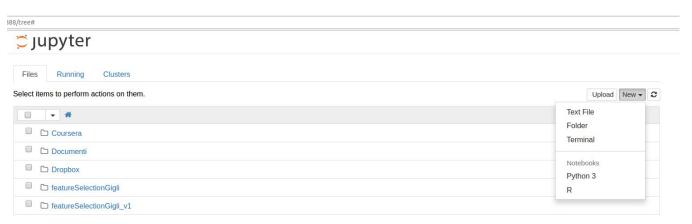
IRkernel::installspec() # to register the kernel in the current
R installation
```

Jupyter Notebook

To launch Jupyter from the Linux command window, type

3. \$ jupyter notebook

You'll see you browser opening a new session. If you click on "New" you can create a new Python or R notebook



Facebook API

To get access to Facebook API you need a Developer Account

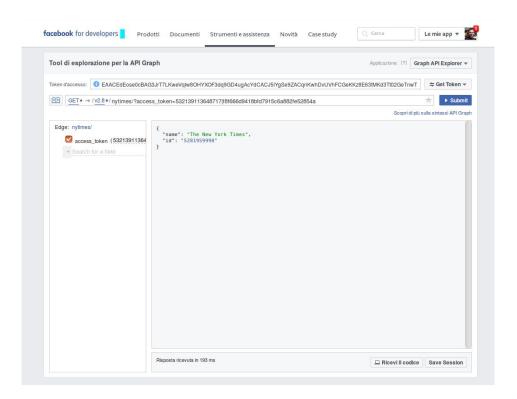
- 1. Login to Facebook
- 2. Register to https://developers.facebook.com
- 3. Create a FB dev account and get a temporary (2 hours) token. You can also build a never expiring token by combining
 - app id: 123456789abcdef
 - secret key: f8f666d9418bfd7915c6a882fe52854a and separating them with a "pipe", "|"
 - never expiring token:
 123456789abcdef | f8f666d9418bfd7915c6a882fe52854a

You can find a very useful tutorial @ https://developers.facebook.com/apps

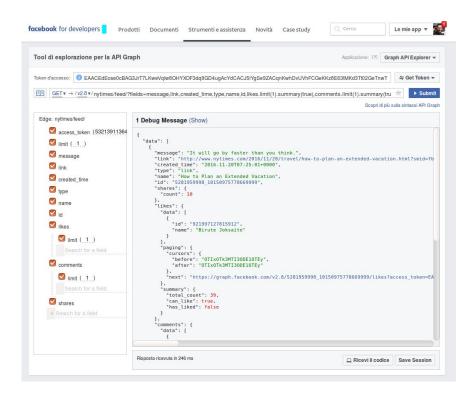
Facebook API

To test your access token type

nytimes/?access_token =
<YOUR ACCESS TOKEN>

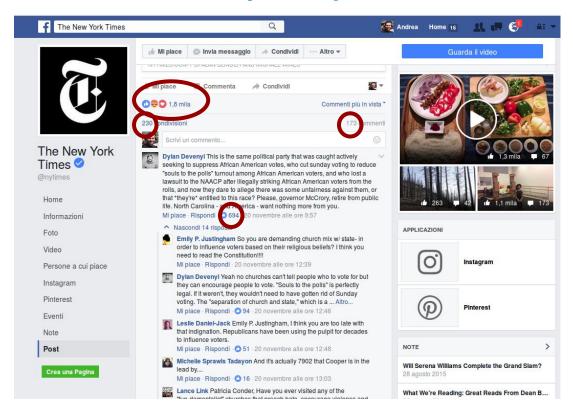


Facebook API: messages



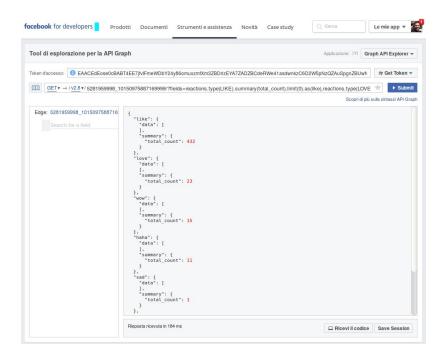
nytimes/feed/?fields=message
,link,created_time,type,name
,id,likes.limit(1).summary(t
rue),comments.limit(1).summa
ry(true),shares&limit=1&acce
ss_token=<YOUR ACCESS TOKEN>

https://www.facebook.com/nytimes/posts/10150975887169999



Facebook API: reactions

5281959998 10150975887169999/?field s=reactions.type(LIKE).summary(tota l count).limit(0).as(like), reaction s.type(LOVE).summary(total count).l imit(0).as(love), reactions.type(WOW).summary(total count).limit(0).as(wow), reactions.type(HAHA).summary(t otal count).limit(0).as(haha),react ions.type(SAD).summary(total count) .limit(0).as(sad), reactions.type(AN GRY).summary(total count).limit(0). as(angry)&access token=<YOUR ACCESS TOKEN>

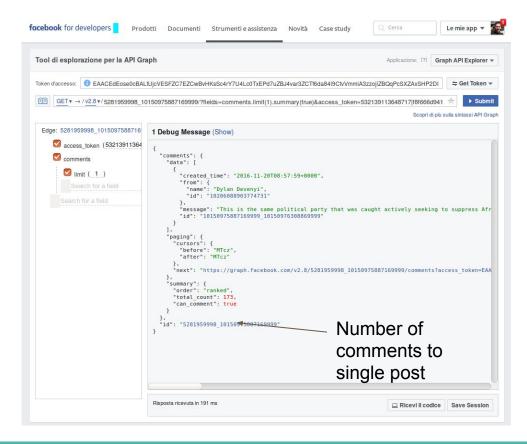


Facebook API: comments to single post

5281959998_101509758871 69999/?fields=message,c reated_time,comments.li mit(1),summary(true)&ac cess_token=532139113648 717|f8f666d9418bfd7915c 6a882fe52854a

See also

https://developers.facebook.co m/docs/graph-api/reference/v2. 8/comment/

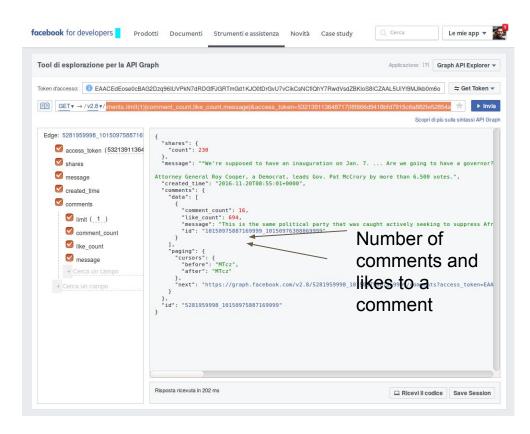


Facebook API: comments counts to comments

5281959998_10150975887169 999/?fields=shares, messag e,created_time,comments.l imit(1) {comment_count,lik e_count,message}&access_t oken=532139113648717|f8f6 66d9418bfd7915c6a882fe528 54a

See also

https://developers.facebook.com/d ocs/graph-api/reference/v2.8/com ment/

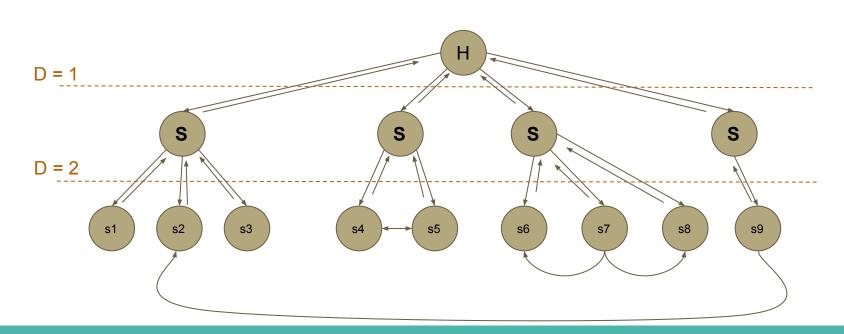


Twitter API access

- 1. Login to your twitter account
- 2. Go to https://apps.twitter.com/
- 3. Click "Create New App"
- 4. Fill the form and click "Create your twitter application
- In the tab "Key and Access Tokens" you can find the Consumer Key (API Key) and the Consumer Secret (API Secret)
- 6. Click "Create Access Token" and get Access Token e Access Token Secret

Scrapy

Scrapy is a Python framework for building **web spider**, i.e. robots which are able to visit all the web pages they can reach through links.



Scrapy

To install scrapy in Linux just type

```
sudo pip3 install scrapy
```

To be sure to have the most recent version type again

```
sudo pip3 install --upgrade scrapy
```

IMPORTANT! Sometimes Scrapy can generate conflicts when it is installed system-wide. We recommend to install it in a specific environment.

Look here >> https://doc.scrapy.org/en/latest/intro/install.html#intro-using-virtualenv

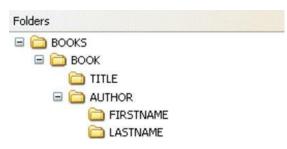
XPath

Once you have downloaded the web pages you have to extract information from them.

Xpath is a syntax used to navigate through elements and attributes in an XML document.

XPath uses path expressions to select nodes or node-sets in an XML document.

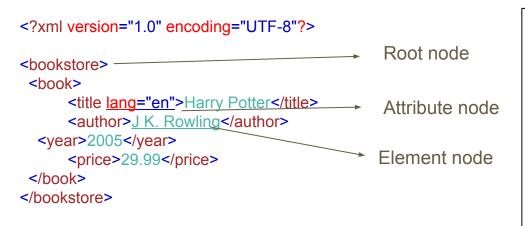
These path expressions look very much like the expressions you use with a traditional computer file system ----->



XPath

In XPath, there are seven kinds of nodes: element, attribute, text, namespace, processing-instruction, comment, and document nodes.

XML documents are treated as trees of nodes. The topmost element of the tree is called the **root element** and **atomic values** are nodes with no children or parent.



For more details, please start with

http://www.w3schools.com/xml/xpath_intro.asp
and play with

http://codebeautify.org/Xpath-Tester
... and enjoy!

Alternatives to Scrapy

Scrapy works well but sometimes you simply need wisely parsing web pages or to interact with javascript of web pages.

In these cases you should look at

- Beautiful Soup (web page parsing Python library, start from here)
- Selenium (tool for automating web application testing, <u>official Python dochere</u>)

Xpath logic is the same.

GitHub

Git is a **version control software**, which means it manages changes to a project without overwriting any part of that project.

This means you and your team members can each upload your revisions to the project (for project here I mean web site, a paper, a program, ...) and Git will save more copies. Later, you can merge your changes together without losing any work along the way. You can even revert to an earlier version at any time, because Git keeps a "snapshot" of every change ever made.

Git was designed with a big project like Linux in mind, there are a lot of Git commands. However, to use the basics of Git, you'll only need to know a few terms. They all begin the same way, with the word "git"

GitHub: very frequent commands

git init	Initializes a new Git repository.
git clone	Clone a Git repository and create a local repository
git status	Check the status of your repository.
git pull	"pull" the changes down from GitHub to your local repository.
git add	This does <i>not</i> add new files to your repository. Instead, it brings new files to Git's attention.
git commit	After you make any sort of change, you input this in order to take a "snapshot" of the repository. Usually it goes git commit -m "Message here"
git push	"push" the changes up to GitHub with this command.
git help	Forgot a command? Type this into the command line to bring up the 21 most common git commands.

- Sign up for an account on GitHub.com.
- <u>Install Git</u> on your computer
- Introduce yourself to Git. Open a terminal (Windows users have to start the Git Bash app you just installed) and type in the following code:

git config --global user.name "Your Name Here"

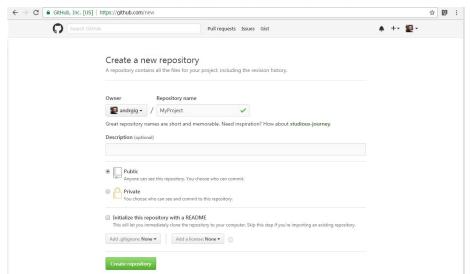
 tell it your email and make sure it's the same email you used when you signed up for a GitHub.com account

git config --global user.email "your_email@youremail.com"

 Go to GitHub.com and create a repository (a digital directory where you can access your project, its files, and all the versions of its files that Git saves) clicking on "Start a project".

- Give your repository a short, memorable name and click the green "Create Repository" button
- You're set. You now have an online space for your project to live in.





Mirror that online repository we just made as a local directory:

First type:

(his is a general navigational command from the time before visual computer interfaces. The ~/ ensures that we're building the repository at the top level of your computer's file structure, instead of stuck inside some other directory that would be hard to find later)

Then type:

(cd stands for change directory, and it's also a navigational command) Once we type this command, we are transported inside the local folder MyProject.

For your next line, type:

git init

(You're using a Git command because it always begins with git. init stands for "initialize", it tells the computer to recognize this directory as a local Git repository)

Now create a simple txt file on the local MyProject folder

touch Readme.txt
(touch is a navigational command meaning "create")

To check if Git can see your file write
 git status

```
nINGW64:/c/Users/t000524/MyProject 🚯
  00524@CL100400145052 MINGW64 ~
 mkdir ~/MvProject
 000524@CL100400145052 MINGW64 ~
 cd ~/MyProject
 000524@CL100400145052 MINGW64 ~/MyProject
Initialized empty Git repository in C:/Users/t000524/MyProject/.git/
 000524@CL100400145052 MINGW64 ~/MyProject (master)
     4@CL100400145052 MINGW64 ~/MyProject (master)
on branch master
Initial commit
Untracked files:
 (use "git add <file>..." to include in what will be committed)
nothing added to commit but untracked files present (use "git add" to track)
      The Terminal says you're on the master branch
      of your project and that Readme.txt is listed as
      an "untracked" file, which means Git is ignoring
```

it for now.

To make Git notice that the file is there, type:

git add Readme.txt

• It's time to take a "snapshot" of the project so far, or "commit" it:

git commit -m "Add Readme.txt"

(The -m flag indicates that the following text should be read as a message.)

- Tell Git that a remote repository actually exists somewhere online
 git remote add origin https://github.com/andrgig/MyProject.git
 (remote is a descriptor of origin, to indicate the origin is not on the computer, but somewhere online)
- Git now knows there's a remote repository and it's where you want your local repository changes to go. To confirm, type this to check:

git remote -v

```
MINGW64:/c/Users/t000524/MyProject
 000524@CL100400145052 MINGW64 ~
 mkdir ~/MyProject
 000524@CL100400145052 MINGW64 ~
 cd ~/MyProject
 000524@CL100400145052 MINGW64 ~/MyProject
 git init
Initialized empty Git repository in C:/Users/t000524/MyProject/.git/
 000524@CL100400145052 MINGW64 ~/MyProject (master)
 touch Readme.txt
 000524@CL100400145052 MINGW64 ~/MyProject (master)
 git status
On branch master
Initial commit
Untracked files:
  (use "git add <file>..." to include in what will be committed)
nothing added to commit but untracked files present (use "git add" to track)
 000524@CL100400145052 MINGW64 ~/MyProject (master)
 git add Readme.txt
 000524@CL100400145052 MINGW64 ~/MyProject (master)
 git commit -m "Add Readme.txt"
[master (root-commit) b5b3d2a] Add Readme.txt
1 file changed, 0 insertions(+), 0 deletions(-)
 create mode 100644 Readme.txt
F000524@CL100400145052 MINGW64 ~/MyProject (master)
Figit remote add origin https://github.com/andrgig/MyProject.git
 000524@CL100400145052 MINGW64 ~/MyProject (master)
 git remote -v
origin https://github.com/andrgig/MyProject.git (fetch)
origin https://github.com/andrgig/MyProject.git (push)
T000524@CL100400145052 MINGW64 ~/MyProject (master)
```

• Now we want to upload, or "push," our changes up to the GitHub remote repo. That's easy. Just type:

git push origin master

000524@CL100400145052 MINGW64 ~/MyProject (master)

Writing objects: 100% (3/3), 217 bytes | 0 bytes/s, done.

\$ git push origin master Counting objects: 3, done.

Total 3 (delta 0), reused 0 (delta 0)

To https://github.com/andrgig/MyProject.git

And insert your username and password for GitHub.

Now try again

```
cd ~/MyFirstGit
git init
git status
"Create a file <FileName>"
git add <FileName>
git commit -m "Add <FileName>"
git remote add origin https://github.com/<YourUsername>/myfirstgit.git
git push origin master
```

Git Commands 1/2

git init: Initializes a new Git repository. Until you run this command inside a repository or directory, it's just a regular folder. Only after you input this does it accept further Git commands.

git config: Short for "configure," this is most useful when you're setting up Git for the first time.

git help: Forgot a command? Type this into the command line to bring up the 21 most common git commands. You can also be more specific and type "git help init" or another term to figure out how to use and configure a specific git command.

git status: Check the status of your repository. See which files are inside it, which changes still need to be committed, and which branch of the repository you're currently working on.

git add: This does *not* add new files to your repository. Instead, it brings new files to Git's attention. After you add files, they're included in Git's "snapshots" of the repository.

git branch: Working with multiple collaborators and want to make changes on your own? This command will let you build a new branch, or timeline of commits, of changes and file additions that are completely your own. Your title goes after the command. If you wanted a new branch called "cats," you'd type git branch cats.

Git Commands 2/2

git commit: Git's most important command. After you make any sort of change, you input this in order to take a "snapshot" of the repository. Usually it goes git commit -m "Message here." The -m indicates that the following section of the command should be read as a message.

git checkout: Literally allows you to "check out" a repository that you are not currently inside. This is a navigational command that lets you move to the repository you want to check. You can use this command as git checkout master to look at the master branch, or git checkout cats to look at another branch. git merge: When you're done working on a branch, you can merge your changes back to the master branch, which is visible to all collaborators. git merge cats would take all the changes you made to the "cats" branch and add them to the master.

git push: If you're working on your local computer, and want your commits to be visible online on GitHub as well, you "push" the changes up to GitHub with this command.

git pull: If you're working on your local computer and want the most up-to-date version of your repository to work with, you "pull" the changes down from GitHub with this command.

Installing PostgreSQL in Linux

On the command line type

```
sudo apt-get install postgresql libpq-dev postgresql-client postgresql-client-common
```

Enter your sudo password when prompted and enter 'yes' when apt asks if you want to install the new packages. After a few moments apt will finish downloading, installing and processing.

Now we need to create a user and a database instance to really start using it. Use the <u>sudo</u> command to switch to the new "postgres" account.

```
sudo -i -u postgres
```

Within the "postgres" account, create a user from the command line with the createuser command.

PostgreSQL will prompt you with several questions. Answer "n" to superuser and "y" to the other questions.

```
createuser mabida2016 -P --interactive
```

Creating a DB in PostgreSQL

Now we have a PostgreSQL user that matches our Ubuntu login account. Exit out of the postgres account by pressing the "Ctrl" key along with "d" into the shell. We're back in our own user account.

Create a new database we can use for testing. You can name it "testpython" or whatever you want for your application.

```
createdb testpython
```

Now we can interact with "testpython" via the PostgreSQL command line tool. Try out psql by using this command at the prompt:

psql

Play with PostgreSQL

The PostgreSQL client will connect to the localhost server. The client is now ready for input

Try out PostgreSQL's command prompt with commands such as \dt and \dd. We can also run SQL queries such as "SELECT * from testpython", although that won't give us back any data yet because we have not inserted any into the database. A full list of PostgreSQL commands can be found in the psql documentation. You can start trying simple command from this link.

Next we can install the psycopg2 Python package using the pip command.

pip install psycopg2

We are ready to work on a postgrsql db using Python!