

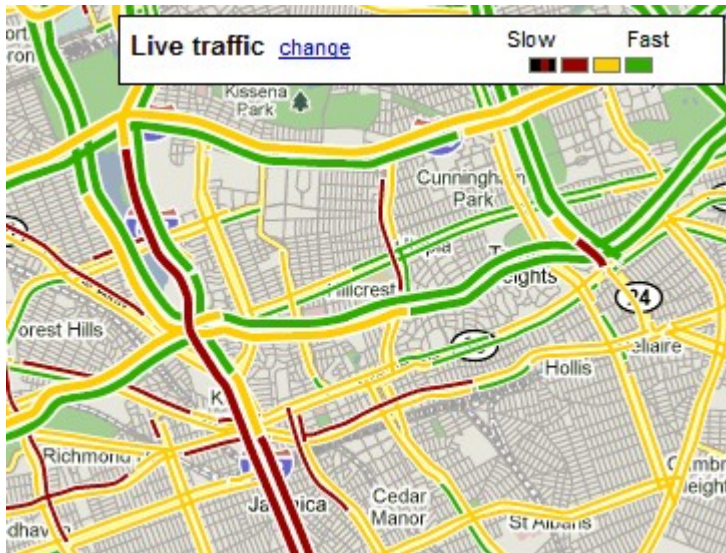
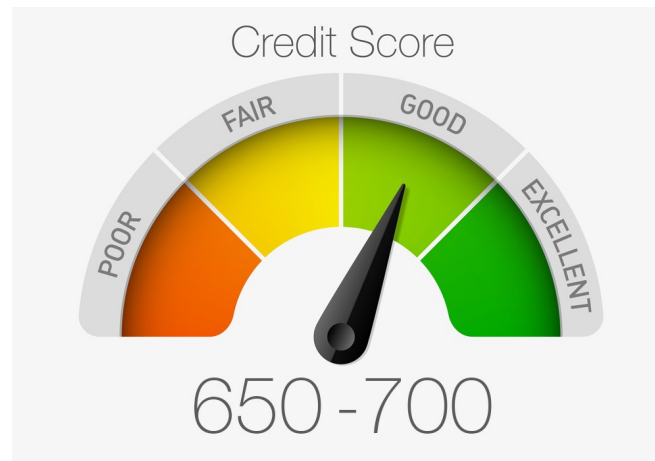
Data Science

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What is data science?

Developing data-driven strategies, tools and products to bring value to an organisation.

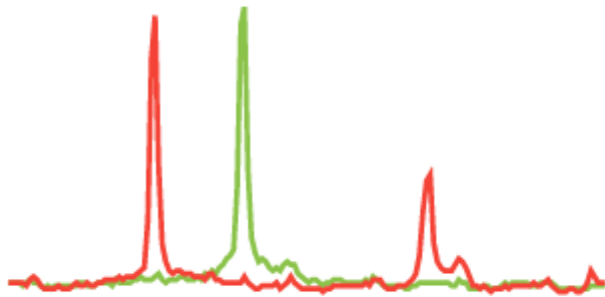
Skills

- Statistics, machine learning, math,
- Programming,
- Domain expertise, communication.

Google Trends

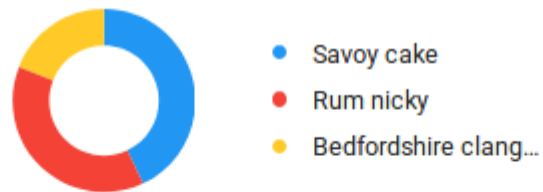
Featured insights

Premier League 2017/18



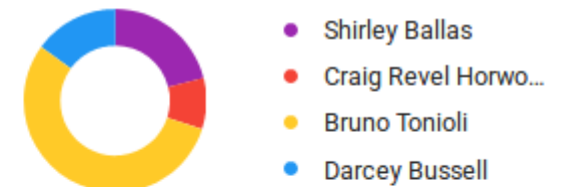
Liverpool v Manchester United: Search interest over time

Great British Bake Off: 2017



Most searched GBBO recipes from Forgotten bakes week

Strictly Come Dancing: 2017



UK search interest in Strictly judges, last 7 days

Google Trends

● Cognitive behavior ... Topic
● Counseling psychol ... Counseling
● antidepressant Drug class
● Depression Mood
● Anxiety Emotional disorder

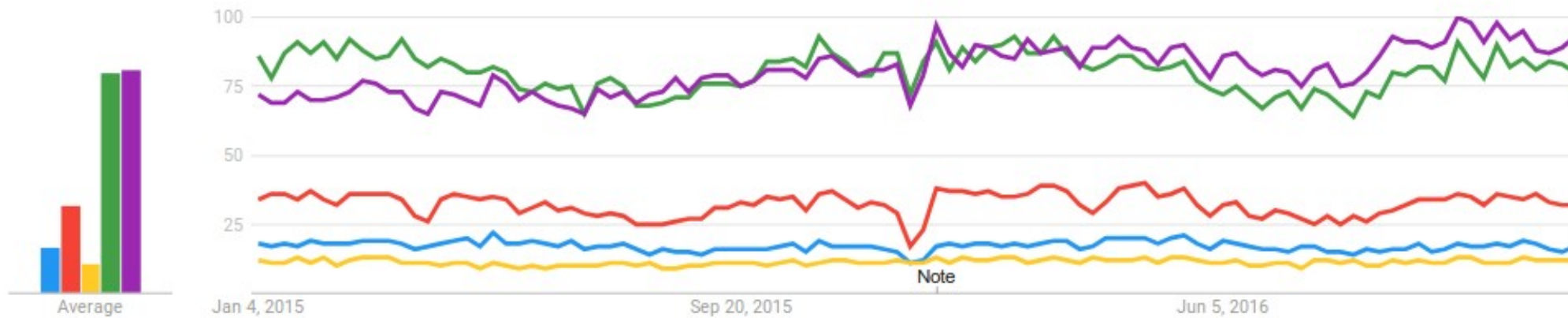
United Kingdom ▼

1/1/15 - 1/7/17 ▼

All categories ▼

Web Search ▼

Interest over time ?





Digital

Information and technology for better health and care

NHS Digital exists to improve health and care by providing national information, data and IT services for patients, clinicians, commissioners and researchers.

[Our purpose >](#)



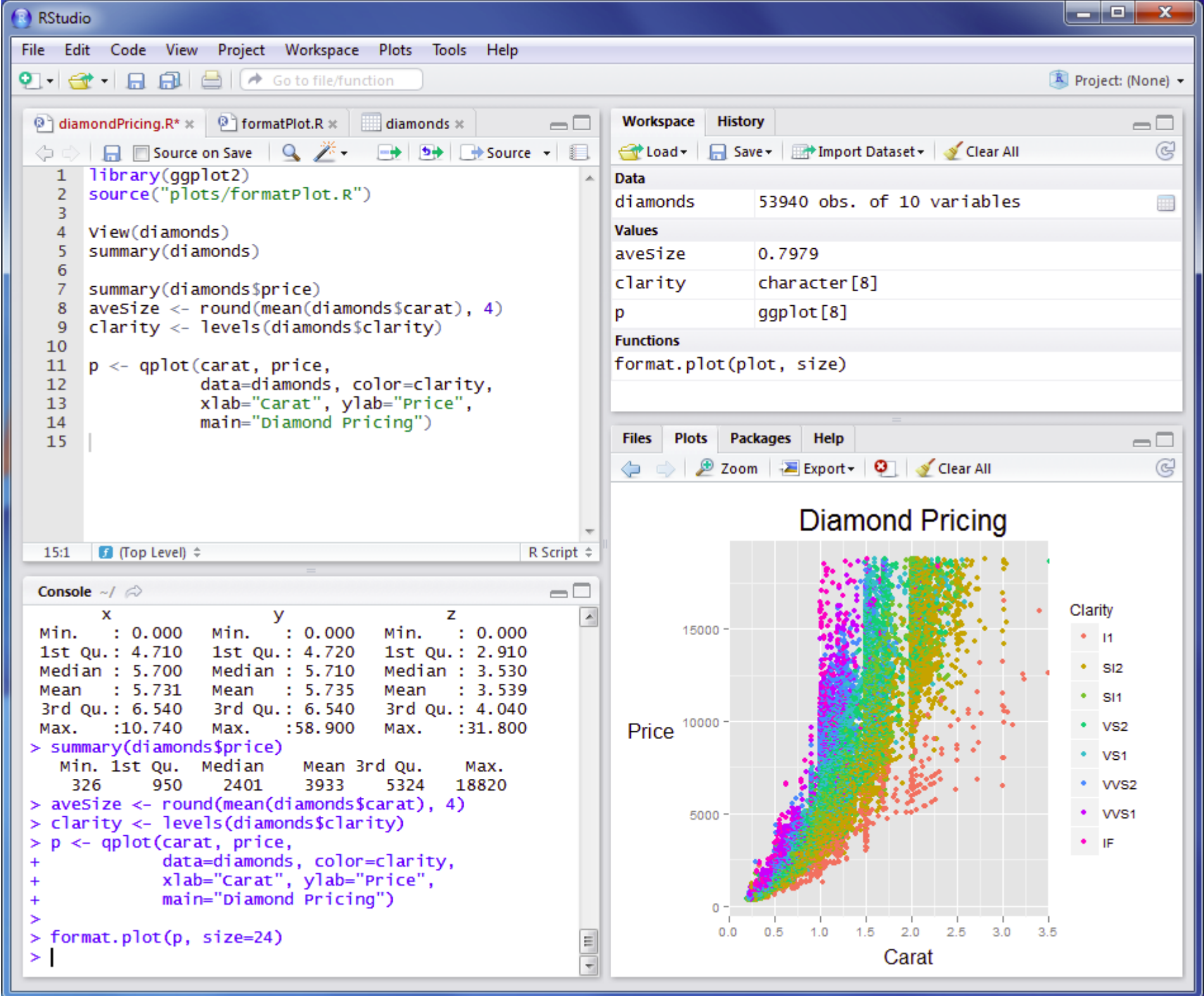
Improving Access to Psychological Therapies programme

Evidence based treatments for people with anxiety and depression.

Aims to provide treatment for 1.5M people, and reduce inequalities in access to psychological therapies.



pythonTM



https://github.com/anna-dz/data-science_psychology

This screenshot shows the GitHub interface for the repository 'anna-dz / data-science_psychology'. The repository description is 'A tutorial on data science in psychology, for undergraduate students'. It has 8 commits, 1 branch, 0 releases, and 1 contributor. The 'master' branch is selected. A red circle highlights the 'tutorial.md' file in the file list, with a red arrow pointing to it. The file list includes 'figures', '.gitignore', 'iapt.csv', 'trends.csv', 'tutorial.Rmd', and 'tutorial.md'. A banner at the bottom encourages adding a README.

anna-dz / data-science_psychology

Unwatch 1 Star 0 Fork 0

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A tutorial on data science in psychology, for undergraduate students

Add topics

8 commits 1 branch 0 releases 1 contributor

Branch: master New pull request Create new file Upload files Find file Clone or download

anna-dz Further experiments with image embedding on Github. Latest commit f2b054a an hour ago

figures	Renamed images.	an hour ago
.gitignore	Complete tutorial.	3 days ago
iapt.csv	Complete tutorial.	3 days ago
trends.csv	Complete tutorial.	3 days ago
tutorial.Rmd	Further experiments with image embedding on Github.	an hour ago
tutorial.md	Further experiments with image embedding on Github.	an hour ago

Help people interested in this repository understand your project by adding a README. Add a README

https://github.com/anna-dz/data-science_psychology

This repository

Search

Pull requests Issues Marketplace Explore

Unwatch 1 Star 0 Fork 0

Code Issues 0 Pull requests 0 Projects 0 Wiki Insights Settings

A tutorial on data science in psychology, for undergraduate students

Edit

8 commits 1 branch 0 releases 1 contributor

Branch: master New pull request Create new file Upload files Find file Clone or download

anna-dz Further experiments with image embedding on Github. Latest commit f2b054a an hour ago

figures	Renamed images.	an hour ago
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iapt.csv	Complete tutorial.	3 days ago
trends.csv	Complete tutorial.	3 days ago
tutorial.Rmd	Further experiments with image embedding on Github.	an hour ago
tutorial.md	Further experiments with image embedding on Github.	an hour ago

Help people interested in this repository understand your project by adding a README.

Add a README

Download ZIP

Practical: Psychological therapies

- We used open source datasets to understand mental health service provision, and demand for psychotherapies, in England.
- Using R to:
 - prepare data
 - summarise it
 - create visualisations
 - conduct statistical data analysis



Sentiment analysis



1. Gather data



Oxford University  @UniofOxford · 12h

We are celebrating [#innovation](#), [#startups](#) & [#spinouts](#) that [#StartedinOxford](#).
Search the hashtag to learn more: po.st/SzgjpJ



Sentiment analysis



1. Gather data



Oxford University  @UniofOxford · 12h

We are celebrating [#innovation](#), [#startups](#) & [#spinouts](#) that [#StartedinOxford](#).
Search the hashtag to learn more: po.st/SzgjpJ

2. Extract meaningful words

celebrating [#innovation](#) [#startups](#) [#spinouts](#) [#StartedinOxford](#).
Search [hashtag](#) learn more:

Sentiment analysis



1. Gather data



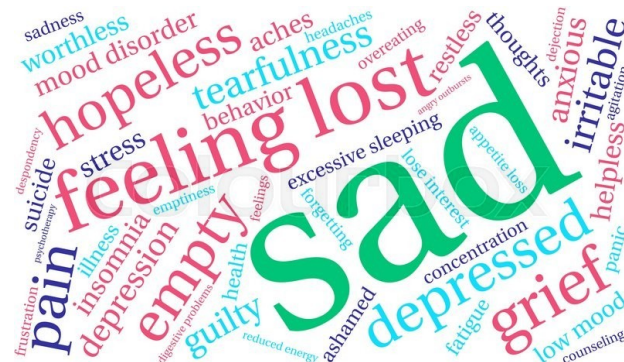
Oxford University  @UniofOxford · 12h

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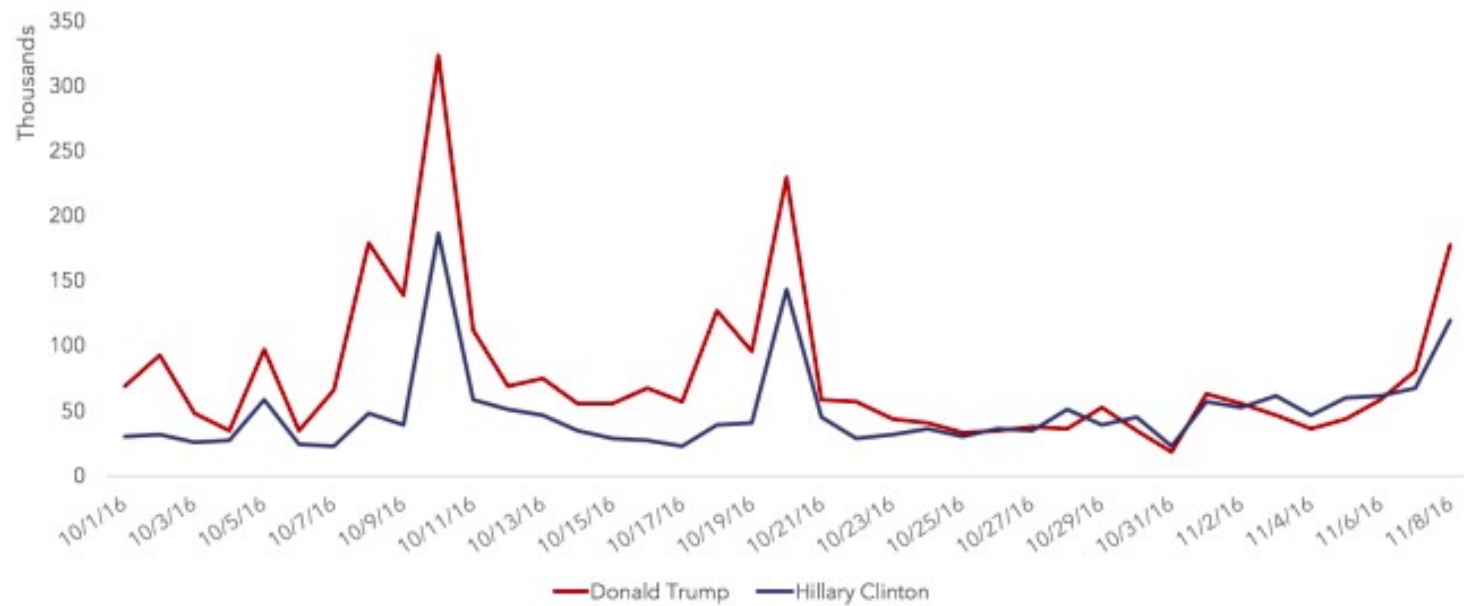
2. Extract meaningful words



3. Compare



Trump vs. Clinton: Positive Sentiment Trends Since Oct 1, 2016



Sentiment towards Donald Trump trended more positively than sentiment towards Hillary Clinton as America went to vote on Nov 8th.

Data By:  Simply Measured

DID TRUMP TWEET IT?

Powered by machine learning, the world's first archive of who wrote every @realDonaldTrump and @POTUS tweet.

OCTOBER 23, 2017

We will never forget the 241 American service members killed by Hizballah in Beirut. They died in service to our nation.
<https://t.co/BaQZDA3s2e>



Donald J. Trump ✓
@realDonaldTrump

Follow

We will never forget the 241 American service members killed by Hizballah in Beirut. They died in service to our nation. twitter.com/vp/status/9225...

12:18 AM - Oct 24, 2017

13,747 15,443 64,067

Twitter Analysis

- Posted using Twitter for iPhone.
- Machine-learning probability that Trump wrote this: 7.8%
- This tweet was probably written by a member of Trump's staff.

OCTOBER 22, 2017

It is finally sinking through. 46% OF PEOPLE BELIEVE MAJOR NATIONAL NEWS ORGS FABRICATE STORIES ABOUT ME. FAKE NEWS, even worse! Lost cred.



Donald J. Trump ✓
@realDonaldTrump

Follow

It is finally sinking through. 46% OF PEOPLE BELIEVE MAJOR NATIONAL NEWS ORGS FABRICATE STORIES ABOUT ME. FAKE NEWS, even worse! Lost cred.

1:08 PM - Oct 22, 2017

60,415 27,028 121,444

Twitter Analysis

- Posted using Twitter for iPhone.
- Machine-learning probability that Trump wrote this: 96.8%
- This tweet was probably written by Trump.

didtrumptweetit.com/

<https://www.r-bloggers.com/trumps-android-and-iphone-tweets-one-year-later/>

Prod:

The hotel is really beautiful. Moviestar feeling and decadence from yesterday. The pool is designed by Johnny Weissmuller. So it was a trendy pool. The food at the restaurant was really good. Very nice and helpful service at the frontesk.

Cons: this is what made my grade a 3 instead of 4. We had problems to get the wi-fi working. If you're not depend this is not interesting. We talked several times with the front desk.

When we're there they had party event in the pool area between noon and 5 PM. The pool area was occupied with young party animals. So the area wasn't fun for UD.

Mentioned List	Score
Décor	2
Area	2
Restaurant	2
Breakfast	2
Expectations	1
Staff Attitudes	1
Bus Routes	1
Revist Property	1
Pool design	1
Bungalow	1
Beds	1
Room	0
Service	-1
Staff Knowledge	-1
Maintenance	-1
Housekeeping	-2
Overall Experience	-1
Carpet	-2
Parking	-2
Carpet	-2
Bathroom	-2
Drunkards	-2
Families	-2
Internet/WIFI	-3
Pool	-3
Noise	-4