



MAX-PLANCK-INSTITUT
FÜR DEMOGRAFISCHE
FORSCHUNG

MAX PLANCK INSTITUTE
FOR DEMOGRAPHIC
RESEARCH





MAX-PLANCK-INSTITUT
FÜR DEMOGRAFISCHE
FORSCHUNG

MAX PLANCK INSTITUTE
FOR DEMOGRAPHIC
RESEARCH

Using Jupyter notebook

Carolina Coimbra Vieira, MSc Student

Universidade Federal de Minas Gerais (UFMG)

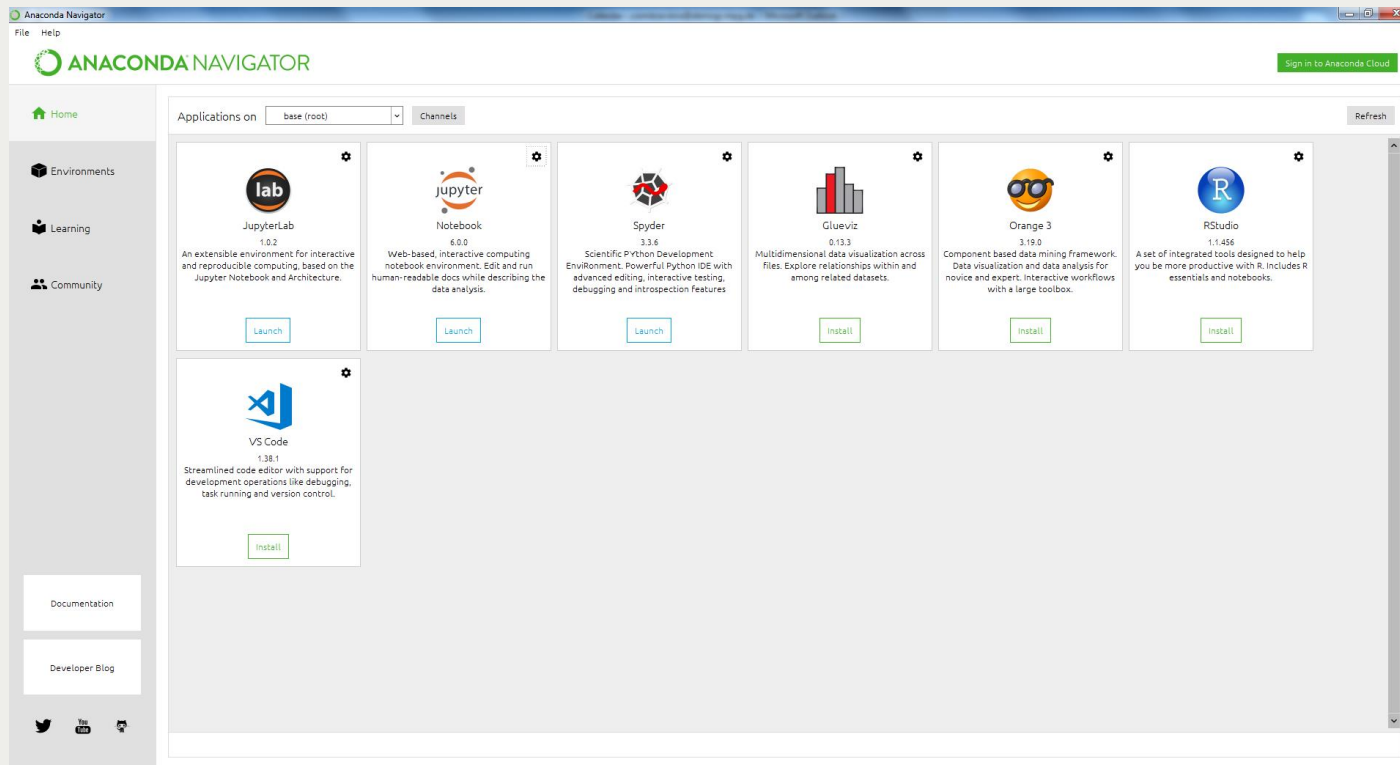




Using Jupyter notebook

First step: Installing Anaconda

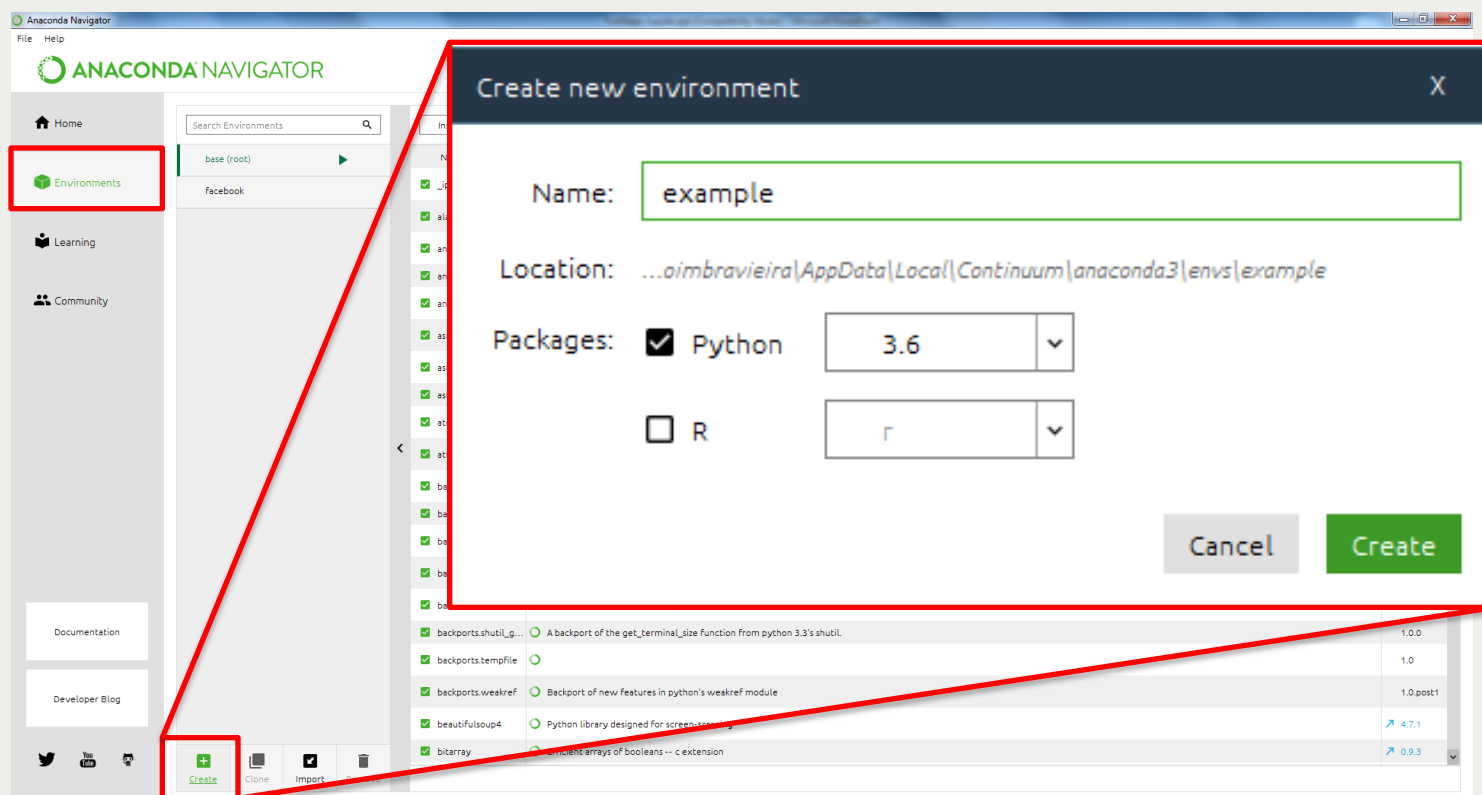
<https://docs.anaconda.com/anaconda/install/windows/>





Using Jupyter notebook

Creating an environment





Using Jupyter notebook

Installing libraries

The screenshot shows the Anaconda Navigator interface. On the left sidebar, the 'Environments' tab is selected. The main panel displays a list of environments. The 'example' environment is selected, and a context menu is open with the 'Open Terminal' option highlighted. A terminal window is open, showing the command 'pip install facebookads' and its output. The output indicates that the 'facebookads' package is being collected, and its dependencies ('six', 'requests', 'urllib3', 'chardet', 'idna') are also being collected and installed.

Name	Description	Version
base (root)		
example	Python package for providing mozilla's ce bundle.	2019.9.11
facebook	Python recommended tool for installing python packages	19.2.2
	General purpose programming language	3.6.9
	Download, build, install, upgrade, and uninstall python packages	41.2.0
sqlite	Implements a self-contained, zero-configuration, sql database engine.	3.29.0
vc	A meta-package to improve mutual exclusivity among software built with different vs versions	14.1
vs2015_runtime	Msvc runtimes associated with vs.exe version 19.15.26726 (vs 2017 update 8)	14.16.27...
wheel	A built-package format for python.	0.33.6
wincertstore	Python module to extract ca and cr...	0.2

```
C:\Windows\system32\cmd.exe
C:\Users\coimbravieira>pip install facebookads
Collecting facebookads
  Using cached https://files.pythonhosted.org/packages/73/fb/0b976f728d0d1fecfe898238ec23f502a721c0ac0ecfedb80e0d88c64e9/six-1.12.0-py2.py3-none-any.whl
Collecting requests>=2.3.0
  Using cached https://files.pythonhosted.org/packages/51/bd/23c926cd341ea6b7dd0b260aba99ae0f82b8e9d42a2190f27c11dd57fb/requests-2.22.0-py2.py3-none-any.whl
Requirement already satisfied: certifi>=2017.4.17 in c:\users\coimbravieira\appdata\local\continuum\anaconda3\envs\example\lib\site-packages (from requests>=2.3.0->facebookads) (2019.9.11)
Collecting urllib3!>=1.25.0,!<1.25.1,<1.26.>=1.21.1
  Using cached https://files.pythonhosted.org/packages/e0/da/55f51ea951eb7c63a579c09dd7db825bb730ec1fe9c0180fc77bf31448/urllib3-1.25.6-py2.py3-none-any.whl (125kB)
Collecting chardet<3.1.0.>=3.0.2
  Using cached https://files.pythonhosted.org/packages/bc/a9/01ffebfb562e4274b6487b4bbddes7e55ec7510b22e4c51f14098443b0/chardet-3.0.4-py2.py3-none-any.whl
Collecting idna<2.9.>=2.5
  Using cached https://files.pythonhosted.org/packages/14/2c/cd551d81db15200be1cf41cd03869a46fe7226e7450af7a6545bfc474c9/idna-2.8-py2.py3-none-any.whl
Installing collected packages: six, urllib3, chardet, idna, requests, facebookads
```





Installing libraries

Type the following commands on terminal:

pip install jupyter

pip install facebookads

pip install numpy

pip install matplotlib





Using Jupyter notebook

Jupyter Notebook

Download your first Jupyter Notebook: ***example.ipynb***

Available here: <https://github.com/carolcoimbra/facebook-ads/blob/master/example.ipynb>

Type the following commands on terminal:

jupyter notebook





localhost:8889/tree

Jupyter

Quit

Logout

Files

Running

Clusters

Select items to perform actions on them.

0

/

Name

Last Modified

File size

Contacts

22 days ago

Desktop

8 hours ago

Documents

29 minutes ago

Downloads

3 hours ago

Dropbox

14 minutes ago

Favorites

22 days ago

Links

22 days ago

Music

22 days ago

Pictures

19 days ago

Saved Games

22 days ago

Searches

22 days ago

Videos

22 days ago





Using Jupyter notebook

Run your First Jupyter Notebook

jupyter example Last Checkpoint: 11 minutes ago (autosaved) Logout

File Edit View Insert **Cell** Kernel Widgets Help

Run Cells
Run Cells and Select Below
Run Cells and Insert Below
Run All
Run All Above
Run All Below
Run all cells in the notebook

FACEBO
For more inform
<https://developers.facebook.com/docs/marketing-api/targeting-search/>

```
In [1]: # -*- coding: utf-8 -*-
__author__ = "Facebook Marketing API Example"

from facebookads.adobjects.adaccount import AdAccount
from facebookads.adobjects.adset import AdSet
from facebookads.adobjects.targetingsearch import TargetingSearch
from facebookads.api import FacebookAdsApi
from facebookads.exceptions import FacebookError

import numpy as np
import matplotlib.pyplot as plt
import time
```

FUNCTIONS TO MAKE REQUESTS

```
In [2]: # Initialize the account
def get_ad_account(token, act_id, secret):

    if secret != '-':
        facebook_api = FacebookAdsApi.init(access_token=token, app_secret=secret, api_version='v3.3')
    else:
        facebook_api = FacebookAdsApi.init(access_token=token, api_version='v3.3')

    account = AdAccount('act_' + act_id)

    return facebook_api, account
```





MAX-PLANCK-INSTITUT
FÜR DEMOGRAFISCHE
FORSCHUNG

MAX PLANCK INSTITUTE
FOR DEMOGRAPHIC
RESEARCH

Comments or Questions?

coimbravieira@demogr.mpg.de



github.com/carolcoimbra



[@carol_coimbra2](https://twitter.com/carol_coimbra2)

