Global AI Tour Auckland June 2020
AI for Power BI Pro Users

Agenda

Clustering

Text Analytics/ Sentiment Analytics

Key Influencers

Decomposition Tree

Clustering using Python

Problem Statement : How to increase mall customers and increase sales

Dataset :
https://www.kaggle.com/vjchoudhary7/customer-segmentation-tutorial-in-python

Uses : k-means for getting clusters
        skLearn algorithm

Clustering Demo using Python

18	70

0	1

Cluster, Annual Income and Spending Score

Cluster ● 0 ● 1 ● 2 ● 3 ● 4

Text Analytics using Python

Problem Statement : What is the sentiment of the comments in Microsoft Power BI FB account ?
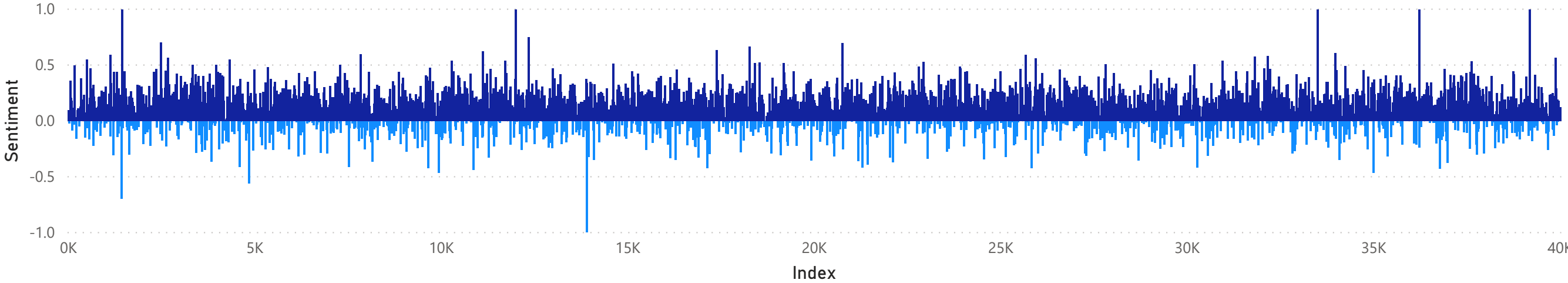
Dataset :
https://www.facebook.com/microsoftbi/

Uses :   TextBlob Library

Polarity

-1   +1

Negative   Positive

Subjectivity

0   +1

Objective (fact)   Subjective (opinion)

Text Analytics Demo using TextBlob

Index	text	Sentiment
26,128.00	- A Mexican priest becomes a wrestler to save an orphanage or something - I went to see this movie because it was about non-WWF wrestling and so I thought it might be funny. It wasn't. It is excruciating to watch. Embarrassing. Any and every opportunity for comedy is mercilessly squandered. I admit I don't like Jack Black anyway. After this I have been racking my brain to think of one good role that he has performed. The only thing I can come up with where he was o.k. was as a necessary foil to the John Cusack character in 'High Fidelity'. Jack Black is one of those awful relentless flat-out ham-it-up knockabout guys (like the little fat one in Abbot & Costello or Jerry Lewis) who should be told that being overbearingly idiotic is not the same thing as being funny. It is not even slapstick. It's just irritating. It's not even stoopid, it's just stupid. I heard good things about Napoleon Dynamite too, but if this is anything to go by I wont be rushing out to find it on DVD.	-0.08
1,990.00	- A newlywed couple move into the home of the husband's dead former wife. It's not long before the new wife begins to have the feeling that someone doesn't want her in the house. She sees skulls all around the house. But when the husband investigates, he can't find anything. Is someone trying to drive her back to the asylum that she was recently discharged from? Or, is the ghost of the	-0.01

Sentiment by Index and Postivie Vs. Negative

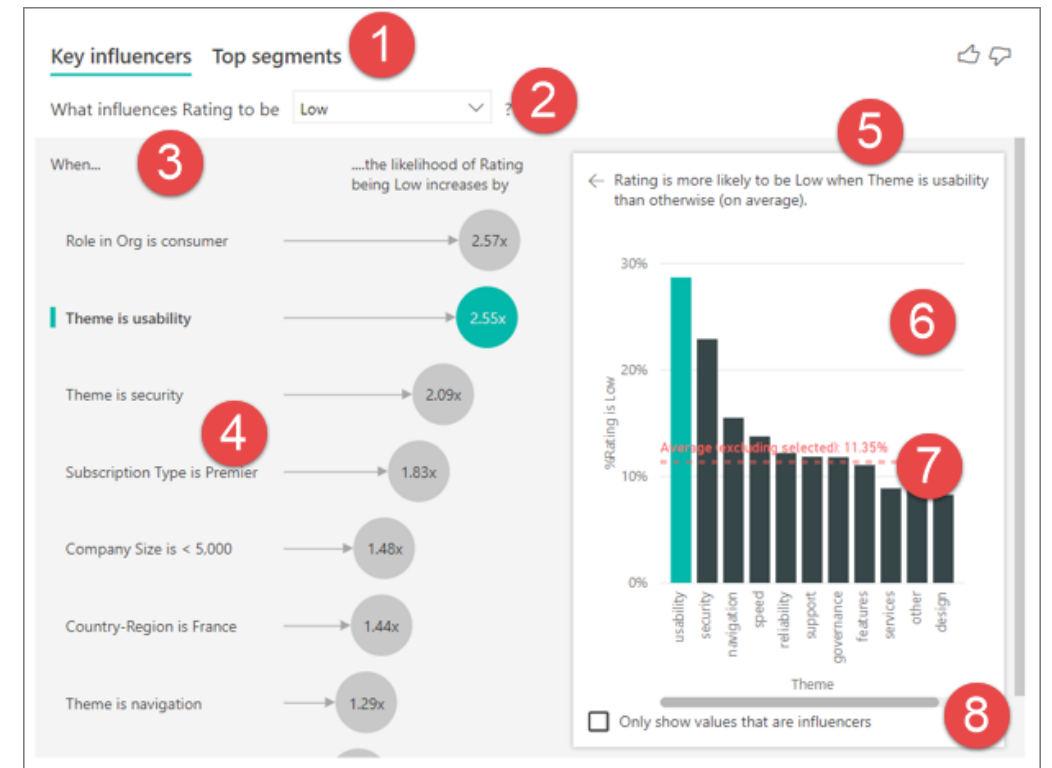**Postivie Vs. Negative** ● Negative ● Positive

Key Influencers Visual

Used when you want to see which factors affect the metric being analyzed.

Dataset : Customerfeedback

Uses : Logistic regression with Wald Chi squared test.

Decomposition Tree Visual

Used when you want to visualise
data across multiple dimensions.

Dataset : Supply chain example