

Understand Data From Facebook

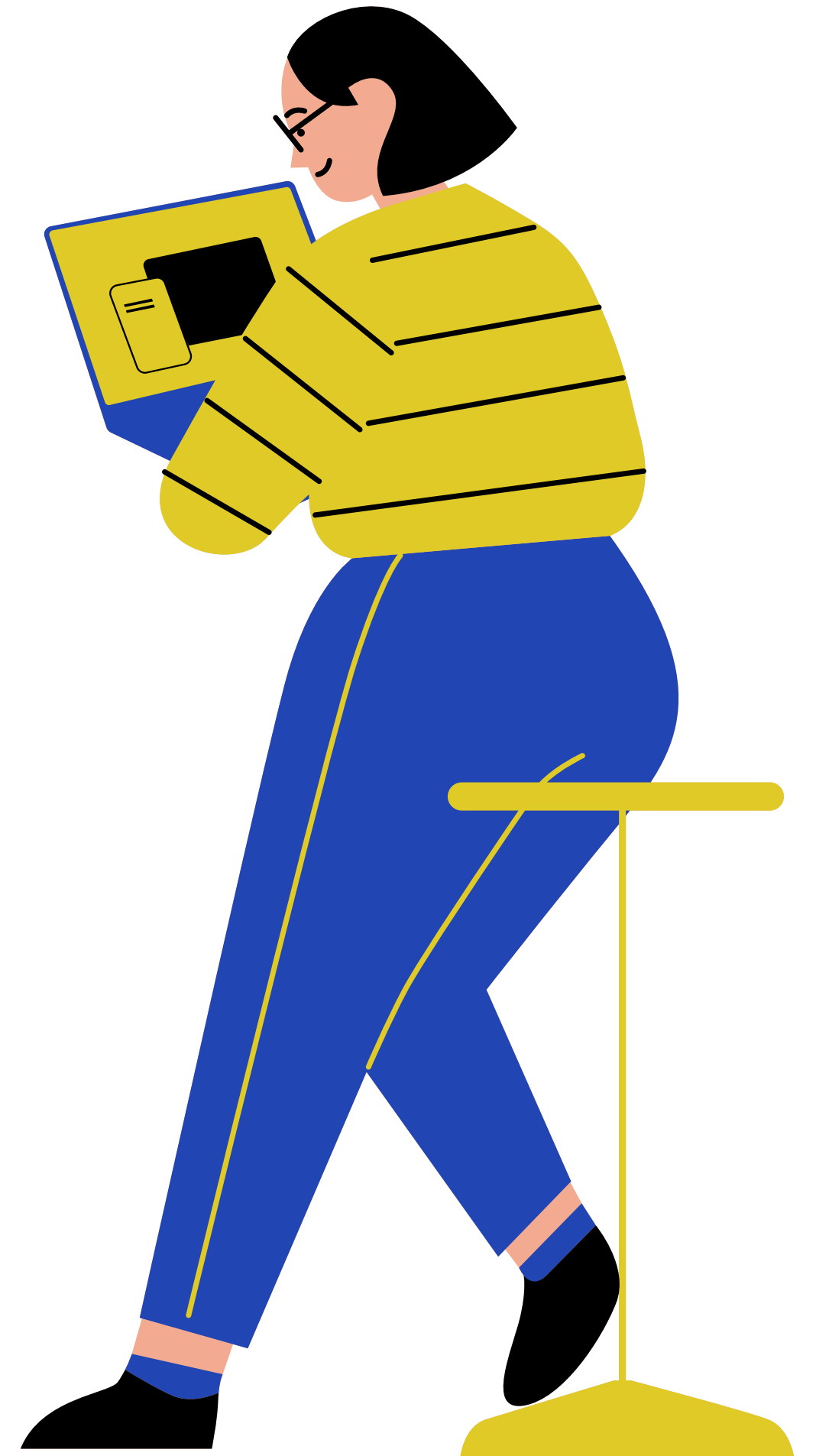
Principles and tips
on data analysis



- 01 - Foundations Data
- 02 - Data Visualization
- 03 - Analyze Data to Answer Questions
- 04 - Chart GPT WITH ML&NLP
- 05 - What is Objective take?

Data

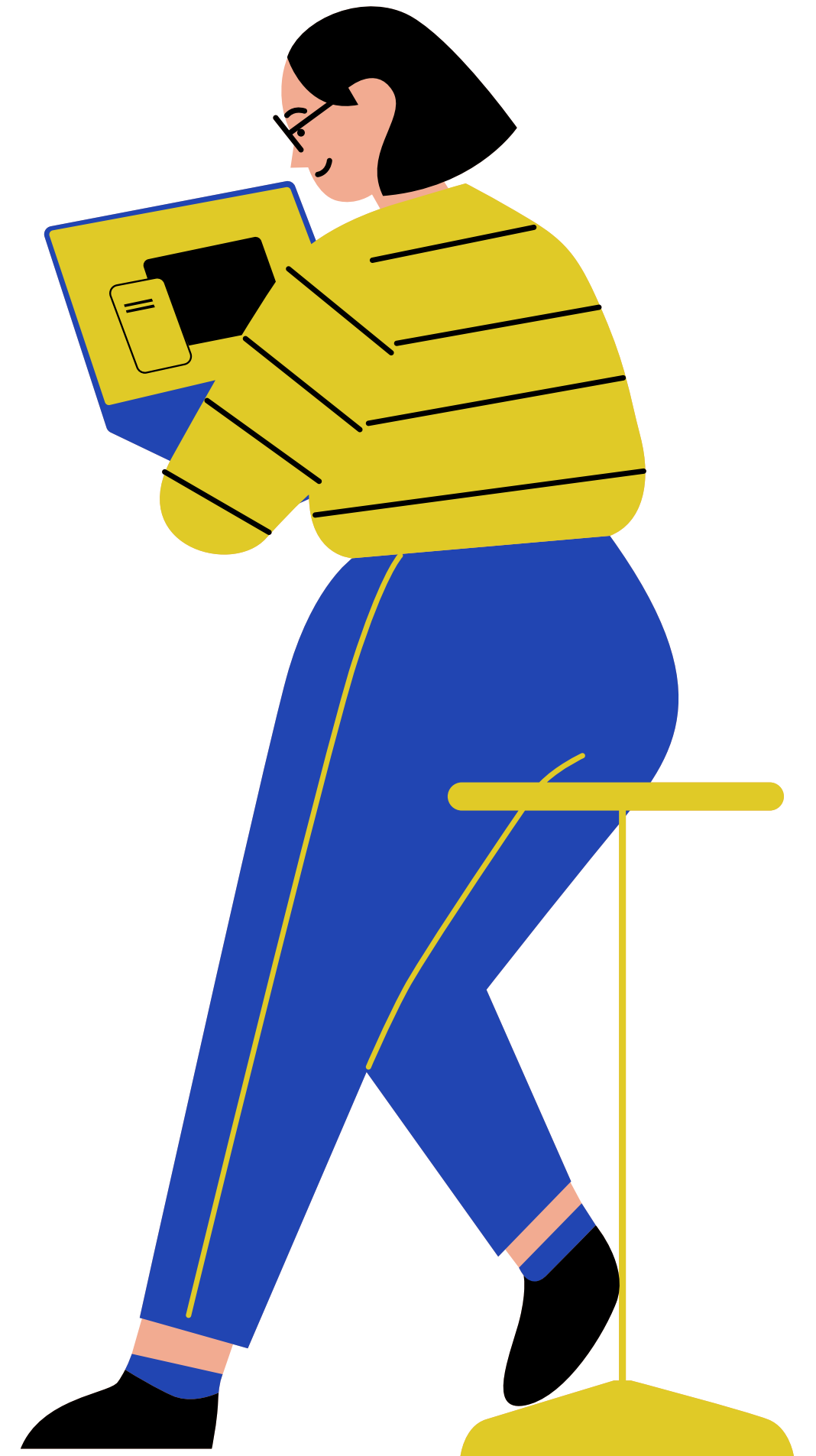
Visualization





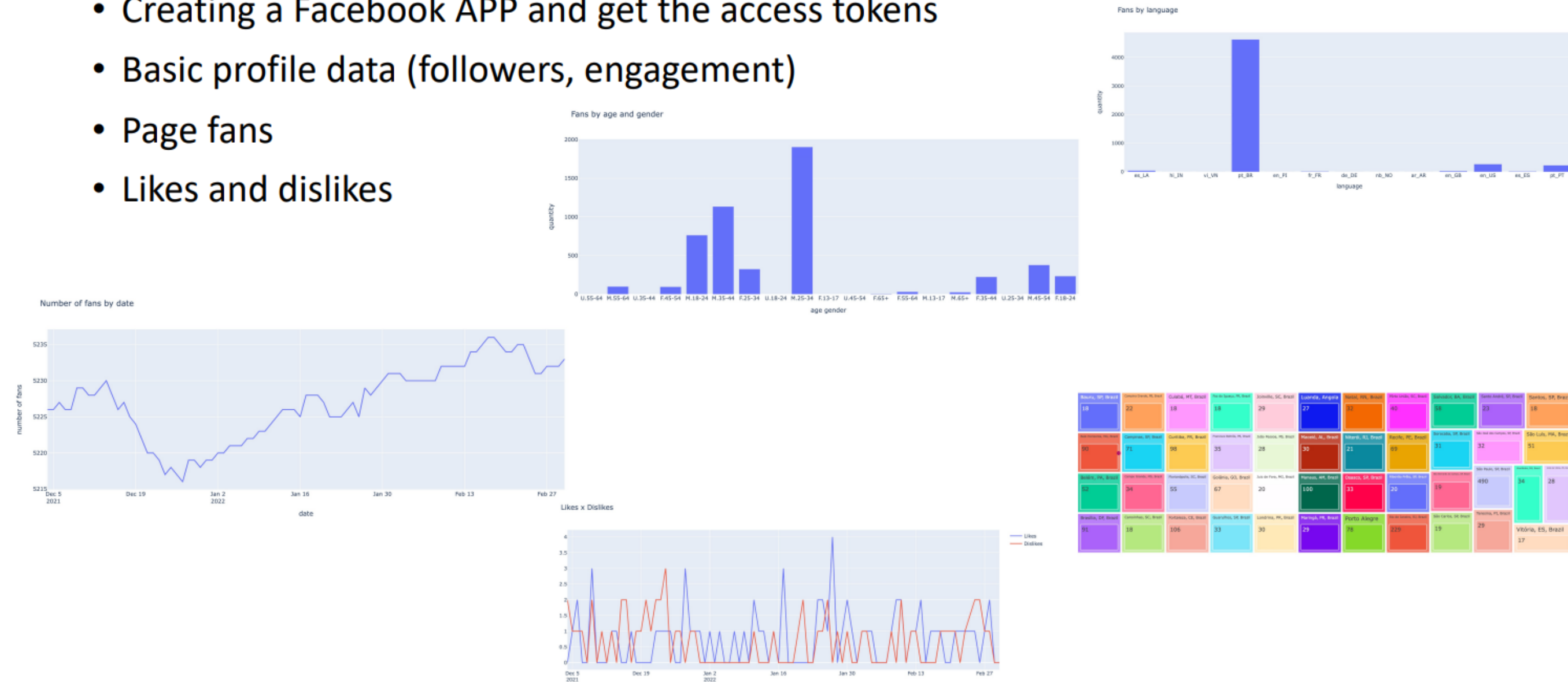
Data

Visualization



01 - Foundations Data

- Creating a Facebook APP and get the access tokens
- Basic profile data (followers, engagement)
- Page fans
- Likes and dislikes

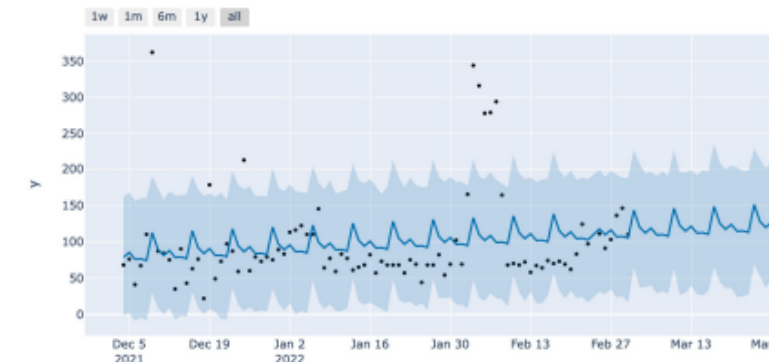
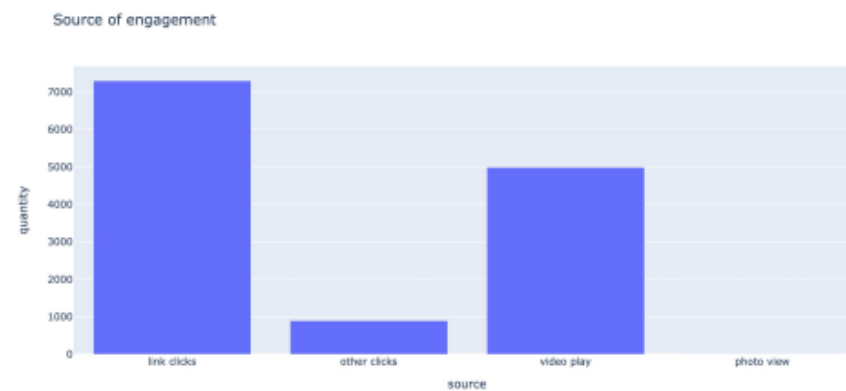
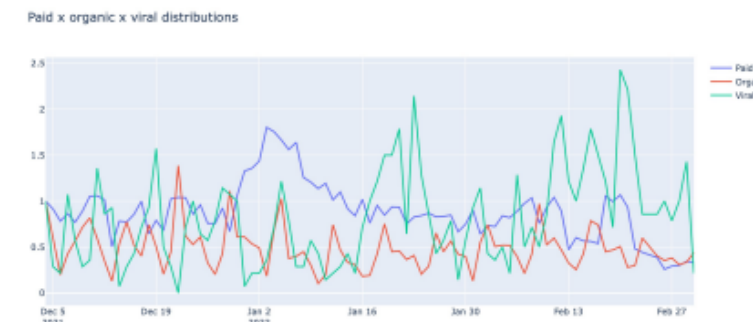
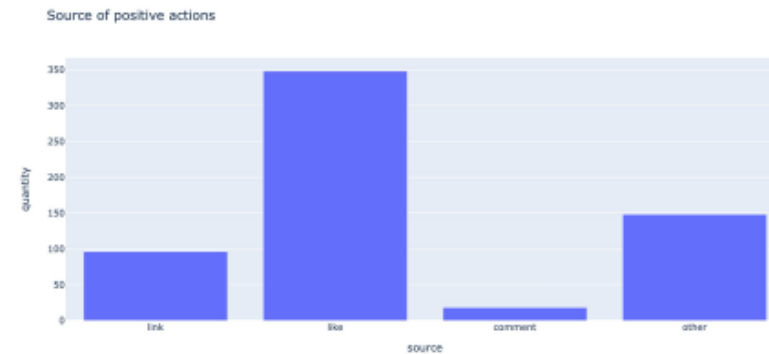


Data

Visualization

02 – Visualizations

- Most view tabs
- Clicks on contact information, “how to get there” and check-ins
- Engagement
- Positive and negative actions
- Visualizations by hour
- Content distribution (impressions)
- Time series – ARIMA and Facebook Prophet

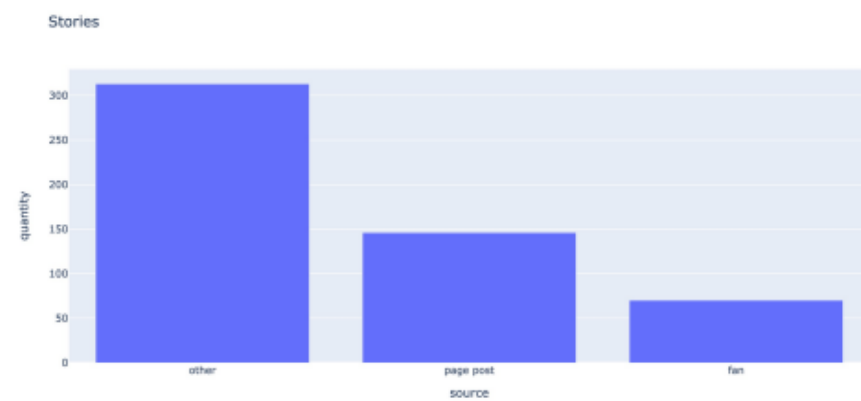


Data

Visualization

03 - Analyze Data to Answer Questions

- Post reactions
- Video play
- Stories
- Extraction of texts (number of likes)
- Comments (sentiment analysis)



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Number of words found 2

... launch! practical tra

... launch! practical training in deep learning and tensorflow with python! create step-by-launch! practical training in deep learning and tensorflow with python
create step-by-step 16 projects using ...

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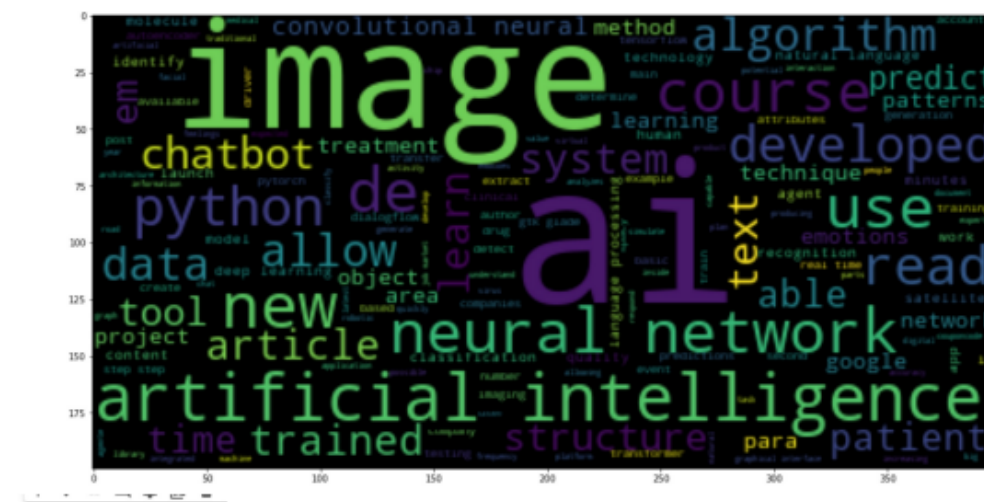
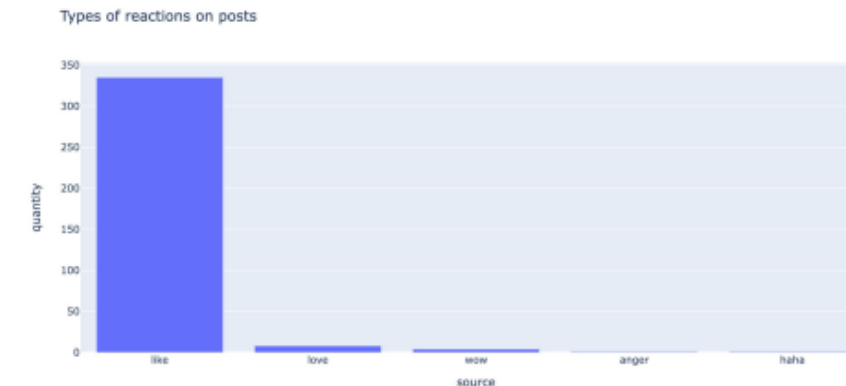
... to a number of requests, we have j

... to a number of requests, we have just launched **deep learning** training with pytorch and python! the course has contentwe have just launched deep learning training with pytorch and **python!** the course has content similar to deep learning withpytorch and python! the course has content similar to **deep learning** with python from a to z, however, with! the course has content similar to deep learning with **python** from a to z, however, with coding 100 ...

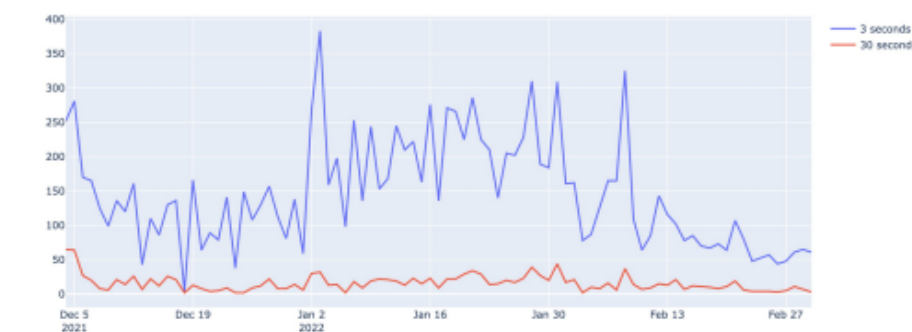
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... spacy is a **python** library that provides

... spacy is a **python** library that provides the main tools for advanced natural language, to extract information and annotate texts for use in **deep learning** models with more complex objectives. spacy course: ...



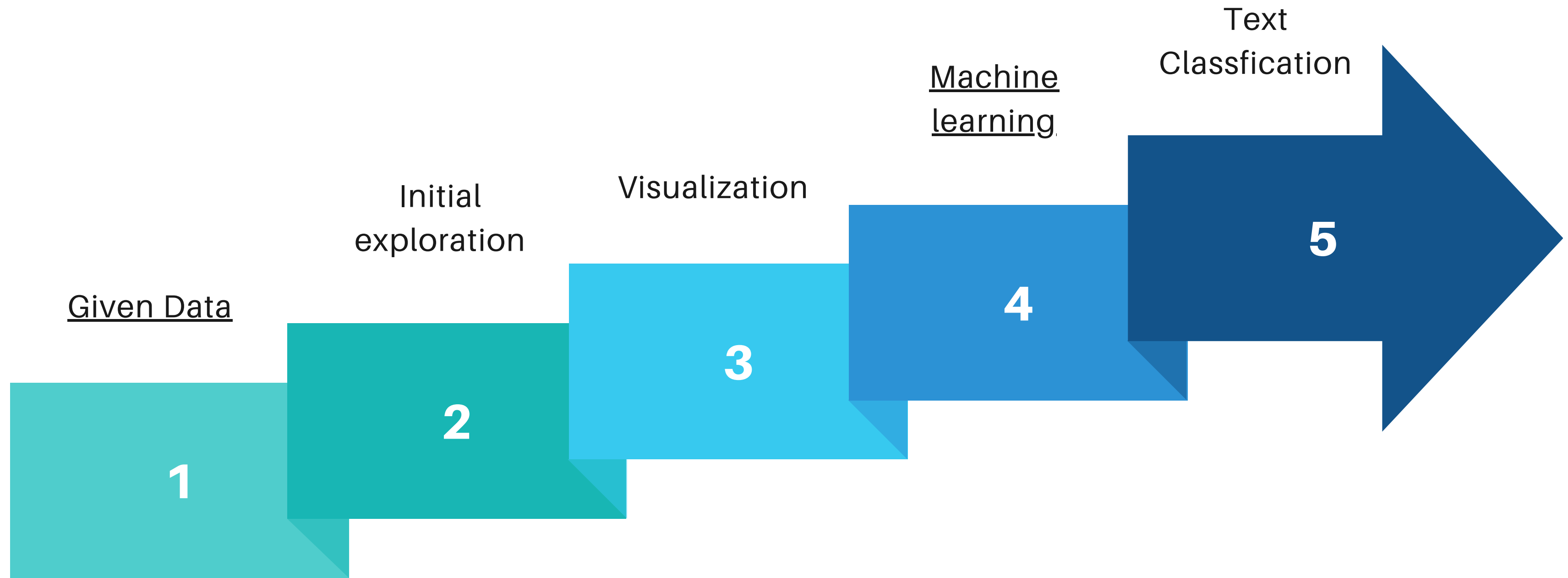
3 seconds x 30 seconds



Data

Visualization

4 - Chart GPT WITH ML&NLP



05 - WHAT IS OBJECTIVE TAKE?



SIMPLIFIES STATISTICS

Customer Churn
vs
not Churn.



EASY TO UNDERSTAND

Where is the
customer and
Customer
Sentimentation.



ADDS CREDIBILITY

Marketing.



MAKES AN IMPACT

Improve Contact.

A solid blue vertical bar is positioned on the far left side of the slide. A thin black horizontal line extends from the right edge of this bar towards the center of the slide.

THANK YOU