

# Unit 5B: Business Analytics and Statistics

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Prerequisites: [Datastores, Databases, and Processing CSV Data](#)

## Learning Objectives

This unit is provided as optional bonus material for students interested in statistics, natural language processing, and machine learning. 🐱

## Discussions and Notes

- Business Analytics
- Statistics and Statistical Models
- Natural Language Processing (NLP) and Sentiment Analysis
- Artificial Intelligence and Machine Learning (AI/ML)

## Reference Documents

- Natural Language Processing:
  - [The nltk Package](#)
  - The [spacy](#) Package
- Statistical Models, Machine Learning, and Neural Networks:
  - [The statistics Module](#)
  - [The scikitlearn Package](#)
  - [The keras Package](#)
  - The [tensorflow](#) Package

## Activities and Exercises

- Sentiment Analysis Exercise
- ["Monthly Sales Predictions" Exercise](#)