# Primer on Business Analytics with Python

## Module 5: Basic Text Analytics

### Transcript for Imagined Lecture

Hello everyone, and welcome back to our course on Business Analytics with Python. Today, we're diving into Module 5, which is all about Basic Text Analytics.

### Introduction

Text analytics is an exciting field that deals with deriving meaningful information from textual data. It has a plethora of applications in business, such as customer sentiment analysis, keyword extraction, and more.

### Learning Objectives

By the end of this module, you should be able to:

- Understand basic techniques for text analytics.

- Apply text analytics techniques in a business context.

### Focus Areas in Text Analytics

Let's start by discussing the focus areas of this module:

- Topic Identification

- Sentiment Analysis

- Keyword-based Analysis

\*Show code example on screen\*

Here is a simple example text: "The product quality is excellent. However, the delivery was late."

Based on this text, we can identify topics like 'product quality' and 'delivery.' We can also determine sentiments such as 'excellent,' which is positive, and 'late,' which is negative.

### Topic Identification

Topic identification involves understanding the main topics in a text.

\*Show code example on screen\*

For instance, we can use Python's Counter library to identify the most frequent words in our example text. These frequent words can often give us an idea of the main topics.

### Sentiment Analysis

Sentiment analysis involves determining the sentiment expressed in a piece of text.

\*Show code example on screen\*

We can use the TextBlob library in Python to determine the sentiment of our example text. TextBlob gives us a sentiment polarity score ranging from -1 to 1.

### Keyword-based Analysis

Keyword-based analysis involves identifying important keywords that are indicative of a particular sentiment.

\*Show code example on screen\*

For example, words like 'excellent' and 'late' in our example text are keywords that indicate positive and negative sentiments, respectively.

### Advanced Techniques (Outside Scope)

We also have advanced techniques like Named Entity Recognition and Text Summarization. While these are outside the scope of this course, it's good to be aware of them for a broader understanding of text analytics.

### Summary

That brings us to the end of Module 5. We have covered basic techniques in text analytics and how they apply in a business context. I hope you found this session useful, and I encourage you to practice these techniques.

See you in the next module!