



# Practicum 2 – Data collection, Cleaning, Visualization, Text and Sentiment Analysis

Certification Programme in Business Analytics, Batch 8

May 13, 2017



- Practicum's objective
- Introduction of Practicum-2
  - GST
  - Reliance Jio
  - Healthcare rating
- General feedback on Practicum-1
- Students' Feedback
- Discussion on challenges



Analyze the market sentiments on Goods and Services Tax bill passed by Government of India in 2016.

- Change in attention over time and closer to government actions from different stakeholders.
- Similarity and diversity among various stakeholders.
- Segregate industries having positive/negative/neutral impact, e.g. Services, Manufacturing goods, Primary goods, etc.
- Inclination of media houses (Positive / Negative / Neutral).
- What exactly the people are searching to know more about GST?
- Difference in views and sentiments across State.
- Comparison between Export-heavy firms vs others within industry.

Analyze the disruption in telecom industry with the introduction of Reliance Jio services.

- What is the sentiment regarding: “Reliance will create new markets by increasing the size of pie, eat-up existing pie by hitting customer base of existing players, or lead to further consolidation in the industry?”
- Is Reliance getting ready for future customer needs? Do commentators feel the plan addresses changing trend of data vs voice usage?
- What is the stakeholder’s view about product offerings and the expected customer segment?
- Who would benefit the most with such industry disruption? Would it lead to a win-win situation for customers and the firms in the long-term?

Build a rating system for healthcare professionals (Doctors) and hospitals.

- How to select positive, negative, and neutral keywords from dictionaries and classify the reviews?
- How to identify the parameters that may influence rating?
- How to use the impact of recent entry, highest ratings, lowest ratings, most viewed, details review to enhance your analysis?
- Examine the search pattern How to recommend based on expertise, area, and ratings?
- How can association of doctors with one or more hospitals be used as a recommendation and influence rating?

1. Pick up one topic/question of interest
2. Split the business problem into sub-questions
3. Use the concepts learned in first term of CBA
4. Analyse the data and summarize your result
5. Focus on thought process, writing quality, and ethics.
6. Do your analysis based on 50 or more articles or 100 or more reviews.
7. Submit a report that summarizes method, data, and analysis NOT more than 4 pages (excluding exhibits) and an executive summary not exceeding one page.
8. You may ignore the introduction and rationale section in the report.



**FEEDBACK**





- Referencing
- Do not dump code, tables.
- No analysis, just numbers and charts.
- No use of google trends data and analysis.
- Used only one keyword? Identify relevant keyword.
- Not enough details about data and methodology.
- Abstract does not summarize the report.
- Flow to reach at conclusion is missing.
- Introduction merged with data collection.
- Results in introduction section.
- Methodology does not mean data collection until unless it is primary data collection exercise.

# DISCUSSION



1. Plagiarism and Citation (APA Style, refer next slide)
2. Report writing guideline
3. Description / interpretation vs. Analysis
4. Abstract vs. Introduction
5. Methodology vs. Data section
6. Importance of summary stats- mean, median, variance, 5/95 percentile
7. Quality vs. Quantity
8. Story building - Logical flow

## Reference material

---



- Chapter 6 from “Academic writing- A guide to management students and researchers” by Mathukutty Monippally and Badrinarayan Shankar Pawar
- UNC Reading and Quiz on Plagiarism (Recommended)  
<http://guides.lib.unc.edu/plagiarism/purpose>
- NYU online library on APA Style  
<http://guides.nyu.edu/apa>
- Purdue University Online Writing Lab (OWL) (2009)  
<http://owl.english.purdue.edu/>
- A research guide for students (2008). Research, writing, and style guides (MLA, APA, Chicago/Turabian, Harvard, CGOS, CBE).  
<http://www.aresearchguide.com/styleguides.html>
- Citation explained. (2005). University of Maryland University College site.  
[http://www.umuc.edu/library/tutorials/citation/html/M1\\_whichStyle.html](http://www.umuc.edu/library/tutorials/citation/html/M1_whichStyle.html)



**THANK YOU**

