

Title: SOCIAL MEDIA OBSERVATORY

Teacher: Francesco Ranucci (francesco.ranucci@skytv.it)

Description

Social Media have become one of the backbones of any marketing analytics division nowadays and mainly the reasons are two: first it's hard to imagine that a new marketing campaign could be promoted without any social media involvement and secondly the process of collecting, storing and analyzing social media data can improve the quantity and quality of information related to the customers and products. So we need to build complex and efficient information retrieval algorithms being capable to automatically collect and analyze a large amount of unstructured human generated data.

During this lab you will learn how to select topics from a social network thread in order to build a machine learning based app capable to extract actionable business insights.

Duration

20 Hr (5 slots of 4 hours)

Calendar

h. 14:30 - 18:30

- 3th March (TBC)
- 10th March
- 17th March
- 24th March
- 31th March

Main Contents

- Twitter API
- Unstructured data management
- Text Mining
- Sentiment Analysis
- Graph Analysis
- User/User - User/Item Recommendation

Eligible Students

Max 14 DSE students

Preferred Skills

- Python or R
- Strong interest in NLP, Social Network and Graph Analysis

Email for sending applications: dse@unimi.it

Deadline: 31 January 2021, 23:59.