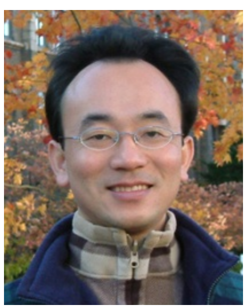
Tamkang University
淡江大學

商業智慧實務
Practices of Business Intelligence

預測性分析 II：
文本、網路與社群媒體分析
(Predictive Analytics II: Text, Web, and Social Media Analytics)

1071BI07
MI4 (M2084) (2888)
Wed, 7, 8 (14:10-16:00) (B217)



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2018-10-31

課程大綱 (Syllabus)

週次 (Week) 日期 (Date) 內容(Subject/Topics)

1 2018/09/12 商業智慧實務課程介紹
(Course Orientation for Practices of Business Intelligence)

2 2018/09/19 商業智慧、分析與資料科學
(Business Intelligence, Analytics, and Data Science)

3 2018/09/26 人工智慧、大數據與雲端運算
(ABC: AI, Big Data, and Cloud Computing)

4 2018/10/03 描述性分析I：數據的性質、統計模型與可視化
(Descriptive Analytics I: Nature of Data, Statistical Modeling, and Visualization)

5 2018/10/10 國慶紀念日 (放假一天) (National Day) (Day off)

6 2018/10/17 描述性分析II：商業智慧與資料倉儲
(Descriptive Analytics II: Business Intelligence and Data Warehousing)

課程大綱 (Syllabus)

週次 (Week)　日期 (Date)　內容(Subject/Topics)

7　2018/10/24　預測性分析I：資料探勘流程、方法與演算法
(Predictive Analytics I: Data Mining Process, Methods, and Algorithms)

8　2018/10/31　預測性分析II：文本、網路與社群媒體分析
(Predictive Analytics II: Text, Web, and Social Media Analytics)

9　2018/11/07　期中報告 (Midterm Project Report)

10　2018/11/14　期中考試 (Midterm Exam)

11　2018/11/21　處方性分析：最佳化與模擬
(Prescriptive Analytics: Optimization and Simulation)

12　2018/11/28　社會網絡分析
(Social Network Analysis)

課程大綱 (Syllabus)

週次 (Week) 日期 (Date) 內容(Subject/Topics)

13 2018/12/05 機器學習與深度學習
(Machine Learning and Deep Learning)

14 2018/12/12 自然語言處理
(Natural Language Processing)

15 2018/12/19 AI交談機器人與對話式商務
(AI Chatbots and Conversational Commerce)

16 2018/12/26 商業分析的未來趨勢、隱私與管理考量
(Future Trends, Privacy and
Managerial Considerations in Analytics)

17 2019/01/02 期末報告 (Final Project Presentation)

18 2019/01/09 期末考試 (Final Exam)

Business Intelligence (BI)

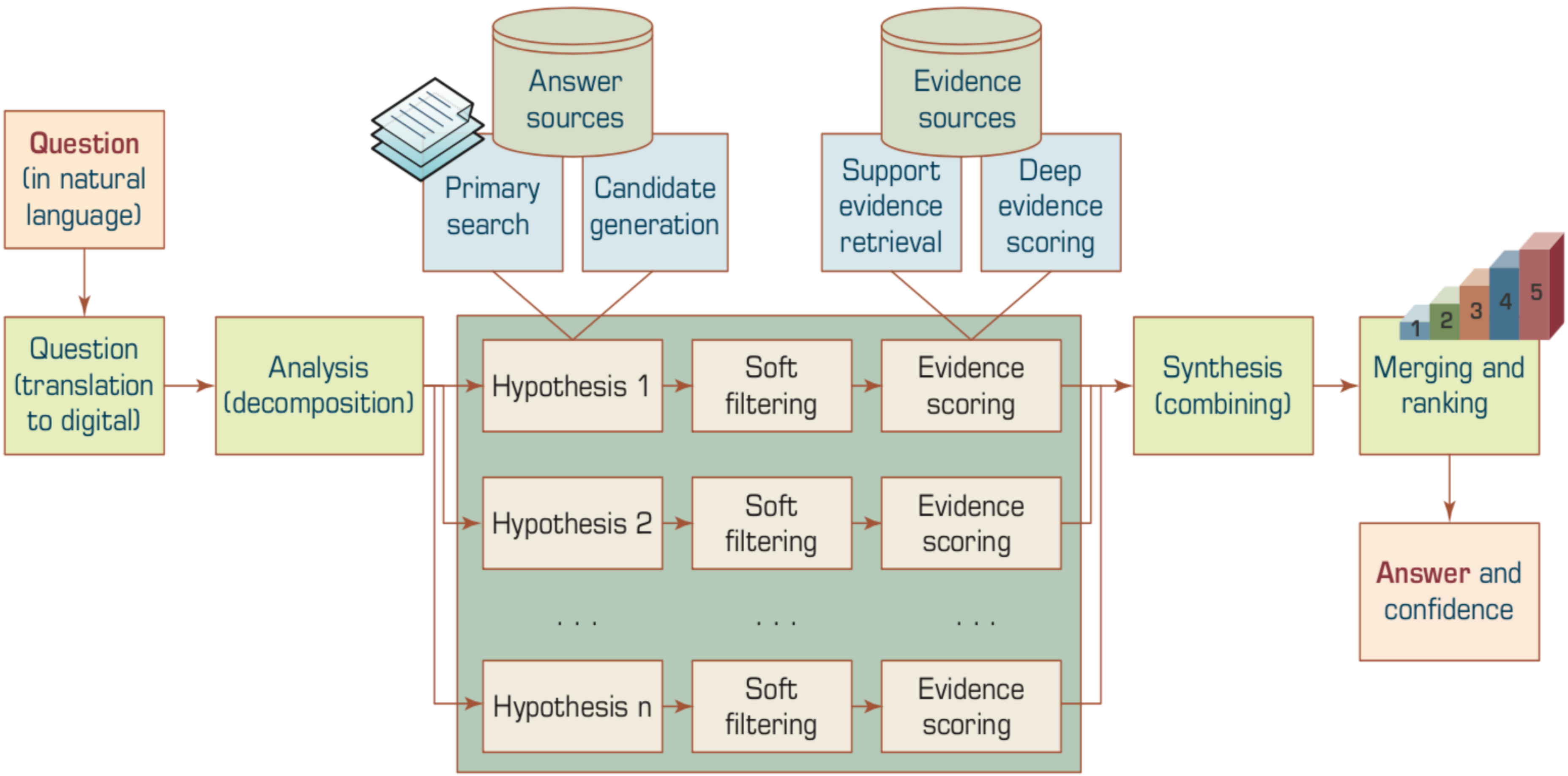
1. Introduction to BI and Data Science
2. Descriptive Analytics
3. Predictive Analytics
4. Prescriptive Analytics
5. Big Data Analytics
6. Future Trends

Predictive Analytics II: Text, Web, and Social Media Analytics

Outline

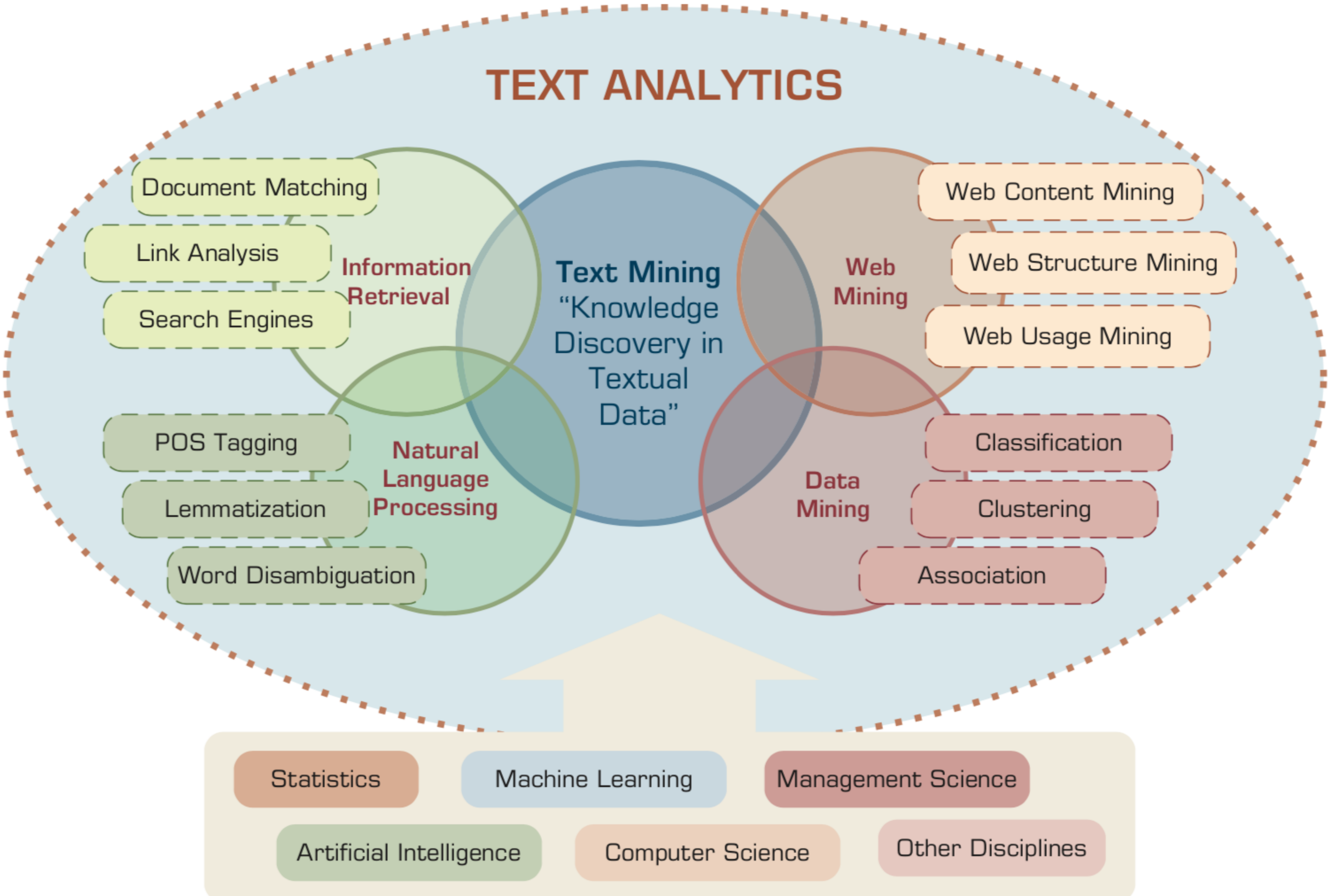
- Text Analytics and Text Mining Overview
  - Natural Language Processing (NLP)
  - Text Mining Applications
  - Text Mining Process
  - Sentiment Analysis
- Web Mining Overview
  - Search Engines
  - Web Usage Mining (Web Analytics)
- Social Analytics

A High-Level Depiction of DeepQA Architecture



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Text Analytics and Text Mining



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Text Analytics

- **Text Analytics =**
  Information Retrieval +
  Information Extraction +
  Data Mining +
  Web Mining
- **Text Analytics =**
  Information Retrieval +
  Text Mining

Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Text mining

- Text Data Mining
- Knowledge Discovery in Textual Databases

Application Areas of Text Mining

- Information extraction
- Topic tracking
- Summarization
- Categorization
- Clustering
- Concept linking
- Question answering

Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Natural Language Processing (NLP)

- Natural language processing (NLP) is an important component of text mining and is a subfield of artificial intelligence and computational linguistics.

Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Natural Language Processing (NLP)

- Part-of-speech tagging
- Text segmentation
- Word sense disambiguation
- Syntactic ambiguity
- Imperfect or irregular input
- Speech acts

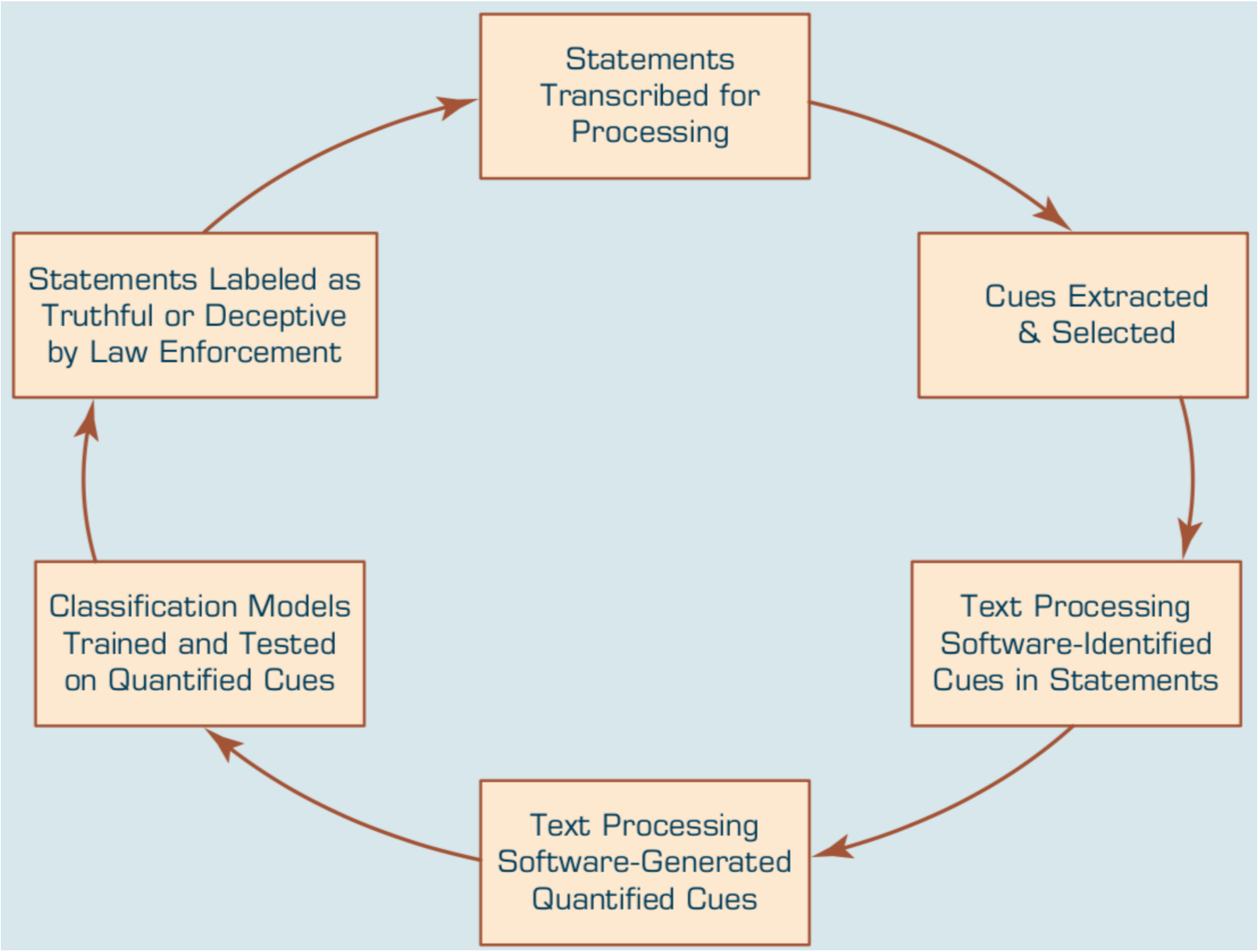
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

NLP Tasks

- Question answering
- Automatic summarization
- Natural language generation
- Natural language understanding
- Machine translation
- Foreign language reading
- Foreign language writing.
- Speech recognition
- Text-to-speech
- Text proofing
- Optical character recognition

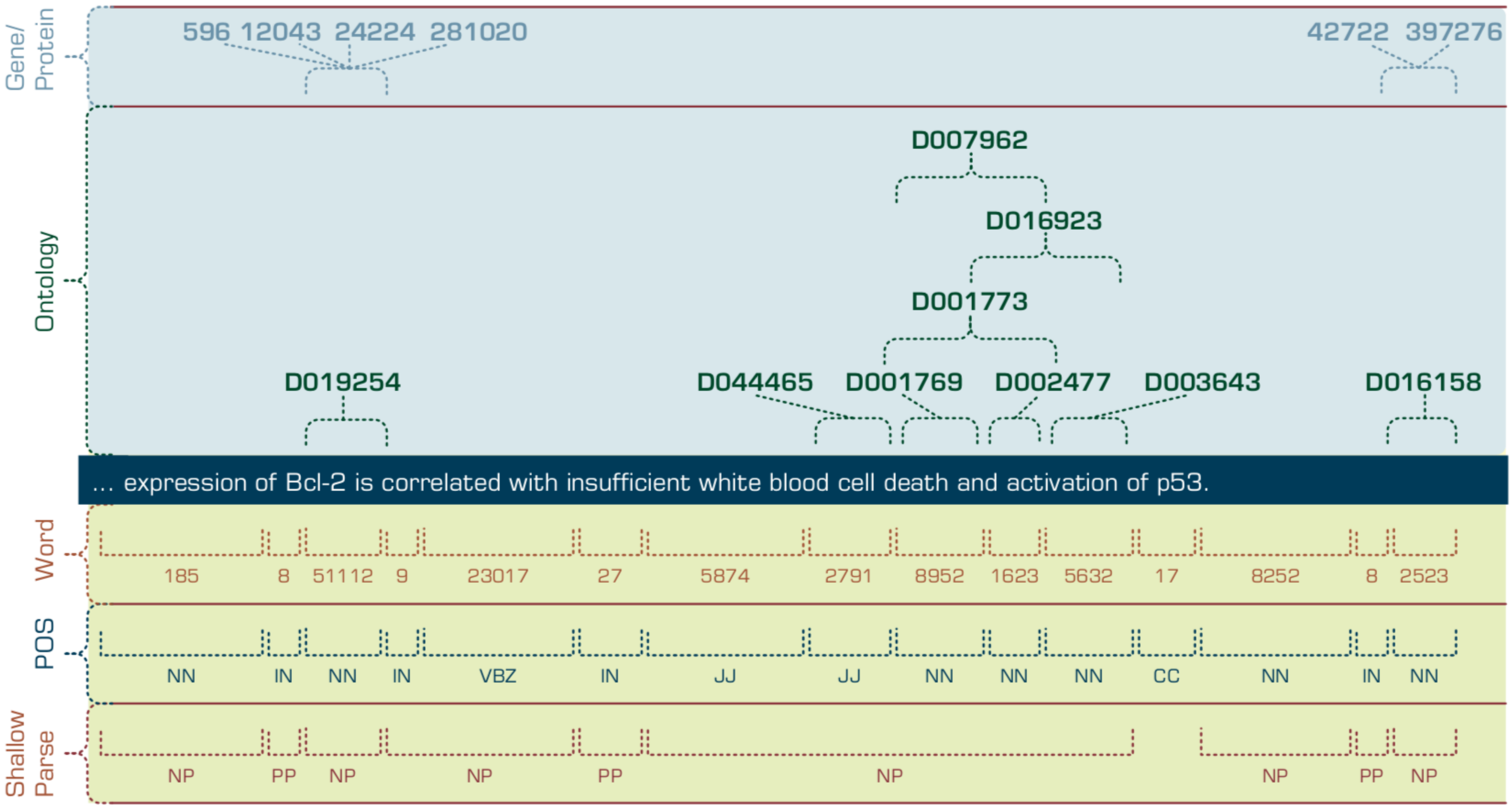
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Text-Based Deception-Detection Process



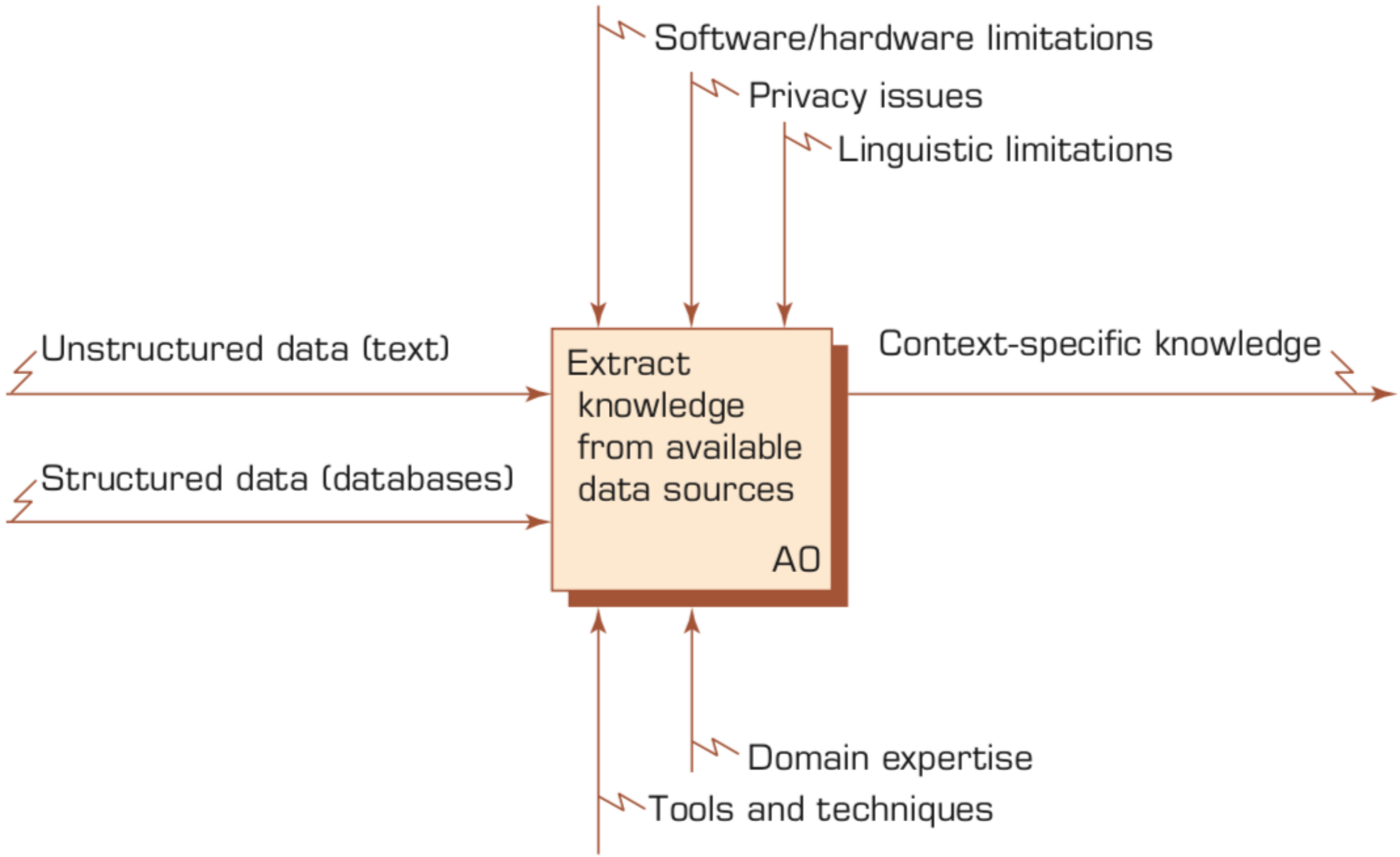
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Multilevel Analysis of Text for Gene/Protein Interaction Identification



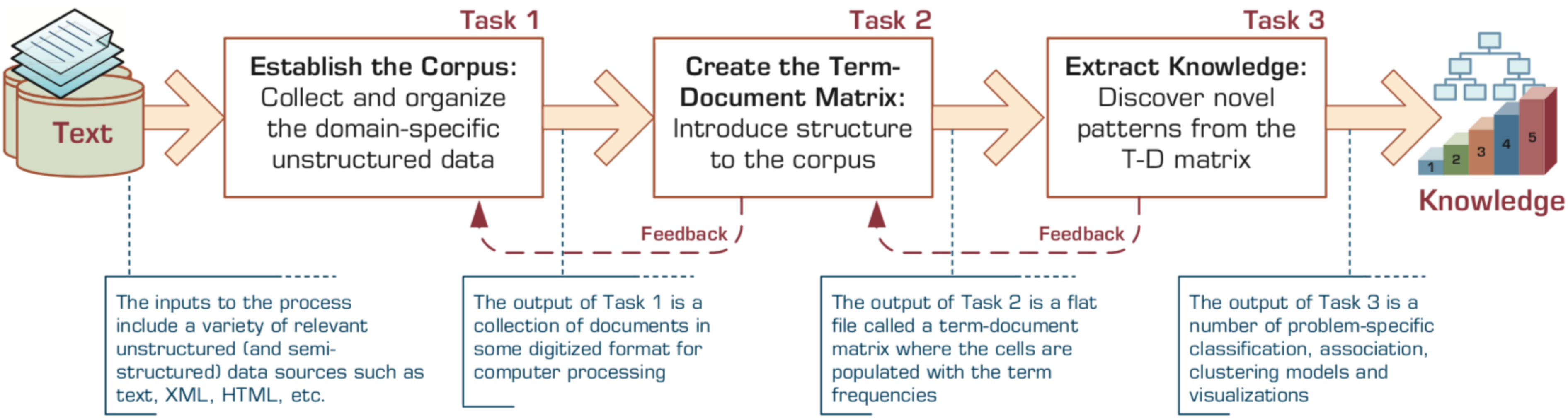
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Context Diagram for the Text Mining Process



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

The Three-Step/Task Text Mining Process



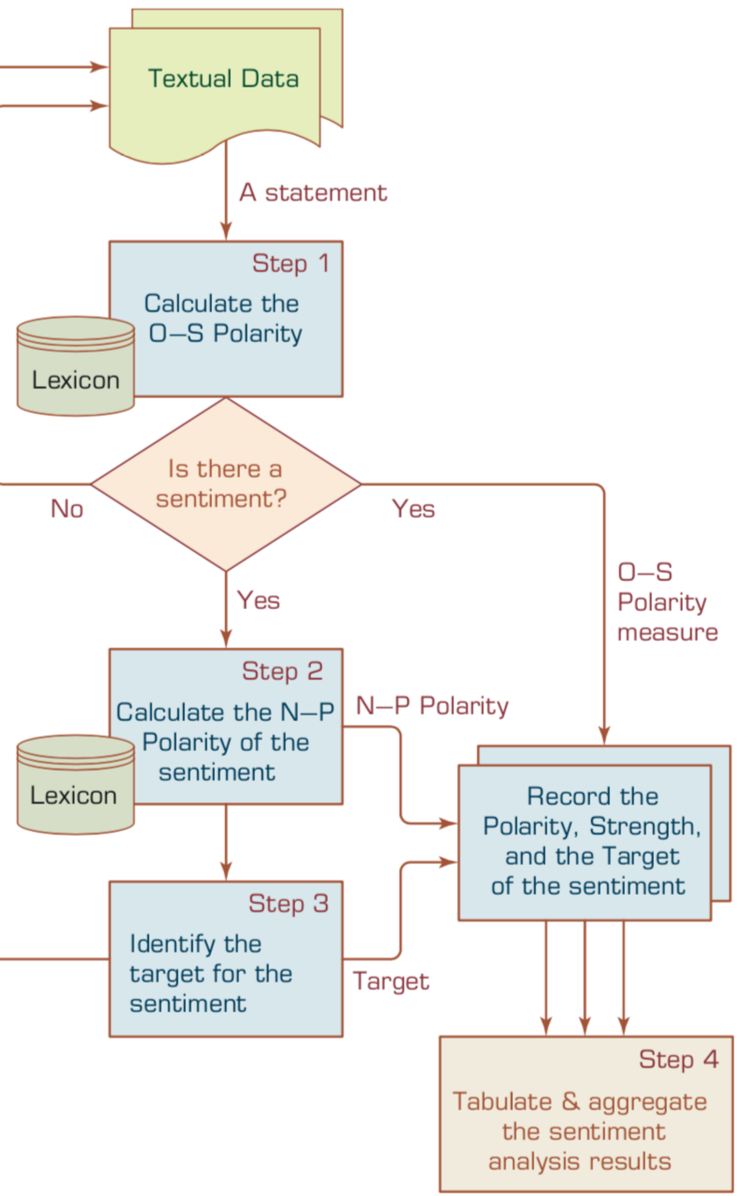
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Term–Document Matrix

Documents \ Terms	Investment Risk	Project Management	Software Engineering	Development	SAP	...
Document 1	1			1		
Document 2		1				
Document 3			3		1	
Document 4		1				
Document 5			2	1		
Document 6	1			1		
...						

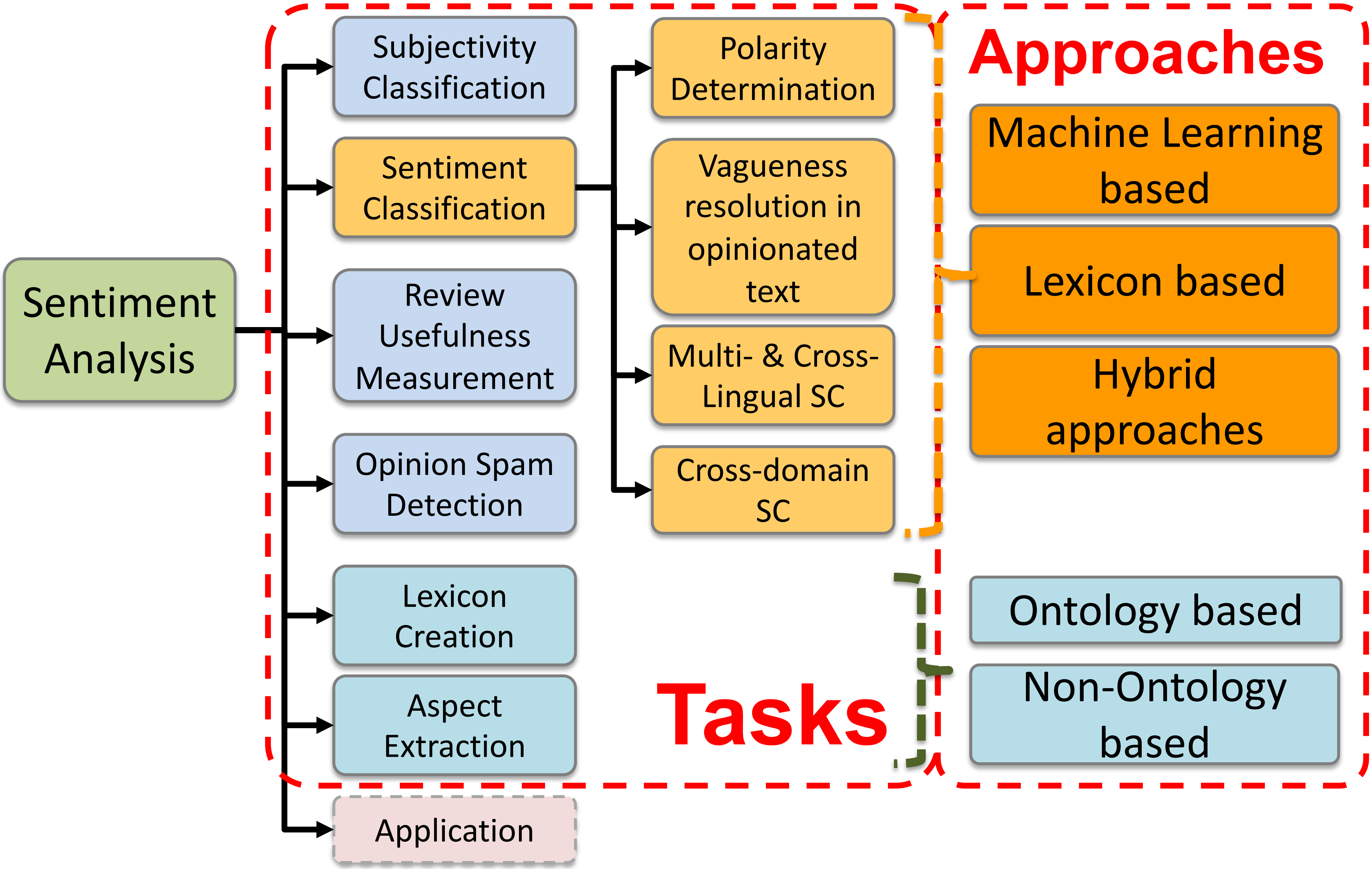
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

A Multistep Process to Sentiment Analysis



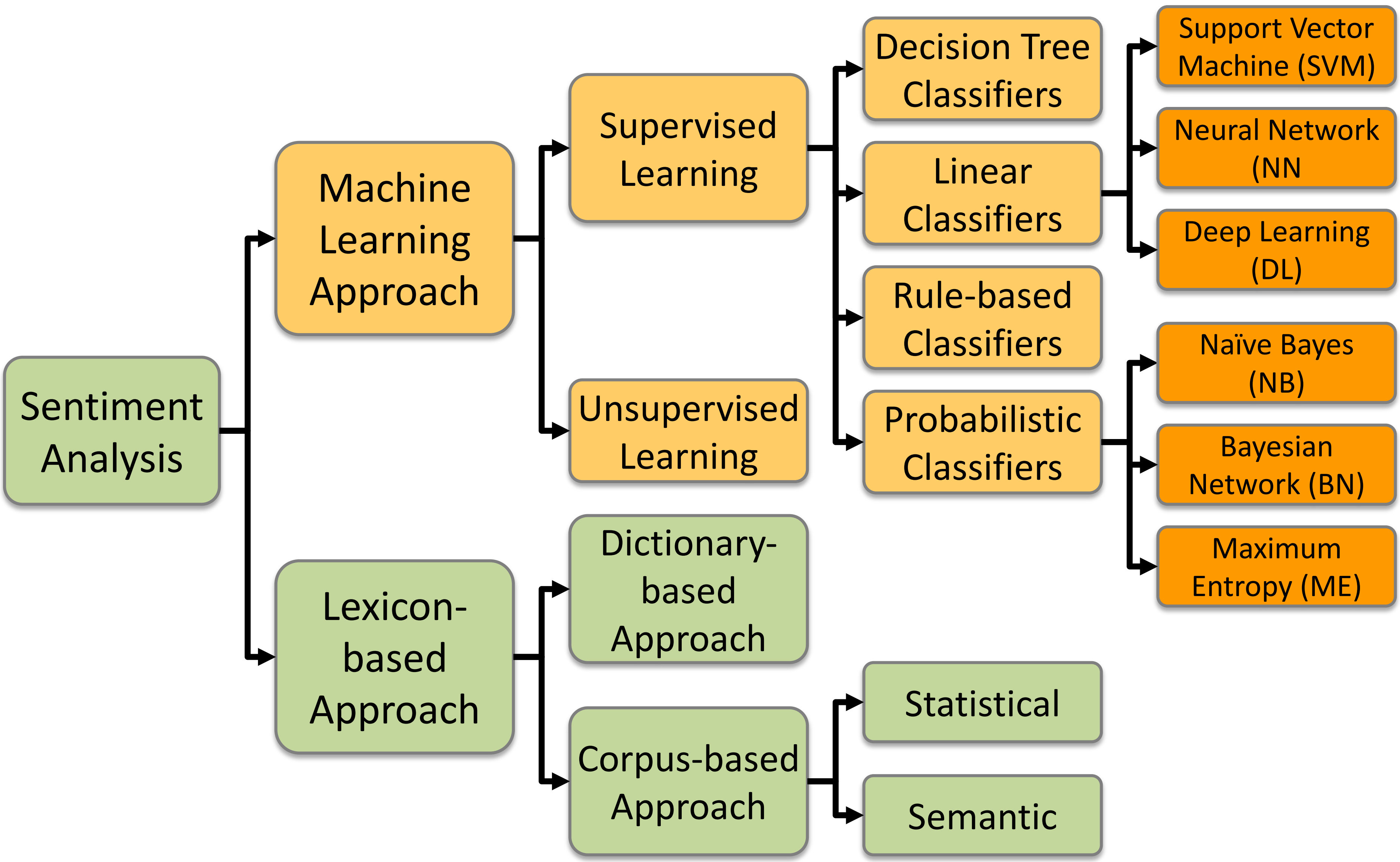
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Sentiment Analysis



Source: Kumar Ravi and Vadlamani Ravi (2015), "A survey on opinion mining and sentiment analysis: tasks, approaches and applications." Knowledge-Based Systems, 89, pp.14-46.

Sentiment Classification Techniques



Source: Jesus Serrano-Guerrero, Jose A. Olivas, Francisco P. Romero, and Enrique Herrera-Viedma (2015), "Sentiment analysis: A review and comparative analysis of web services," Information Sciences, 311, pp. 18-38.

Example of Opinion: review segment on iPhone

"I bought an iPhone a few days ago.

It was such a nice phone.

The touch screen was really cool.

The voice quality was clear too.

However, my mother was mad with me as I did not tell her before I bought it.

She also thought the phone was too expensive, and wanted me to return it to the shop. … "

Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

Example of Opinion: review segment on iPhone

"(1) I bought an iPhone a few days ago.

(2) It was such a **nice** phone.

(3) The touch screen was really **cool**.

(4) The voice quality was **clear** too.

+Positive Opinion

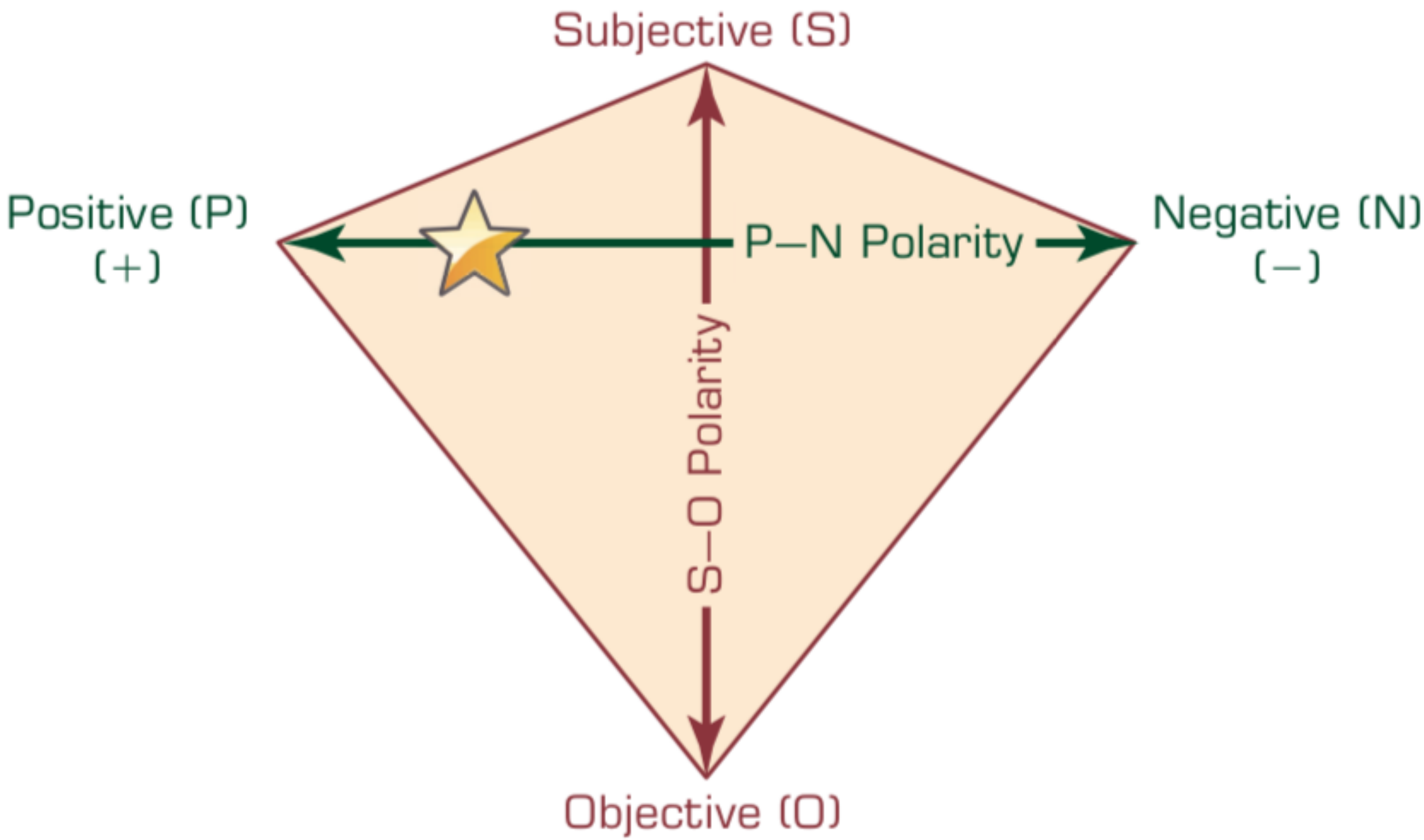
(5) However, my mother was mad with me as I did not tell her before I bought it.

(6) She also thought the phone was too **expensive**, and wanted me to return it to the shop. … "

-Negative Opinion

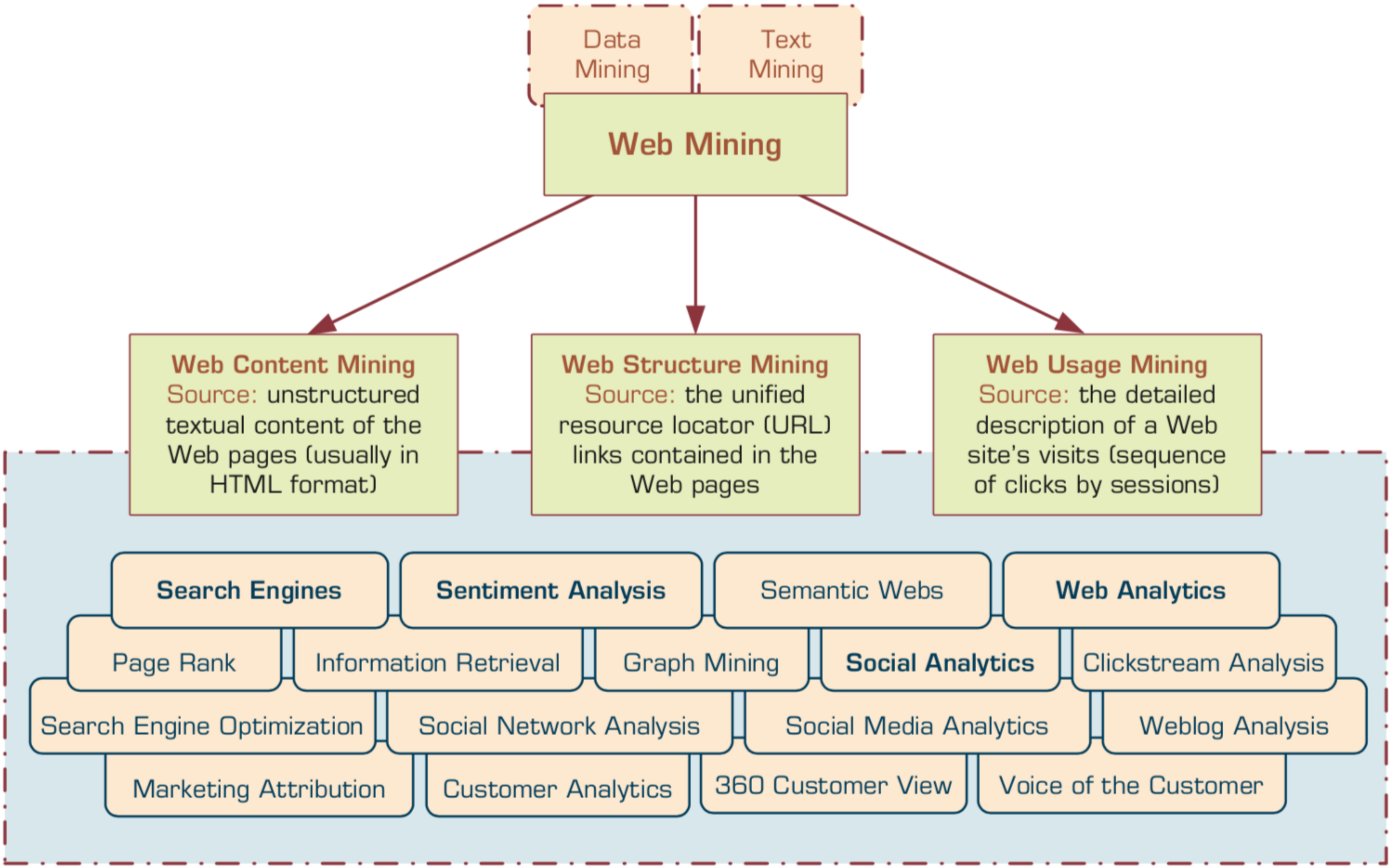
Source: Bing Liu (2011) , "Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data," Springer, 2nd Edition,

P–N Polarity and S–O Polarity Relationship



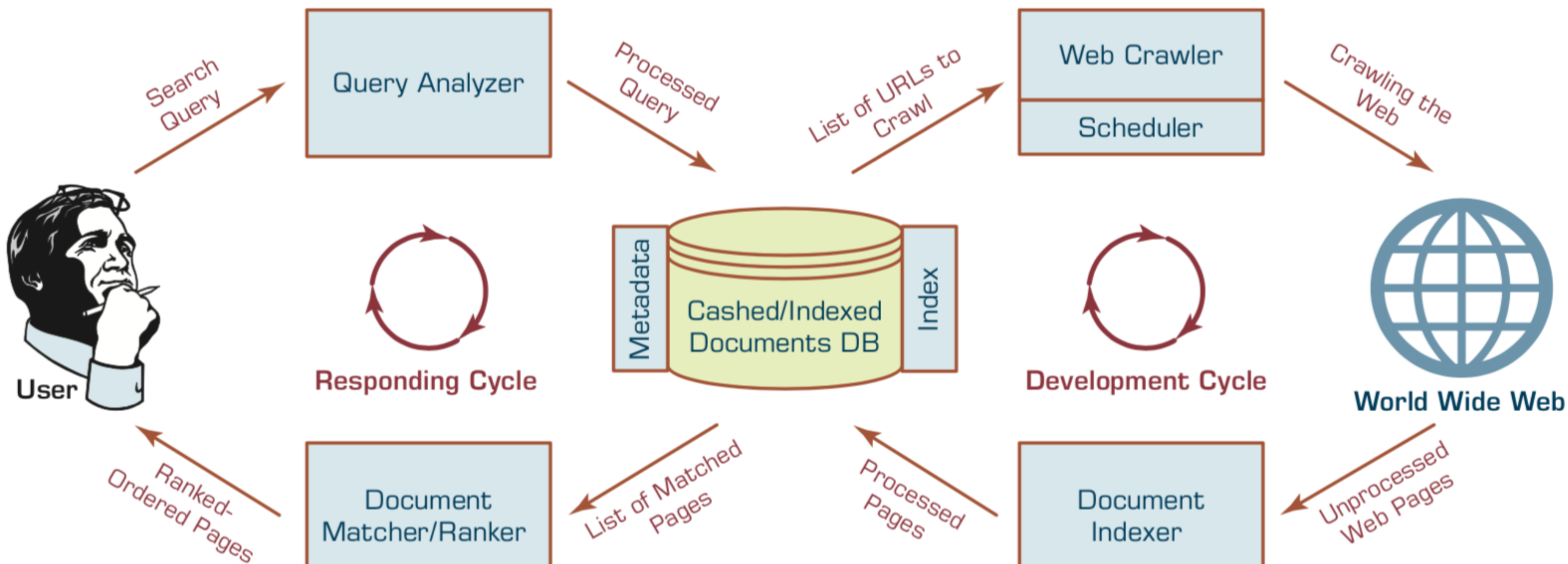
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Taxonomy of Web Mining



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Structure of a Typical Internet Search Engine

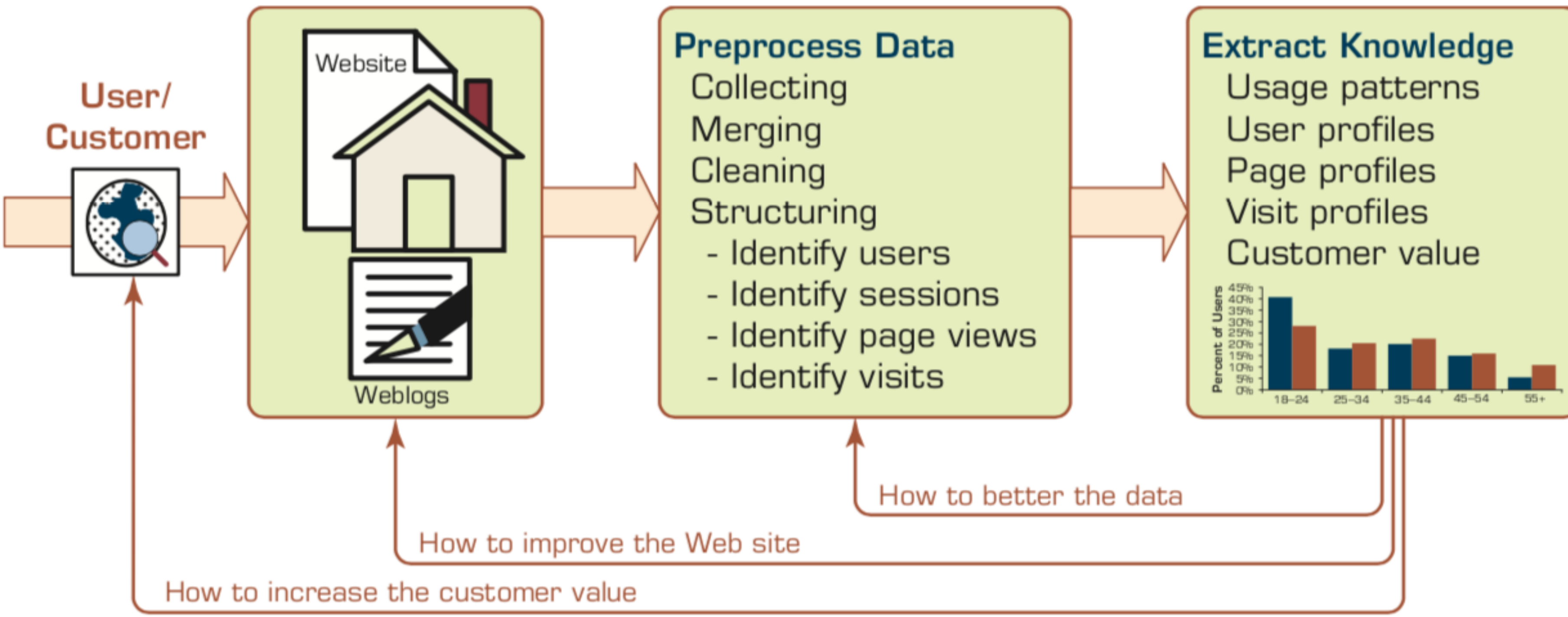


Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Web Usage Mining (Web Analytics)

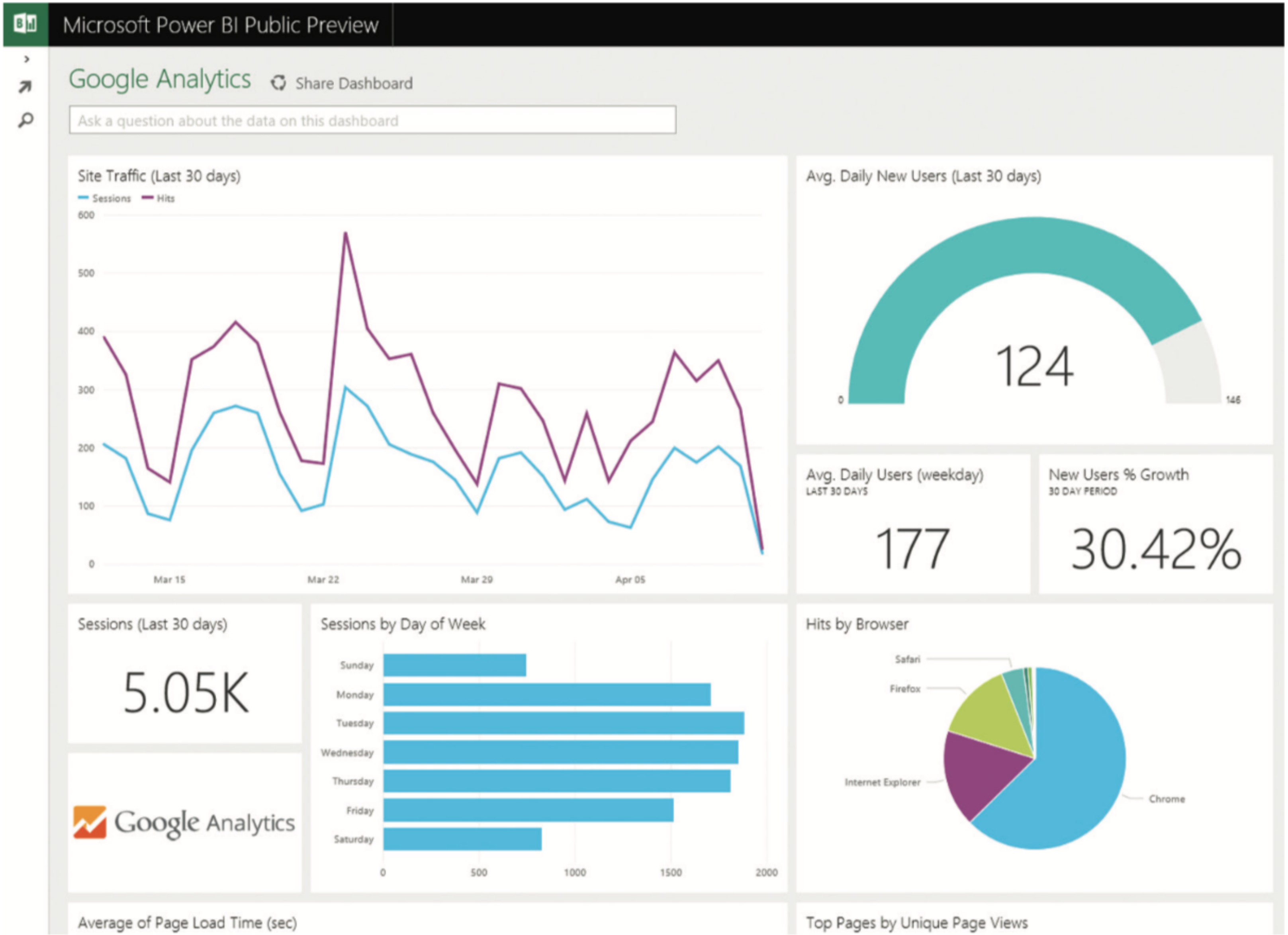
- **Web usage mining (Web analytics)** is the extraction of useful information from data generated through Web page visits and transactions.
- **Clickstream Analysis**

Extraction of Knowledge from Web Usage Data



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Web Analytics Dashboard



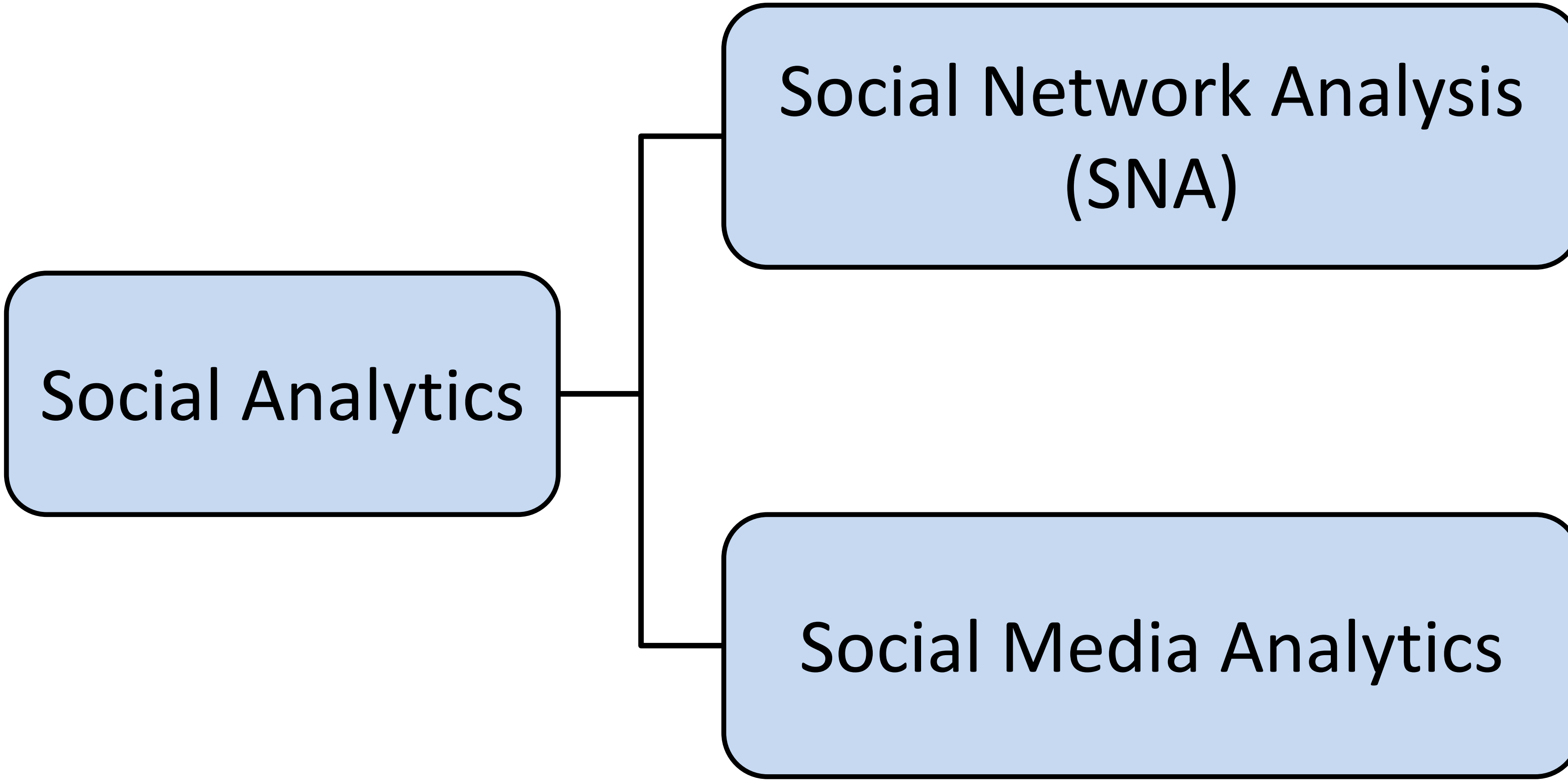
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Social Analytics

- Social analytics is defined as monitoring, analyzing, measuring and interpreting digital interactions and relationships of people, topics, ideas and content.

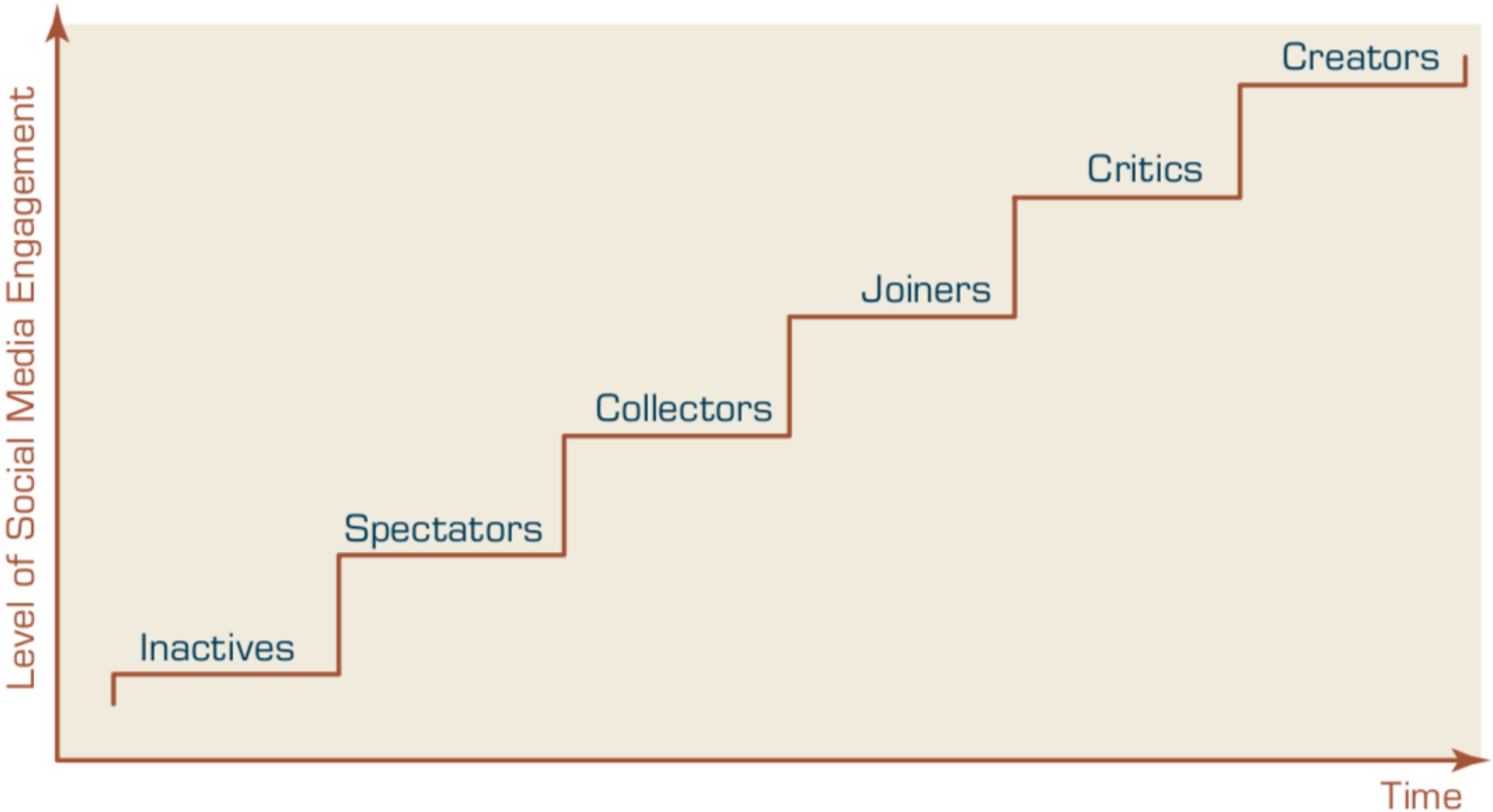
Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Branches of Social Analytics



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Evolution of Social Media User Engagement



Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson

Python in Google Colab

https://colab.research.google.com/drive/1FEG6DnGvwfUbeo4zJ1zTunjMqf2RkCrT

python101.ipynb

File Edit View Insert Runtime Tools Help

COMMENT SHARE

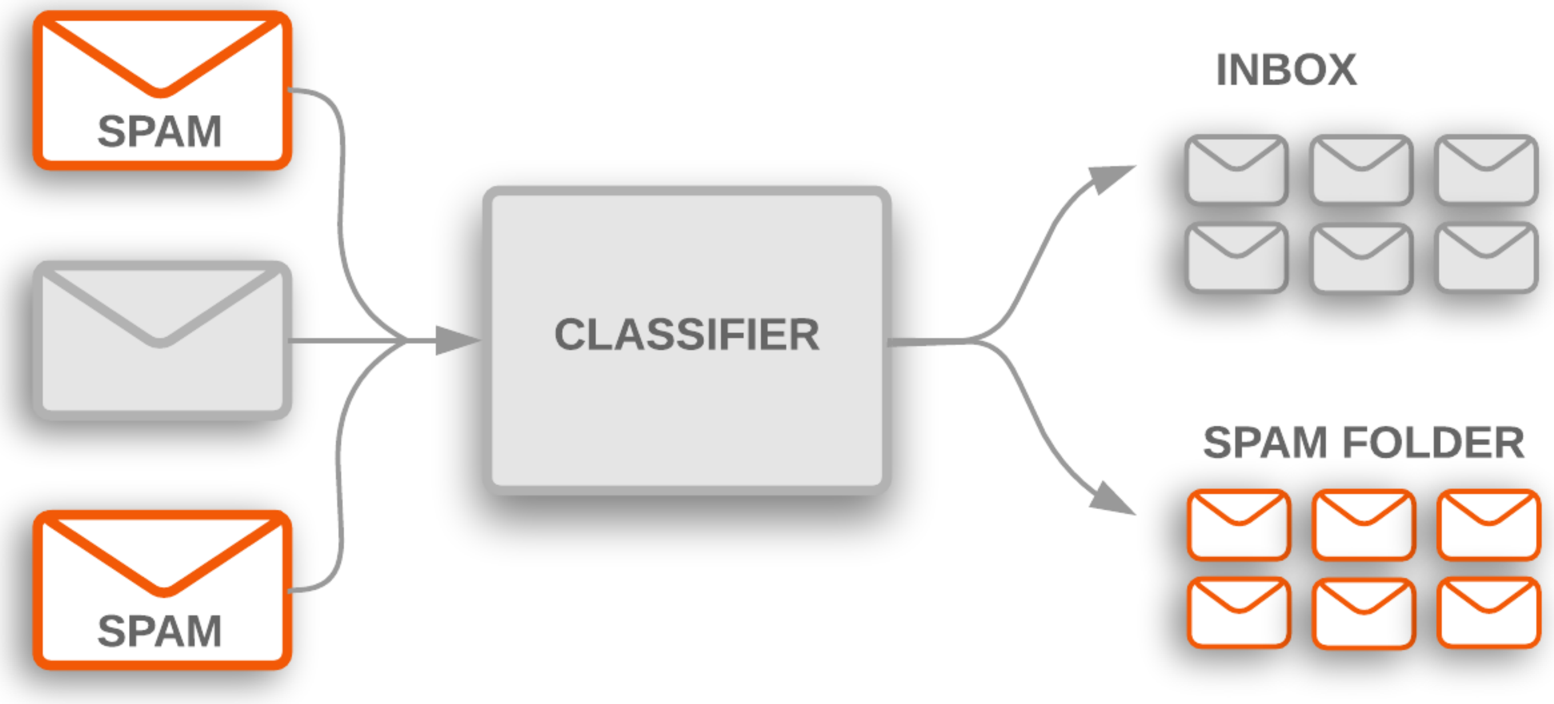
CODE TEXT CELL CELL CONNECT EDITING

Keras preprocessing text

```python
# keras.preprocessing.text Tokenizer
from keras.preprocessing.text import Tokenizer
# define 5 documents
docs = ['Well done!', 'Good work', 'Great effort', 'nice work', 'Excellent!']
# create the tokenizer
t = Tokenizer()
# fit the tokenizer on the documents
t.fit_on_texts(docs)
print('docs:', docs)
print('word_counts:', t.word_counts)
print('document_count:', t.document_count)
print('word_index:', t.word_index)
print('word_docs:', t.word_docs)
# integer encode documents
texts_to_matrix = t.texts_to_matrix(docs, mode='count')
print('texts_to_matrix:')
print(texts_to_matrix)
```

```
Using TensorFlow backend.
docs: ['Well done!', 'Good work', 'Great effort', 'nice work', 'Excellent!']
word_counts: OrderedDict([('well', 1), ('done', 1), ('good', 1), ('work', 2), ('great', 1), ('effort', 1), ('nice', 1), ('excellent', 1
document_count: 5
word_index: {'work': 1, 'well': 2, 'done': 3, 'good': 4, 'great': 5, 'effort': 6, 'nice': 7, 'excellent': 8}
word_docs: {'done': 1, 'well': 1, 'work': 2, 'good': 1, 'great': 1, 'effort': 1, 'nice': 1, 'excellent': 1}
texts_to_matrix:
[[0. 0. 1. 1. 0. 0. 0. 0. 0.]
 [0. 1. 0. 0. 1. 0. 0. 0. 0.]
 [0. 0. 0. 0. 0. 1. 1. 0. 0.]
 [0. 1. 0. 0. 0. 0. 0. 1. 0.]
 [0. 0. 0. 0. 0. 0. 0. 0. 1.]]
```

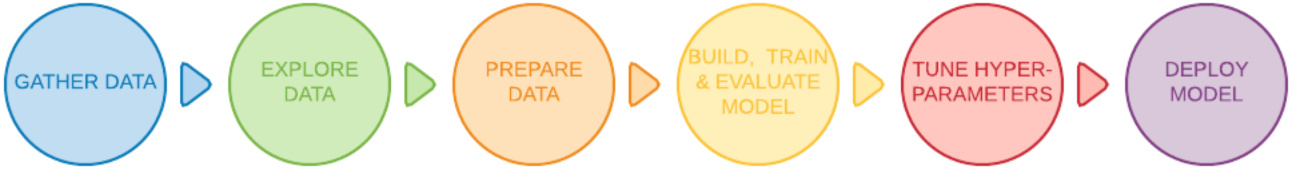
Text Classification



Source: https://developers.google.com/machine-learning/guides/text-classification/

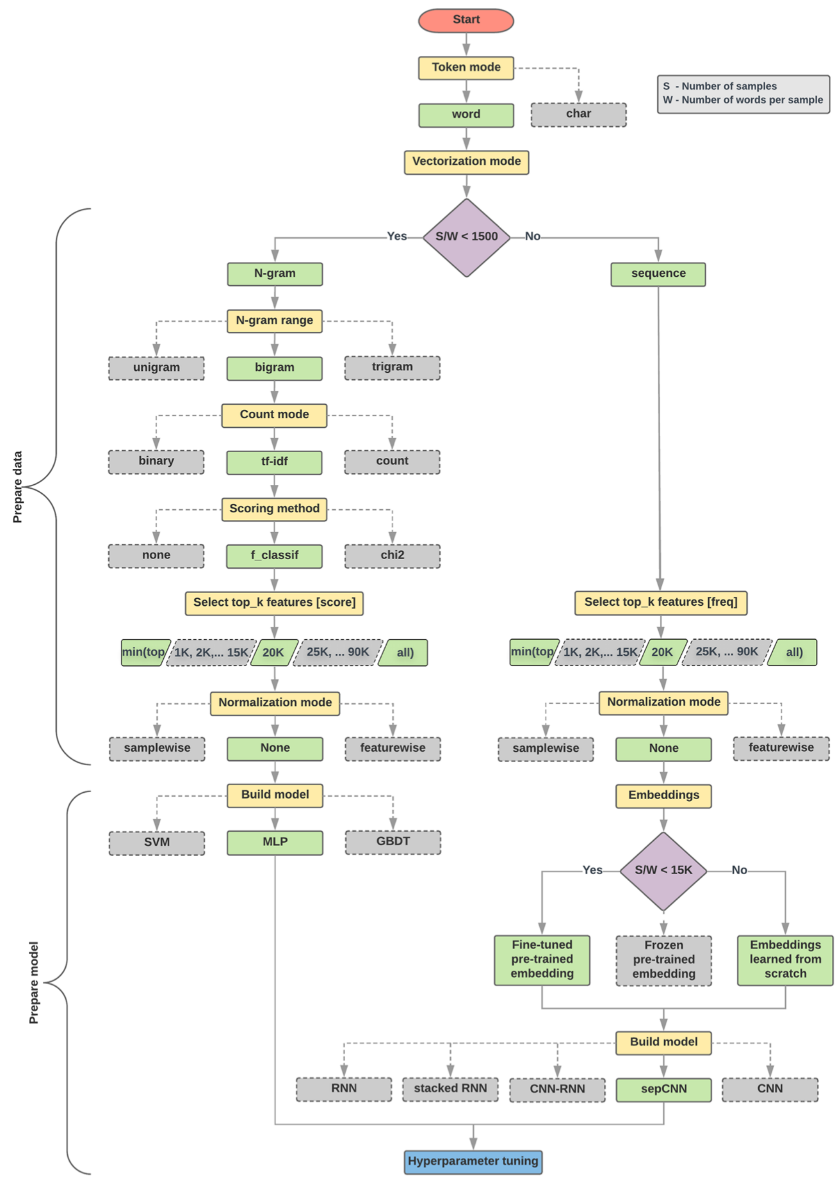
Text Classification Workflow

- Step 1: Gather Data
- Step 2: Explore Your Data
- Step 2.5: Choose a Model*
- Step 3: Prepare Your Data
- Step 4: Build, Train, and Evaluate Your Model
- Step 5: Tune Hyperparameters
- Step 6: Deploy Your Model



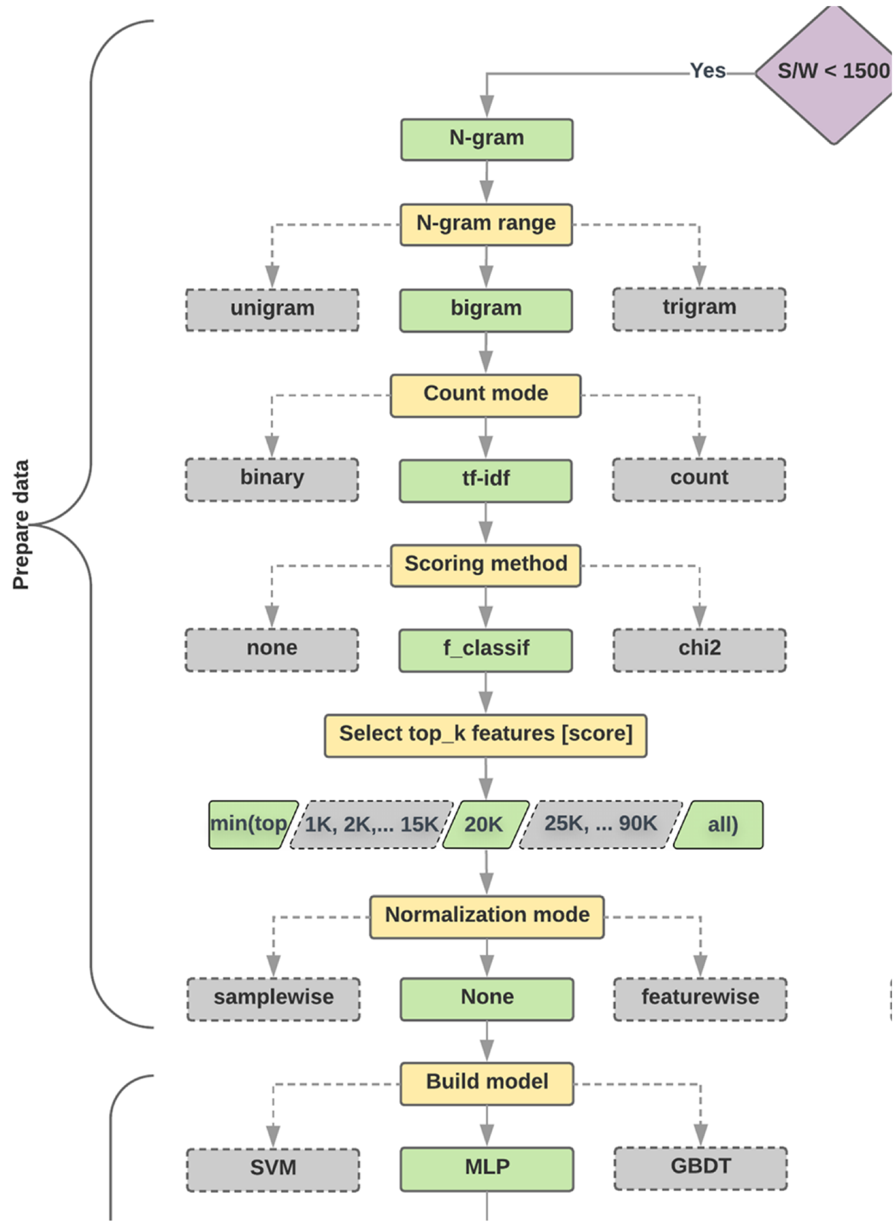
Source: https://developers.google.com/machine-learning/guides/text-classification/

Text Classification Flowchart



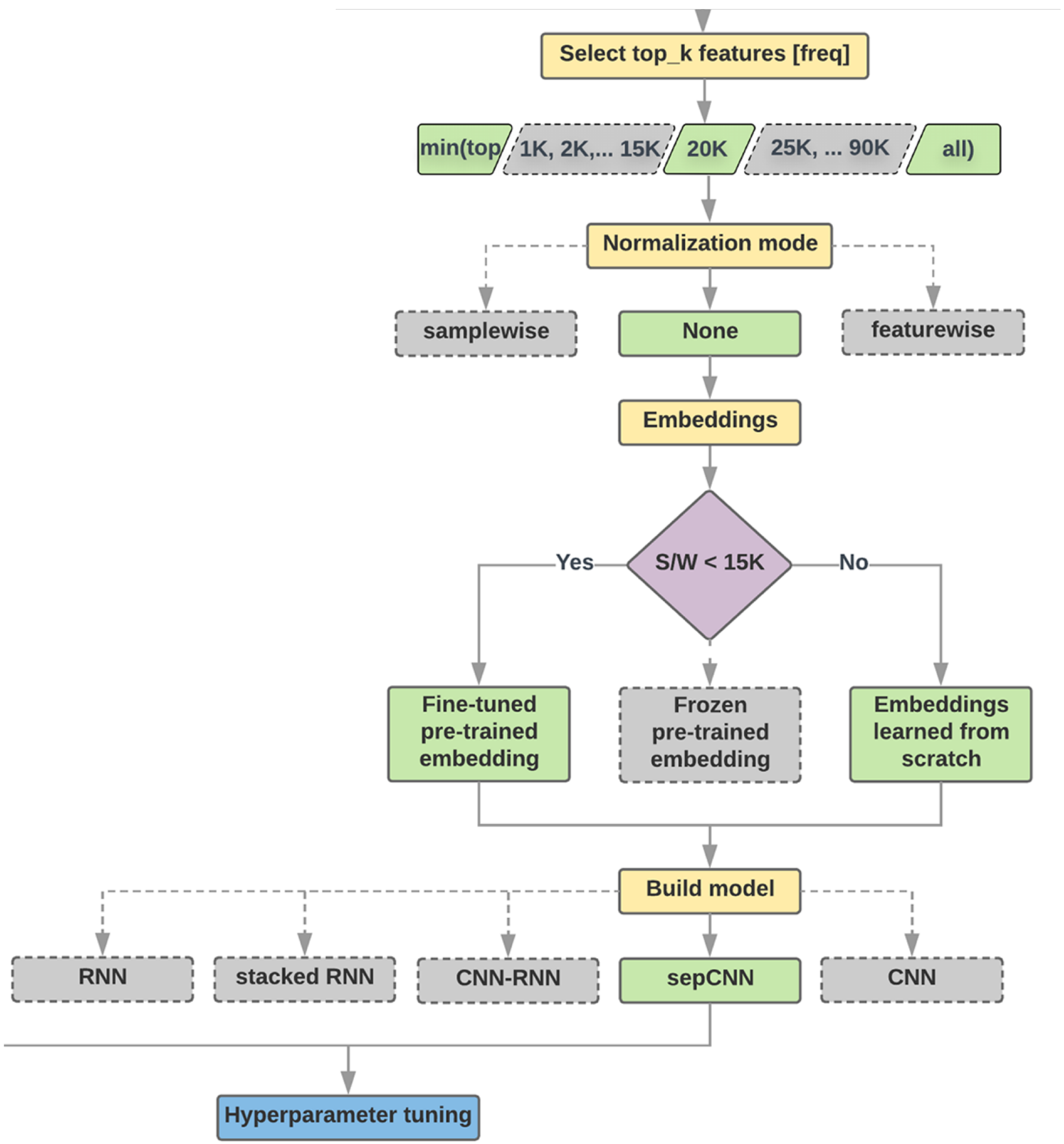
Source: https://developers.google.com/machine-learning/guides/text-classification/step-2-5

Text Classification S/W<1500: N-gram



Source: https://developers.google.com/machine-learning/guides/text-classification/step-2-5

Text Classification S/W>=1500: Sequence

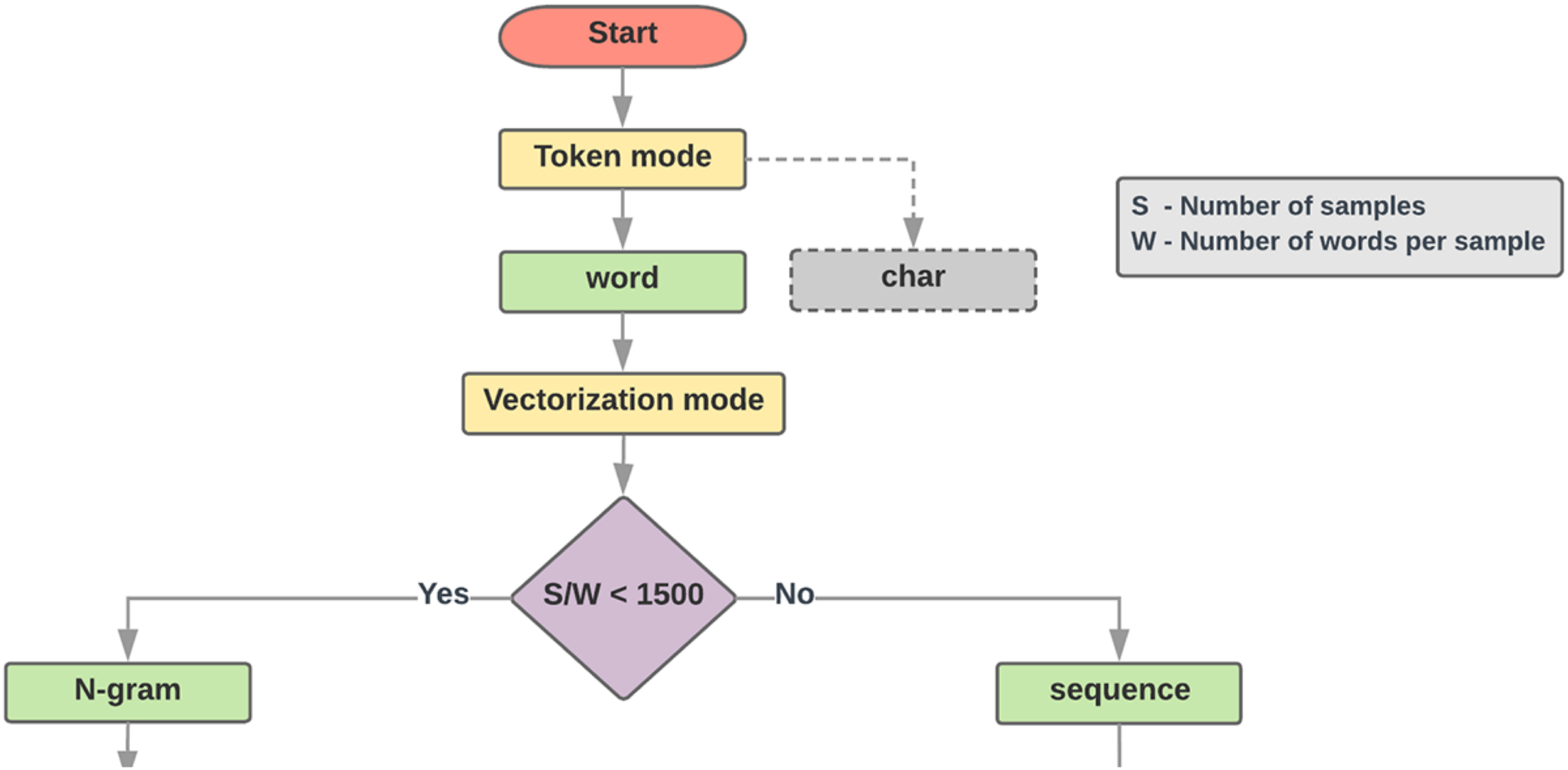


Source: https://developers.google.com/machine-learning/guides/text-classification/step-2-5

Step 2.5: Choose a Model

Samples/Words < 1500

150,000/100 = 1500



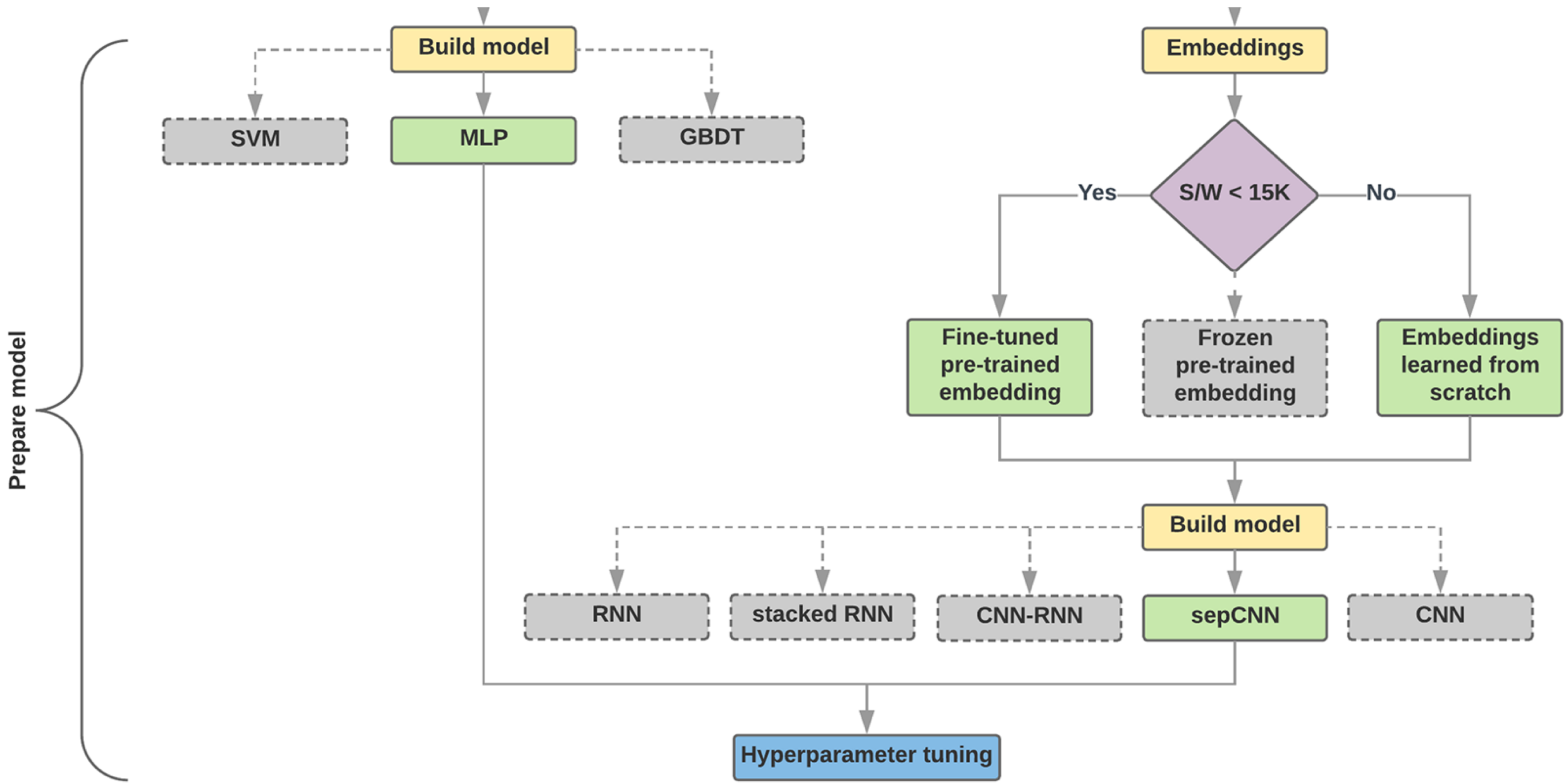
IMDb review dataset,
the samples/words-per-sample ratio is ~ 144

Source: https://developers.google.com/machine-learning/guides/text-classification/step-2-5

Step 2.5: Choose a Model

Samples/Words < 15,000

1,500,000/100 = 15,000



Source: https://developers.google.com/machine-learning/guides/text-classification/step-2-5

Step 3: Prepare Your Data

```
Texts:
T1: ’The mouse ran up the clock'
T2: ’The mouse ran down’

Token Index:
{'the': 1, 'mouse’: 2, 'ran': 3, 'up': 4, 'clock': 5, 'down': 6,}.
   NOTE: 'the' occurs most frequently,
         so the index value of 1 is assigned to it.
         Some libraries reserve index 0 for unknown tokens,
         as is the case here.

Sequence of token indexes:
T1: ‘The mouse ran up the clock’ =
       [1,  2,   3, 4,  1,  5]
T1: ’The mouse ran down’ =
       [1,   2,   3,  6]
```

Source: https://developers.google.com/machine-learning/guides/text-classification/step-3

One-hot encoding

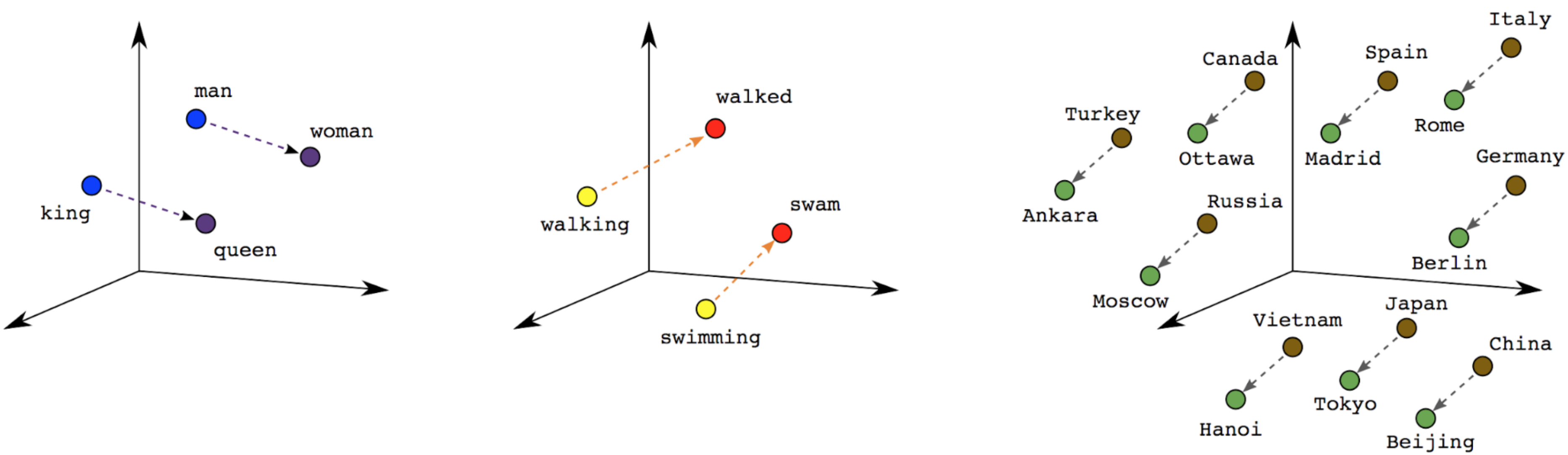
```
                 'The mouse ran up the clock' =

The       1      [ [0, 1, 0, 0, 0, 0, 0],
mouse     2        [0, 0, 1, 0, 0, 0, 0],
ran       3        [0, 0, 0, 1, 0, 0, 0],
up        4        [0, 0, 0, 0, 1, 0, 0],
the       1        [0, 1, 0, 0, 0, 0, 0],
clock     5        [0, 0, 0, 0, 0, 1, 0] ]

                   [0, 1, 2, 3, 4, 5, 6]
```

Source: https://developers.google.com/machine-learning/guides/text-classification/step-3

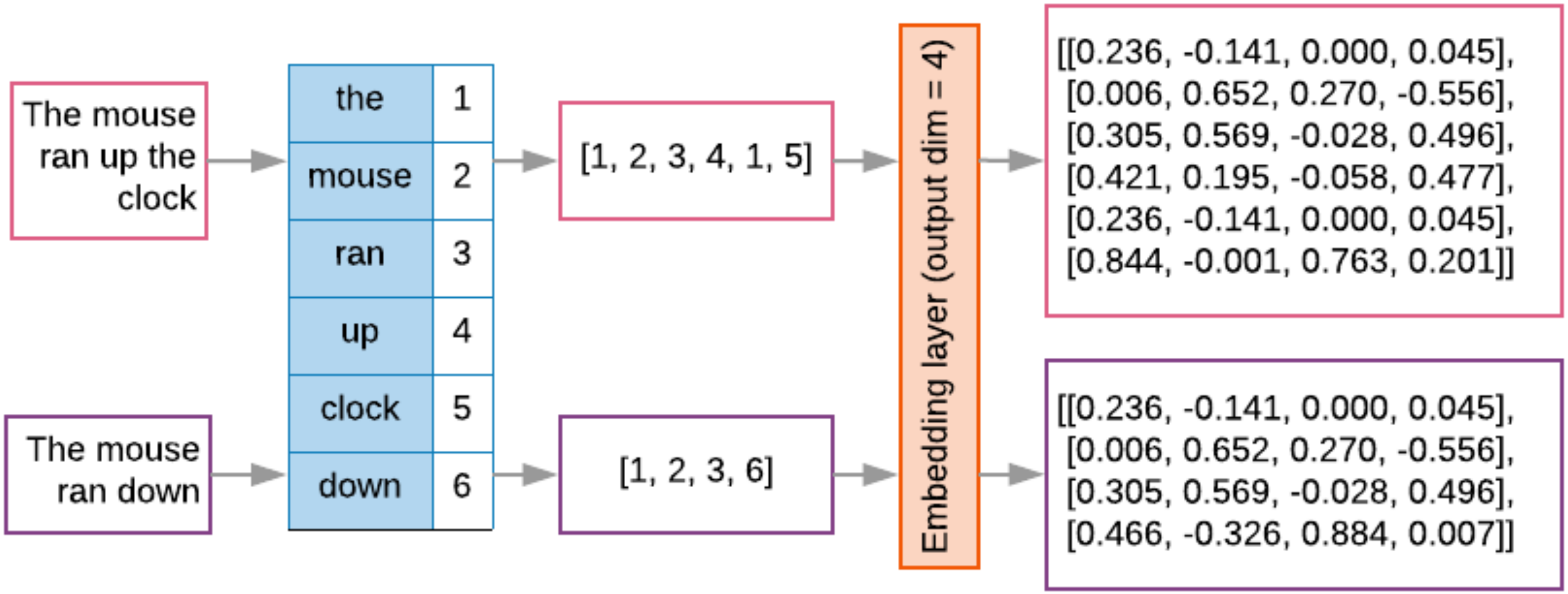
Word embeddings



Male-Female Verb Tense Country-Capital

Source: https://developers.google.com/machine-learning/guides/text-classification/step-3

Word embeddings



Source: https://developers.google.com/machine-learning/guides/text-classification/step-3

```python
t1 = 'The mouse ran up the clock'
t2 = 'The mouse ran down'
s1 = t1.lower().split(' ')
s2 = t2.lower().split(' ')
terms = s1 + s2
sortedset = sorted(set(terms))
print('terms =', terms)
print('sortedset =', sortedset)
```


```python
t1 = 'The mouse ran up the clock'
t2 = 'The mouse ran down'
s1 = t1.lower().split(' ')
s2 = t2.lower().split(' ')
terms = s1 + s2
sortedset = sorted(set(terms))
print('terms =', terms)
print('sortedset =', sortedset)
```


```
terms = ['the', 'mouse', 'ran', 'up', 'the', 'clock', 'the', 'mouse', 'ran', 'down']
sortedset = ['clock', 'down', 'mouse', 'ran', 'the', 'up']
```

https://colab.research.google.com/drive/1FEG6DnGvwfUbeo4zJ1zTunjMqf2RkCrT

```python
t1 = 'The mouse ran up the clock'
t2 = 'The mouse ran down'
s1 = t1.lower().split(' ')
s2 = t2.lower().split(' ')
terms = s1 + s2
print(terms)

tfdict = {}
for term in terms:
    if term not in tfdict:
        tfdict[term] = 1
    else:
        tfdict[term] += 1

a = []
for k,v in tfdict.items():
    a.append('{}, {}'.format(k,v))
print(a)
```

```
['the', 'mouse', 'ran', 'up', 'the', 'clock', 'the', 'mouse', 'ran', 'down']
['the, 3', 'mouse, 2', 'ran, 2', 'up, 1', 'clock, 1', 'down, 1']
```

https://colab.research.google.com/drive/1FEG6DnGvwfUbeo4zJ1zTunjMqf2RkCrT

```
sorted_by_value_reverse = sorted(tfdict.items(),
key=lambda kv: kv[1], reverse=True)

sorted_by_value_reverse_dict =
dict(sorted_by_value_reverse)

id2word = {id: word for id, word in
enumerate(sorted_by_value_reverse_dict)}

word2id = dict([(v, k) for (k, v) in
id2word.items()])
```

```
sorted_by_value:  [('up', 1), ('clock', 1), ('down', 1), ('mouse', 2), ('ran', 2), ('the', 3)]
sorted_by_value2:  ['the', 'mouse', 'ran', 'up', 'clock', 'down']
sorted_by_value_reverse:  [('the', 3), ('mouse', 2), ('ran', 2), ('up', 1), ('clock', 1), ('down', 1)]
sorted_by_value_reverse_dict {'the': 3, 'mouse': 2, 'ran': 2, 'up': 1, 'clock': 1, 'down': 1}
id2word {0: 'the', 1: 'mouse', 2: 'ran', 3: 'up', 4: 'clock', 5: 'down'}
word2id {'the': 0, 'mouse': 1, 'ran': 2, 'up': 3, 'clock': 4, 'down': 5}
len_words: 6
sorted_by_key:  [('clock', 1), ('down', 1), ('mouse', 2), ('ran', 2), ('the', 3), ('up', 1)]
the, 3
mouse, 2
ran, 2
up, 1
clock, 1
down, 1
```

https://colab.research.google.com/drive/1FEG6DnGvwfUbeo4zJ1zTunjMqf2RkCrT

```python
sorted_by_value = sorted(tfdict.items(), key=lambda kv: kv[1])
print('sorted_by_value: ', sorted_by_value)
sorted_by_value2 = sorted(tfdict, key=tfdict.get, reverse=True)
print('sorted_by_value2: ', sorted_by_value2)
sorted_by_value_reverse = sorted(tfdict.items(), key=lambda kv: kv[1], reverse=True)
print('sorted_by_value_reverse: ', sorted_by_value_reverse)
sorted_by_value_reverse_dict = dict(sorted_by_value_reverse)
print('sorted_by_value_reverse_dict', sorted_by_value_reverse_dict)
id2word = {id: word for id, word in enumerate(sorted_by_value_reverse_dict)}
print('id2word', id2word)
word2id = dict([(v, k) for (k, v) in id2word.items()])
print('word2id', word2id)
print('len_words:', len(word2id))

sorted_by_key = sorted(tfdict.items(), key=lambda kv: kv[0])
print('sorted_by_key: ', sorted_by_key)

tfstring = '\n'.join(a)
print(tfstring)
tf = tfdict.get('mouse')
print(tf)
```

```
sorted_by_value:  [('up', 1), ('clock', 1), ('down', 1), ('mouse', 2), ('ran', 2), ('the', 3)]
sorted_by_value2:  ['the', 'mouse', 'ran', 'up', 'clock', 'down']
sorted_by_value_reverse:  [('the', 3), ('mouse', 2), ('ran', 2), ('up', 1), ('clock', 1), ('down', 1)]
sorted_by_value_reverse_dict {'the': 3, 'mouse': 2, 'ran': 2, 'up': 1, 'clock': 1, 'down': 1}
id2word {0: 'the', 1: 'mouse', 2: 'ran', 3: 'up', 4: 'clock', 5: 'down'}
word2id {'the': 0, 'mouse': 1, 'ran': 2, 'up': 3, 'clock': 4, 'down': 5}
len_words: 6
sorted_by_key:  [('clock', 1), ('down', 1), ('mouse', 2), ('ran', 2), ('the', 3), ('up', 1)]
the, 3
mouse, 2
ran, 2
up, 1
clock, 1
down, 1
```

https://colab.research.google.com/drive/1FEG6DnGvwfUbeo4zJ1zTunjMqf2RkCrT

from keras.preprocessing.text import Tokenizer

```
from keras.preprocessing.text import Tokenizer
# define 5 documents
docs = ['Well done!', 'Good work', 'Great effort', 'nice work', 'Excellent!']
# create the tokenizer
t = Tokenizer()
# fit the tokenizer on the documents
t.fit_on_texts(docs)
print('docs:', docs)
print('word_counts:', t.word_counts)
print('document_count:', t.document_count)
print('word_index:', t.word_index)
print('word_docs:', t.word_docs)
# integer encode documents
texts_to_matrix = t.texts_to_matrix(docs, mode='count')
print('texts_to_matrix:')
print(texts_to_matrix)
```

```
docs: ['Well done!', 'Good work', 'Great effort', 'nice work', 'Excellent!']
word_counts: OrderedDict([('well', 1), ('done', 1), ('good', 1), ('work', 2), ('great', 1), ('effort', 1), ('ni
document_count: 5
word_index: {'work': 1, 'well': 2, 'done': 3, 'good': 4, 'great': 5, 'effort': 6, 'nice': 7, 'excellent': 8}
word_docs: {'done': 1, 'well': 1, 'work': 2, 'good': 1, 'great': 1, 'effort': 1, 'nice': 1, 'excellent': 1}
texts_to_matrix:
[[0. 0. 1. 1. 0. 0. 0. 0. 0.]
 [0. 1. 0. 0. 1. 0. 0. 0. 0.]
 [0. 0. 0. 0. 0. 1. 1. 0. 0.]
 [0. 1. 0. 0. 0. 0. 0. 1. 0.]
 [0. 0. 0. 0. 0. 0. 0. 0. 1.]]
```

Source: https://machinelearningmastery.com/prepare-text-data-deep-learning-keras/

from keras.preprocessing.text import Tokenizer

```
from keras.preprocessing.text import Tokenizer
# define 5 documents
docs = ['Well done!', 'Good work', 'Great effort', 'nice
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# create the tokenizer
t = Tokenizer()
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t.fit_on_texts(docs)
print('docs:', docs)
print('word_counts:', t.word_counts)
print('document_count:', t.document_count)
print('word_index:', t.word_index)
print('word_docs:', t.word_docs)
# integer encode documents
texts_to_matrix = t.texts_to_matrix(docs, mode='count')
print('texts_to_matrix:')
print(texts_to_matrix)
```

Source: https://machinelearningmastery.com/prepare-text-data-deep-learning-keras/

texts_to_matrix = t.texts_to_matrix(docs, mode='count')

```
docs: ['Well done!', 'Good work', 'Great effort',
'nice work', 'Excellent!']
word_counts: OrderedDict([('well', 1), ('done', 1),
('good', 1), ('work', 2), ('great', 1), ('effort', 1),
('nice', 1), ('excellent', 1)])
document_count: 5
word_index: {'work': 1, 'well': 2, 'done': 3, 'good':
4, 'great': 5, 'effort': 6, 'nice': 7, 'excellent': 8}
word_docs: {'done': 1, 'well': 1, 'work': 2, 'good': 1,
'great': 1, 'effort': 1, 'nice': 1, 'excellent': 1}
texts_to_matrix:
[[0. 0. 1. 1. 0. 0. 0. 0. 0.]
 [0. 1. 0. 0. 1. 0. 0. 0. 0.]
 [0. 0. 0. 0. 0. 1. 1. 0. 0.]
 [0. 1. 0. 0. 0. 0. 0. 1. 0.]
 [0. 0. 0. 0. 0. 0. 0. 0. 1.]]
```

Source: https://machinelearningmastery.com/prepare-text-data-deep-learning-keras/

t.texts_to_matrix(docs, mode='tfidf')

```
from keras.preprocessing.text import Tokenizer
# define 5 documents
docs = ['Well done!', 'Good work', 'Great effort', 'nice work',
'Excellent!']
# create the tokenizer
t = Tokenizer()
# fit the tokenizer on the documents
t.fit_on_texts(docs)
print('docs:', docs)
print('word_counts:', t.word_counts)
print('document_count:', t.document_count)
print('word_index:', t.word_index)
print('word_docs:', t.word_docs)
# integer encode documents
texts_to_matrix = t.texts_to_matrix(docs, mode='tfidf')
print('texts_to_matrix:')
print(texts_to_matrix)
```

```
texts_to_matrix:
[[0. 0. 1.25276297 1.25276297 0. 0. 0. 0. 0. ]
[0. 0.98082925 0. 0. 1.25276297 0. 0. 0. 0. ]
[0. 0. 0. 0. 0. 1.25276297 1.25276297 0. 0. ]
[0. 0.98082925 0. 0. 0. 0. 0. 1.25276297 0. ]
[0. 0. 0. 0. 0. 0. 0. 0. 1.25276297]]
```

Source: https://machinelearningmastery.com/prepare-text-data-deep-learning-keras/

Summary

- Text Analytics and Text Mining Overview
  - Natural Language Processing (NLP)
  - Text Mining Applications
  - Text Mining Process
  - Sentiment Analysis
- Web Mining Overview
  - Search Engines
  - Web Usage Mining (Web Analytics)
- Social Analytics

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- Jake VanderPlas (2016),
  Python Data Science Handbook: Essential Tools for Working with Data, O'Reilly Media.