Saleh Bacchus

Professor Gao

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**Data & Analytics Pro Points Project**

**Text Mining and Sentiment Analysis** is a form of data analytics that consists of the process of pulling information from writing/texts and using language processing and machine learning to audit text and place it into categories determining if its positive, negative, neutral, or beyond. The main goal of this is it works together to see a business’s reputation in the exact moments in which it is checked. It is important in reviews for businesses such as online google reviews, or Instagram business feed comments. It can search through reviews on a business and divide them into categories if they are good or bad reviews so you can see how to improve your business/make it better for customers. It works the same way for Instagram also, but it does that through analyzing comments on posts and sorts up the data into categories. This relates to material in MIS2502 because this is like NoSQL because it works with a huge volume of information to store and retrieve data. This correlates because text mining and sentiment analysis revolves around storing massive amounts of data and analyzing it into categories.

**Internet of Things (IoT)** is a way to send information to someone else through the internet, therefore not needing the use of physical meetups to distribute data. This is important and convenient for classified information to safely be transferred to someone else. This topic relates to the material we covered in MIS 2502 because R Studio has uses like this IoT. For example, we can use R Studio to get data and download packages that may be passed down from someone different trying to show them if there is a certain chart that shows failure to a business. This can help us use lift values or confidence values to check on the status of a company.

**Social Network Analysis/Analytics** uses connections and charts to visually represent and understand networking structures. It is important because it is a way to keep track of connections that can be useful for future jobs, projects, keeping in contact with others, ect. This topic relates to class because we used Vertabelo to tie relationships together to predict future outcomes and database schemas to do the same. We used Vertabelo to physically show relationships and uses of building a network and how it applies to each other.

**Bibliography**

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