INTENDED AUDIENCE: UG & PG engineering students: All branches, MBA students, Professionals working in or aspiring for Business Analyst, Data Analyst, Data Scientist, and Data Engineer roles.

INDUSTRIES APPLICABLE TO: Big Data companies, Analytics & Consultancy companies, Companies with Analytics Division.

COURSE OUTLINE:
Objective of this course is to impart knowledge on use of text mining techniques for deriving business intelligence to achieve organizational goals. Use of Python based software platform to build, assess, and compare models based on real datasets and cases with an easy-to-follow learning curve.

ABOUT INSTRUCTOR:
Dr. Gaurav Dixit is an Assistant Professor in the Department of Management Studies at the Indian Institute of Technology Roorkee. He earned his doctoral degree from the Indian Institute of Management Indore and an engineering degree from Indian Institute of Technology (BHU) Varanasi. Previously, he worked in Hewlett-Packard (HP) as software engineer, and Sharda Group of Institutions as project manager on deputation. Gaurav’s research focuses on information technology (IT) strategy, electronic commerce, electronic waste, data mining, text mining, and big data analytics and provides insights on business and social value of IT. His research has appeared in quality journals & conferences, including Resources, Conservation and Recycling, Journal of Global Information Technology Management, Sustainable Production and Consumption, Journal of Information Technology Management, ICIS conference, DIGITS conference, India Finance Conference.

COURSE PLAN:
Week 1: Introductory overview of Text Mining
Week 2: Python
Week 3: Python for Analytics
Week 4: Data Preparation
Week 5: Predictive Models for Text
Week 6: Retrieval and Clustering of Documents
Week 7: Information Extraction
Week 8: Conclusion