

# SOCIAL MEDIA SENTIMENT ANALYSIS FOR MARKETING

Register now  
<http://bit.ly/DSNtraining>

**1 DAY**

Course fee  
**N25,000**  
 +7.5 VAT

9am - 4pm

For more information or bulk purchase,  
 PLEASE CALL OR EMAIL  
**Seun on 0814 008 8800**  
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## Class Description

Also known as “Opinion Mining” or “Emotion AI”, Sentiment Analysis is the process of determining whether a piece of writing is positive, negative or neutral. In this intensive course, participants will learn the art and science of collecting social media data, modelling and gleaning social impulse from social media text data. Whether you work in sales or marketing, you run your own company, or you want to manage your brand impression, mastering Social Media Sentiment Analysis is crucial to answering complex business problems and questions using insights from data.







## Learning Outcomes

- Understanding of Natural Language Processing
- Hands-on brand and product monitoring on social media
- Building Sentiment Analysis model
- Building and deployment of sentiment analysis dashboards







## Course Outline

- 1 Introduction to Text Analysis
- 2 Software Installation and Overview
- 3 Hands-on social media sentiment analysis
- 4 Hands-on Data Visualisation with Building Sentiment Analysis Models.
- 5 Building and Deployment of Sentiment Analysis Dashboards
- 6 Deployment of Business Intelligence Dashboards

## Class Structure

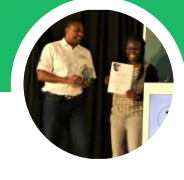




-  1-day physical classes
-  Collection of 10,000+ AI learning videos from top schools and organizations including: MIT, Stanford, Oxford, Google, Amazon, Intel, Microsoft, Nvidia, etc
-  Online platform for further coaching, access to latest information and opportunities in Artificial Intelligence ecosystem.
-  Enrolment into the Global Data Science Nigeria Community and Talent Platform.
-  At least 4 hours of physical hands-on training.
-  Internationally Recognized certificate

## Class Design

-  World class and experienced Instructors
-  Project based learning
-  Interactive session
-  Free Internet access
-  Completion Capstone project
-  Further Study and practice supported by top content from DSN AI Knowledge Box.

Data Science Nigeria 

## Why us?

-  Award-winning and Biggest AI learning platform in Africa
-  We are a non-profit organization and we invest every surplus back into talent development for the community.
-  World-class and experienced tutors
-  Excellent Project and Consulting support
-  Biggest AI Talent Sourcing platform