WEB AND SOCIAL MEDIA ANALYTICS

B.Tech. IV Year I Sem.   **L T P C**
                                                                        2 0 0 2

Course Objectives: Exposure to various web and social media analytic techniques.

Course Outcomes:
1. Knowledge on decision support systems.
2. Apply natural language processing concepts on text analytics.
3. Understand sentiment analysis.
4. Knowledge on search engine optimization and web analytics.

UNIT - I
An Overview of Business Intelligence, Analytics, and Decision Support: Analytics to Manage a Vaccine Supply Chain Effectively and Safely, Changing Business Environments and Computerized Decision Support, Information Systems Support for Decision Making, The Concept of Decision Support Systems (DSS), Business Analytics Overview, Brief Introduction to Big Data Analytics.

UNIT - II
Text Analytics and Text Mining: Machine Versus Men on Jeopardy!: The Story of Watson, Text Analytics and Text Mining Concepts and Definitions, Natural Language Processing, Text Mining Applications, Text Mining Process, Text Mining Tools.

UNIT - III
Sentiment Analysis: Sentiment Analysis Overview, Sentiment Analysis Applications, Sentiment Analysis Process, Sentiment Analysis and Speech Analytics.

UNIT - IV
Web Analytics, Web Mining: Security First Insurance Deepens Connection with Policyholders, Web Mining Overview, Web Content and Web Structure Mining, Search Engines, Search Engine Optimization, Web Usage Mining (Web Analytics), Web Analytics Maturity Model and Web Analytics Tools.

UNIT - V
Social Analytics and Social Network Analysis: Social Analytics and Social Network Analysis, Social Media Definitions and Concepts, Social Media Analytics.
Prescriptive Analytics - Optimization and Multi-Criteria Systems: Multiple Goals, Sensitivity Analysis, What-If Analysis, and Goal Seeking.

TEXT BOOK:
1. Ramesh Sharda, Dursun Delen, Efraim Turban, BUSINESS INTELLIGENCE AND ANALYTICS: SYSTEMS FOR DECISION SUPPORT, Pearson Education.

REFERENCE BOOKS:
1. Rajiv Sabherwal, Irma Becerra-Fernandez," Business Intelligence – Practice, Technologies and Management", John Wiley 2011.
2. Lariss T. Moss, ShakuAtre, "Business Intelligence Roadmap", Addison-Wesley It Service.
3. Yuli Vasiliev, "Oracle Business Intelligence: The Condensed Guide to Analysis and Reporting", SPD Shroff, 2012.