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## Python Social Media Analytics (Paperback)

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Packt Publishing Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Leverage the power of Python to collect, process, and mine deep insights from social media data About This Book \* Acquire data from various social media platforms such as Facebook, Twitter, YouTube, GitHub, and more \* Analyze and extract actionable insights from your social data using various Python tools \* A highly practical guide to conducting efficient social media analytics at scale Who This Book Is For If you are a programmer or a data analyst familiar with the Python programming language and want to perform analyses of your social data to acquire valuable business insights, this book is for you. The book does not assume any prior knowledge of any data analysis tool or process. What You Will Learn \* Understand the basics of social media mining \* Use PyMongo to clean, store, and access data in MongoDB \* Understand user reactions and emotion detection on Facebook \* Perform Twitter sentiment analysis and entity recognition using Python \* Analyze video and campaign performance on YouTube \* Mine popular trends on GitHub and predict the next big technology \* Extract...

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