

## Syllabus

### Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	NLP and Data mining Consumer Intelligence Public Sentiments
Teacher	-
shared course	X No <input type="checkbox"/> Yes, with
Hourly volume	18
Evaluation methods	Individual project
Course summary	<p>The course provides students with sophisticated skills in Natural Language Processing (NLP) and data mining. It emphasizes the analysis and interpretation of consumer behavior and public sentiment, laying a solid foundation in NLP and data mining techniques.</p> <p>Students will learn to apply these techniques to understand consumer preferences and public opinion effectively. The course delves into consumer intelligence gathering, leveraging NLP to mine valuable insights from extensive datasets such as social media, customer reviews, and online forums.</p> <p>Furthermore, the course explores sentiment analysis, teaching methods to assess public sentiments, opinions, and emotions from textual data. These methods are widely used in businesses to measure the public's response to their products, services, and marketing campaigns.</p> <p>Students will also engage in data mining for detecting market trends and consumer behavior patterns, alongside predictive modeling to anticipate future market dynamics.</p> <p>Additionally, the course addresses the ethical and privacy considerations in data analysis, ensuring students understand the importance of responsible consumer data use, privacy concerns, and compliance with data protection laws.</p>
Skills	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply NLP and data mining techniques to extract, analyze, and interpret large volumes of textual data.</li> <li>• Identify and analyze market trends and consumer behaviors to facilitate strategic decision-making in marketing and product development.</li> <li>• Conduct sentiment analysis to gauge public opinion and emotions regarding products, services, and brands.</li> <li>• Navigate ethical and privacy considerations in data analysis, in compliance with legal standards and societal expectations.</li> </ul>

