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## Learning Social Media Analytics with R

By Tushar Sharma

Packt Publishing - ebooks Account. Paperback. Condition: New. 413 pages. Dimensions: 9.2in. x 7.5in. x 0.8in. **Key Features** A practical guide written to help leverage the power of the R eco-system to extract, process, analyze, visualize and model social media data. Learn about data access, retrieval, cleaning, and curation methods for data originating from various social media platforms. Visualize and analyze data from social media platforms to understand and model complex relationships using various concepts and techniques such as Sentiment Analysis, Topic Modeling, Text Summarization, Recommendation Systems, Social Network Analysis, Classification, and Clustering. **Book Description** The Internet has truly grown humongous especially in the last decade with the rise of various forms of social media, which give users a platform to express themselves and also communicate and collaborate with each other. This book will help the user to understand the current social media landscape and how analytics can be leveraged to derive insights from it. This data can be analyzed for gaining valuable insights into the behavior and engagement of users, organizations, businesses, and brands. It will help readers in framing business problems and solving those using social data. The book will also cover several practical real-world use cases on social media using R...



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