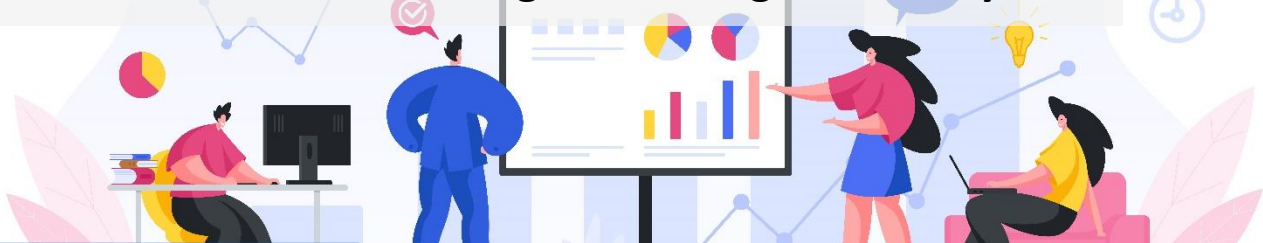


Actionable Social Media Insights with Big Data Analytics



CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Course Fee: \$2,500 (May apply up to \$1,666 subsidy)


*Maximum saving, with the final grant subjects to approval.



This programme aims at enabling participants to apply Social Media Analytics to digital marketing such as **social listening and customer satisfaction**.

In addition, participants will learn how to apply **Big Data Analytics, NLP (Natural Language Processing), Sentiment Analysis** and **Deep Learning techniques** on textual and image data processing.

Content

Programme code	10012796-03
Date and time	12 & 13 October 2022 09:30am – 12:30pm
Venue	Online Broadcast 
Language	Cantonese (Supplemented with English)
Course fee	HK\$2,500* *May apply up to HK\$1,666 subsidy

Day 1 (3 hours): Social Media Data Collection, Processing and Visualisation

- Social Media data collection, pre-processing and visualisation with Python
- Massive dataset organisation such as indexing, keywords searching and ranking for relevance
- Special handling for Chinese and Cantonese languages
- Case studies: Social listening for company/product brandings, KOL and micro influencer identification, Machine Learning algorithm for product cross selling and recommendation

Day 2 (3 hours): Natural Language and Image Processing

- Basic building blocks of Natural Language Processing and Word2Vec embedding
- Introduction to deep learning based image processing
- Case studies: chatbot, customer sentiment analysis and image recognitions

Learning Outcomes

- Identify the data source of various public social media data
- Apply the open source tools (such as Python) to perform data pre-processing and visualisation
- Survey applications of social media analytics in digital marketing

This course is subject to approval under the Reindustrialisation and Technology Training Programme (RTTP) with up to 2/3 course fee reimbursement upon successful applications. For details: <https://rttp.vtc.edu.hk>.

Target Audiences

- Industry practitioners who are interested in applying Social Media Analytics and Sentiments Analysis
- Professionals who would like to sharpen their skills with the latest AI and Machine Learning technologies
- SME/start-up entrepreneurs who wish to get inspiration to incorporate social media into their businesses

Certificate of Attendance

An electronic Certificate of Attendance be awarded to participants who have completed the full programme requirement with 75% or above attendance rate.

Trainer

Mr Ken LIU

Mr Liu is co-founder and CTO of Datatact, which is a startup on AI, Machine Learning and Big Data for Trading Strategies and Social Media Analytics. He is a hands-on expert in his specialised area for over 15 years. Prior to Datatact, Ken worked at Citi, Goldman Sachs and Credit Suisse as Algo-Trading developer. Ken earned a Master in Computer Science from University of Southern California and a Bachelor in Computer Science from University of Warwick.



Enrolment Method

Scan the QR code to complete the enrolment and payment online.

RTTP Training Grant Application

Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement. Alternatively, [application form](#) could be submitted by email to rttp@vtc.edu.hk along with supporting documents.



Enrolment form can be downloaded at: <https://www.home.hkpcacademy.org/enrollment/>