

## Social Media Analytics & Sentiment Analysis in Retail


Course Fee: \$6,000 (May apply up to \$4,000 subsidy)

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



This programme aims at enabling retail industry practitioners to apply **Social Media Analytics and Sentiment Analysis** in the industry, which include **digital marketing, social listening and customer satisfaction**.

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

Programme code	10009806-19
Date and time	14 & 15 Jan 2021 (Thu & Fri) 09:30 – 12:30
Venue	Online Broadcast 
Language	Cantonese with training material in English
Course fee	HK\$6,000* *May apply up to HK\$4,000 subsidy

### Content

#### Day 1 (3 hours): Data Collection, Visualisation and Algorithms

- Social media data collection, pre-processing and visualisation
- Massive dataset organisation such as indexing, keywords searching and ranking for relevance
- Special handling for Chinese and Cantonese languages
- Case analysis: 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 Processing and Sentiment Analysis

- Building blocks of Natural Language Processing
- Word2Vec embedding to understand language semantics
- Introduction to Deep Learning based techniques for Sentiment Analysis
- Case analysis: Apply rule-based sentiment APIs to extract customers' emotions, develop a sentiment analyser by Deep Learning Sequence model (LSTM) to understand customer reviews and sentiments

### Target Audiences

- Retail 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 and sentiments into their businesses

### Certificate of Attendance

A Certificate of Attendance will 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 in 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. OR
- Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Amanda JOHN). Please indicate the course name and course code on the **back of the cheque and envelope**. OR
- Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.  
Office hours: Monday to Friday 09: 00-21: 00 | Saturday 09: 00-17: 00
- Enrolment form can be downloaded at: <https://www.home.hkpcacademy.org/enrollment/>

