Applied Text Mining and NLP

COURSE OVERVIEW

This course focuses on practical methods for analyzing unstructured text using Natural Language Processing (NLP). Participants will learn tasks like text cleaning, sentiment analysis, topic modeling, entity recognition, and classification. The course uses tools like NLTK, spaCy, and scikit-learn. The course is designed for participants to build NLP models and apply them to real-world problems in business and research.

WHO SHOULD ATTEND?

This course is ideal for data analysts, data scientists, machine learning engineers, researchers, business intelligence professionals, and anyone working with large volumes of text data. It is also suitable for professionals in marketing, customer service, healthcare, finance, and academia who want to apply NLP techniques for insights and automation. Basic knowledge of Python and data analysis is recommended.

COURSE OUTCOMES

Delegates will gain the knowledge and skills to:

- Engage the fundamentals of text mining and NLP.
- Preprocess and clean raw text data for analysis.
- Perform sentiment analysis, topic modeling, and text classification.
- Apply named entity recognition and part-of-speech tagging.
- Use popular NLP libraries such as NLTK, spaCy, and scikit-learn.
- Build and evaluate machine learning models for text data.
- Extract meaningful insights from unstructured text.
- Apply NLP techniques to solve real-world business and research problems.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Fundamentals of text mining and natural language processing.
- Text cleaning, tokenization, stemming, and lemmatization.
- Sentiment analysis and opinion mining.
- Topic modeling using LDA and other techniques.
- Named entity recognition and part-of-speech tagging.
- Text classification with machine learning algorithms.
- Working with NLP libraries like NLTK, spaCy, and scikit-learn.
- Visualizing text data and analysis results.
- Applications of NLP in business, research, and real-world scenarios.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.
1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded