DATA SERIES WORKSHOP
Hosted by the Smith Analytics Consortium

SERIES DESCRIPTION
Have you ever been curious how and why companies determine customer sentiment on social media? The voice of the customer, a key human-centered design concept, is critical to how companies empathize with users and build impactful applications. This workshop, led by Deloitte data science experts, will explore how different Machine Learning concepts answer these questions using Natural Language Processing.

Based on Deloitte’s whitepaper Governments’ Response to COVID-19 there are 3 phases to COVID-19 response: Respond, Recover, Thrive. In this workshop, you will analyze constituent sentiment, via Tweets, to States’ COVID-19 Respond Phase from March – May 2020. Over 4 workshops, you will build the analysis and culminate in a Final Report with a point-of-view on how well a State’s response was to COVID-19, and identify leading practices in pandemic response.

KEY CONCEPTS
• Natural Language Processing: How text is classified both by letters and sequence of words; how to prepare data to utilize ML models classify sentiment.
• Clustering: Software-based clustering (k-means); how to identify and group tweets based on sentiment and key labels
• Forecasting: Basic time series analysis with an emphasis on predicting/determining trends using different datasets

TIMELINE
June 19th
Sign-up Deadline

July 9th
Series Begins

August 7th
Series End

For more information, please reach out to [ccron@rhsmith.umd.edu] with any questions.