



# Mastering Social Media Mining with Python

*By Marco Bonzanini*

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**Mastering Social Media Mining with Python** By Marco Bonzanini

**Acquire and analyze data from all corners of the social web with Python**

## About This Book

- Make sense of highly unstructured social media data with the help of the insightful use cases provided in this guide
- Use this easy-to-follow, step-by-step guide to apply analytics to complicated and messy social data
- This is your one-stop solution to fetching, storing, analyzing, and visualizing social media data

## Who This Book Is For

This book is for intermediate Python developers who want to engage with the use of public APIs to collect data from social media platforms and perform statistical analysis in order to produce useful insights from data. The book assumes a basic understanding of the Python Standard Library and provides practical examples to guide you toward the creation of your data analysis project based on social data.

## What You Will Learn

- Interact with a social media platform via their public API with Python
- Store social data in a convenient format for data analysis
- Slice and dice social data using Python tools for data science
- Apply text analytics techniques to understand what people are talking about on social media
- Apply advanced statistical and analytical techniques to produce useful insights from data
- Build beautiful visualizations with web technologies to explore data and present data products

## In Detail

Python is the programming language of choice for data scientists to prototype,

visualize, and run data analyses on small- and medium-sized data sets. Countless businesses are turning to Python to solve the problems of understanding consumer behavior and turning raw data into actionable customer insights.

This book will help you acquire and analyze data from leading social media sites. It will show you how to employ scientific Python tools to mine popular social websites such as Facebook, Twitter, Quora, and more.

We will explore the Python libraries and cover each aspect of social media mining. We will teach you to develop data mining tools that use a social media API and how to create your own data analysis projects using Python.

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## Mastering Social Media Mining with Python By Marco Bonzanini Bibliography

- Rank: #447324 in Books
- Published on: 2016-07-29
- Released on: 2016-07-29
- Original language: English
- Dimensions: 9.25" h x .77" w x 7.50" l, 1.28 pounds
- Binding: Paperback
- 338 pages



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### Editorial Review

#### About the Author

Marco Bonzanini is a data scientist based in London, United Kingdom. He holds a PhD in information retrieval from Queen Mary University of London. He specializes in text analytics and search applications, and over the years, he has enjoyed working on a variety of information management and data science problems. He maintains a personal blog at <http://marcobonzanini.com>, where he discusses different technical topics, mainly around Python, text analytics, and data science. When not working on Python projects, he likes to engage with the community at PyData conferences and meetups, and he also enjoys brewing homemade beer.

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