



Sentiment analysis with Power BI

(0.5 day)

Target group

This introduction lesson is targeted for people interested to see how to do sentiment analysis and machine learning inside Power BI with different approaches without expensive tailored algorithms. The aim is to get overall understanding what can be done, with what cost and what restrictions there are. So, this is not a technical hands-on training and that is why you do not need to have any experience with Power BI, machine learning nor with sentiment analysis to attend. This lesson can be delivered as an individual or a group lesson.

Duration of the introduction lesson

0.5 day

Prerequisites

No prerequisites

Content of the introduction lesson material

The lesson material includes the whole presentation with contents described below:

Content of the lesson

- **Module 1: Introduction – What is sentiment analysis and why is it important?**
 - What is sentiment analysis and NLP overall?
 - How does sentiment analysis work?
 - For what is it used for?
 - Restrictions
- **Module 2: How to do sentiment analysis in Power BI?**
 - Data sources
 - Language
 - Artificial intelligence in Power BI
 - Technical solutions and comparisons
 - Cost perspective
- **Module 3: Sentiment analysis demo and findings**
 - How to connect data to Power BI
 - How to connect Python and run a Python script through Power BI
 - How to connect Power BI to Azure text analytics (Sentiment Score)
 - How to visualize and compare results
 - Summary of findings along the tests
- **Module 4: Next steps and a summary**
 - Use cases for sentiment analysis
 - Predicting the future with machine learning
 - Sneak peek into Azure ML and Python based machine learning in Power BI
 - Short summary

» After the training you will

- *have a basic understanding how to use artificial intelligence in Power BI and to visualize the results*
- *understand basics about sentiment analysis and its potential use cases*
- *understand what kind of options and restrictions one has for doing sentiment analysis via Power BI*
- *understand basics about Machine learning models and how to further use the sentiment analysis results*
- *know how to run Python and Azure scripts through Power BI Desktop*

Delivery of the lessons

Lessons will be provided remotely.