

# Role of python in Data Science and How sentimental analysis in python helps drive firms on the social interactions - Madhu Vadlamani

## About the speaker

Hi Team

I'm Madhu Vadlamani - A analytics expertise - Trainer / mentor and also a speaker in pybits conference in Hyderabad  
<https://bits-atmos.org/pybits/talks> and Google developer fest hyderabad

Its all about Analytics. My LOVE towards analytics is since 10 yrs. Love to pick the most important one's from ages. I love to deal with all parts of Analytics. Call it web analytics or Big Data Analytics or predictive analytics or Machine learning... For me technology is life and life with technology.

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## Abstract

Role of python in data science

Python is a very powerful programming language used for many different applications. Over time, the huge community around this open source language has created quite a few tools to efficiently work with Python. In recent years, a number of tools have been built specifically for data science. As a result, analyzing data with Python has never been easier.

You've to start with very beginning of basic arithmetic and variables, and learn how to handle data structures, such as Python lists, Numpy arrays, and Pandas DataFrames. Along the way, you'll learn about Python functions and control flow.

What is sentiment analysis?

Sentiment Analysis is the process of 'computationally' determining whether a piece of writing is positive, negative or neutral. It's also known as opinion mining, deriving the opinion or attitude of a speaker.

Why sentiment analysis?

Business: In marketing field companies use it to develop their strategies, to understand customers' feelings towards products or brand, how people respond to their campaigns or product launches and why consumers don't buy some products.

Politics: In political field, it is used to keep track of political view, to detect consistency and inconsistency between statements and actions at the government level. It can be used to predict election results as well!

Public Actions: Sentiment analysis also is used to monitor and analyse social phenomena, for the spotting of potentially dangerous situations and determining the general mood of the blogos