

 Introduction

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 Yes Or No

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HULT INTERNATIONAL BUSINESS SCHOOL

Team 15 NLP Project

ALBAN | AVEKA | JENNY | MARIANA | SIMBA



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Purpose

Are you going to buy an electric vehicle for your next car?

Question 1: What are your thoughts on global warming?

Question 2: What car would you take your favourite celebrity to the beach with?

Question 3: What do you normally use your car for?

Question 4: What would be a great creature for your own imaginary car?

Question 5: Bob Marley or Avicii and why?

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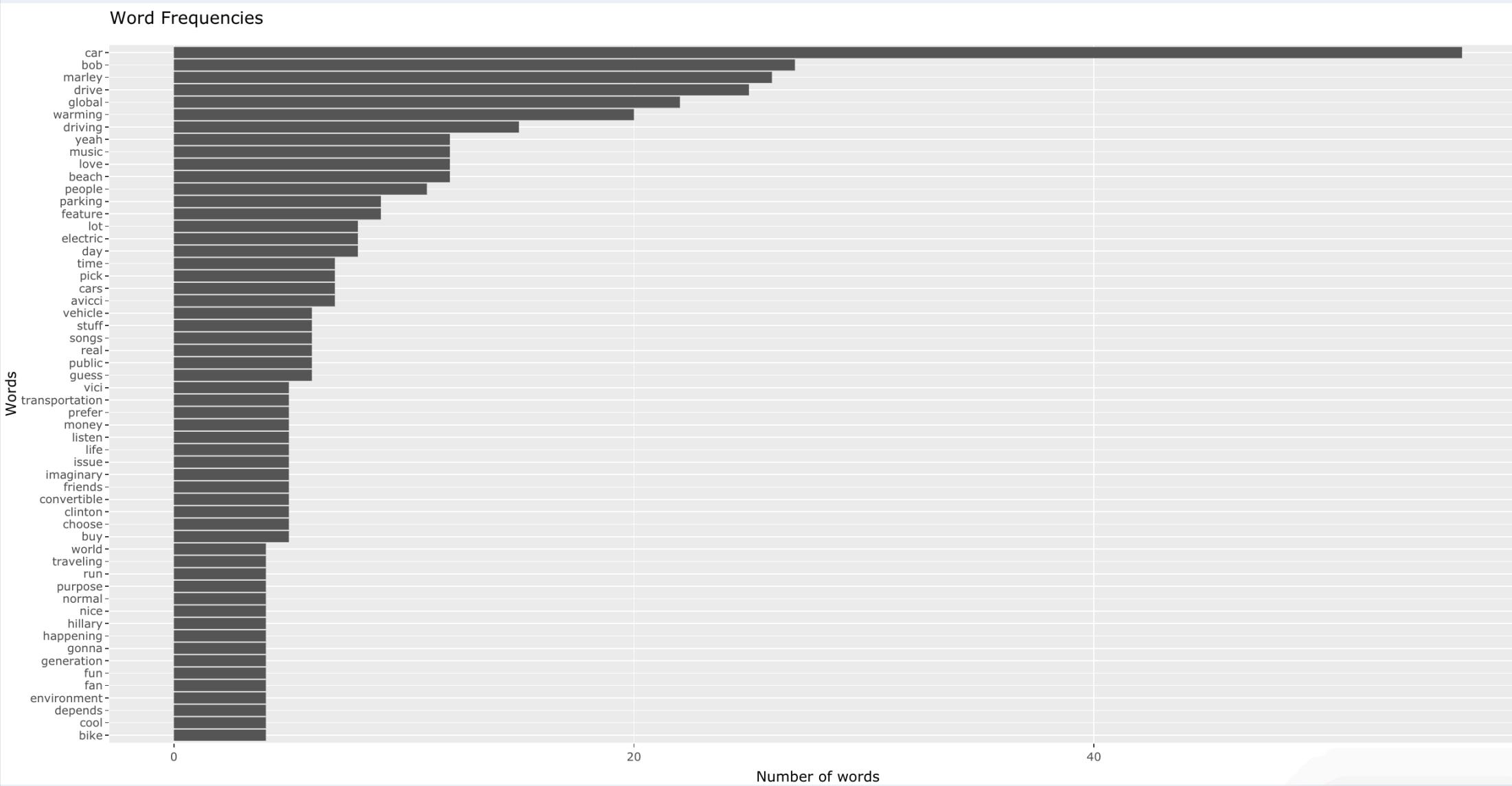
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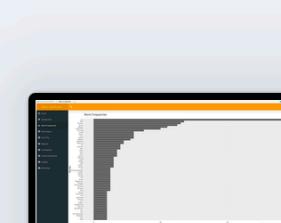
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Call:
textmodel_nb.dfm(x = msg.dfm.train, y = yes_no_train)

Class Priors:
(showing first 2 elements)
0 1
0.5 0.5

Estimated Feature Scores:

i think it's filled with you something we should have taken into consideration ,
0 0.02221 0.006345 0.005076 0.0006345 0.002538 0.003173 0.001904 0.001904 0.0006345 0.003807 0.0006345 0.001269 0.0006345 0.02475
1 0.04320 0.006333 0.009500 0.0004524 0.003393 0.008369 0.002488 0.006786 0.0027143 0.008595 0.0004524 0.001583 0.0006786 0.03529
a long time ago and that don't care about it as much because see an
0 0.01015 0.0006345 0.0006345 0.0006345 0.008249 0.01269 0.003807 0.0012690 0.001904 0.007614 0.001269 0.001269 0.005711 0.003173 0.001269
1 0.01764 0.0013572 0.0018095 0.0004524 0.019226 0.01335 0.006333 0.0006786 0.002714 0.008595 0.002941 0.001810 0.007691 0.001810 0.002714
impact
0 0.0006345
1 0.0009048



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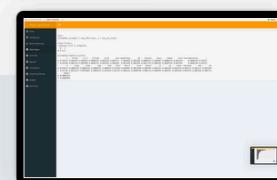
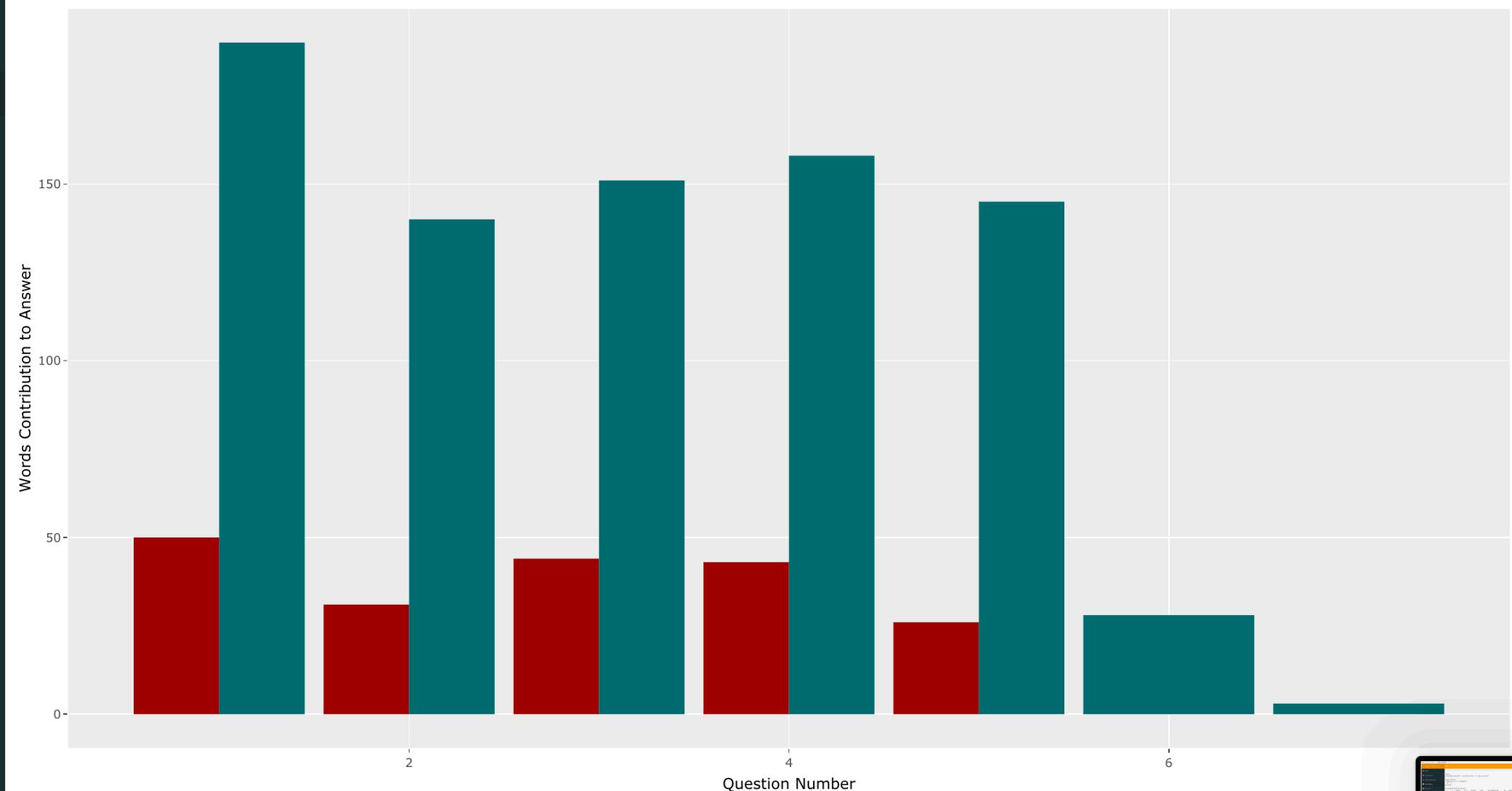
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Yes or No per Question

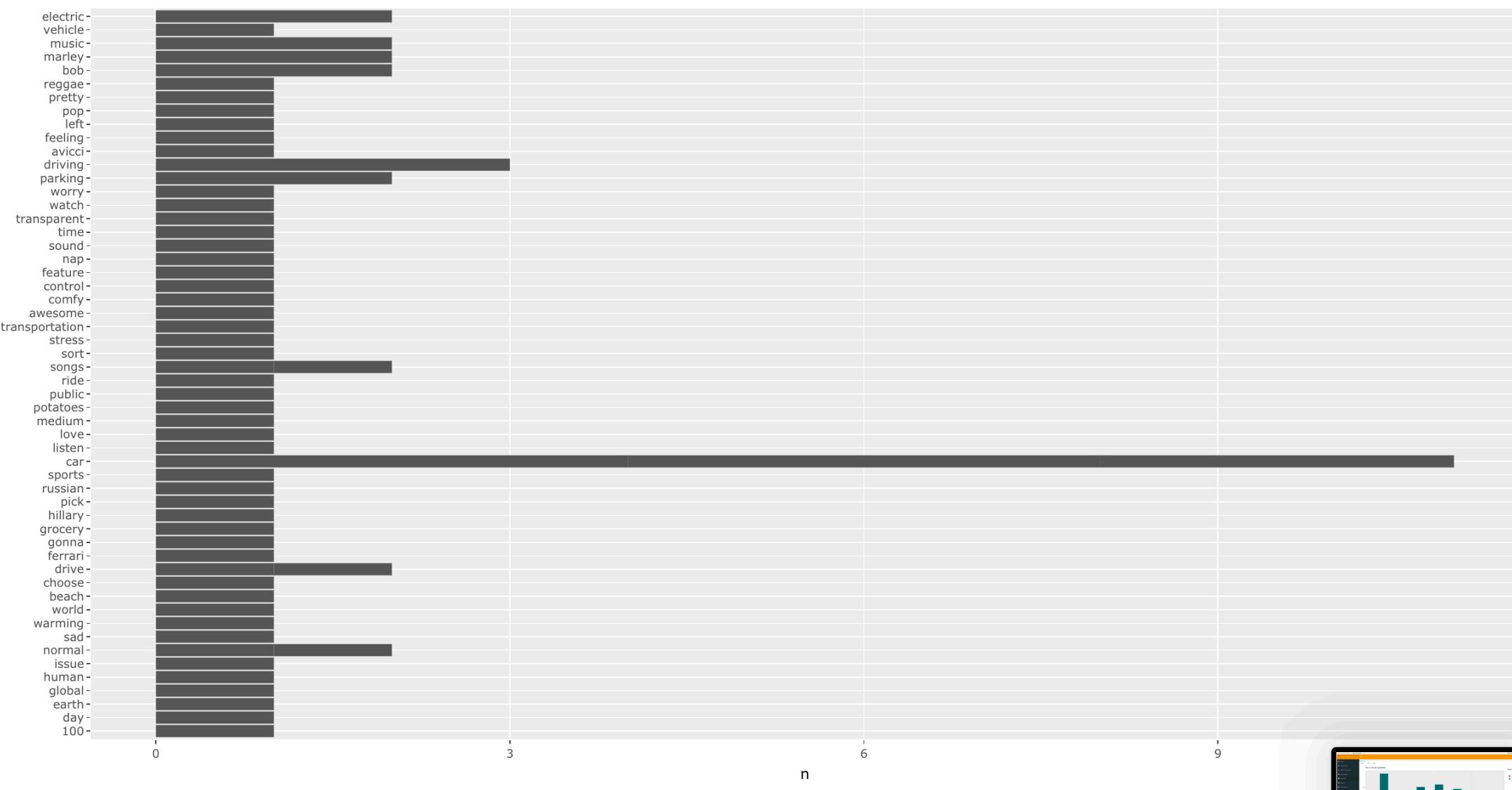
Electric



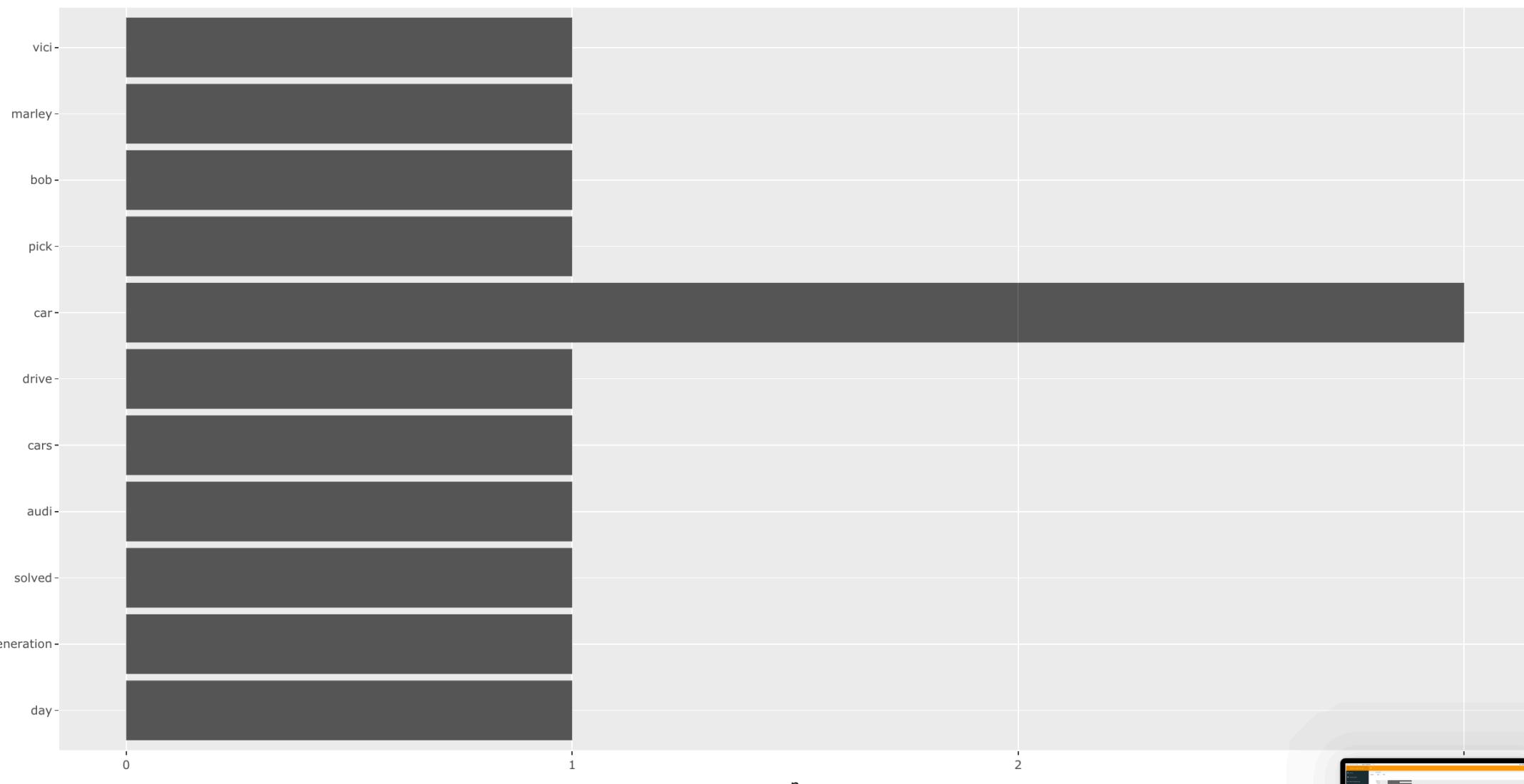
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Total YES NO



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[Total](#) [YES](#) [NO](#)

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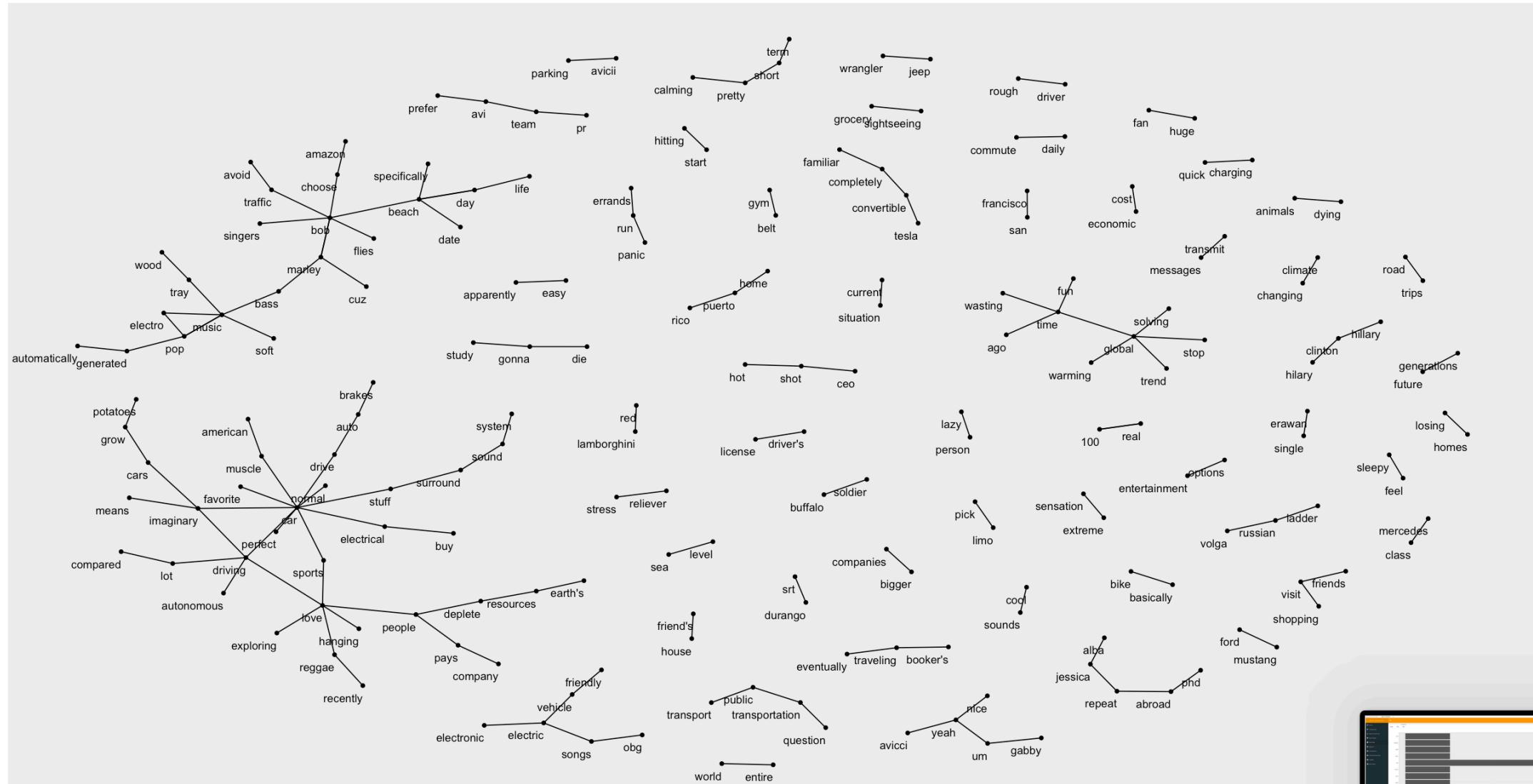
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Bigrams divided per question

YES | NO

YES NO



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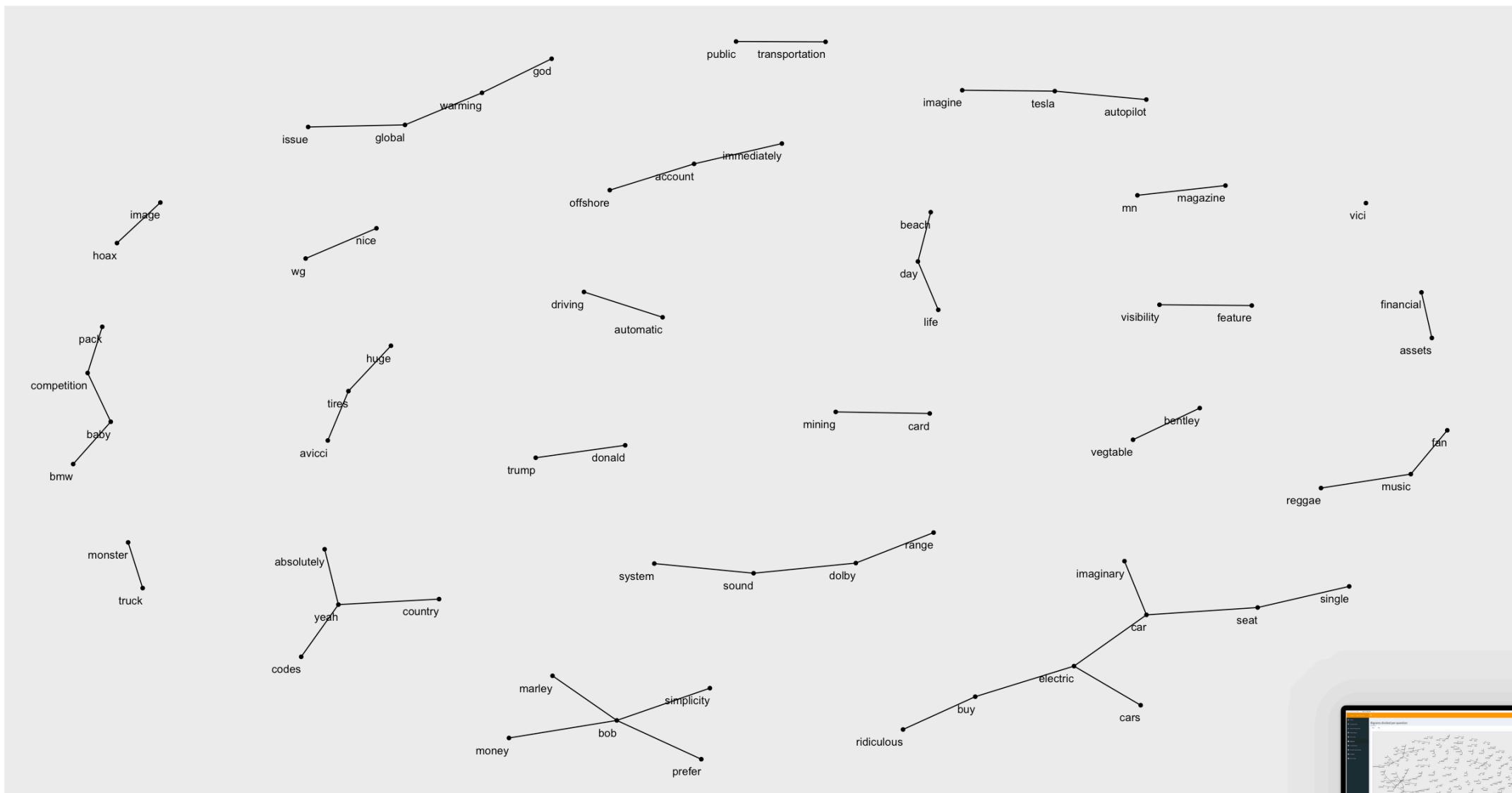
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Bigrams divided per question

YES

NO





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Corelations per question

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Pearson's product-moment correlation

```
data: proportion and 1
t = -0.23922, df = 8, p-value = 0.817
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
-0.6779292  0.5759101
sample estimates:
cor
-0.08427498
```





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Pearson's product-moment correlation

```
data: proportion and 1
t = -0.23496, df = 11, p-value = 0.8186
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
-0.5983548  0.4997776
sample estimates:
cor
-0.07066743
```



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Pearson's product-moment correlation

```
data: proportion and 1
t = -0.91558, df = 15, p-value = 0.3744
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
-0.6399416  0.2817389
sample estimates:
cor
-0.2300597
```



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Pearson's product-moment correlation

```
data: proportion and 1
t = -0.61022, df = 13, p-value = 0.5522
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
-0.6256521  0.3776761
sample estimates:
cor
-0.1668712
```

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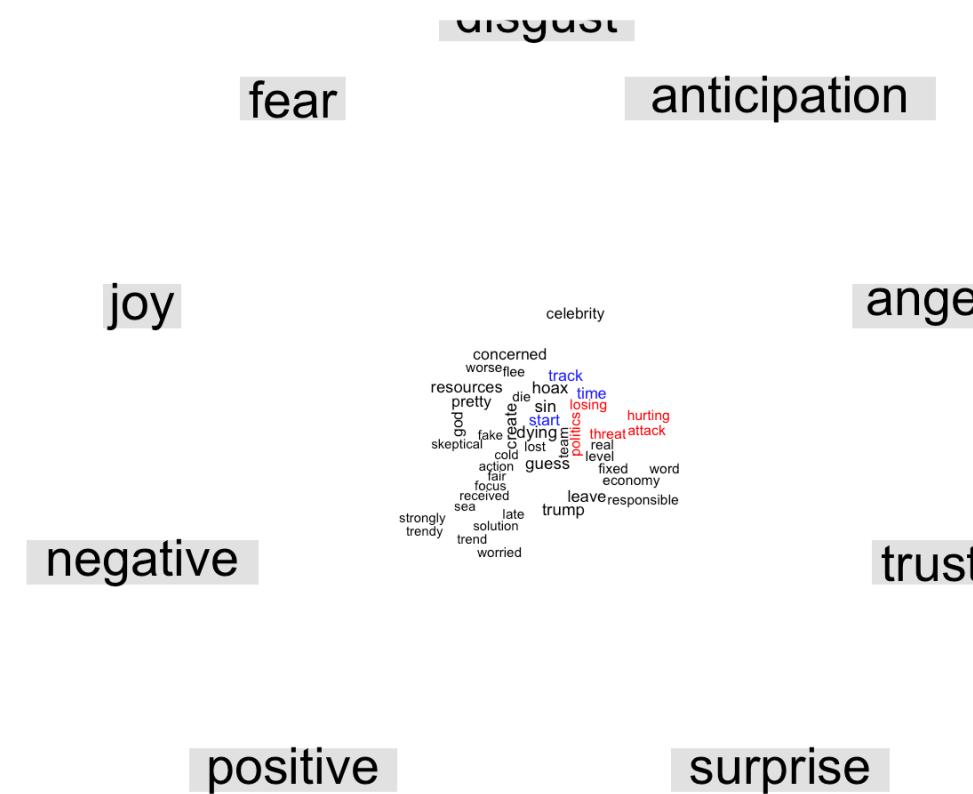
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WordCloud | Sentiments

Question 1

Question 2

Question 3

Question 4

Question 5

Sentiments Total

Sentiments Yes

Sentiments No

disgust

fear

anticipation

joy

anger

love react fun
baby seg fancy arrive
seg honest
lazy time
guess deserve
competition top
favorite
pandemic happy
choice pick commerce
talk money
completely leisure

negative

trust

positive

surprise





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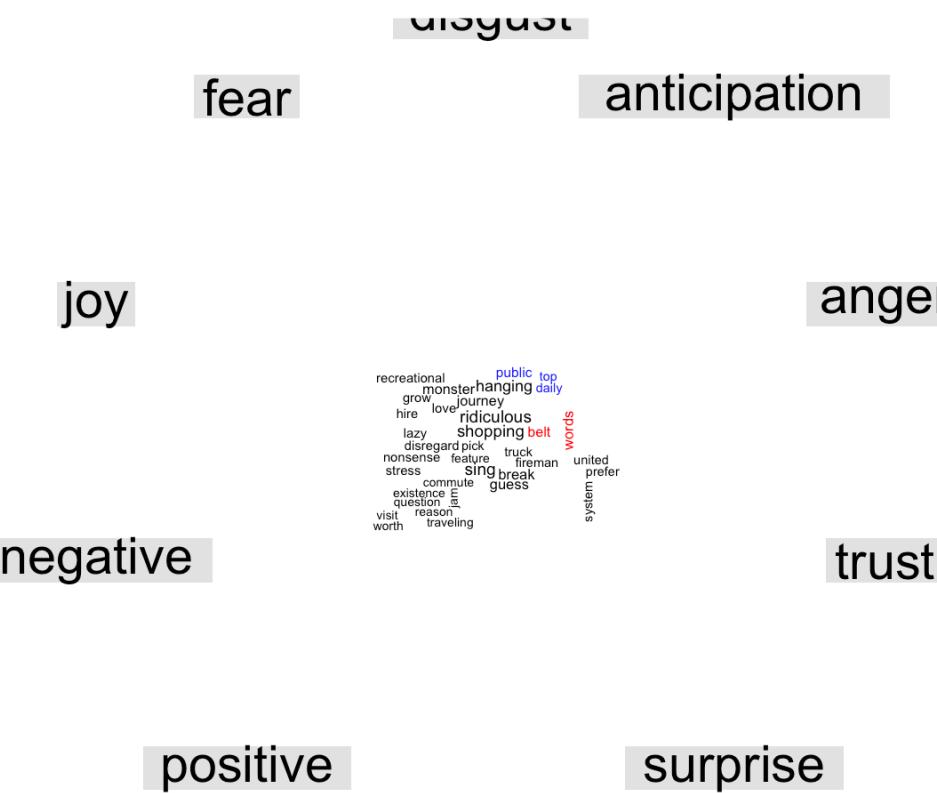
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Question 2

Question 3

Question 4

Question 5

Sentiments Total

Sentiments Yes

Sentiments No

disgust

fear

anticipation

joy

anger

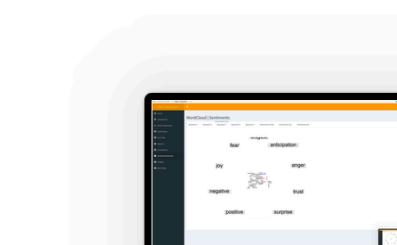
negative

trust

positive

surprise

avoid surround
perfect immediately time
watch hate
electric nap
entertainment waste hot shot
bother music prefer assist
flagging completely assist
tired crash automatic system
feature assets cool cube
study account
question technology guess
solution worry



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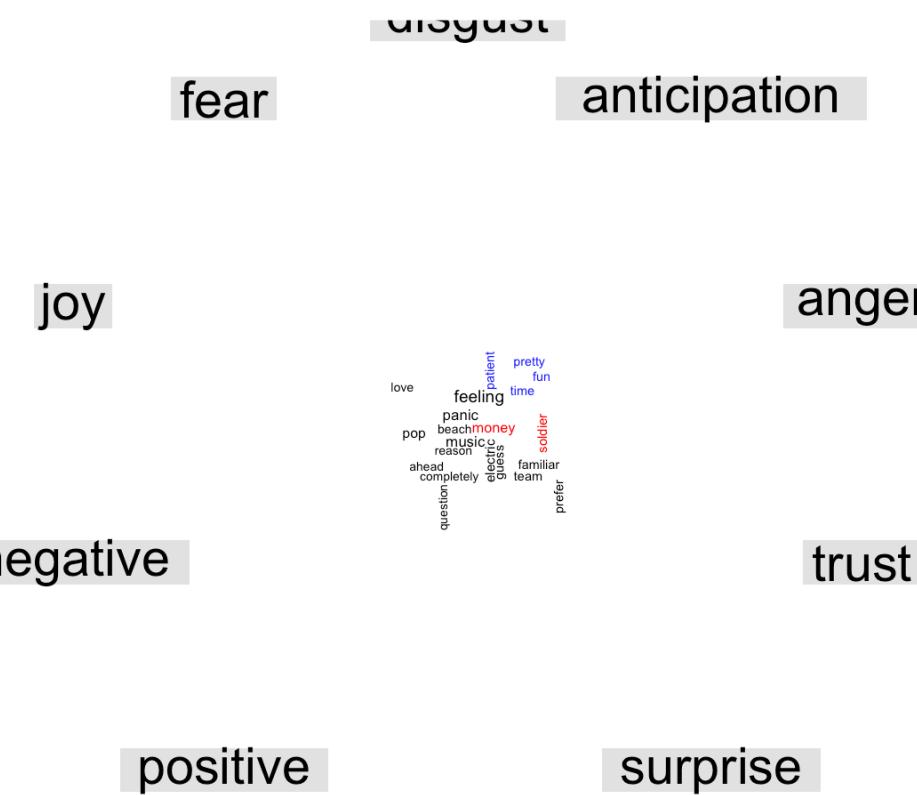
Question 1 Question 2 Question 3 Question 4

Question 5

Sentiments Total

Sentiments Yes

Sentiments No



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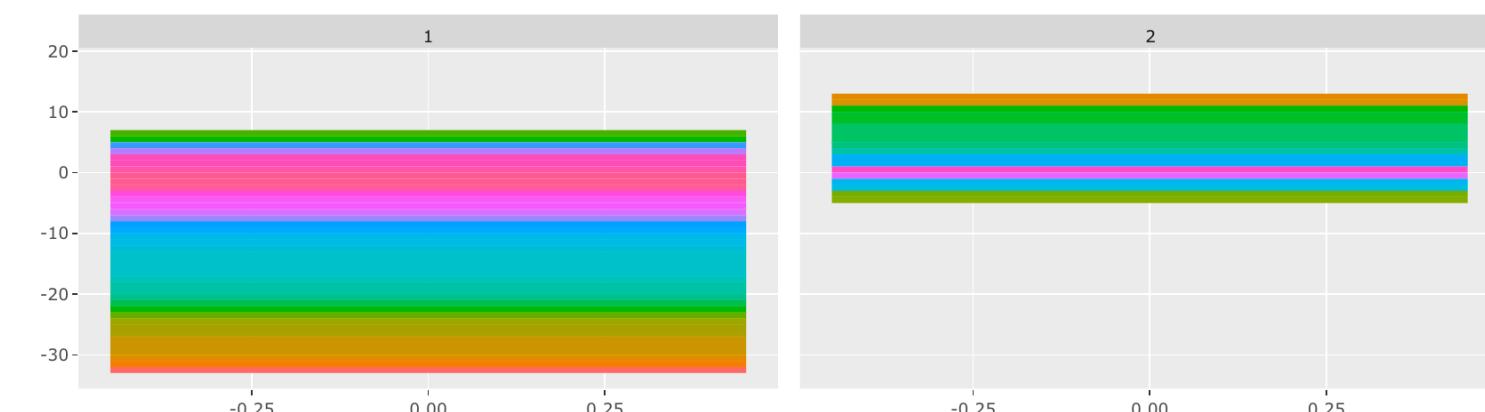
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attack

autonomous

awesome

bother

break

burning

calming

chill

classic

cold

comfortable

comfy

concerned

concerns

cool

crash

damaged

deplete

die

disregard

dragged

dump

dying

easier

easy

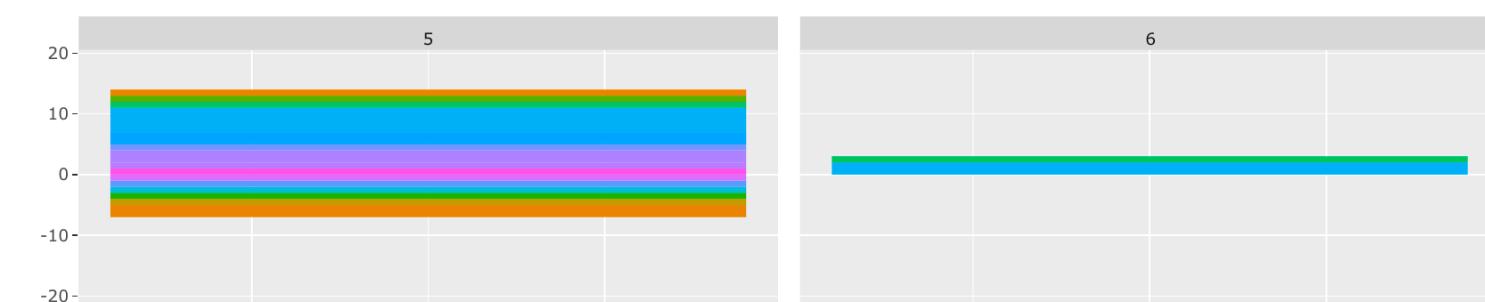
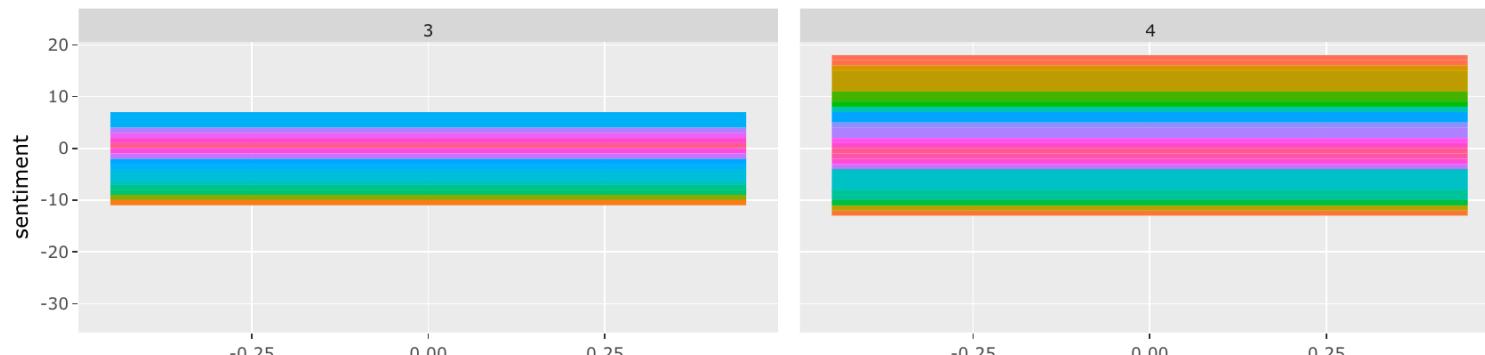
expensive

fair

negative

positive

surprise





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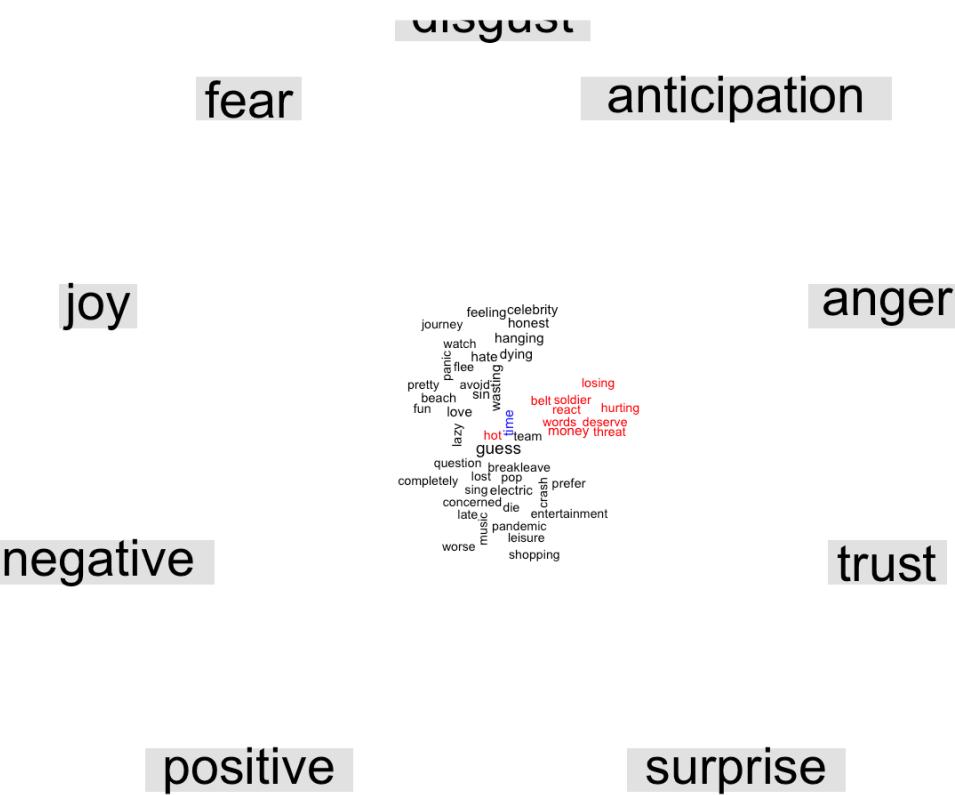
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Sentiments Yes

Sentiments No





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disgust
fear
anticipation

joy

anger

negative

trust

god
attack
immediately
competition
track
public
top
concerned
hoax
ridiculous
money
beach
baby create
fake
monster
fixed
politics
disregard
prefer
automatic
responsible
flagging
assets
electric
system
nonsense
music
feature
shopping
account
pick
solution
commerce
worth
worried
truck

positive

surprise

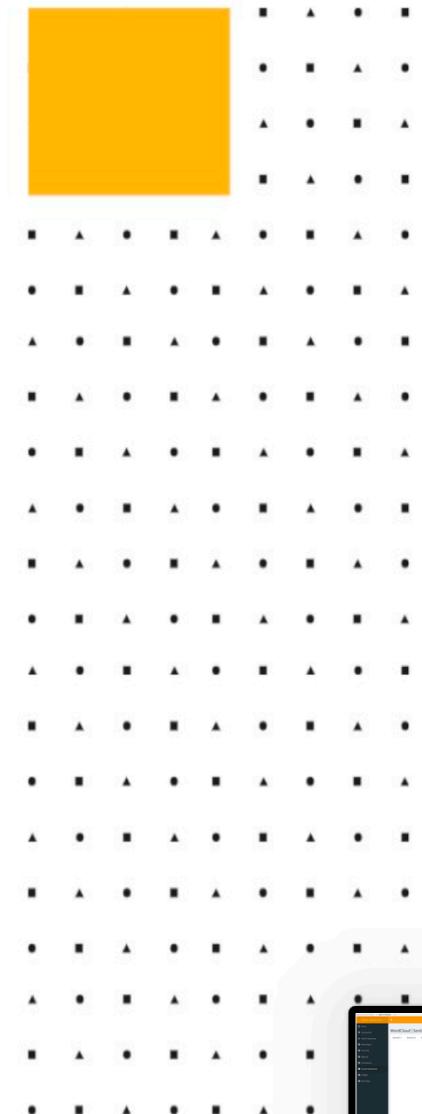


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01 Reasons to Change

The people who don't want to buy electric cars are generally satisfied with the current situation and life style. The people who want to buy electric cars are more concerned about the present world.



02 Global Warming

Global warming is the largest determining factor for whether people will buy an electric car or not. People who said yes to buy electric cars often used words like global, warming, earth, hybrid, public, transportation etc.. frequently showing that they are concerned and aware about the environmental issues cause by the use of fuel in cars.

03 Car Features

People also used words like grocery, features, hybrid, comfy, sports, price indicating what mostly they use their cars for and what they look for in their car. People usually pick cars that fit their purposes and social



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Public Awareness

Raise awareness and urgency of global warming to make the public feel the need to change. Need intense marketing strategies in order to send the message that the era of electric cars is in the near future and actions need to be taken to protect the environment.

Increase Value

Increase the perceived value of electric cars through marketing strategies. Need to carefully set the price level to achieve broader acceptance from the consumers while maintaining premium status.

Partner with local governments on incentive programs to encourage the purchase of electric cars over gas cars.

Identify Target Market

More research with a larger sample size to dive into the characteristics of electric cars' target market to identify their demographics and desired features for future cars.

