

Individual activity log submission

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1. **Dataset Creation:** I collaborated with the team to create a comprehensive dataset. Similar to Inter7's operation, we researched and compiled data on companies related to sports and well-being, adding it to a Google Sheet that we collectively created.
2. **Code Contribution:** I played a role in developing the codebase, particularly focusing on the data preprocessing, modelling and evaluation phase. This involved lemmatizing words and removing stopwords such as 'we', 'our', 'inc', etc. Additionally, I contributed to the implementation of LDA modeling, determining the most optimal number of topics and identifying the connected company ID from the modeling results. Using relevance scores and probabilities, I identified the optimal company for Inter7's. Furthermore, I utilized the optimal company's keywords to recommend similar top companies based on keyword occurrences.
3. **Report Writing:** In the project report, I wrote Section 3D, delving into the Modeling aspects. This section includes the variances between other LDA models based on relevant literature. Moreover, I contributed to Section 4, covering Evaluation. Here, I emphasized the rationale behind our implementations, including the optimal company, the number of topics, and keywords. Additionally, I contributed to Section 5, discussing Contributions and Findings, outlining how our project's findings can inform Inter7's marketing development.
4. **Presentation:** I enhanced the project presentation by incorporating the evaluation section into the PowerPoint slides. During the presentation, I provided detailed explanations of this section to ensure clarity and understanding.