**Reddit User Persona Builder**

Overview

This project Scrapes a Reddit user’s recent comments and posts using the PRAW (Python Reddit API Wrapper) library.

It then generates a user persona summary based on their public activity, including interests, writing style, and personality traits with specific citations from their posts and comments.

Technologies used

* Python
* PRAW
* Google Colab

How to run

1. Install required packages

* !pip install praw

1. Create a Reddit API application

* Visit <https://www.reddit.com/prefs/apps>.
* Click “create app”
* Choose type: Script
* Set redirect URL: <http://local> host:8080
* Click create app
* Copy your client\_id and client\_secret

1. Update the credentials in the script

* Client\_id= “Your client\_id”
* Client\_secret= “Your client\_secret”

1. Change the target username

* Username= “Kojied”

1. Run the script

* It will generate a raw text file containing recent comments and posts.
* Then, read the file and write a persona summary manually (as done in this project)
* Save the persona summary as .txt file, citing comments and posts to support each trait

Files

* Reddit\_User\_Persona\_Builder: Main colab notebook containing all code
* Kojied\_persona.txt : Persona summary for user kojied.
* Hungry-Move-6603\_persona.txt: persona summary for Hungry-Move-6603
* Kojied\_raw\_text.txt: Raw scrapped data for kojied.
* Hungry-Move-6603\_raw\_text.txt : Raw scrapped data for Hungry-Move-6603

Notes:

The final persona summaries are manually written after analyzing scraped data to ensure human level insight and accuracy

This project encourages a mix of automation (data scraping) and critical human analysis (persona creation), as specified in the assignment.

More about the assignment:

* Initially, I attempted to use OpenAI’s GPT API to automatically generate the persona summaries from the scrapped text.
* Due to quota limitation on the API key, I was unable to include this automated step in the final version
* The current version therefore includes manual persona summaries, as also allowed in the assignment instructions
* The code framework for integrating an LLM can be added easily in the future for providing an active OpenAI API key.

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Regards,

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