

*A project report on*

# **PERSONALITY PREDICTION USING MACHINE LEARNING**

*Submitted in partial fulfillment for the award of the degree of*

**M.Tech (Software Engineering)**

*by*

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## **ABSTRACT**

Data Science and AI are revolutionizing the planet through technical transformations. We can observe many machine learning applications in our day-to-day lives, but one of the greatest applications of machine learning is to classify individuals based on their personality traits. Every person on the planet is unique and carries a unique personality type. The availability of a high- dimensional data has paved the way for increasing marketing campaigns' effectiveness by targeting specific groups of people. Such personality-based communications are highly effective in increasing the recognition and attractiveness of products and services. Developed a system for personality prediction using personality traits in this project. Daily lot of users using the youtube for the various purpose, we will take the data from the youtube comment page and will classify the personality of the person. From the personality classification, the person can view the type of personality and can improve the personality based upon the results.

## **MOTIVATION**

The motivation behind this project stems from the growing demand for personalized user experiences and targeted marketing strategies in the dynamic realm of digital media. By delving into the personalities and preferences of users through their comments on YouTube, the project aims to create a more engaging and tailored online environment. With a focus on revolutionizing marketing approaches, the project seeks to leverage personality prediction to customize communication strategies, leading to improved conversion rates and heightened brand loyalty. Moreover, the project is driven by the aspiration to empower users to understand their own personalities better and to encourage personal growth and development within the digital community. By using advanced data science methodologies, the project aims to provide businesses with valuable insights into user preferences and behaviors, enabling data-driven decision-making for more effective marketing and user engagement strategies. Through the alignment of content and services with user personalities, the project ultimately strives to

enhance customer satisfaction and foster lasting connections between businesses and their target audience.

## SCOPE OF THE PROJECT

Youtube comments can reflect upon the personality qualities of a person. Personality is one of the vital factors which suggests how a person would be able to work in a designated role, hence personality analysis and understanding is key. Our objective doing this project is to make the machine more human, and analyse the candidate in such a way that an actual human reviewer would. Our project's primary goal is to make personality predictions based on youtube comments. Personality has been shown to be relevant to many types of interactions; it has been shown to be useful in predicting job satisfaction, professional and romantic relationship success, and even preference for different interfaces. Until now, to accurately gauge users' personalities, they needed to take a personality test. This made it impractical to use personality analysis in many social media domains. In this paper, we present a method by which a user's personality can be accurately predicted through the publicly available information on their youtube comments.

## 5.2 SAMPLE OUTPUT

FRONT END:

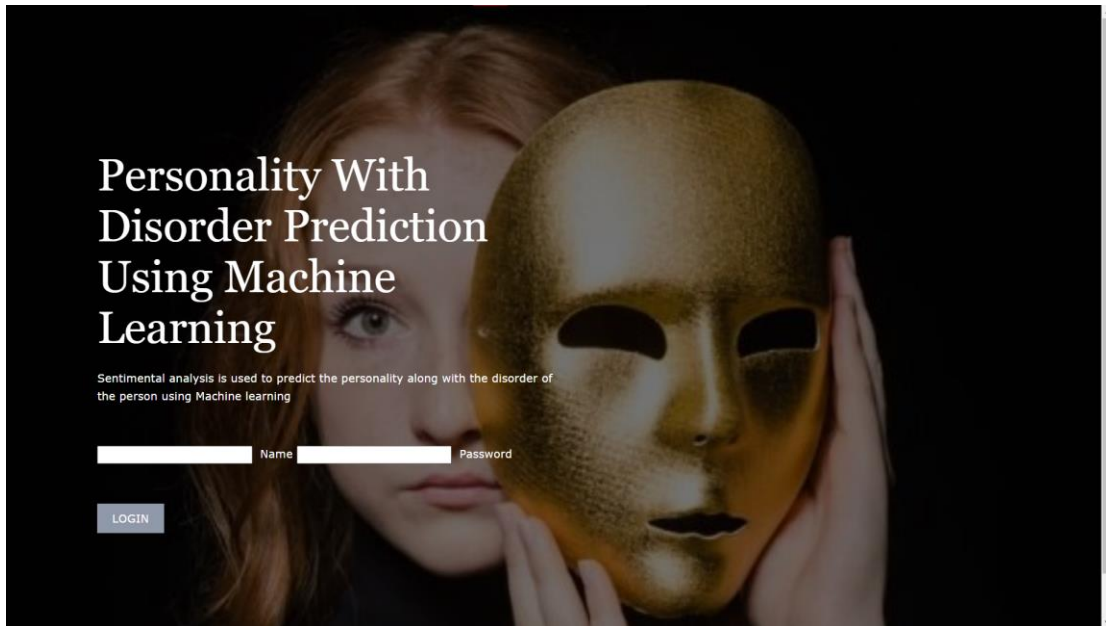


Fig 5.1

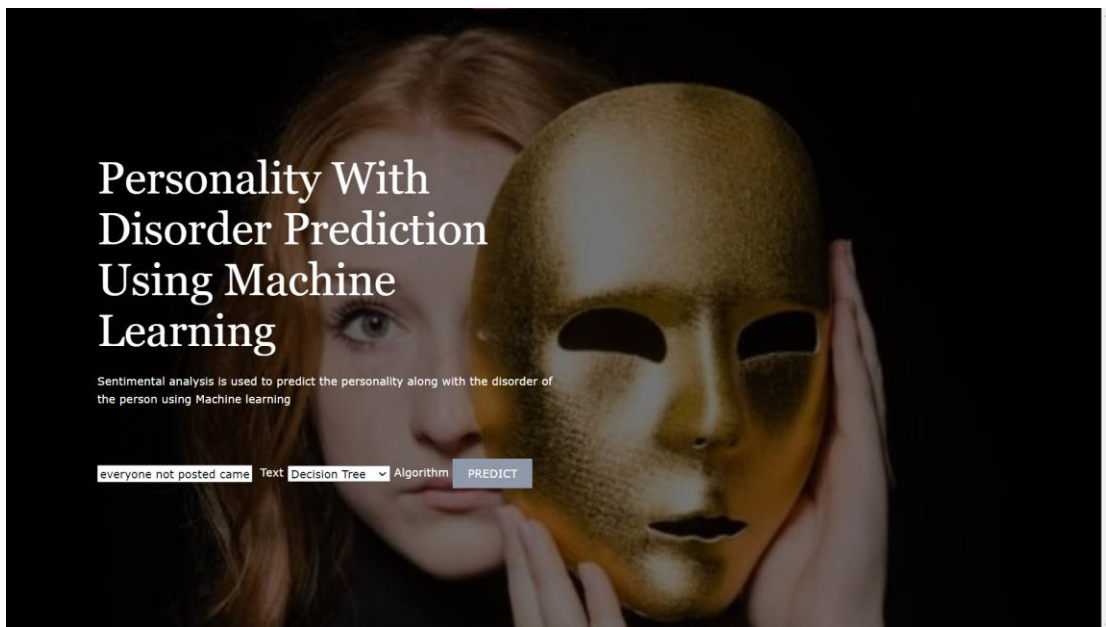


Fig 5.2

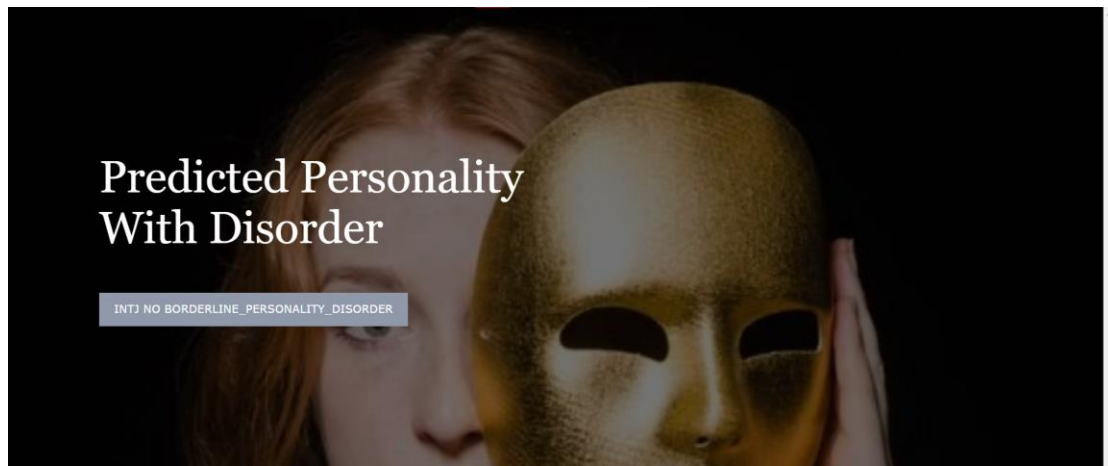


Fig 5.3