ONE BLOND ANALYTICS
A SCARY DECISION

BIG IDEA

▸ Most people like scary stories, but not the same kind

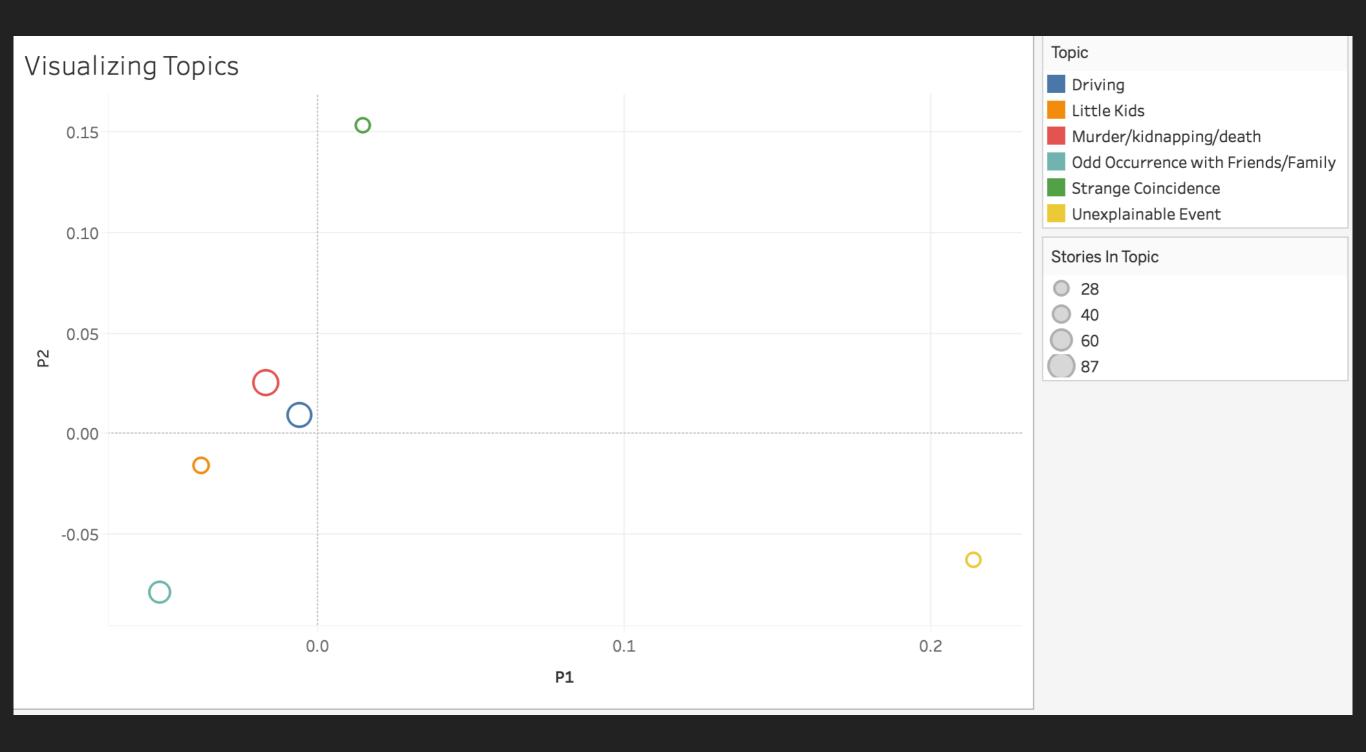▸ Ghosts, killers, mysterious occurrences, etc.

▸ Created recommender based on similarities between topics of stories

CREATING TOPICS

▸ Six main topics:

  ▸ Driving stories, generally involving creepy person

  ▸ Unexplainable events, generally involving ouija boards

  ▸ Strange coincidences, generally involving dreams

  ▸ Odd things happening when hanging out with friends/ family

  ▸ Little kids saying or doing creepy things

  ▸ Murder, kidnapping, death stories

TOPIC PROBABILITIES

▸ Each "document" (story) has a vector describing what percentage of the entire document belongs to each topic

▸ Document can be placed into topic class depending on which topic takes up the most percentage of the document

▸ Each document's topic probability vectors can be compared to each other to find which is most similar to it
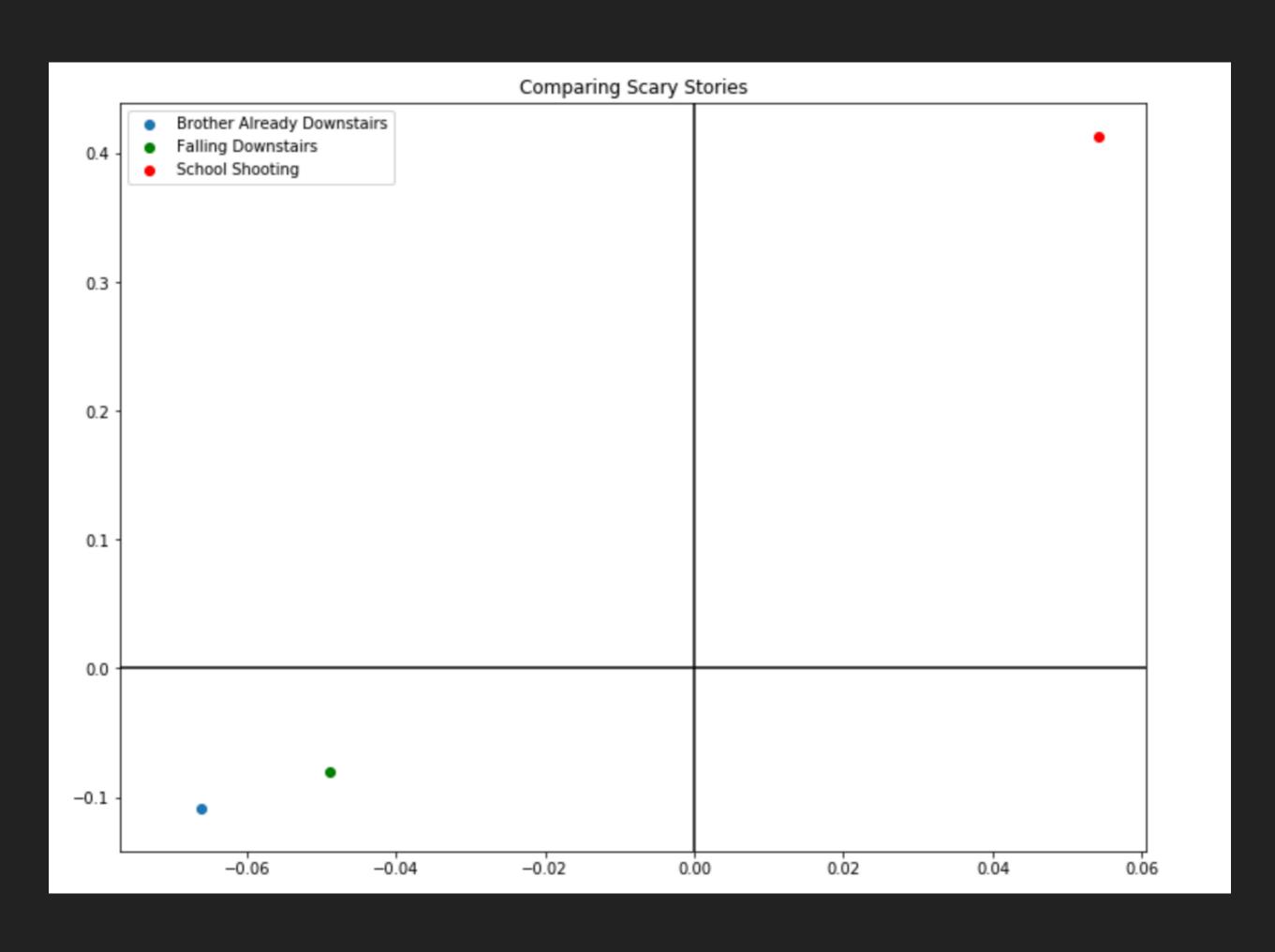
EXAMPLE

▸ Falling Downstairs:

"I was **sitting watching tv** when I heard a few loud bangs as if someone fell **down the stairs**, I ran out to see but there was nothing there. Just as I went back to sit down **my brother** fell down the stairs"

▸ Brother Already Downstairs:

"Was going **down the stairs** and went past **my brother** who was coming up the stairs said hi and he sort of mumbled back. Got downstairs and walked through **to the kitchen**, only to find him standing there. Wtf."

▸ School Shooting:

"My friend said he had a dream about a school shooting the previous night. I asked him what happened in the dream and he responded with, "Hmmm…Let me think. I forgot who I shot first.""

Comparing Scary Stories

Legend:
- Brother Already Downstairs (blue)
- Falling Downstairs (green)
- School Shooting (red)

PRODUCT

▸ For those who are easily bothered, they can go through the stories with less crude endings

▸ For those who are interested in reading about shocking and horrific things, as horrible as they are, can go through stories without happy endings as well