

Utilizing subreddit analysis to increase brand recognition with **SNOWBOARDERS**



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Shredder's Data Science

Background

Icelandic is a small ski manufacturer based out of Golden, CO. They specialize in high-end, handmade skis with eye-catching artwork

Well known within the ski community, they are making a transition into Snowboards.

With around 30 employees, time and energy are major resources.

Without creating a major impact on financials and/or workload, how can Icelandic establish themselves in the Snowboarding world?



Digital Marketing 101

- Instagram, Facebook, YouTube, email...
 - Communicate with those who already follow you, but limited access to new customers.
- Paid Advertising
 - Greater reach but also higher chance of reaching uninterested parties.
- **Forum/post analysis**
 - Focused way to reach a new group of potential consumers.





Analysis

/r/skiing - Always in season.

r/skiing

1.4m Subscribers

1.2k Online



SHREDDIT! - snowboarding news, places, gear, video, pics and people

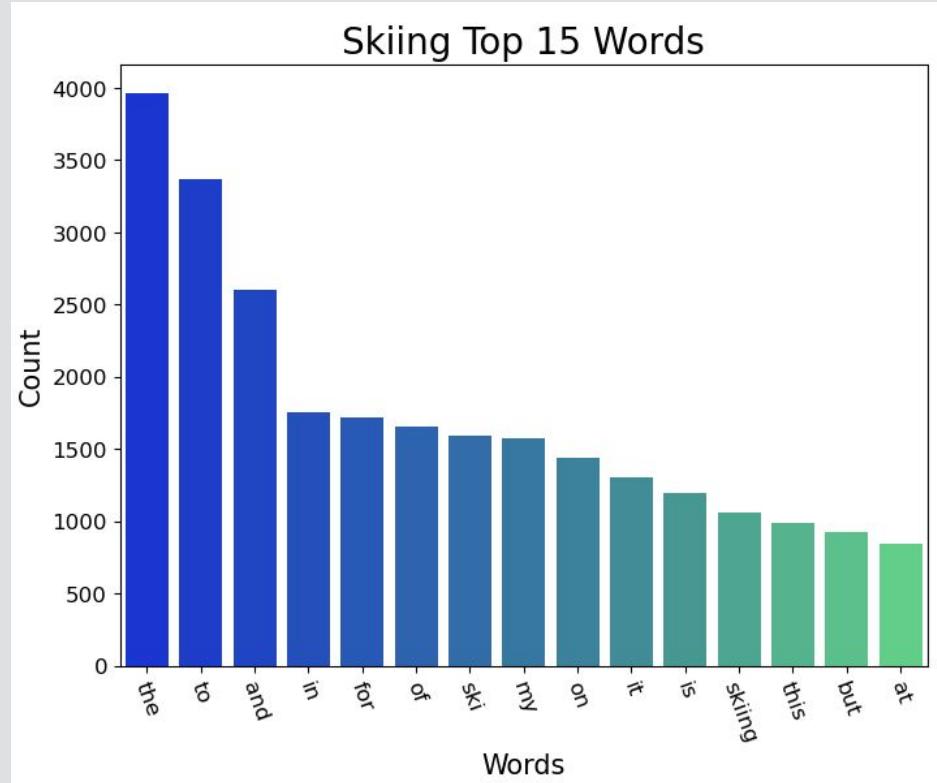
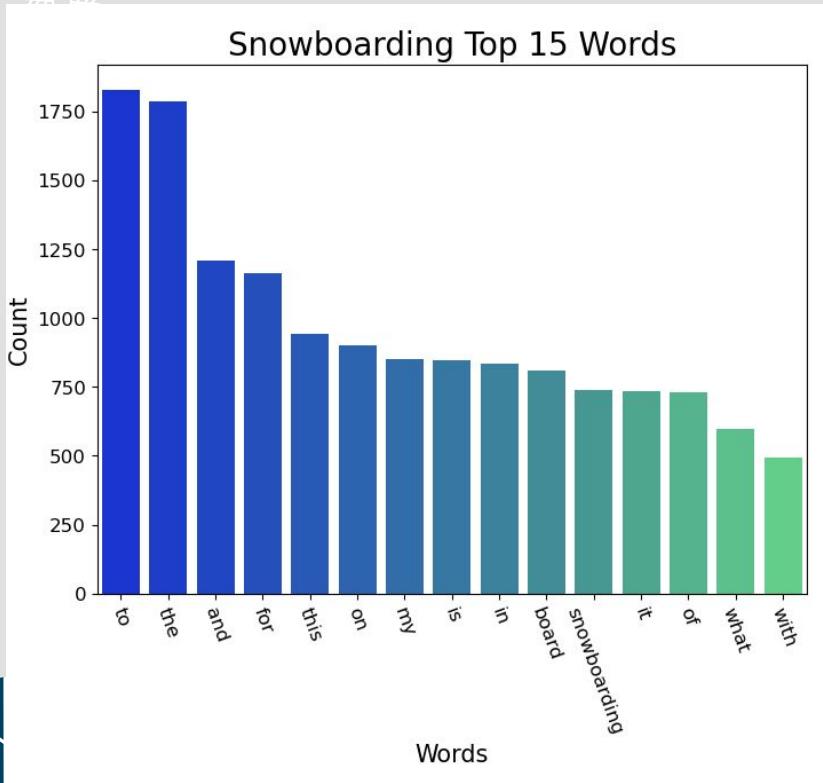
r/snowboarding

1.5m Shredditors

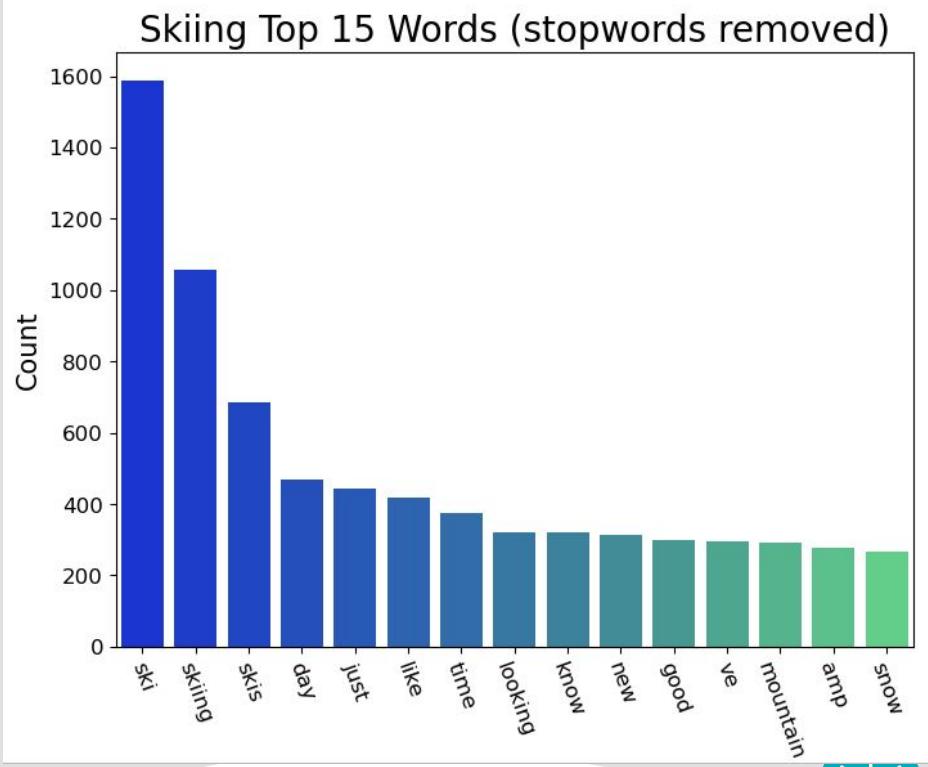
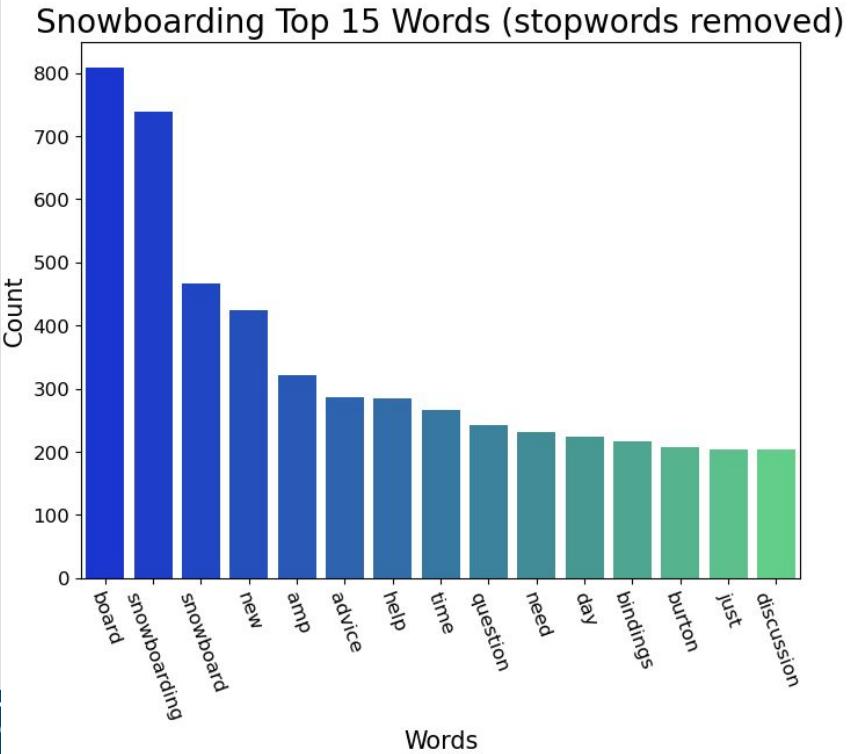
702 Online



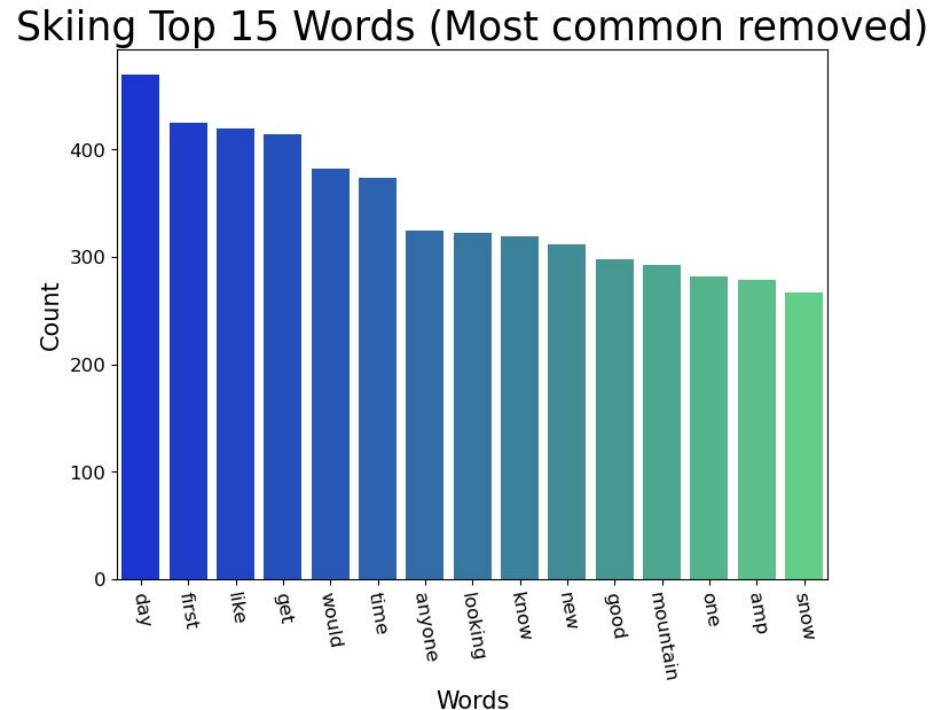
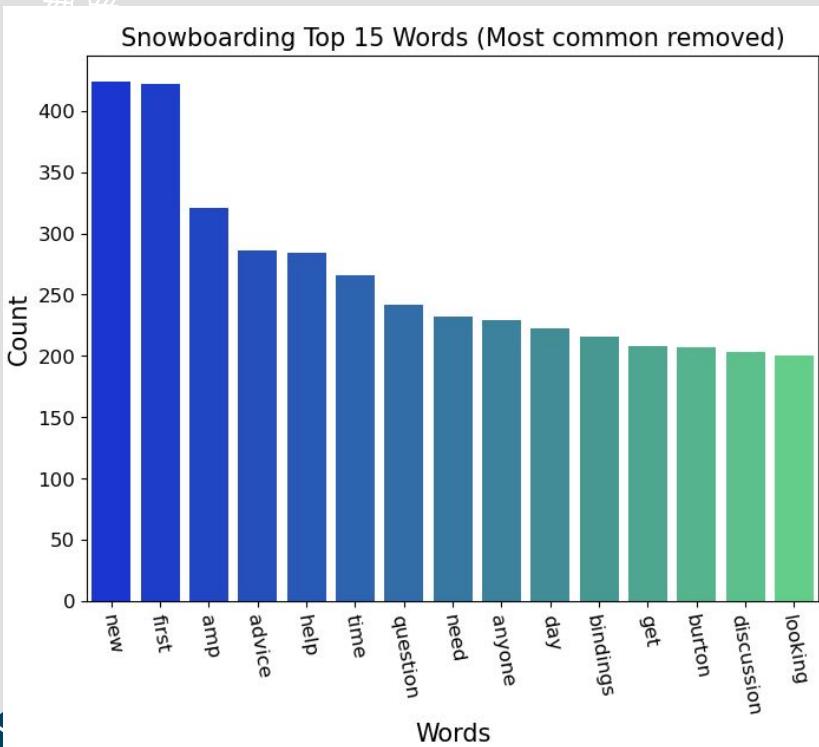
Count-Vectorized each submission



Dropped stop words



Also wanted to explore if we remove the obvious “tells”



(and their stem words)

Running Models

Logistic Regression

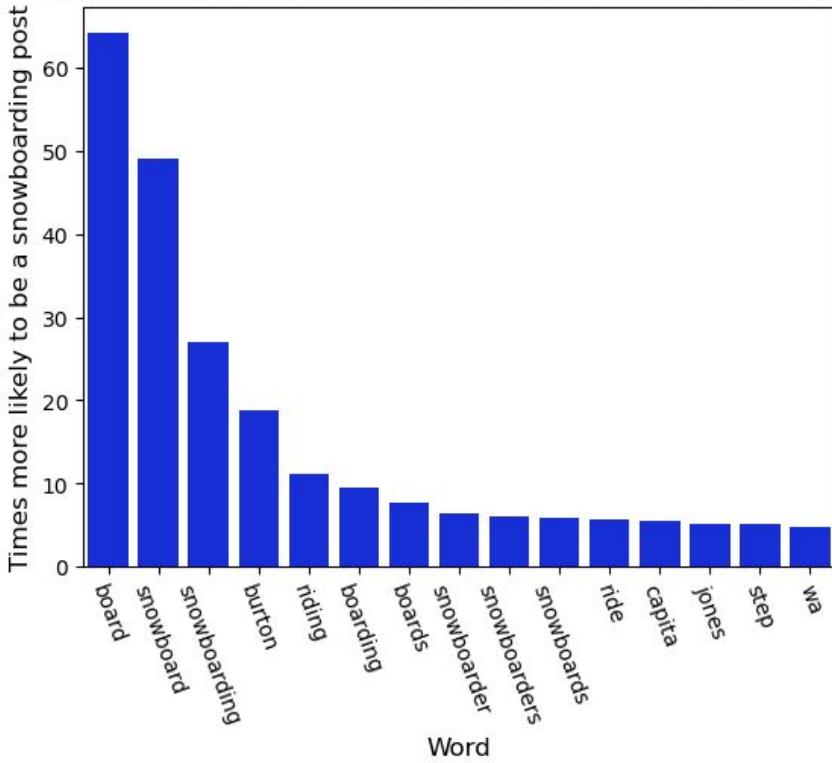
Term Frequency- Inverse
Document Frequency
(TF-IDF)

Naïve Bayes

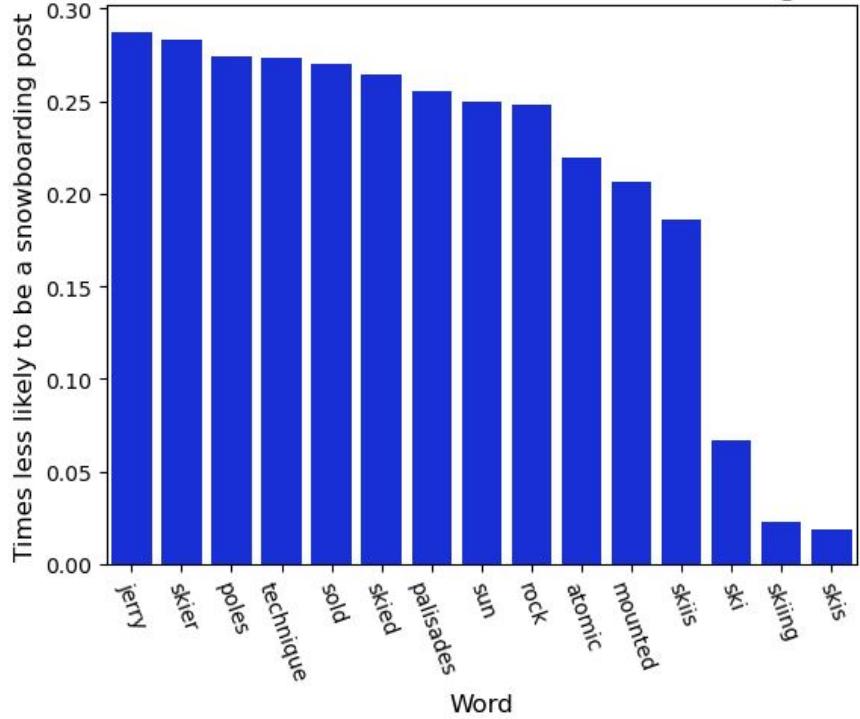
Random Forest

Used the different word structures within each model type

Words that are the largest factor on a snowboarding classification

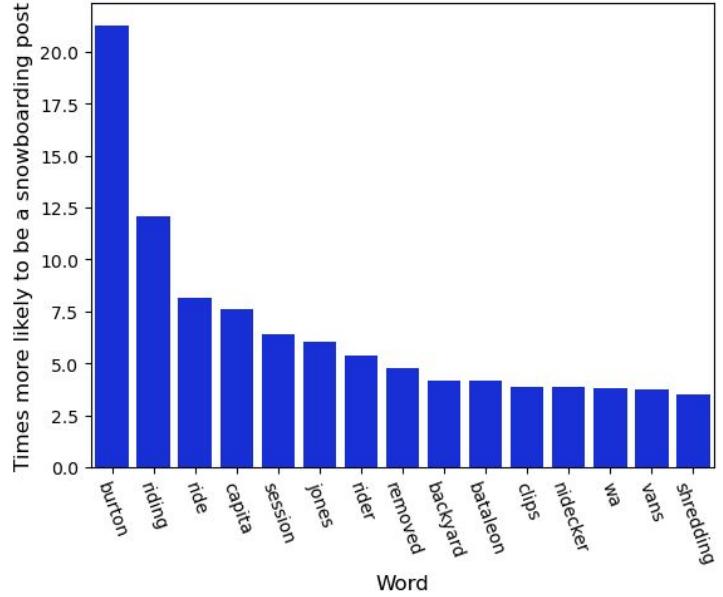


Words that are the smallest factor on a snowboarding classification

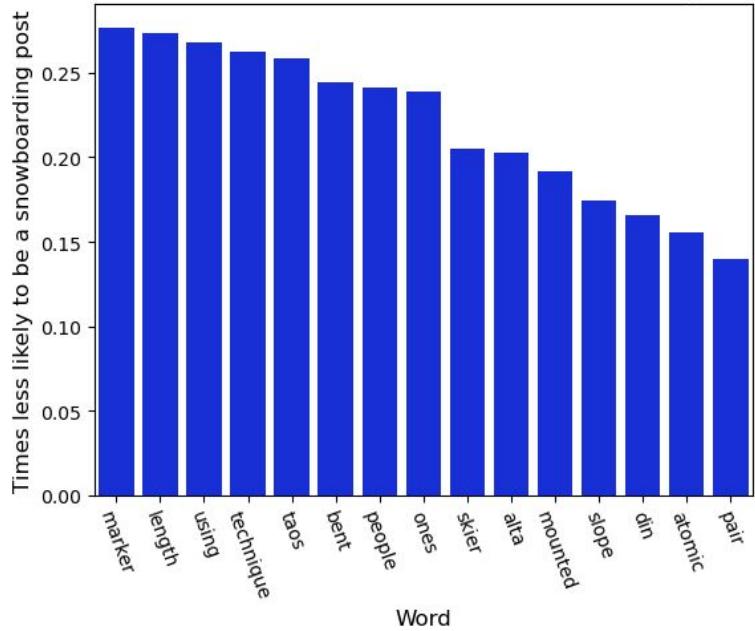


Largest factors in classification, using all text

Words that are the largest factor on a snowboarding classification



Words that are the smallest factor on a snowboarding classification



Largest factors in classification, after eliminating stop words and the most common words



The best results:



Logistic Regression using no common/stop words, including word count

Highest sensitivity model:

- + Correctly predicted 85% of all snowboarding posts (compared to a baseline of 50%)
- Incorrectly identified 70% of skiing posts, potentially wasting time/energy on targeting wrong group.

TF-IDF using original text

Highest precision model:

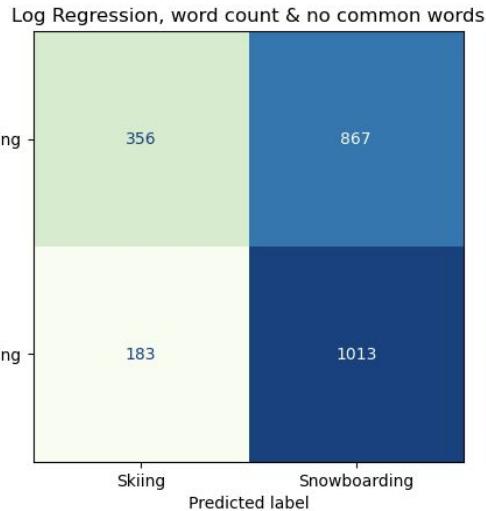
- + Of those predicted to be a snowboarding post, was correct 82% of time.
- Incorrectly identified 30% of snowboarding posts, potentially missing prospective clients.

Logistic Regression using original text

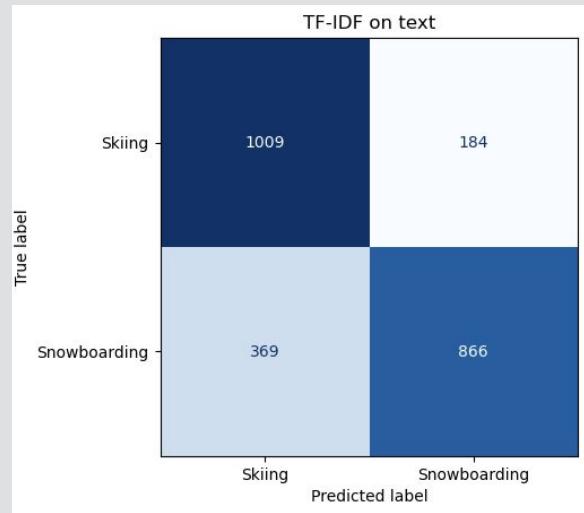
Highest accuracy model:

- + Correctly targeting the correct forum 78% of the time.
- Incorrectly identified 19% of snowboarding posts, potentially missing prospective clients.

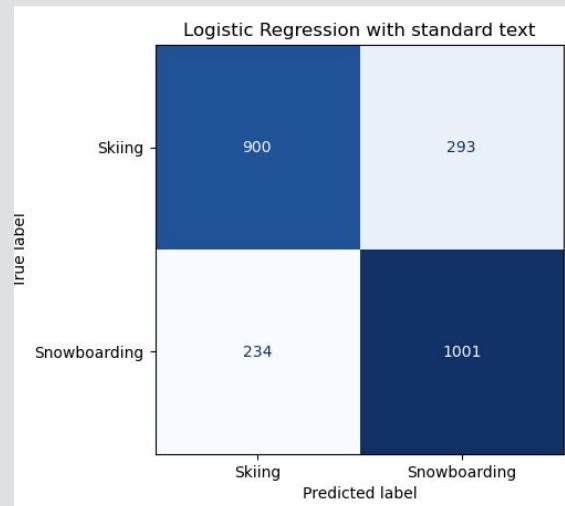




Specificity: 0.291
 Sensitivity: 0.846
 Accuracy: 0.565
 Precision: 0.538



Specificity: 0.845
 Sensitivity: 0.701
 Accuracy: 0.772
 Precision: 0.824



Specificity: 0.754
 Sensitivity: 0.810
 Accuracy: 0.782
 Precision: 0.773

Next Steps:

Given we have models that, with vary levels of success, distinguish between a snowboarding and skiing thread, we can use a chosen model and apply it to other venues: subreddit threads regarding Ski resorts, mountain towns.... extend to include facebook

Then use these results to determine if

- a) If a venue/mountain tends to draw more people who “talk” snowboard
- b) If an individual is more likely to identify with a snowboard/ski crowd

And then market accordingly.



Thank you!

DO YOU HAVE ANY QUESTIONS?

choose full the my help AT best advise
coast weekend Cardiel been make
boot Can S_o text type on
feedback S_o East housing
BS3 for me Arbor Gear any
first a Freestyle Landed I had look
Length Name ever Landed this form
tips it Bindings Lamar
and inbliz anyone Bindings Ohio
object Had community resorts ski skiing



A company may want to know the difference between two subreddits for a variety of reasons, depending on their goals and the nature of the subreddits in question. Here are some possible reasons:

Audience analysis: Companies may want to understand the differences in the demographics, interests, and behaviors of the members of two subreddits to tailor their marketing and communication strategies to each audience.

Brand reputation management: Companies may monitor subreddits related to their industry or brand to understand how their products, services, or reputation are perceived by the community. Comparing the sentiment and tone of two subreddits can reveal how the company is performing relative to its competitors.

Content strategy: Companies may want to analyze the type and frequency of discussions, topics, and trends in two subreddits to inform their content creation and curation strategies. This can help them identify opportunities to engage with the community and create more relevant and engaging content.

Product development: Companies may use subreddits to gather feedback, ideas, and insights from their target audience. By comparing the discussions and opinions in two subreddits, they can identify the features, functionalities, or improvements that are more or less important to their users.

Overall, analyzing the difference between two subreddits can provide valuable insights for companies looking to understand their audience, improve their brand reputation, inform their content and product strategies, and engage with their customers.

By analyzing nearly 10,000 subreddit posts we are able to predict, with a good amount of confidence, if a user is posting to a target a snowboarder audience or skiing audience.

Our claim is that you want to target these people



CONTENTS OF THIS TEMPLATE

You can delete this slide when you're done editing the presentation

Fonts	To view this template correctly in PowerPoint, download and install the fonts we used
Used and alternative resources	An assortment of graphic resources that are suitable for use in this presentation
Thanks slide	You must keep it so that proper credits for our design are given
Colors	All the colors used in this presentation
Icons and infographic resources	These can be used in the template, and their size and color can be edited
Editable presentation theme	You can edit the master slides easily. For more info, click here

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A cartoon illustration of a snowboarder in a red jacket with yellow accents, grey pants, and a blue helmet. The snowboarder is performing a trick, with one foot on the board and arms outstretched. The background shows a snowy landscape with falling snowflakes and small white stars.

WHOA!

This can be the part of the presentation where you introduce yourself, write your email...

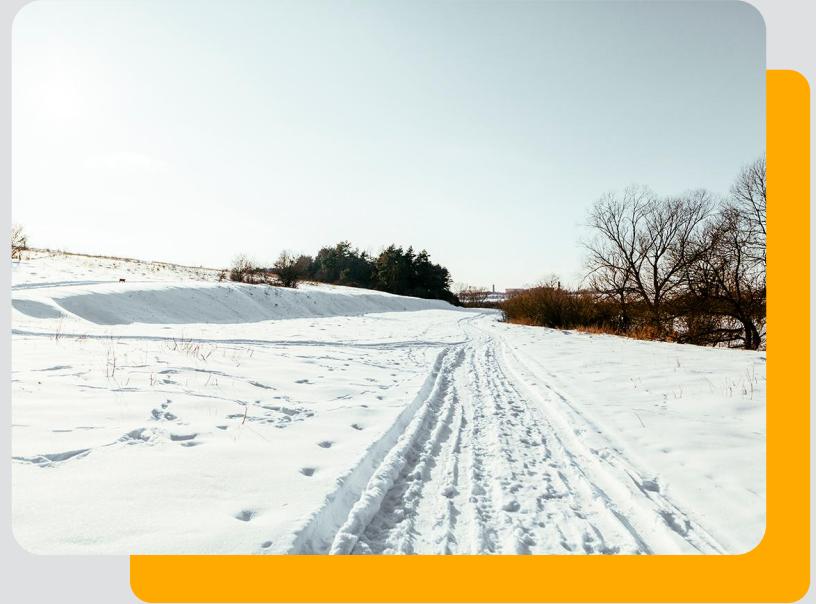
INTRODUCTION

Mercury is the closest planet to the Sun and the smallest one in the entire Solar System. This planet's name has nothing to do with the liquid metal, since Mercury was named after the Roman messenger god. Despite being closer to the Sun than Venus, its temperatures aren't as terribly hot as that planet's. Its surface is quite similar to that of Earth's Moon, which means there are a lot of craters and plains



TRAINING

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it





Social Media Marketing

01

Instagram

You can describe the topic
of the section here

02

TRAINING

You can describe the topic
of the section here

03

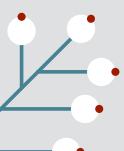
MODALITIES

You can describe the topic
of the section here

04

HOW TO?

You can describe the topic
of the section here



COMMON INJURIES



UPPER BODY

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon



LOWER HALF

Venus has a beautiful name and is the second planet from the Sun. It's hot and has a very poisonous atmosphere



PHONE DEMO

You can replace the image on the screen with your own work. Just right-click on it and select “Replace image”

SAFETY AND PRECAUTIONS



SNOW BLINDNESS

Mercury is the closest planet to the Sun and the smallest of them all



AVALANCHES

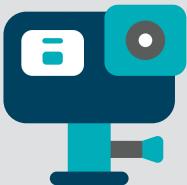
Venus has a beautiful name and is the second planet from the Sun



TREE WELL

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

POPULAR EQUIPMENT



CAMERA

Mars is actually a very cold place



FIRST-AID KIT

Jupiter is the biggest planet of them all



WAX

Venus is the second planet from the Sun



HELMET

Saturn is a gas giant and has several rings

SNOWBOARD EXERCISES



SQUAT

Mars is actually a very cold place

JUMPING SQUAT

Neptune is the farthest planet from the Sun

LUNGE

Jupiter is the biggest planet of them all

SUPERMAN

Mercury is the closest planet to the Sun

PUSH UP

Neptune is the farthest planet from the Sun



SNOWBOARDING STYLES

JIBBING

Mars is actually a very cold place

FREERIDING

Venus is the second planet from the sun

FREESTYLE

Neptune is the farthest planet from the Sun

HALF-PIPE

Mercury is the closest planet to the Sun

BIGAIR

Saturn is a gas giant with several rings

SLOPESTYLE

Jupiter is the biggest planet of them all

AWESOME WORDS





“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS





A PICTURE IS WORTH A THOUSAND WORDS



44,000,000

Big numbers catch your audience's attention

KEY NUMBERS

30K



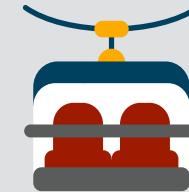
Mercury is the smallest planet of them all

52%



Venus has extremely high temperatures

100M

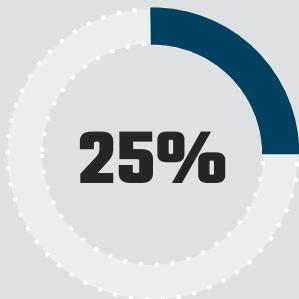


Distance between the Earth and the Moon

ATHLETE PERFORMANCE

1ST TIME

Mercury is the closest planet to the Sun and the smallest of them all



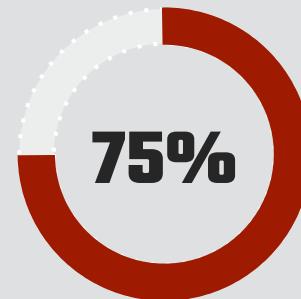
2ND TIME

Venus has a beautiful name and is the second planet from the Sun



3RD TIME

Despite being red, Mars is actually a cold place. It's full of iron oxide dust



TABLET DEMO

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52%



Jupiter's rotation period



BEST PLACES TO SNOWBOARD

UNITED STATES

Venus is the second planet from the Sun

AUSTRIA

Mercury is the closest planet to the Sun

JAPAN

Despite being red, Mars is a very cold place



CONSTRUCTION OF A SNOWBOARD

TOP SHEET

Mars is actually a very cold place

BASE

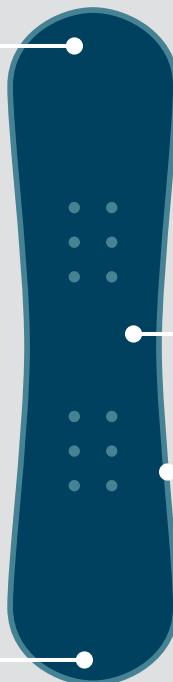
Mercury is the closest planet to the Sun

CORE

Venus is the second planet from the Sun

EDGES

Saturn is a gas giant and has several rings



SOME COUNTRIES WHERE IT IS PRACTISED

WORLD SNOWBOARD FEDERATION (WSF)

UNITED STATES

CHINA

NETHERLANDS

CANADA

NEW ZEALAND

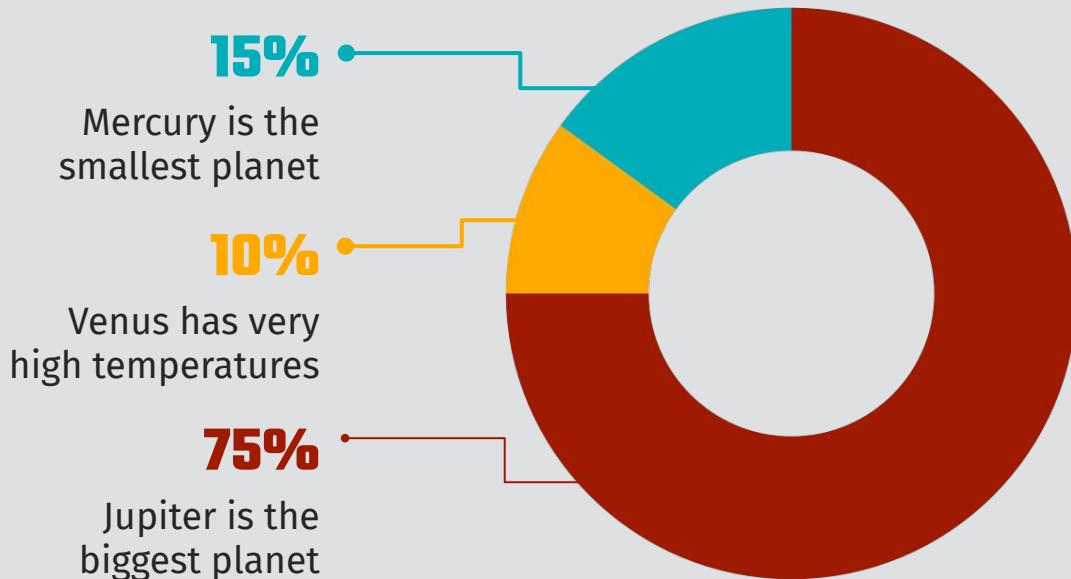
GERMANY

NORWAY

SWEDEN

JAPAN

OVERVIEW DIAGRAM



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

TOP RIDERS



GERARD REDMOND

You can speak a bit about this person here



JENNY MCMORRIS

You can speak a bit about this person here

WHERE TO GO



SAALBACH

Venus has a beautiful name and is the second planet from the Sun



MONT BLANC

Mercury is the closest planet to the Sun and the smallest of them all



ST MORITZ

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

FOOT STANCES

GOOFY STANCE

Mercury is the closest planet to the Sun and the smallest of them all



REGULAR STANCE

Venus has a beautiful name and is the second planet from the Sun

PROCESS

STEP 01



Mercury is the closest planet to the Sun

STEP 02



Saturn is a gas giant and has several rings

STEP 03



Jupiter is the biggest planet of them all

STEP 04



Venus is the second planet from the Sun

CORE FUNDAMENTALS

Saturn is a gas giant and has several rings

STANDING UP

WALKING

Mercury is the closest planet to the Sun

DOWNHILL

Jupiter is the biggest planet of them all



TIPS AND TRICKS

Do you know what helps you make your point crystal clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation



DO'S AND DON'TS



- Jupiter is the biggest planet of them all
- Mercury is the closest planet to the Sun
- Venus is the second planet from the Sun



- Pluto is considered a dwarf planet
- Earth is the third planet from the Sun
- Ceres is located in the main asteroid belt

ICON PACK



ALTERNATIVE RESOURCES

Here's an assortment of alternative resources whose style fits the one of this template:

- Snowboard equipment



RESOURCES



Did you like the resources used in this template? Get them for free at our other different websites:

Vectors

- Collection of people doing winter activities
- Set of people doing winter activities
- Flat winter horizontal sale banner template
- Hand drawn winter background

Photos

- Full shot people sitting on mountain
- Young man playing with snow outdoors on winter day
- Medium shot woman wearing goggles
- Cross country ski tracks on snowy landscape in winter

Icons

- Icon Pack: Ski and Snowboarding | Flat



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(<https://fonts.google.com/specimen/Fira+Sans>)

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#5a5b5b

#ffffff

#9e1a00

#ffaa00

#004160

#468293

#00adb9

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Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [how it works](#).



Pana



Amico



Bro



Rafiki



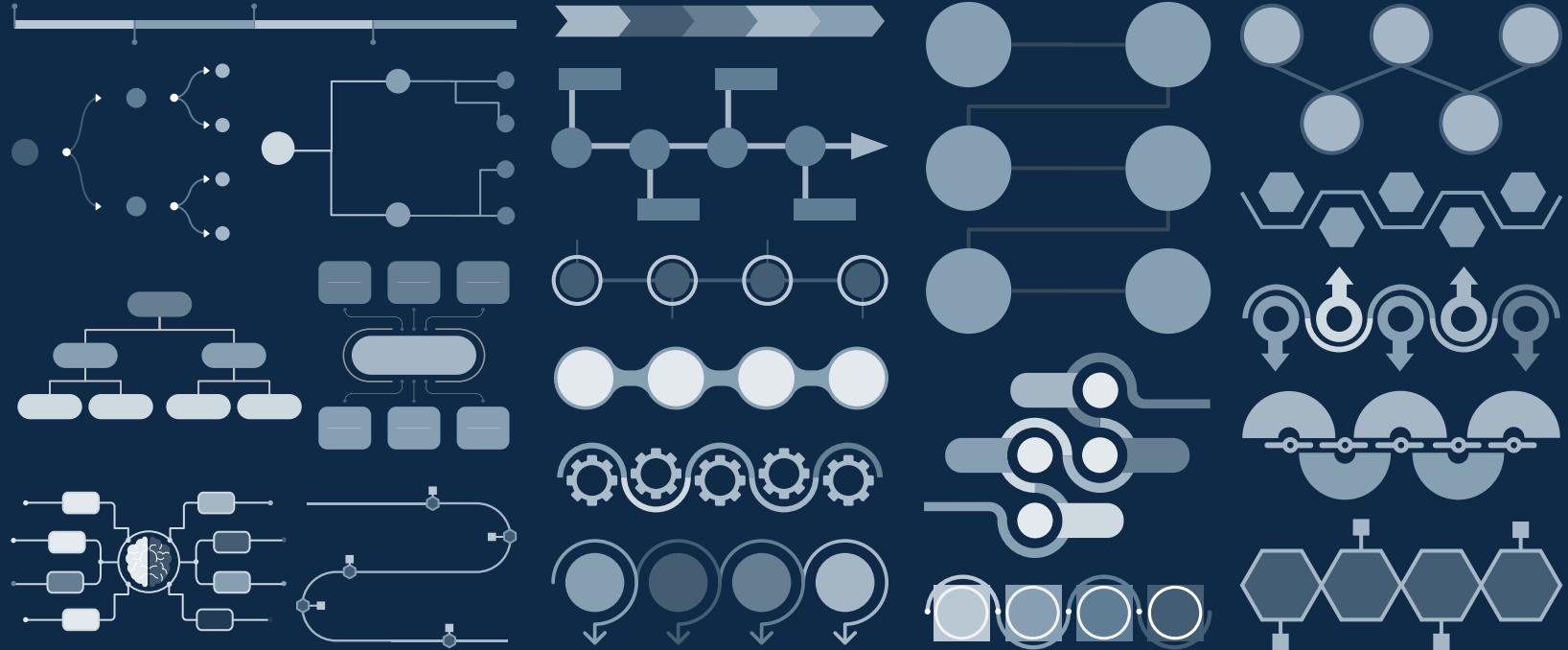
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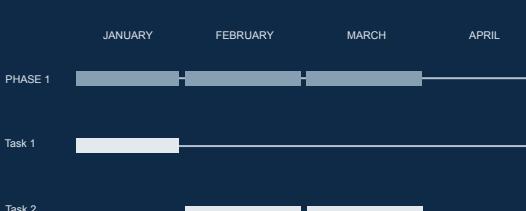
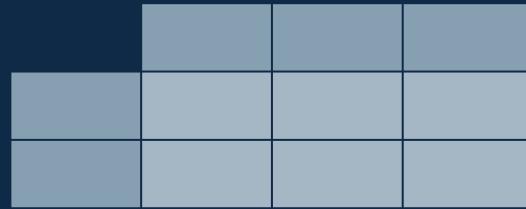
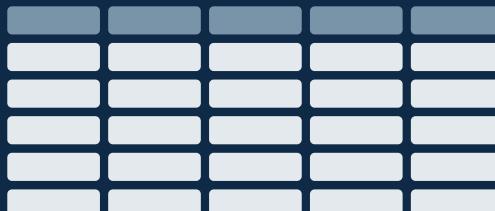
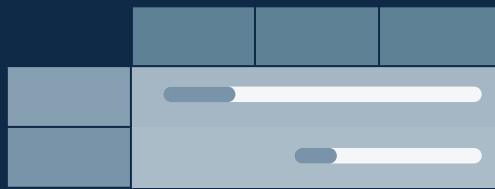
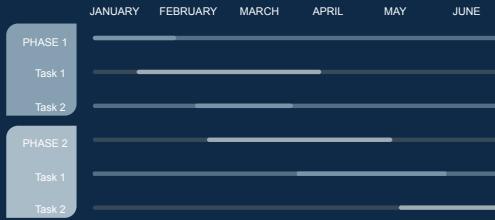
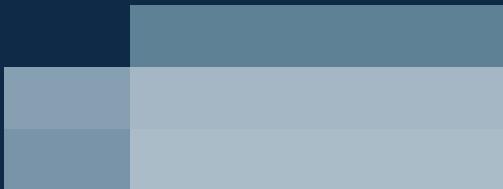
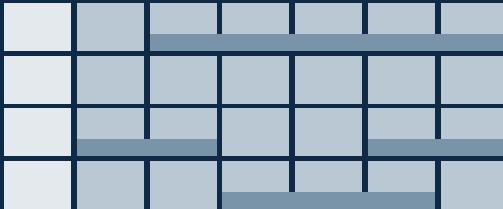
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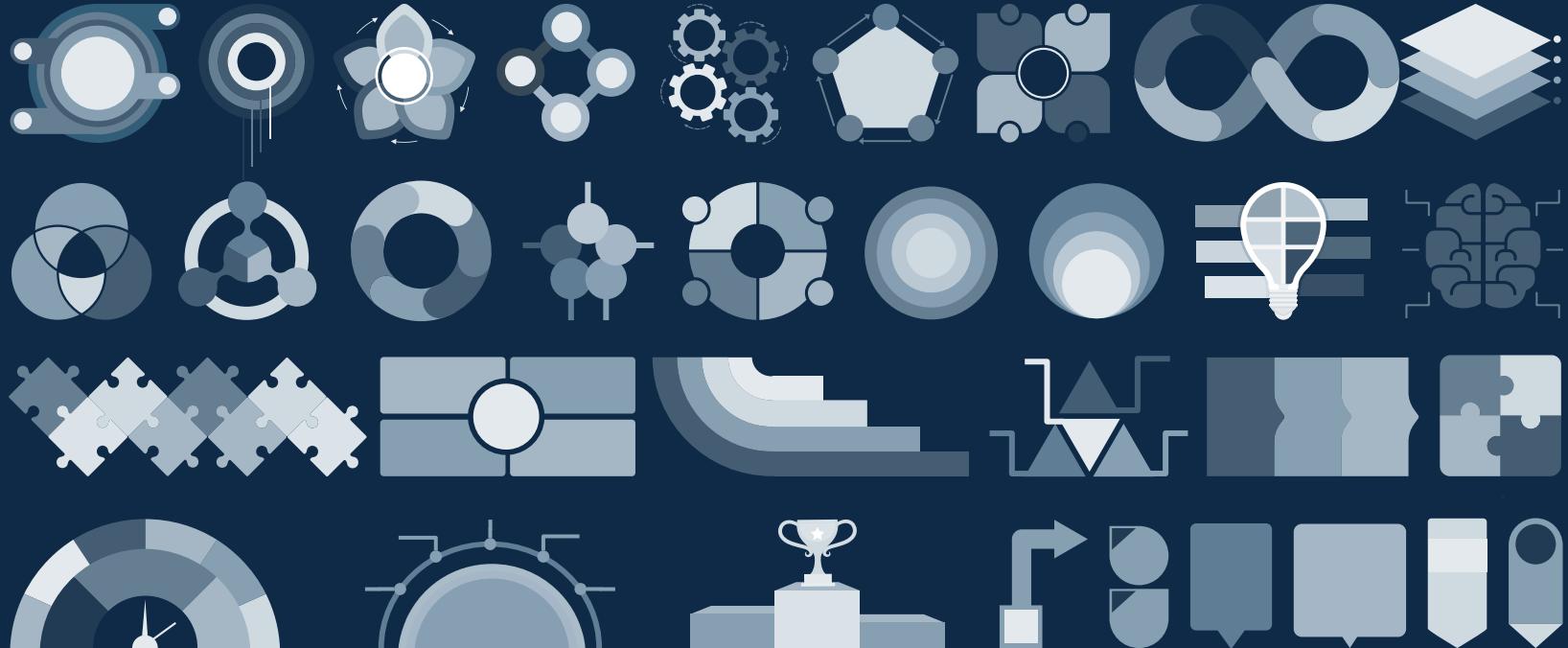
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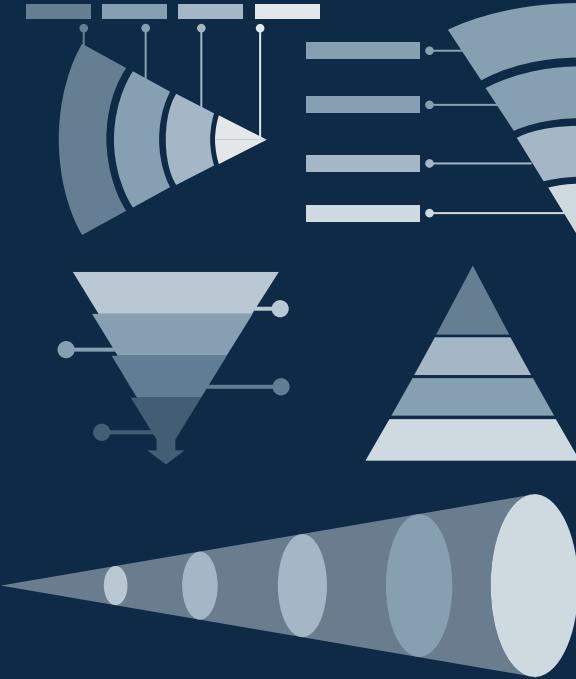
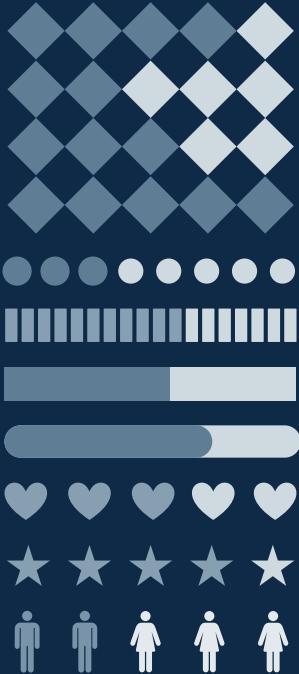
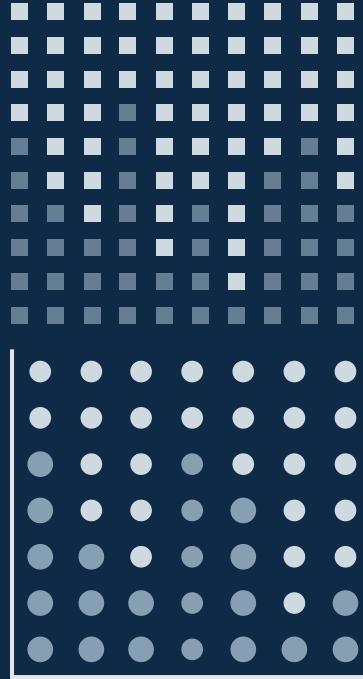












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Educational Icons



Medical Icons



Business Icons



Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons



