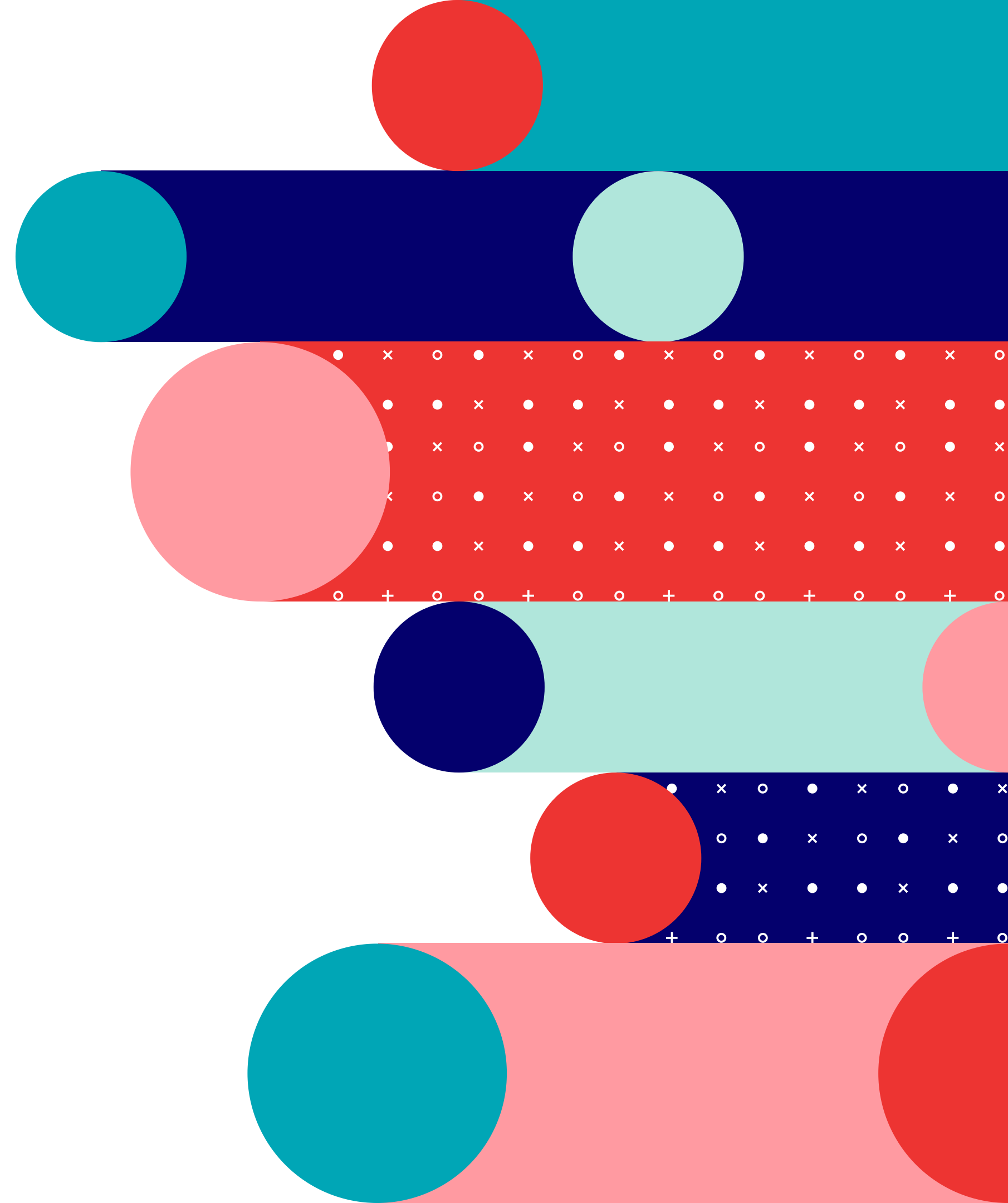


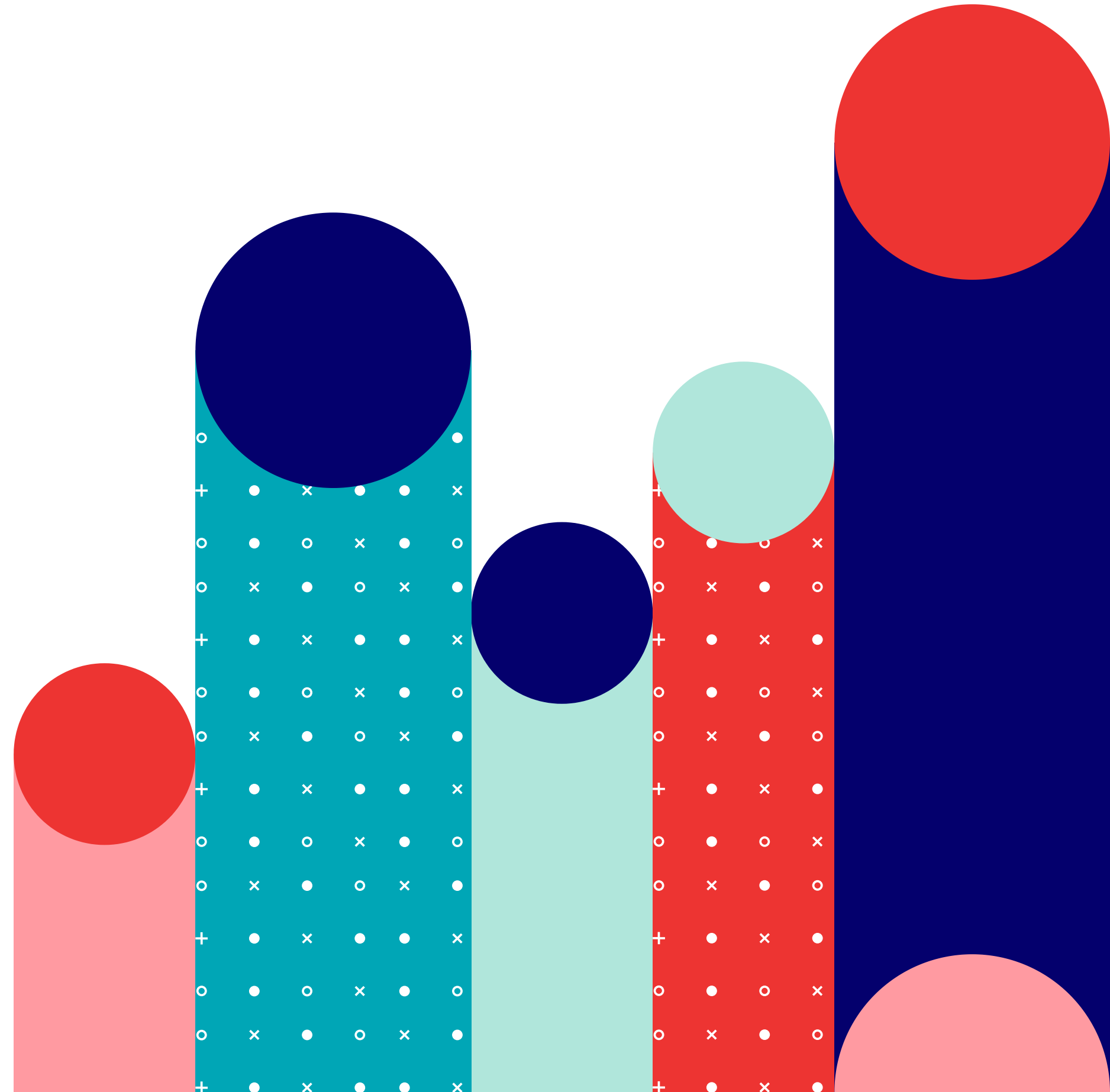
Where do I post?

Classifying posts from two subreddits.



Outline

- Our problem
- Background
- Subreddit Insights
- Modeling
- Conclusions and Next Steps



If I'm a retail worker at Best Buy, and have a great story from work that I want to share, where should I post it on Reddit?

First, let's narrow down some subreddits.

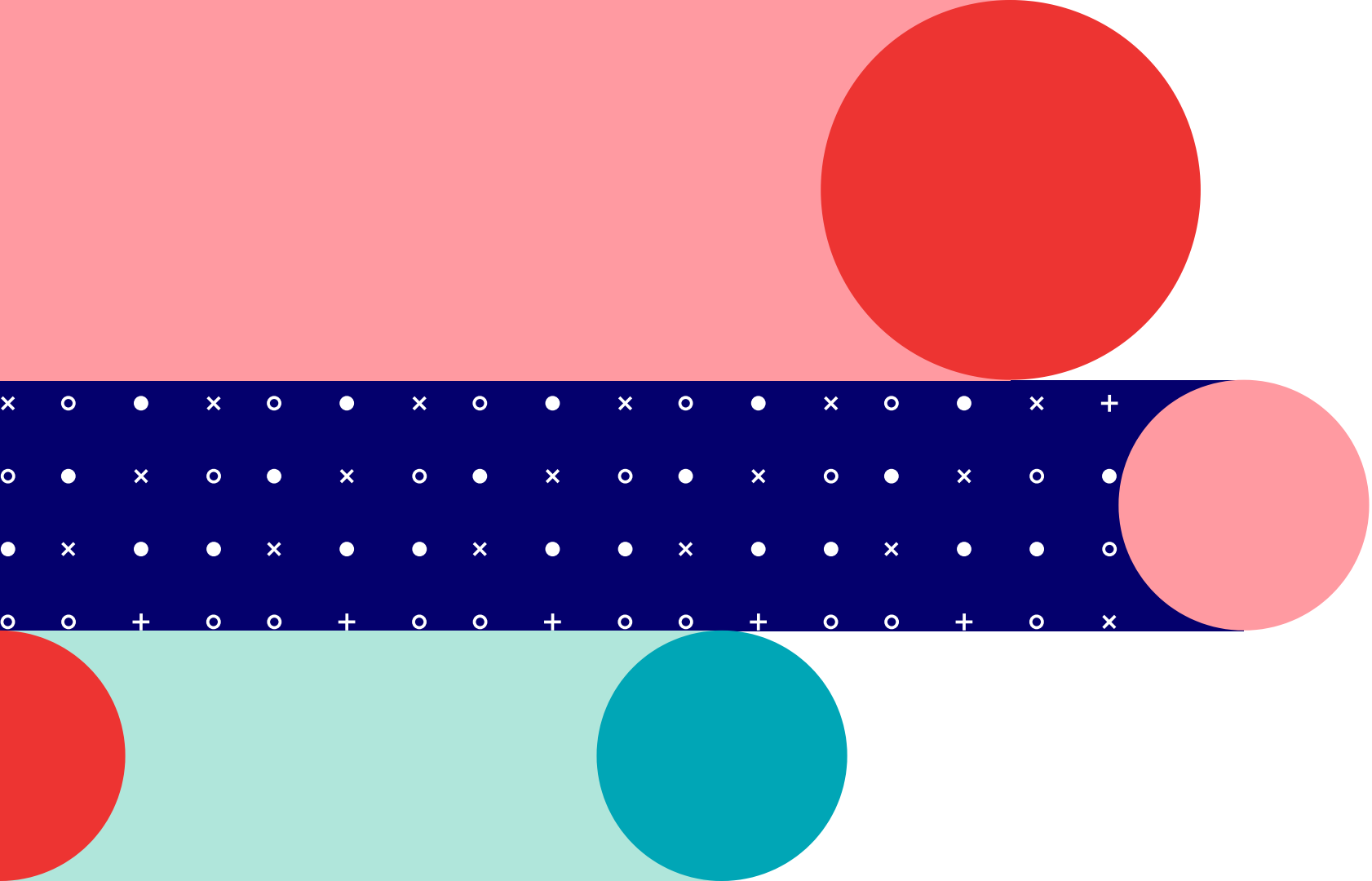
Our Subreddits

TalesfromTechSupport

Welcome to Tales From Tech Support, the subreddit where we post stories about helping someone with a tech issue. Did you try turning it off and on again?

TalesfromRetail

A place to exchange stories about your daily experiences in brick & mortar retail.



Collecting Posts for Modelling

1

Pinned Posts

2

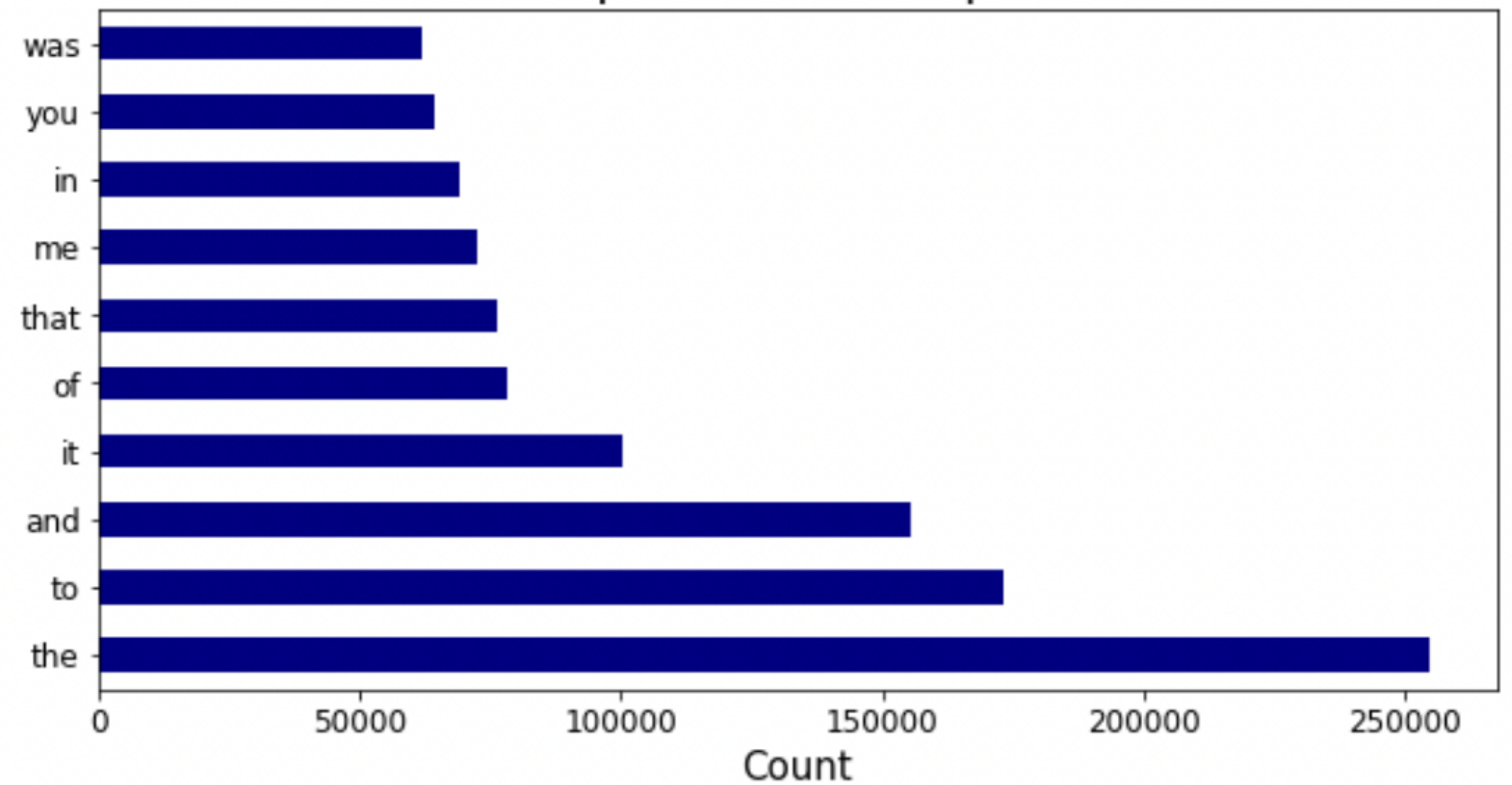
Removed Posts

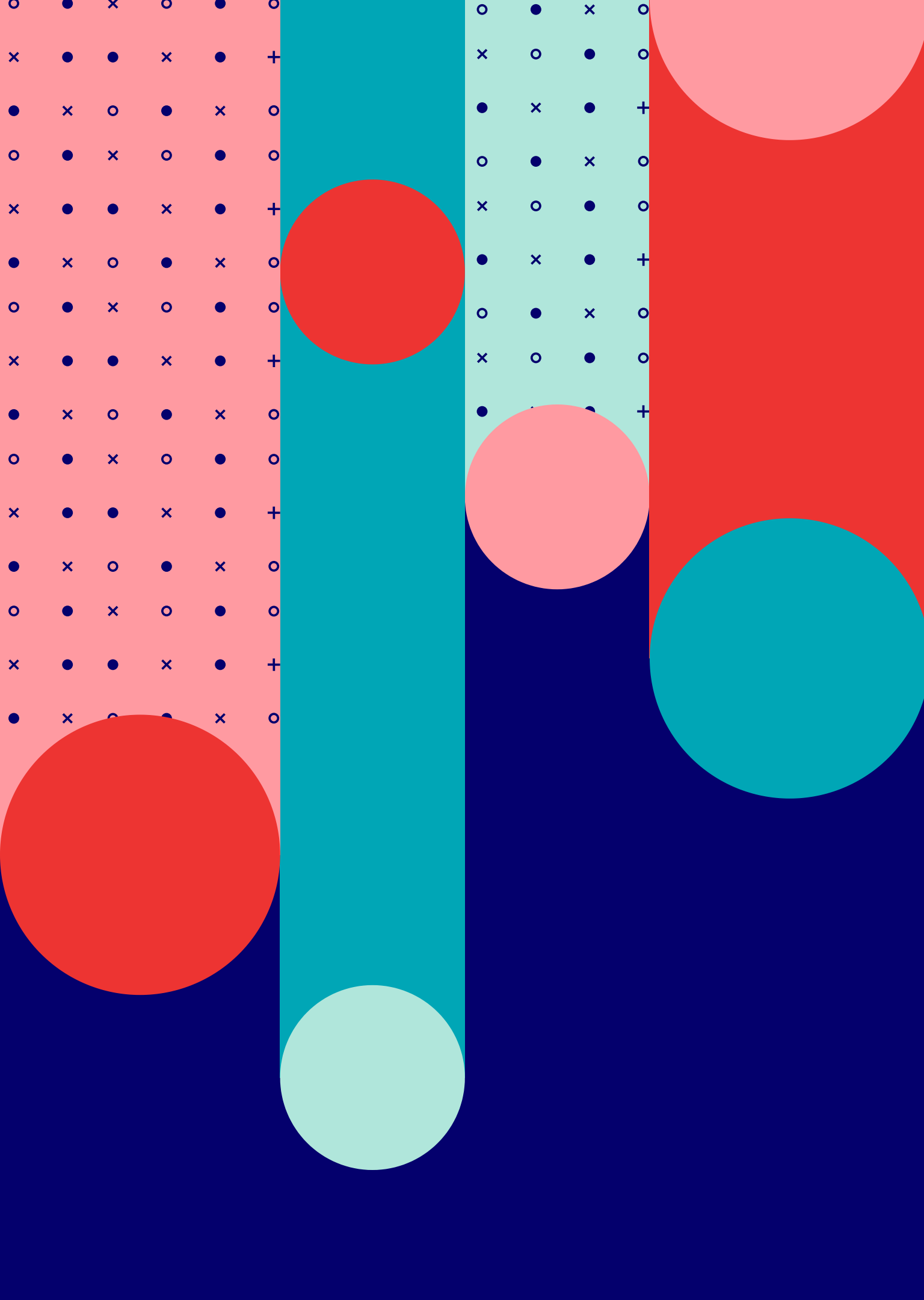
3

Empty Posts

Subreddit Insights

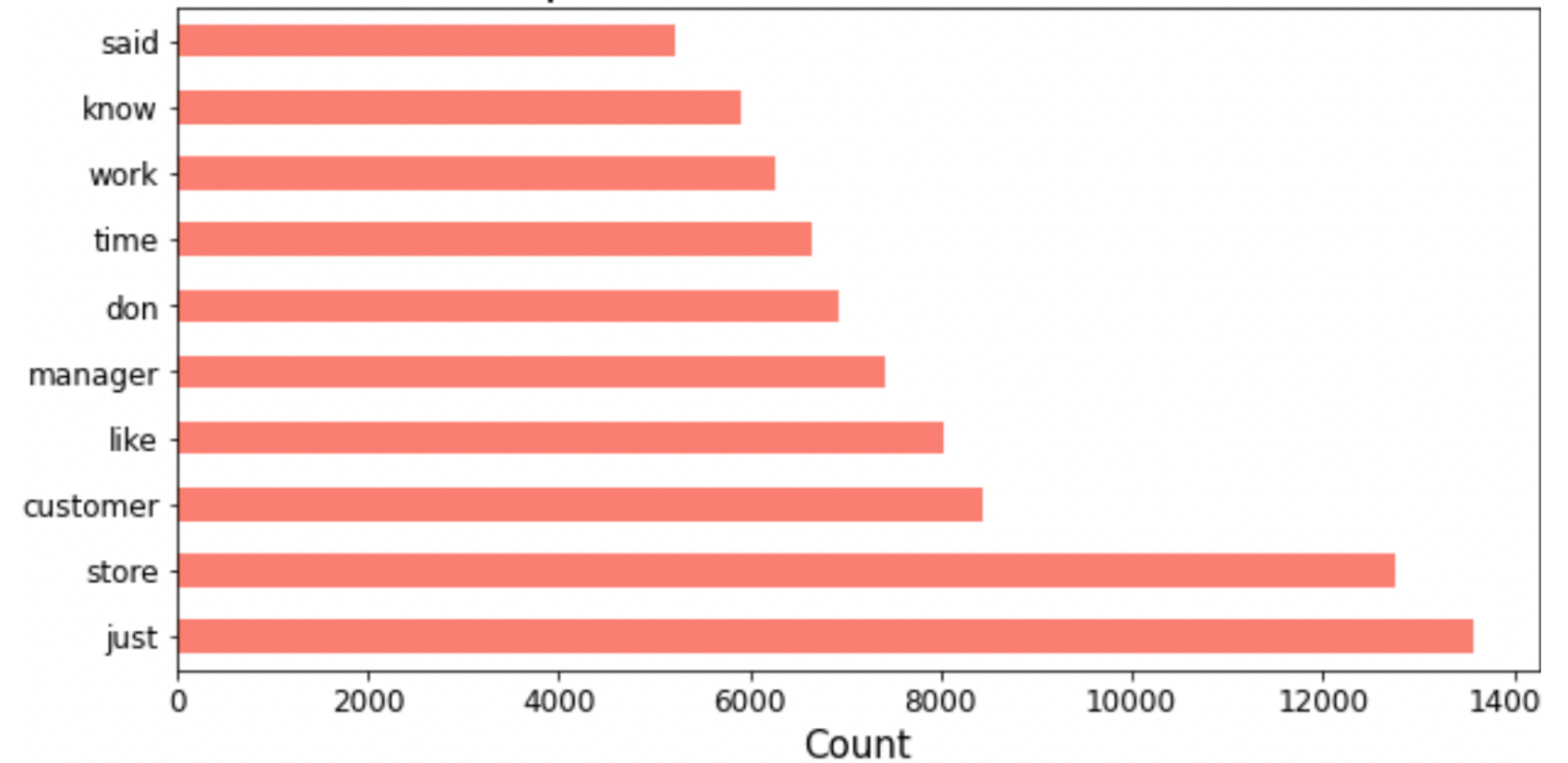
Top Words in Corpus





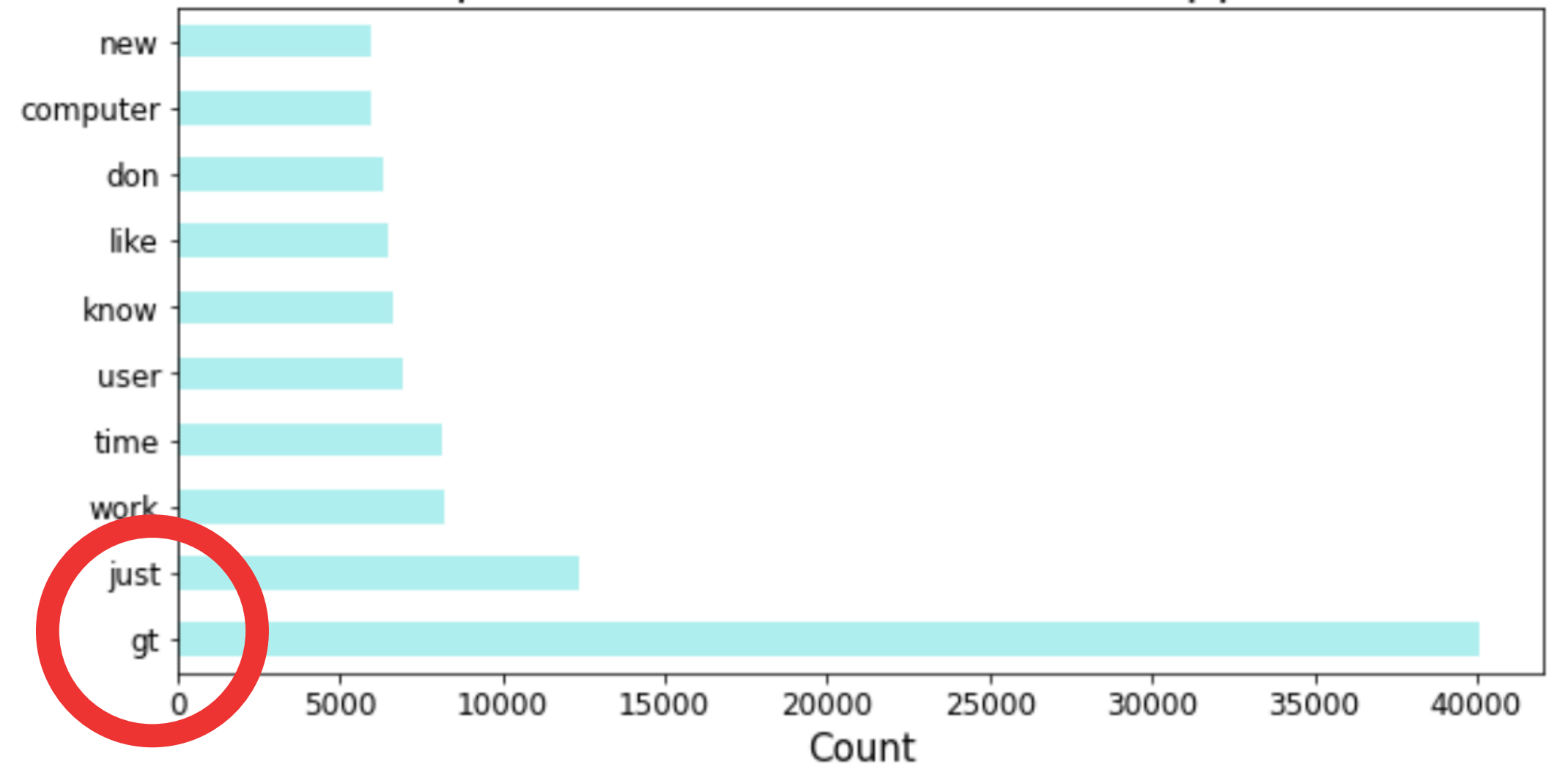
Subreddit Insights

Top Words in Tales from Retail



Subreddit Insights

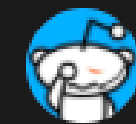
Top Words in Tales from Tech Support



Subreddit Insights



123



r/talesfromtechsupport · Posted by u/BrokenTech Yo

Cleaning Up

Medium

Just got my coffee. What a nice and quiet morning that.

Me: IT, BrokenTech speaking. Good morning!

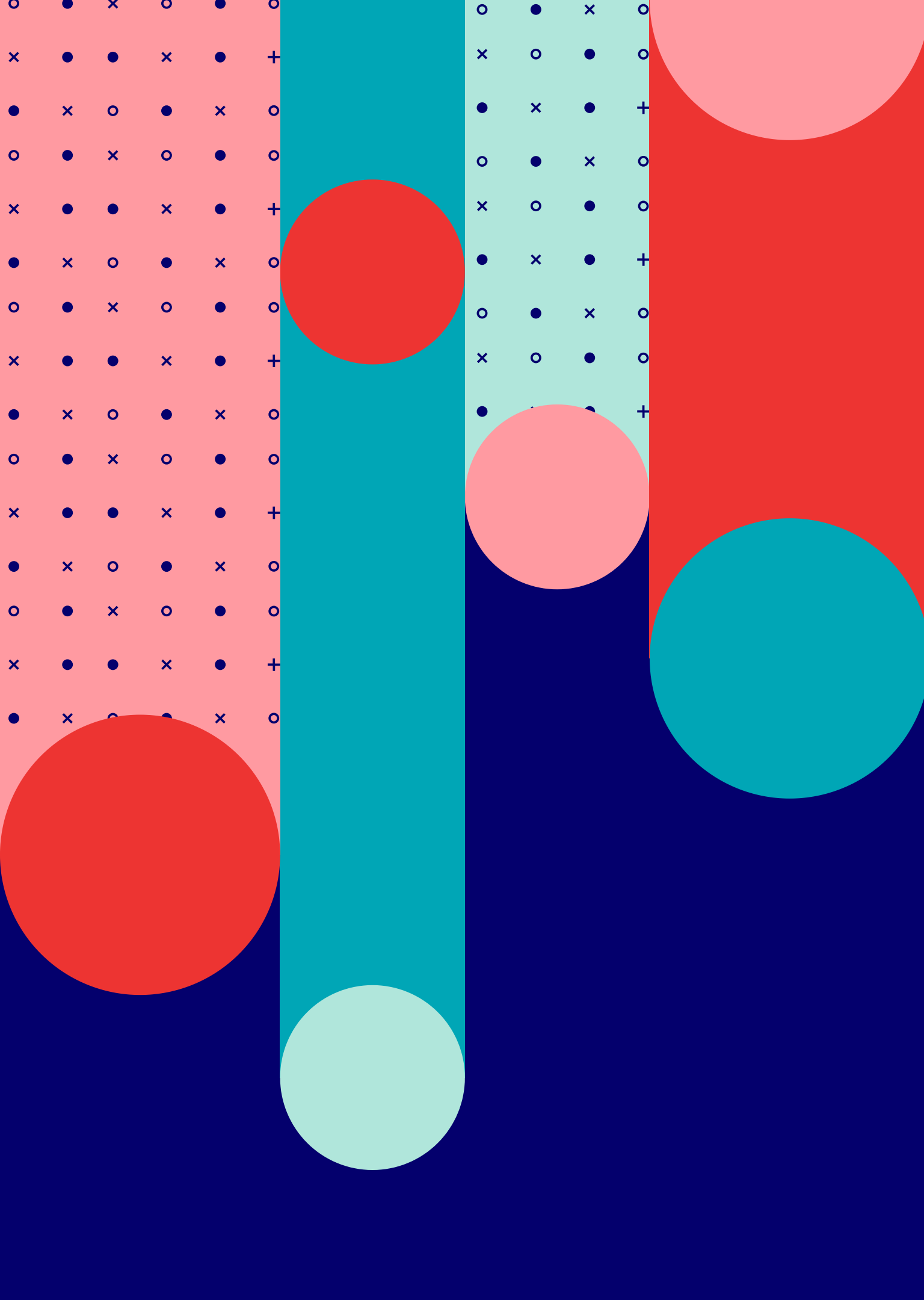
Lady 1: Our public folder *K:\Public\Department*



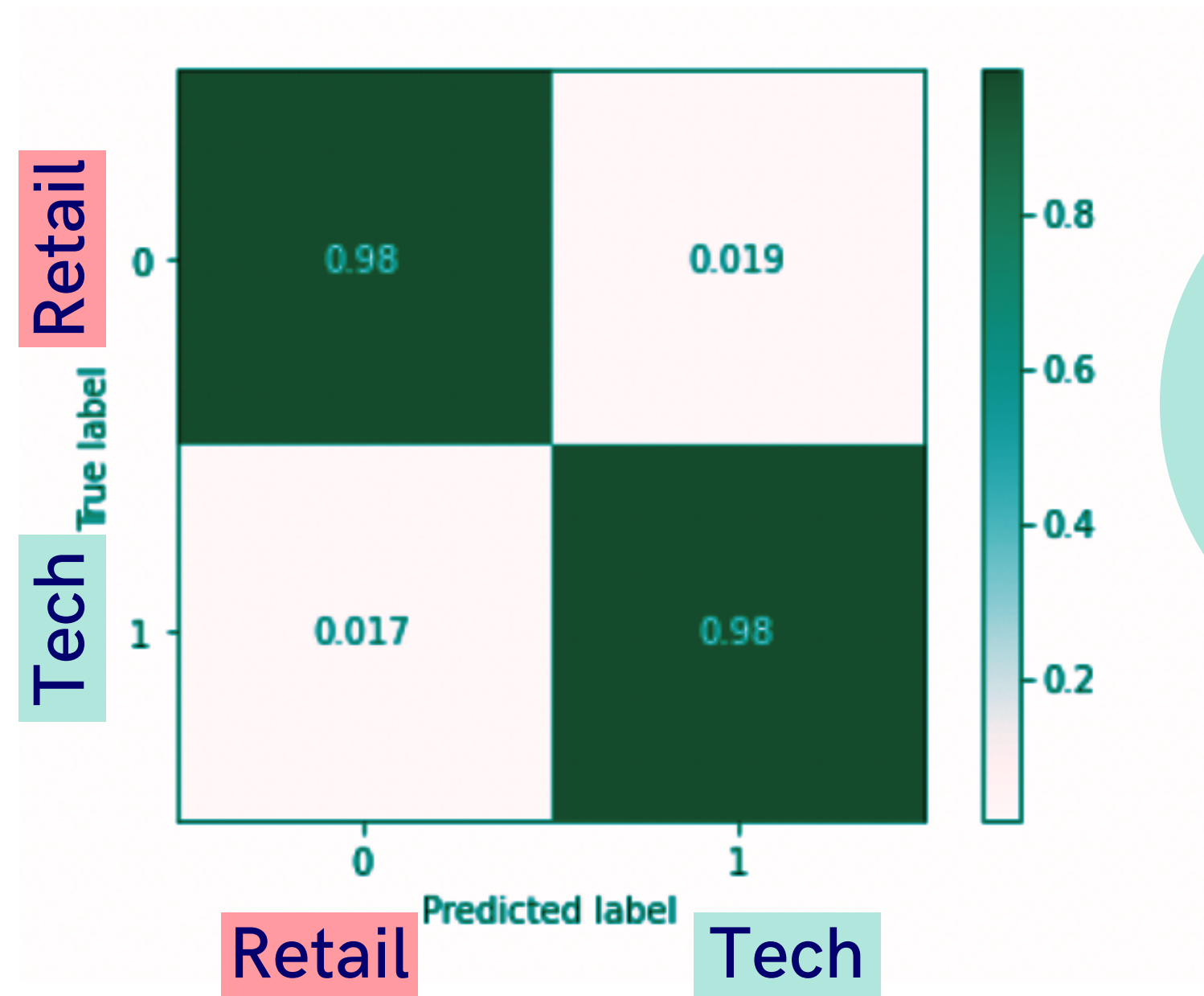
Our Model

Logistic Regression

1. Get Predictions
2. Get probabilities of predictions



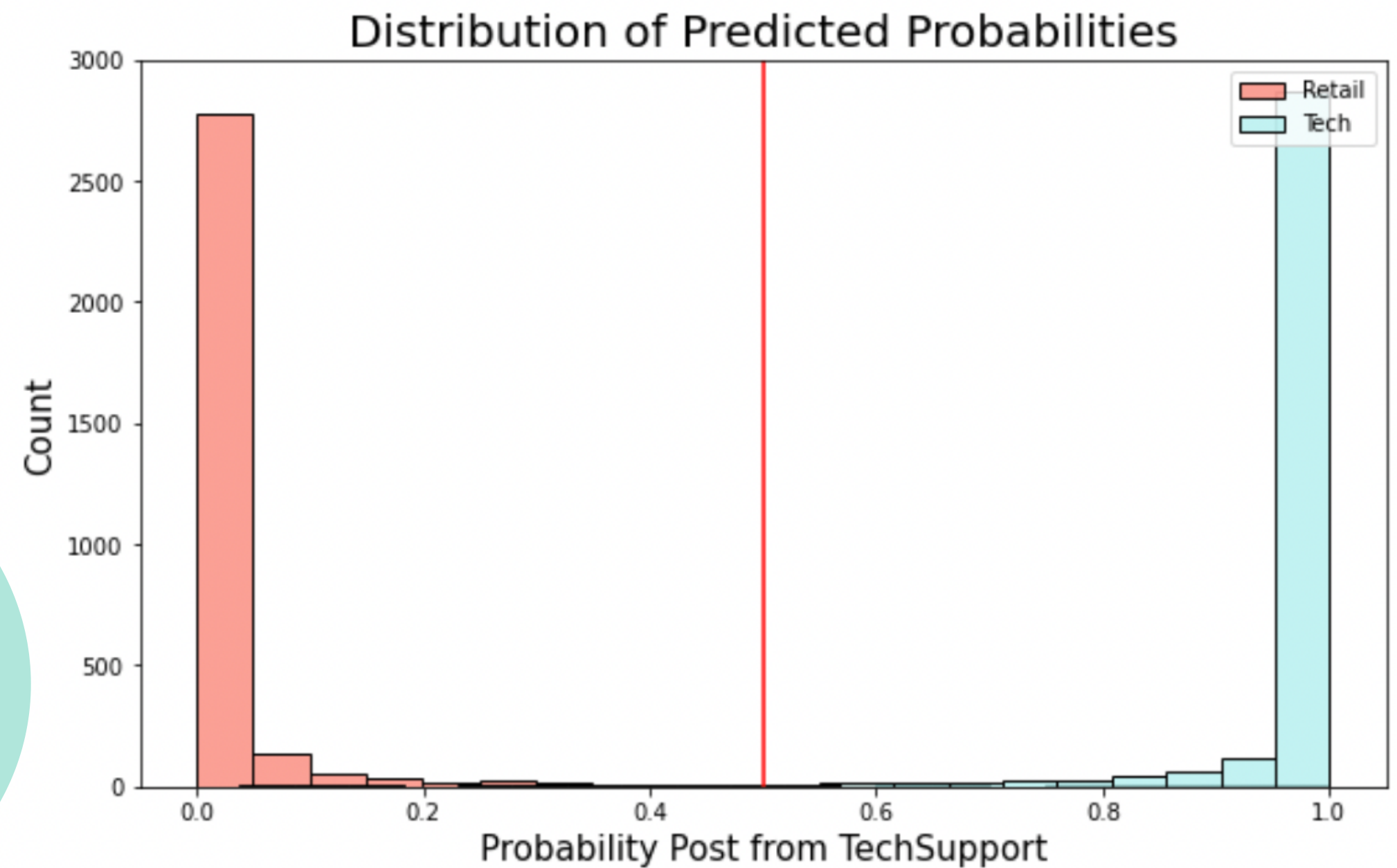
Model Insights



Almost equally good at predicting both subreddits

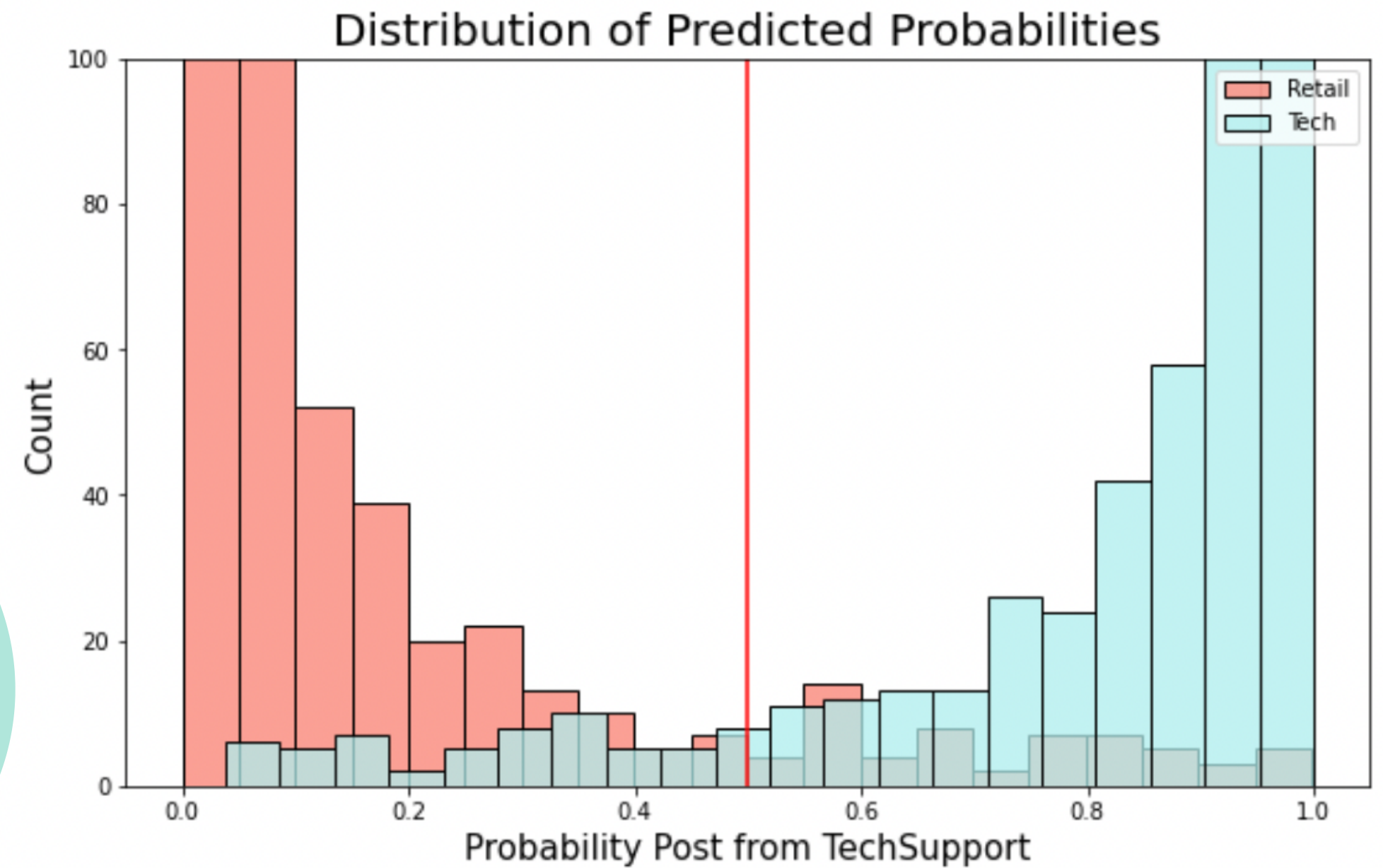
Model Insights

A perfect model
would have
no overlap



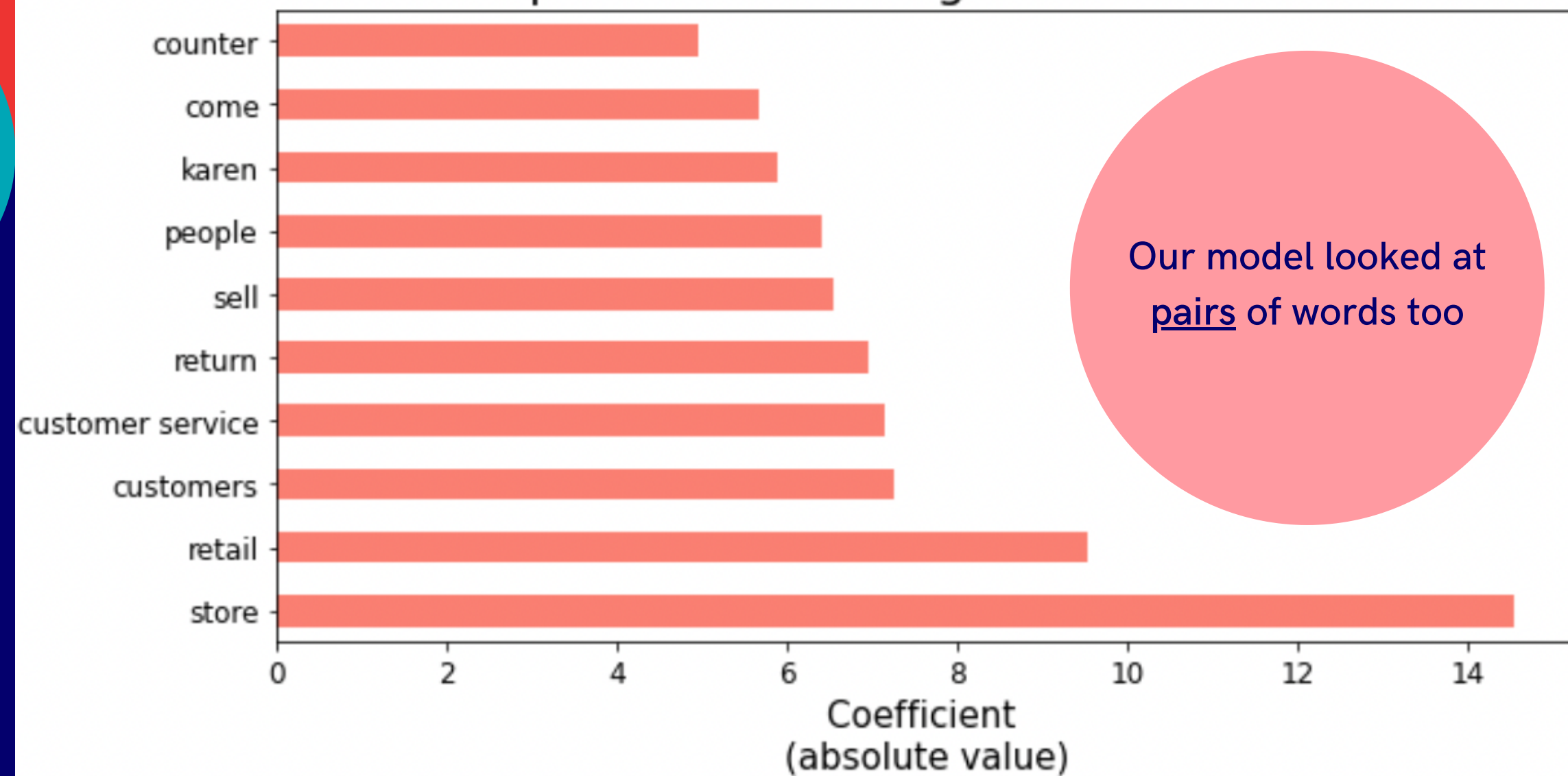
Model Insights

A perfect model
would have
no overlap

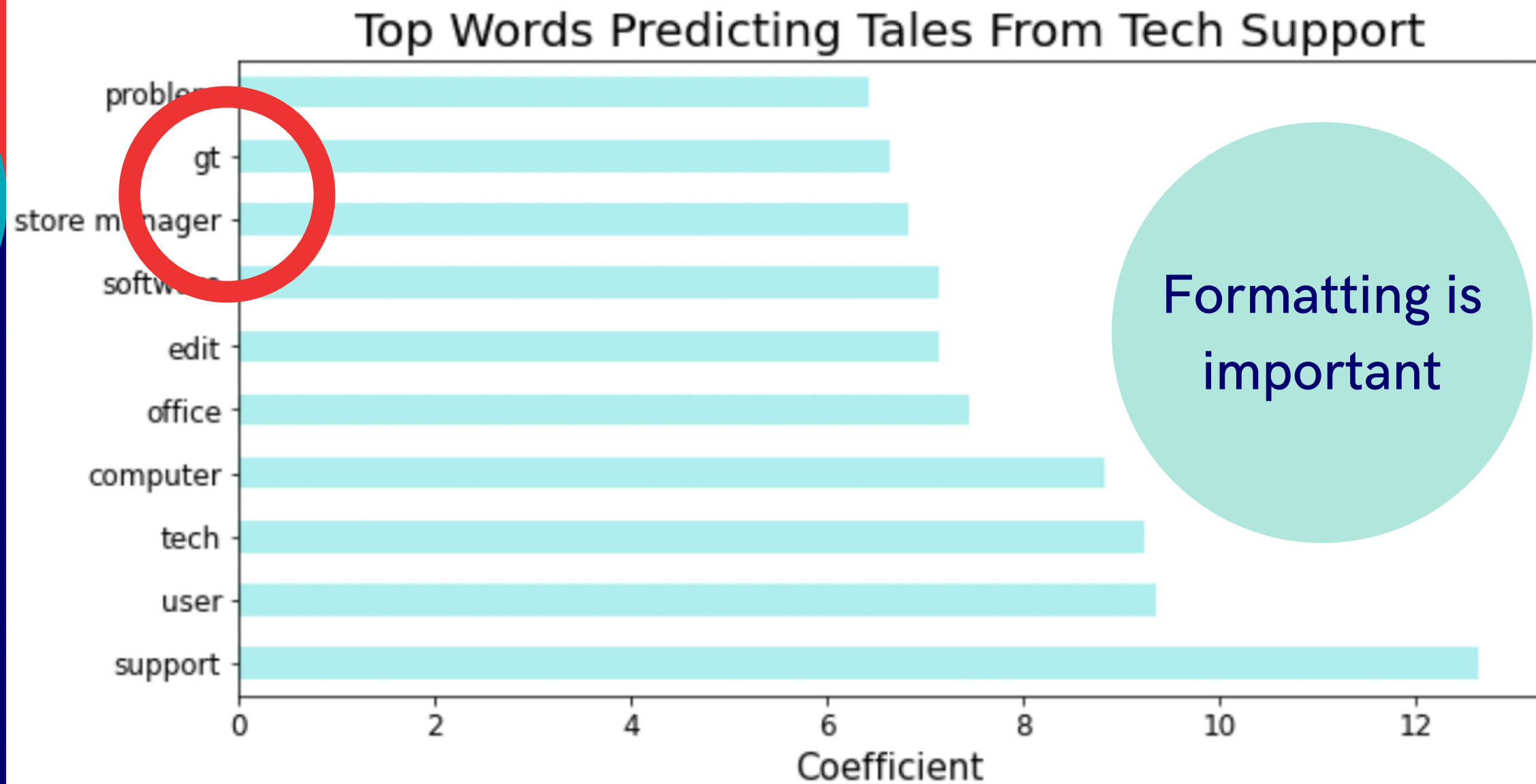


Model Insights

Top Words Predicting Tales From Retail



Model Insights



Our post

I work at Best Buy and had an interesting interaction the other day with a customer. She wanted to return a wireless mouse she bought, claiming that it did not work for her. I'm no expert, but I asked if maybe the Bluetooth wasn't working on her computer. She had no idea what I was talking about! I tried explaining how it works but she was adamant that I just complete the return. I did as she asked, but reminded her of our services that help with product tutorials. I guess some people would rather not catch up with the times.

Model Says:

Tales from
Retail!



Conclusions and Next Steps

- 1 We created a model that accurately predicts which subreddit a given post comes from, and generalizes well to new data.
- 2 Conduct further analysis on the top words that predict each subreddit to understand context and format of posts
- 3 Look at title, author behavior, length of posts, and other variables
- 4 Model could also be used to define other edge cases (i.e. tech lead at Target, Home Depot tool associate, etc.)