SubReddit Classification and Sentiment Analysis

By Clint Hoke

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Problems

Which Subreddit a post came from

Which Resort to recommend

r/DisneyWorld

19.4 K Members

General Discussion

Vacation Planning

r/UniversalOrlando

12.4 K Members

General Discussion

Vacation Planning

Most Frequently used words in either subreddit

Legend: Universal (blue), Disney (orange)

Word
kingdom
magic
love
family
hour
staying
make
world
experience
pass
favorite
resort
wondering
disney
post
thing
wait
hotel
studio
line
hagrid
night
hhn
express
orlando
pas
ticket
ride
park
universal

x-axis: 0.0, 0.1, 0.2, 0.3, 0.4, 0.5
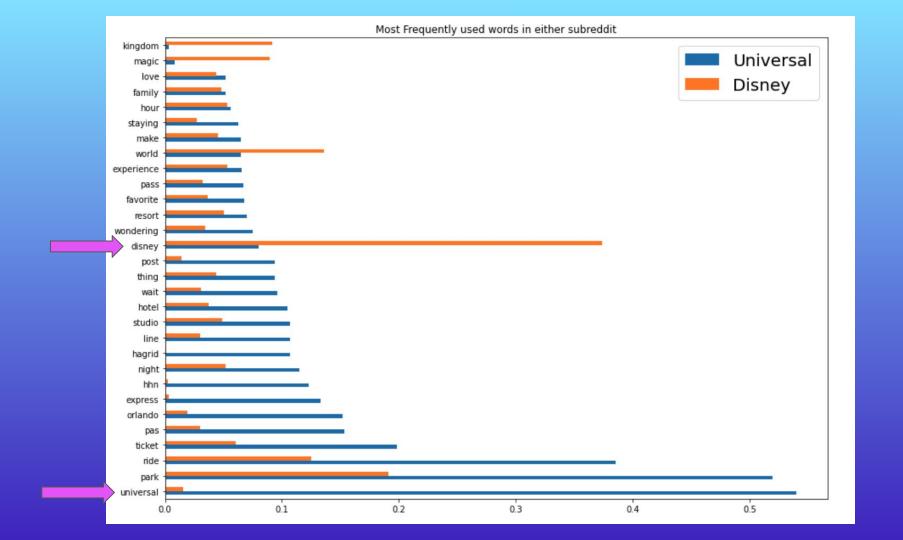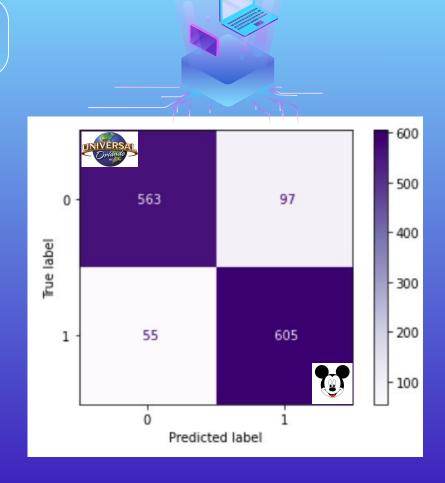
Multinomial Naive Bayes

88.9% Accurate
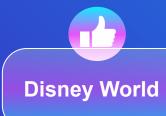
Sensitivity is 91.7%

Specificity is 85.3%

Sentiment Analysis

Disney World

Universal

95.1 % Positive

90.3 % Positive

Summary

| NLP, Classification & Sentiment Analysis | Disney World Universal | Multinomial Naive Bayes | I would recommend Disney World |

Any Questions