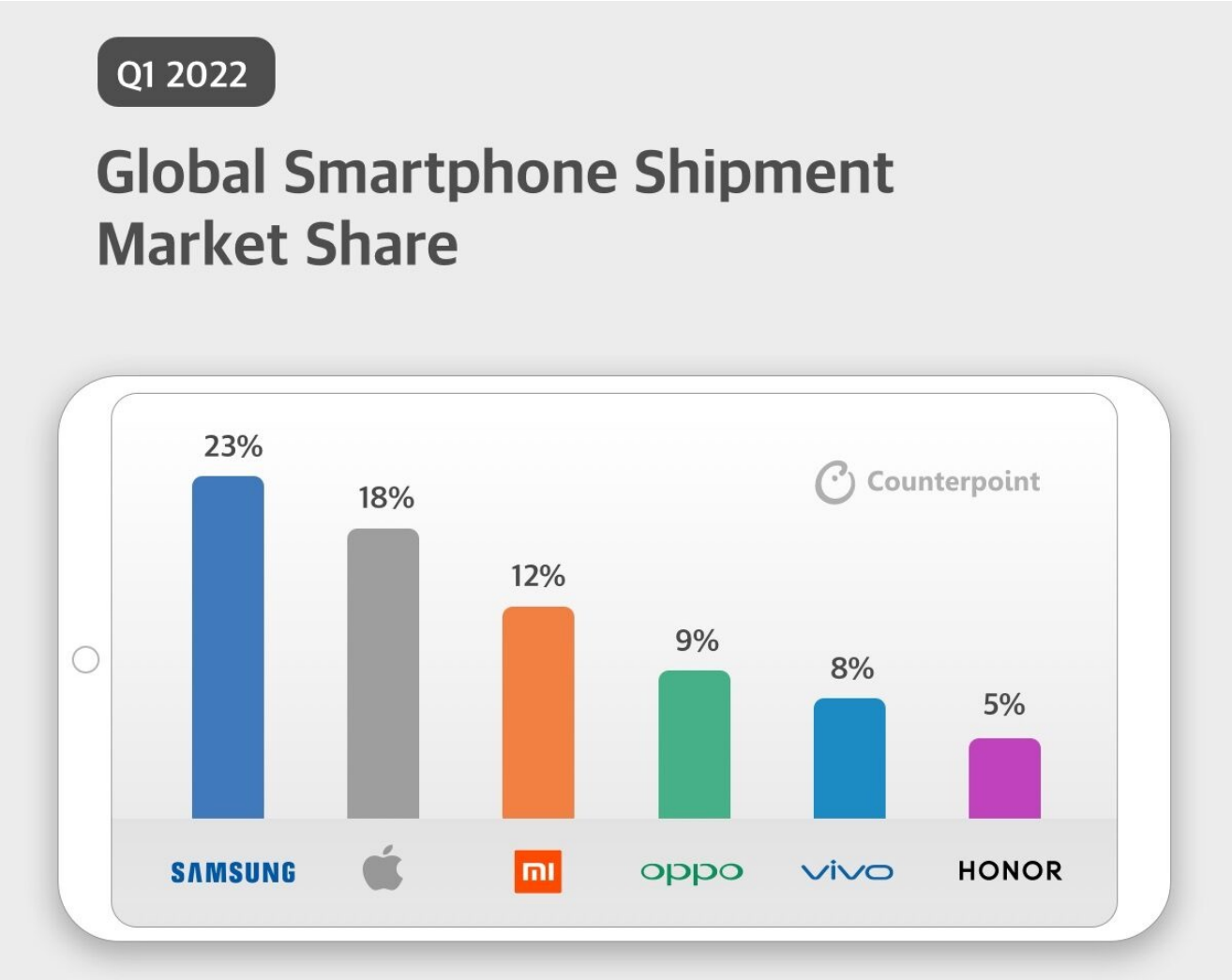
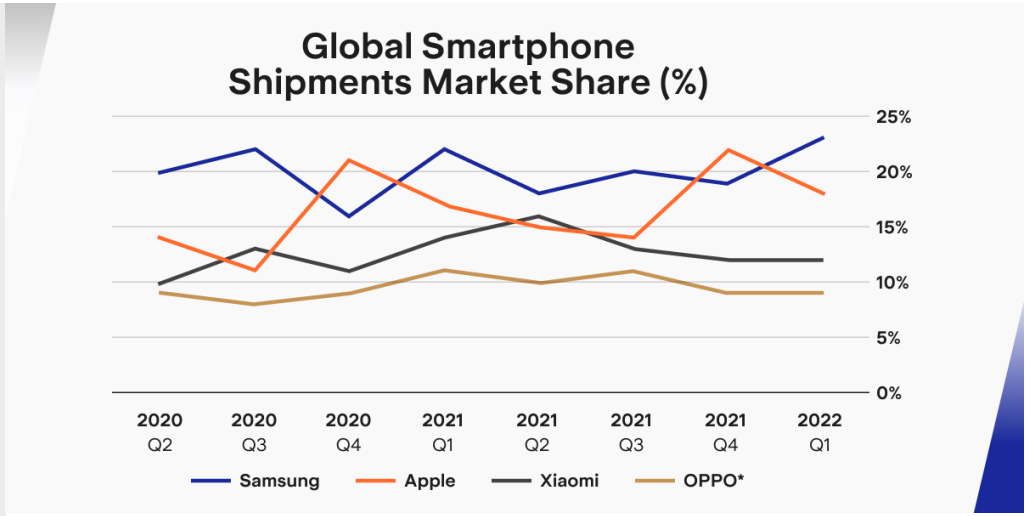
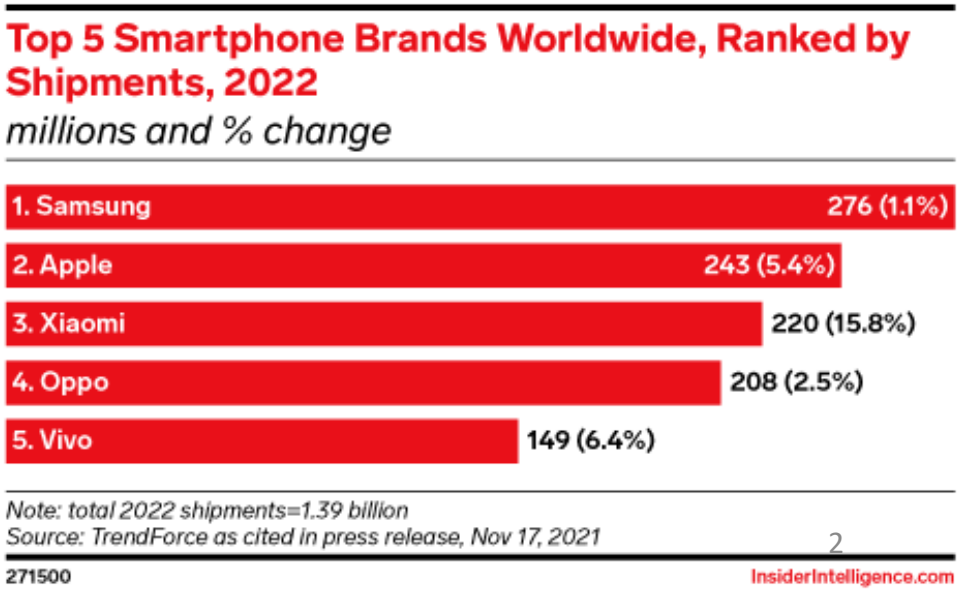
Which is you?

Samsung and Apple Market Share (2022)







SAMSUNG

48 megapixels? You're almost there, Apple!

We've had 108 megapixels for

2	6	4
YEARS	MONTHS	DAYS

...

Samsung Mobile US
@SamsungMobileUS

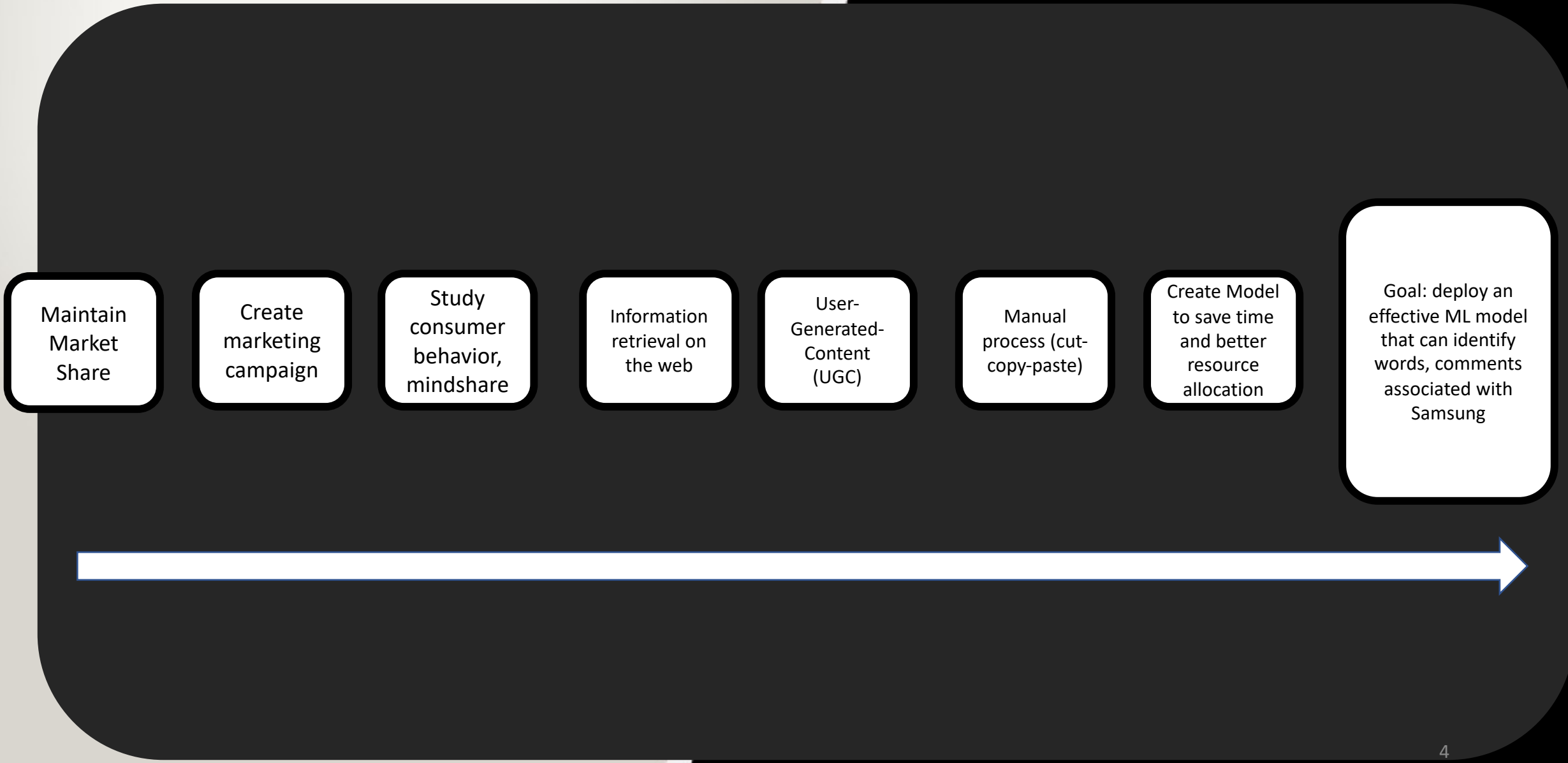
SAMSUNG

What the Flip, Apple?

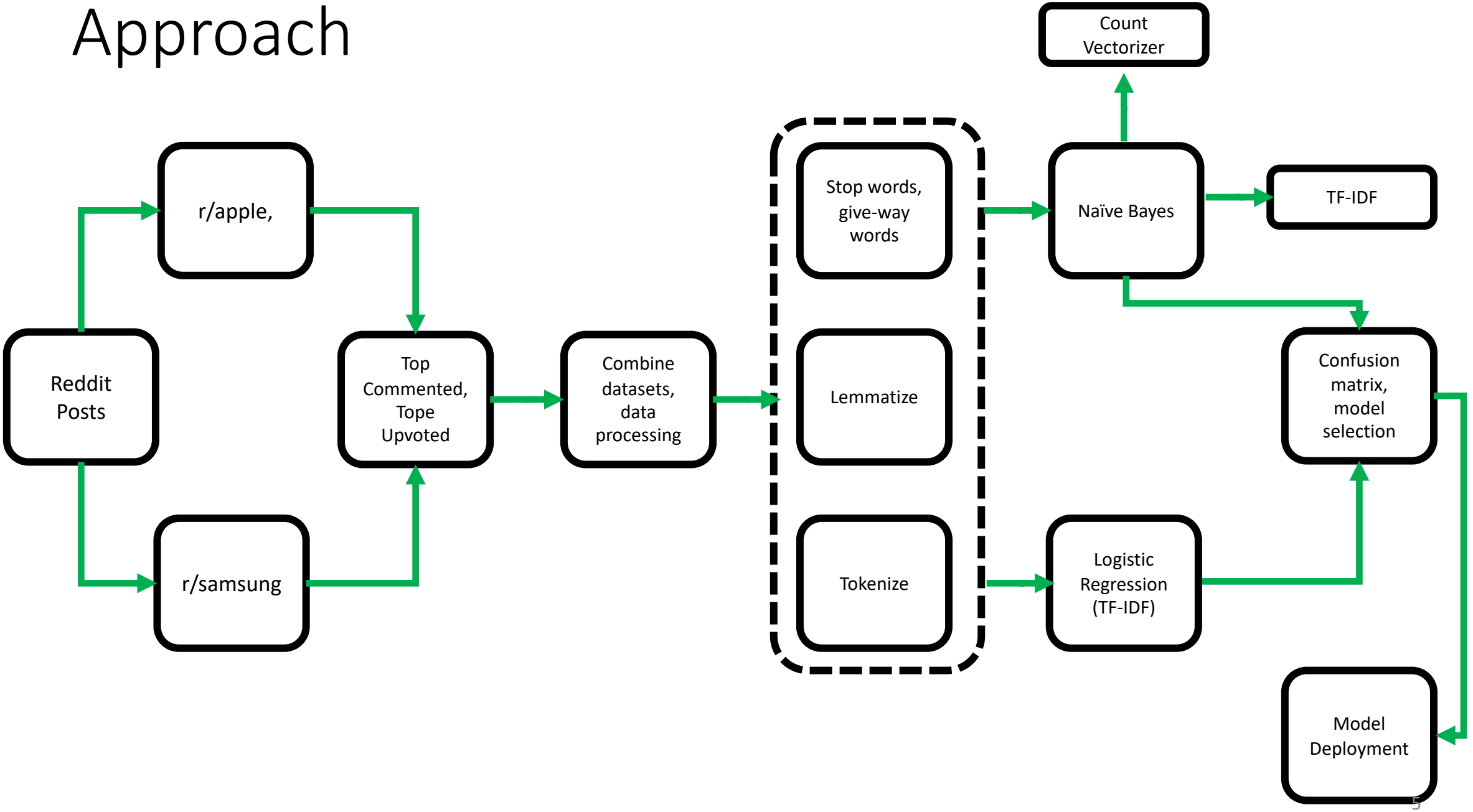
We've been flexing for

2	5	20
YEARS	MONTHS	DAYS

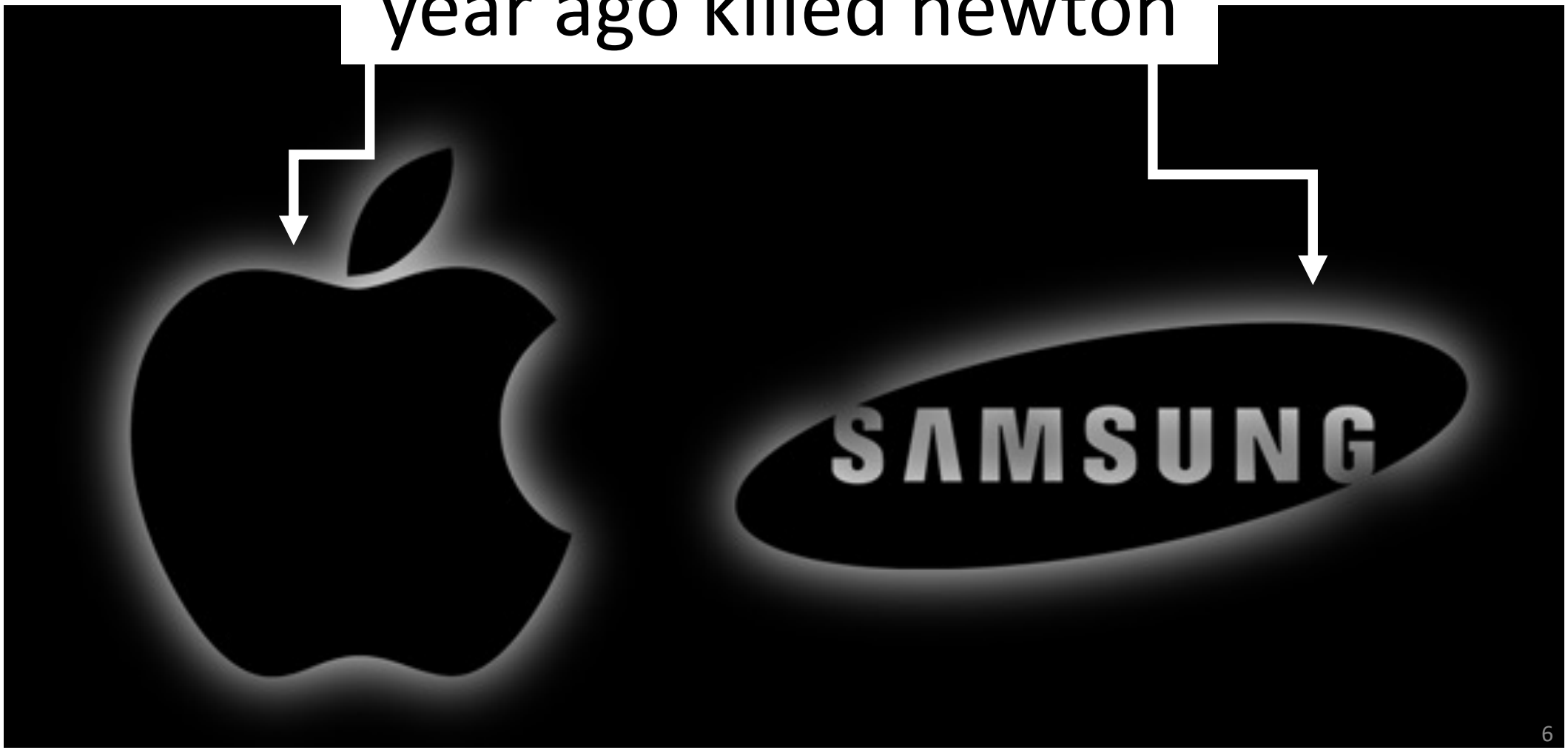
Problem Statement



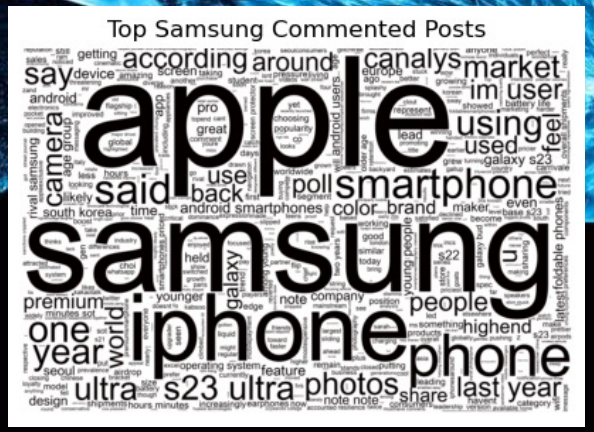
Approach


Count Vectorizer
r/apple,
Stop words, give-way words
Naïve Bayes
TF-IDF
Reddit Posts
Top Commented, Tope Upvoted
Combine datasets, data processing
Lemmatize
Confusion matrix, model selection
r/samsung
Tokenize
Logistic Regression (TF-IDF)
Model Deployment

year ago killed newton



Top Upvoted & Commented Posts

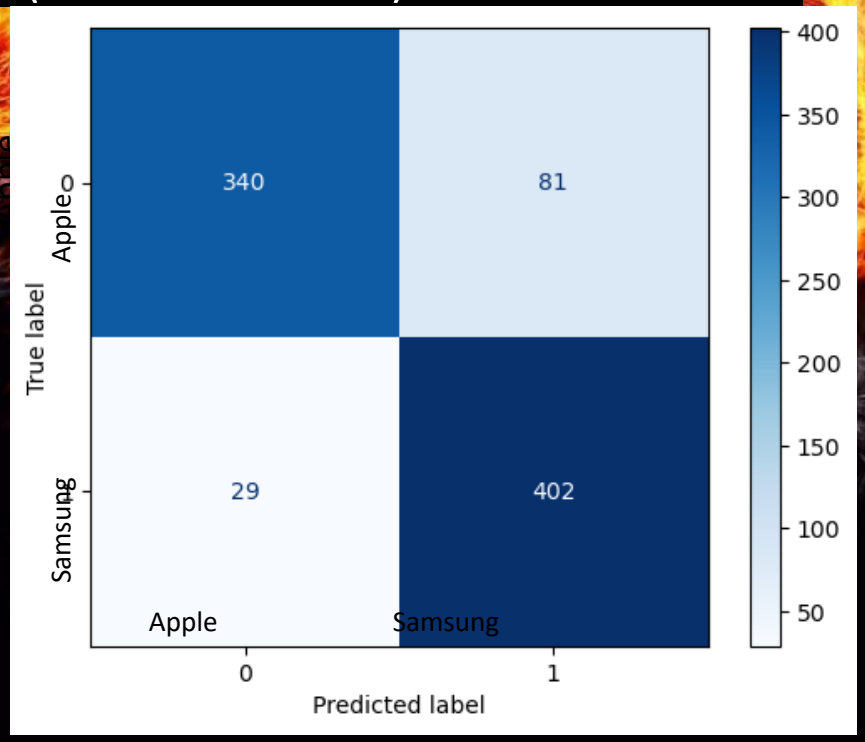


SAMSUNG

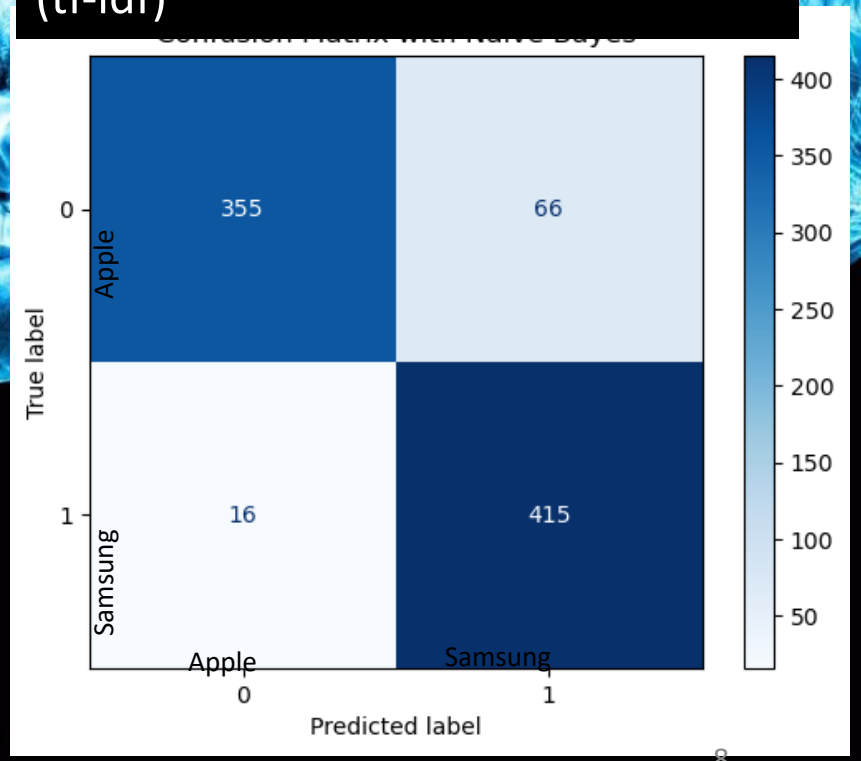
Model Approach
Count Vectorizer
or TF-IDF

('give-away words absent')

Confusion Matrix with Naïve Bayes (count vectorizer)

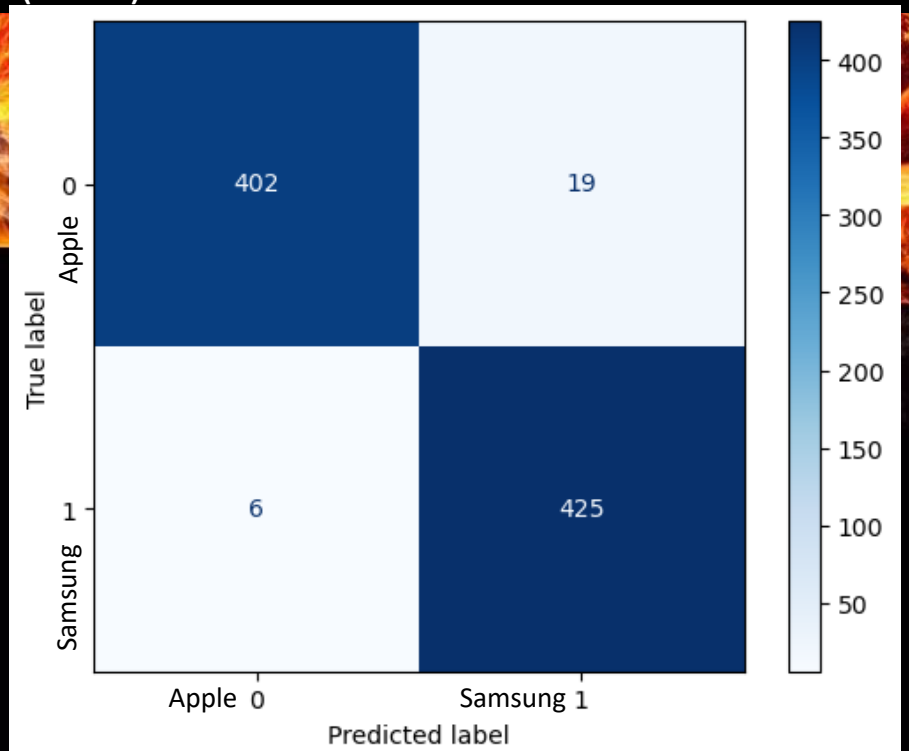


Confusion Matrix with Naïve Bayes (tf-idf)

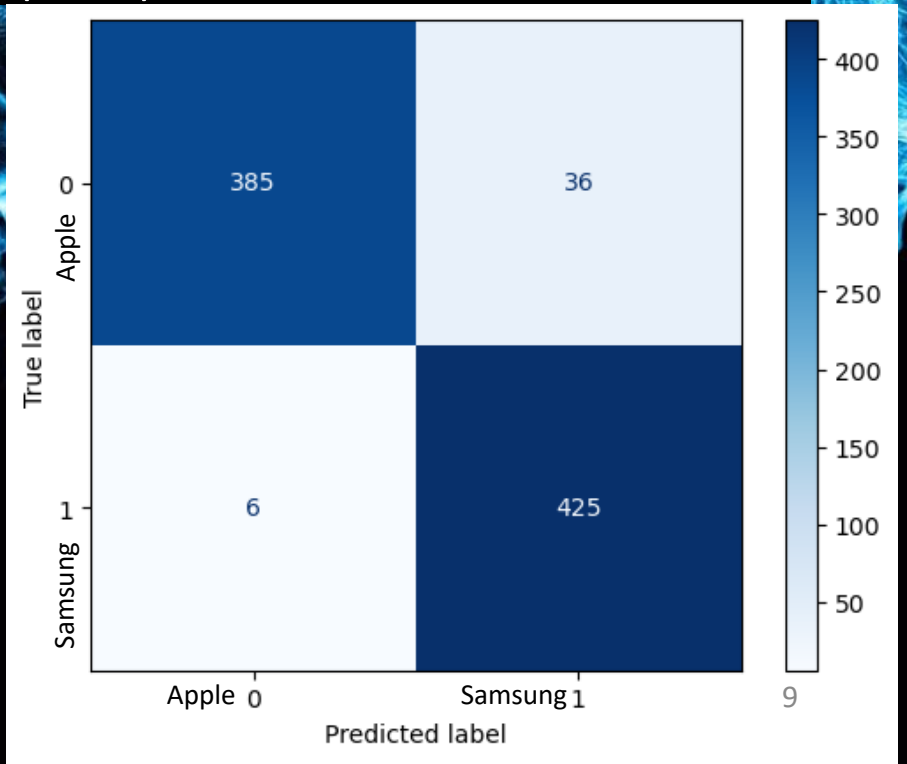


Model Approach
Log Reg or NB?
('give-away words present')

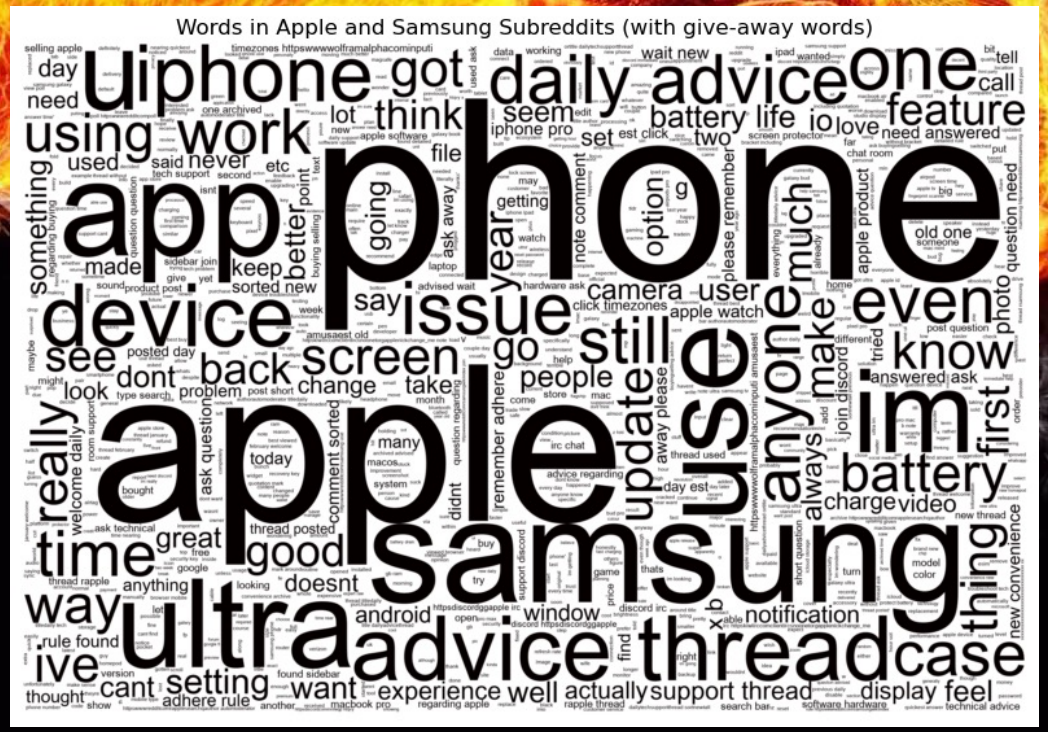
Confusion Matrix with Logistic Regression (tf-idf)



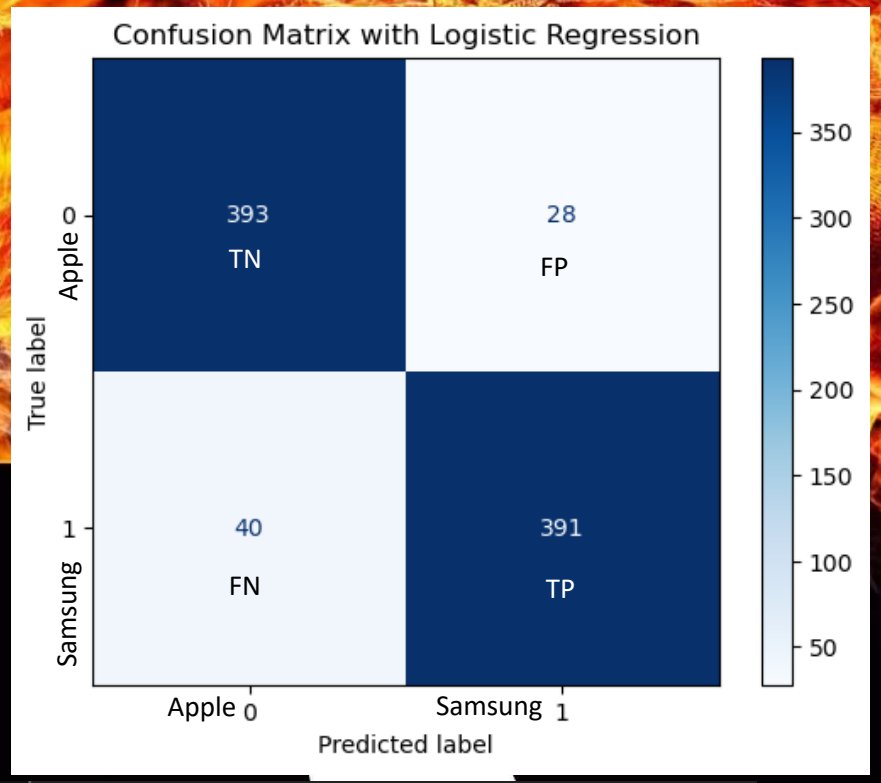
Confusion Matrix with Naïve Bayes (tf-idf)



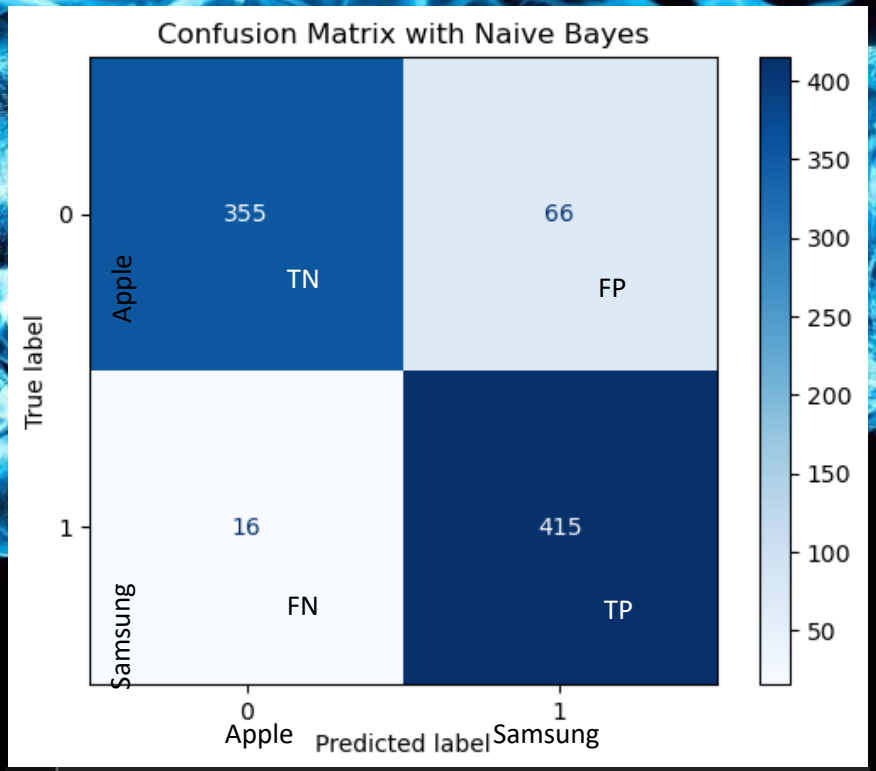
Remove ’give-away’ words



Model Approach
Log Reg or NB
'give-away' words absent



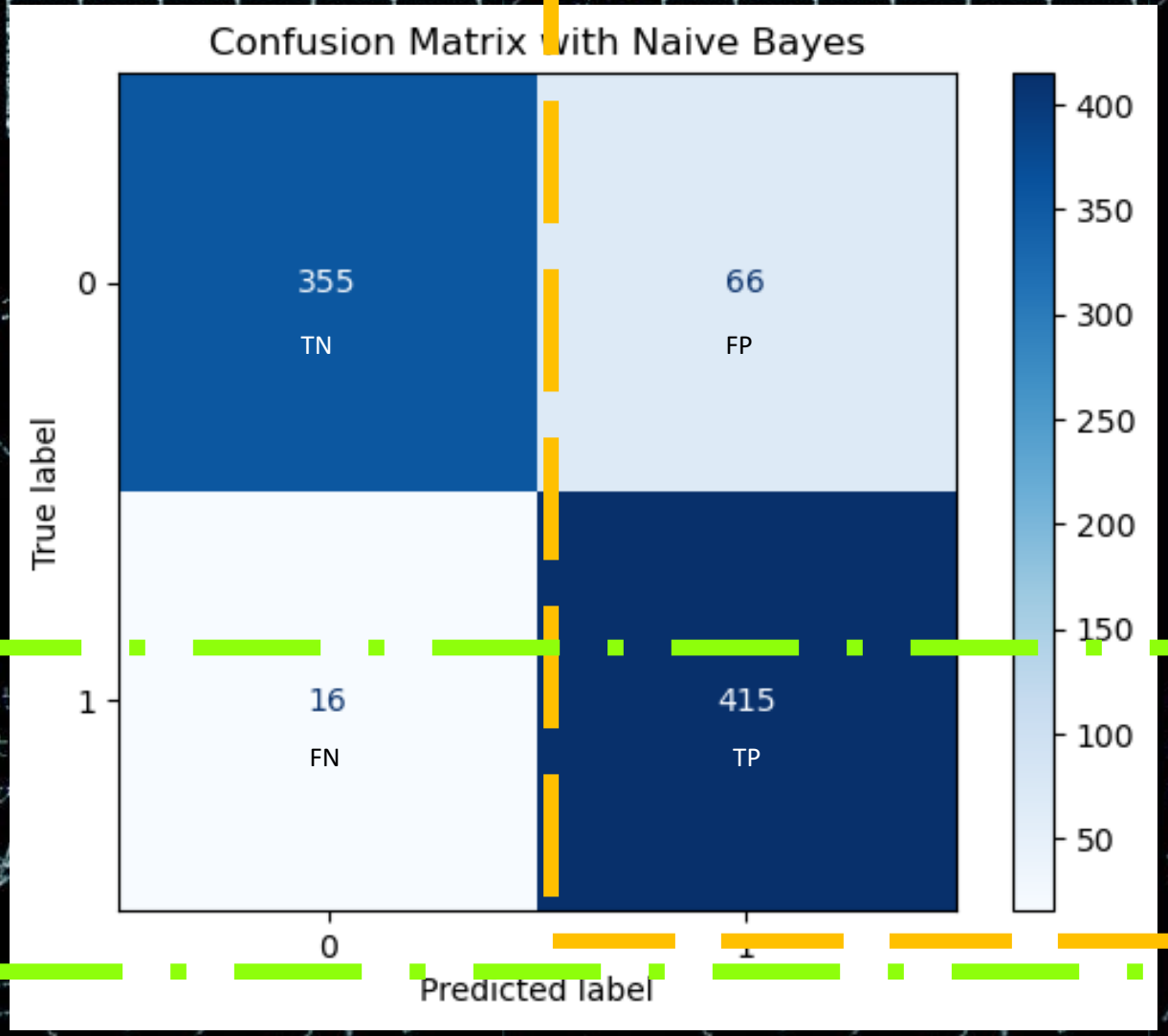
Recall: 0.9071925754060325
Precision: 0.9331742243436754
Specificity: 0.9334916864608076



Recall: 0.962877030162413
Precision: 0.8627858627858628
Specificity: 0.8432304038004751

Confusion Matrix

$$precision = \frac{tp}{tp + fp}$$



$$recall = \frac{tp}{tp + fn}$$

Recall – Out of all the positive examples, how many are pr

False Negative Posts

False Positive Posts

16 Posts that are predicted as Apple, but actual is Samsung

66 Posts that are predicted as Samsung, but actual is Apple

Conclusions and Recommendation

Naïve bayes model with tf-idf is a better model (**minimize false negatives, maximise true positives**) as a time-saving-tool for the Samsung marketing team to deploy for their information retrieval tasks on the respective user-generated-content (UGC) sites (facebook, twitter, Instagram etc) to better understand their Samsung consumers; in-turn facilitate their marketing campaign to maintain their edge over Apple.

Posted by u/Phooboos 18 days ago

395

25 Years Ago, Apple Killed the Newton

512pixels.net/2023/0...

Mac

74 Comments Share Save Hide Report Tip 95% Upvoted

About Community

r/apple

An unofficial community to discuss Apple devices and software, including news, rumors, opinions and analysis pertaining to the company located at One Apple Park Way.

Thank you for listening!
Questions?