

# ScreenShot to Shiny Dashboard...!!!

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MARIO SURVEY - NLP

Select the Framework Display: Bing Sentiment

Select the survey Question number: Question2

Business Context    Graphs    Word counts    Business Insights    Contact US

### About

Nintendo is well known for its Mario Bros. videogames and different consoles that they offer, namely, Nintendo Switch and Nintendo 3DS/2DS but they haven't ventured to mobile devices

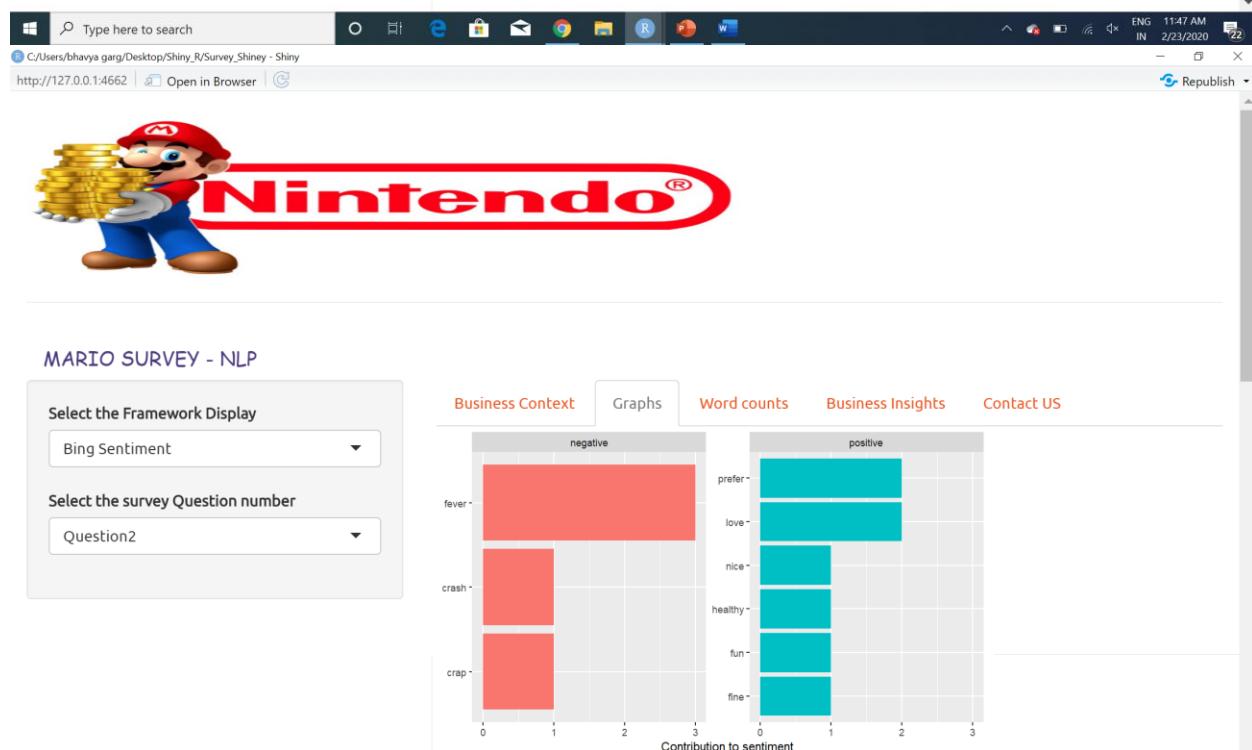
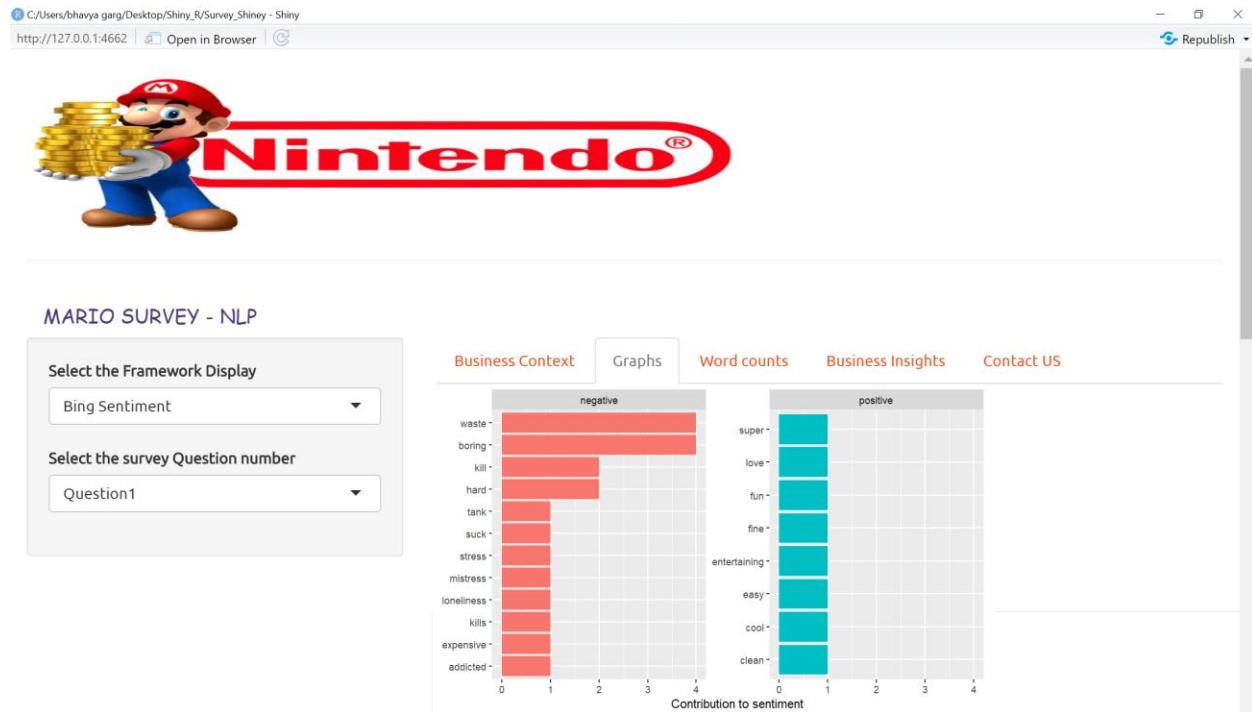
For our Natural Language Processing assignment, we designed a survey to understand consumer behavior and test our business success: Are you willing to download the new Mario Bros. Augmented Reality video game for mobile devices?

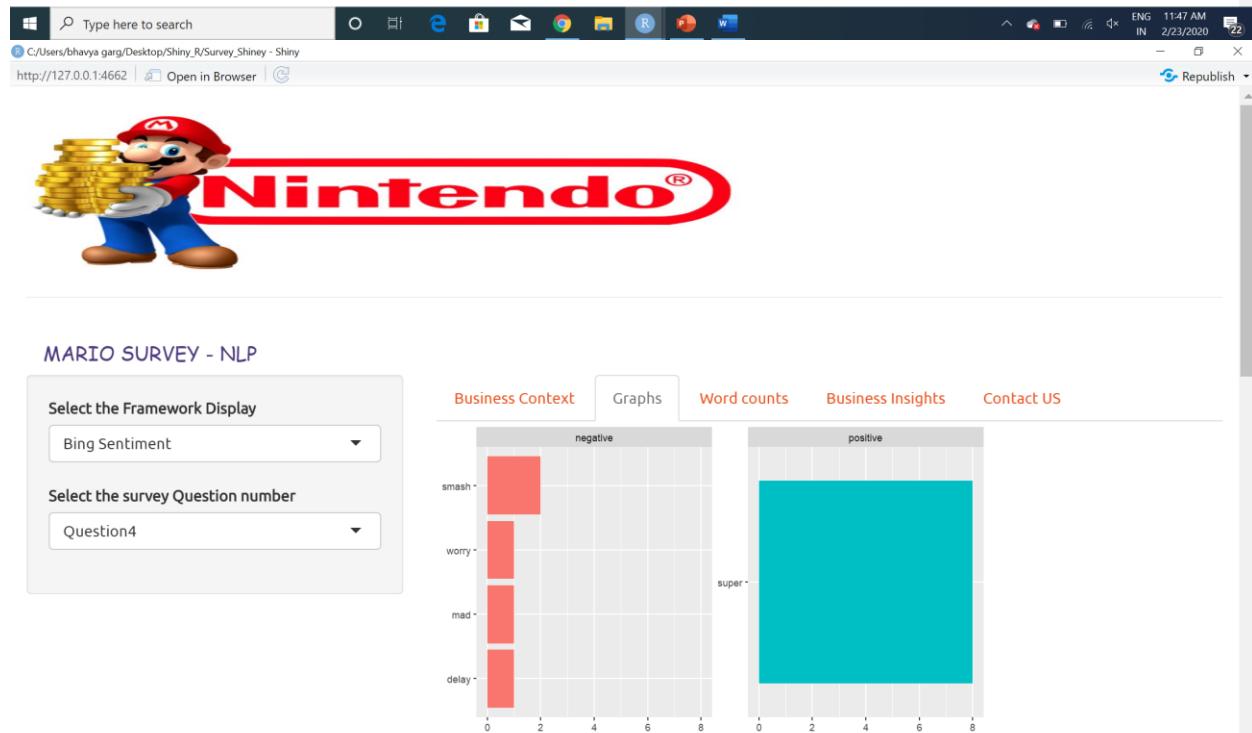
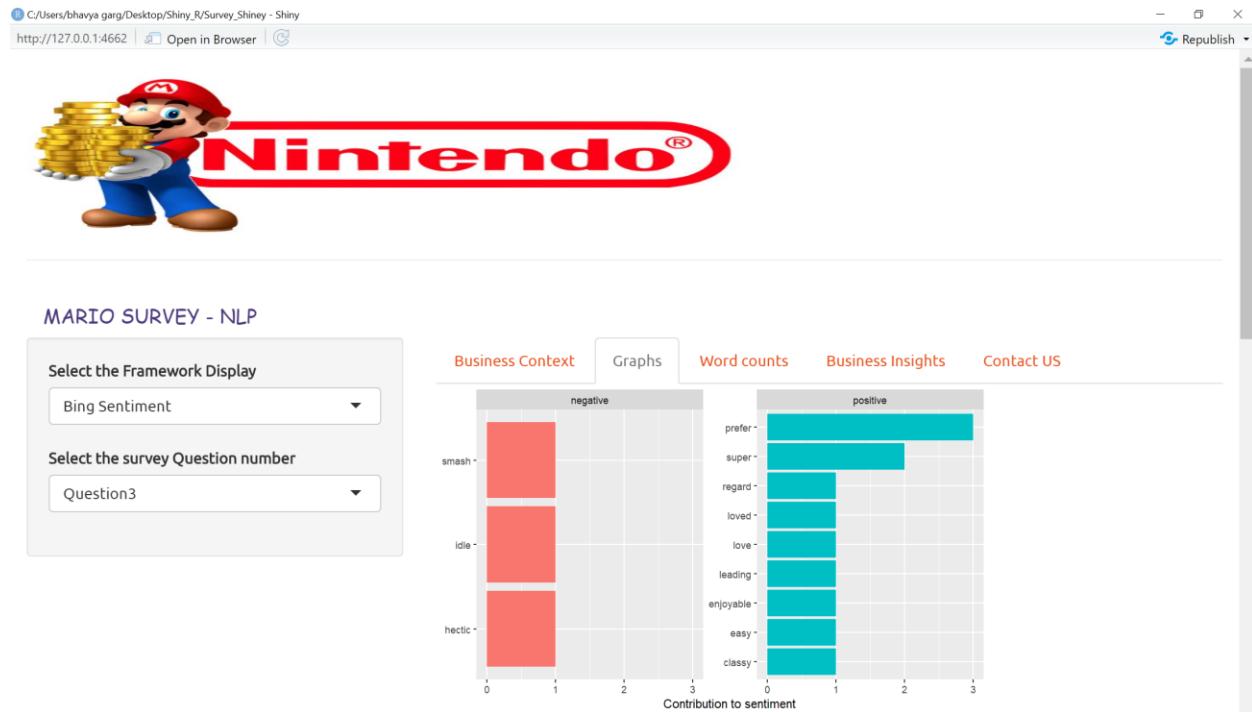
We designed a 5 question survey to collect data from a representative group of our potential market consisting of masters students between the ages of 20 to 30 years old.

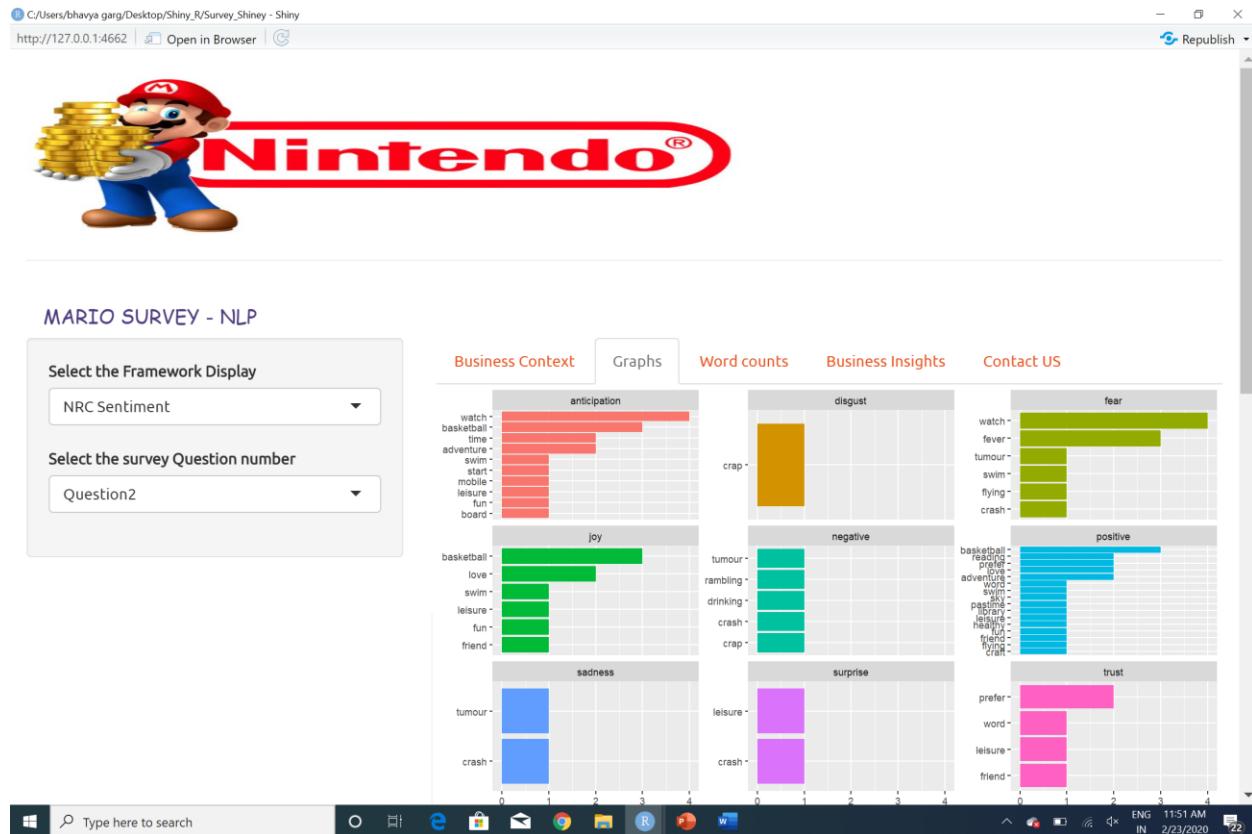
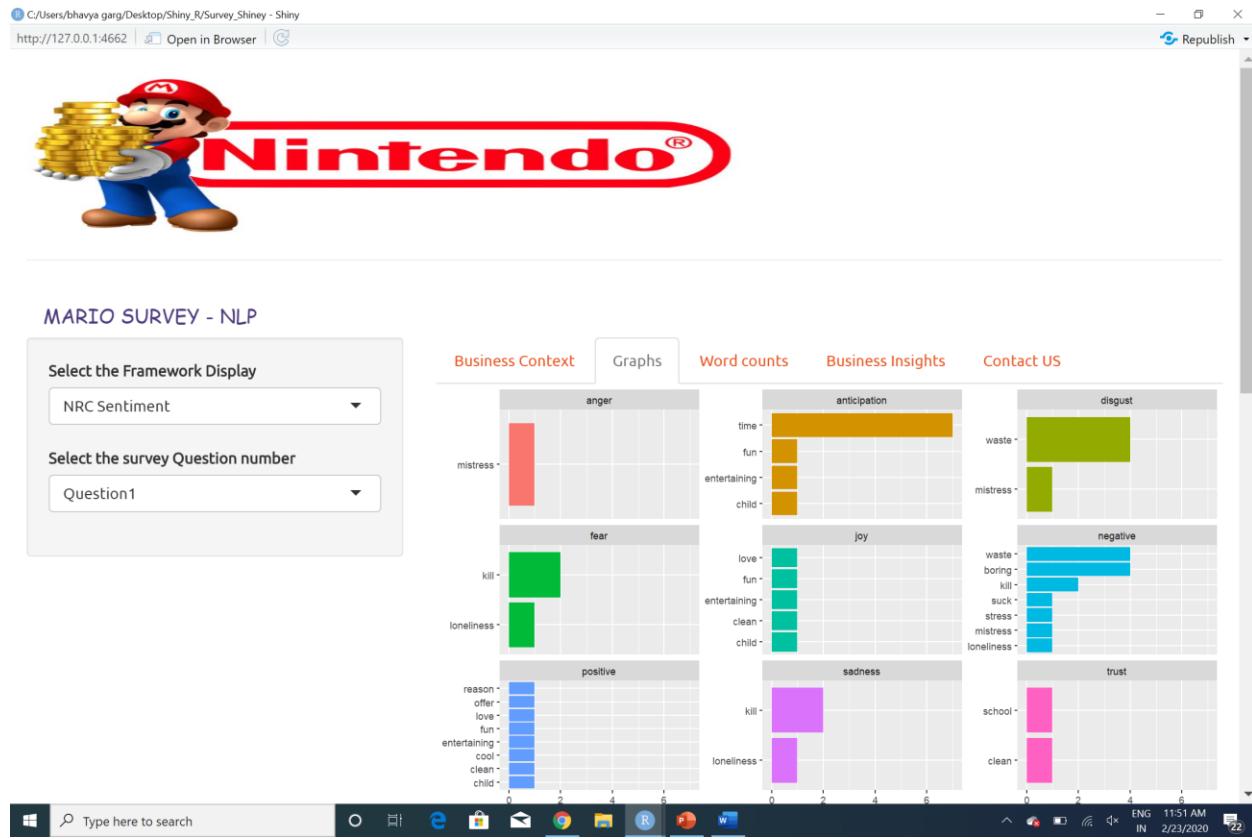
### Survey Questions

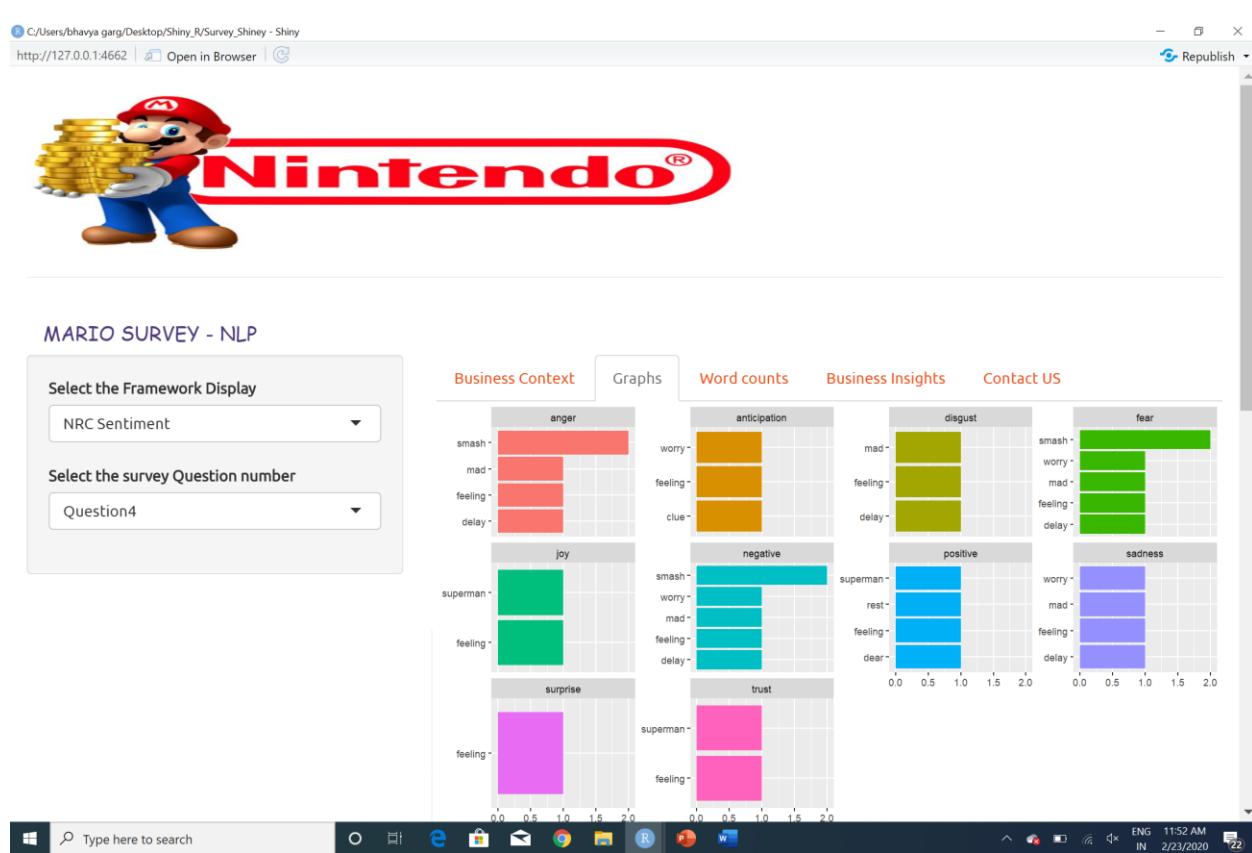
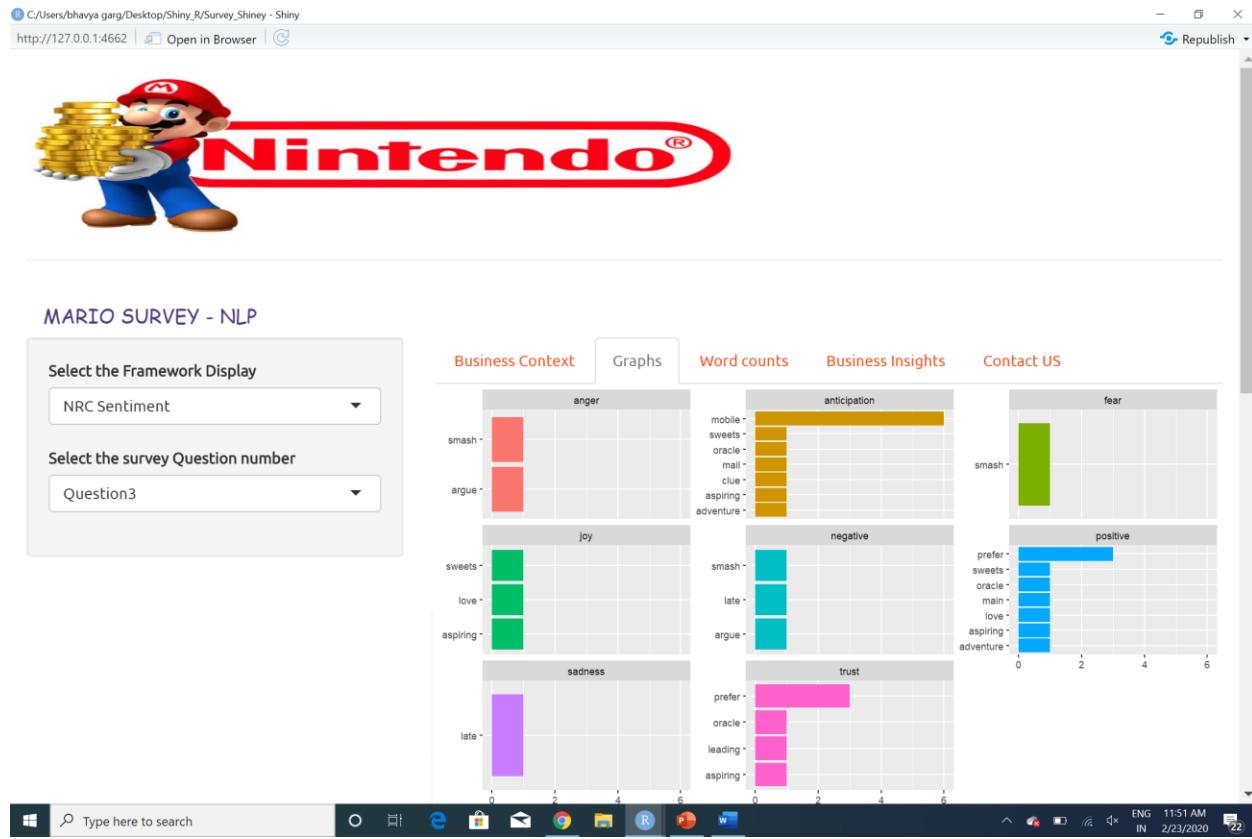
1. Do you like playing video games? If you like playing video games or if you don't like playing video games, please state your reason why.
2. If you like playing video games, what kind of games do you play? (e.g RPG, adventure, strategy) If you don't like playing video games, what do you like to do?

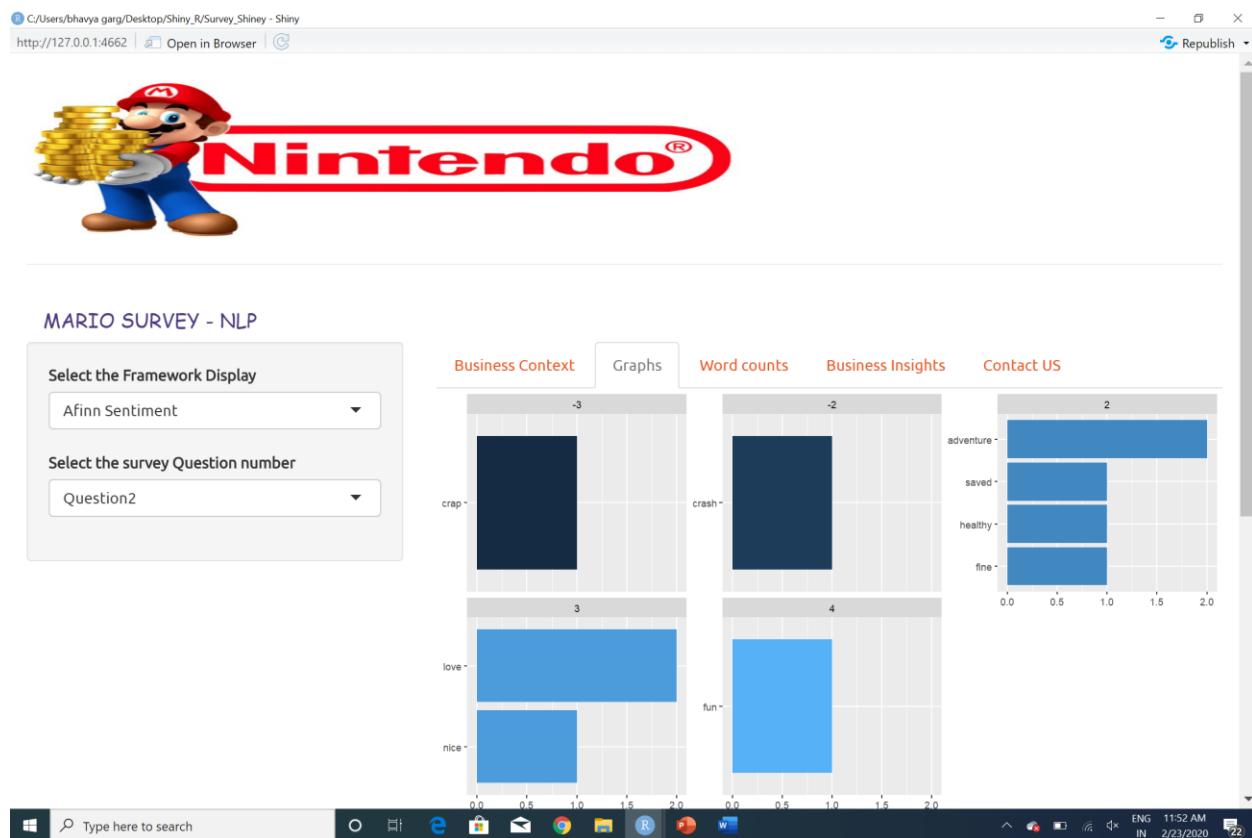
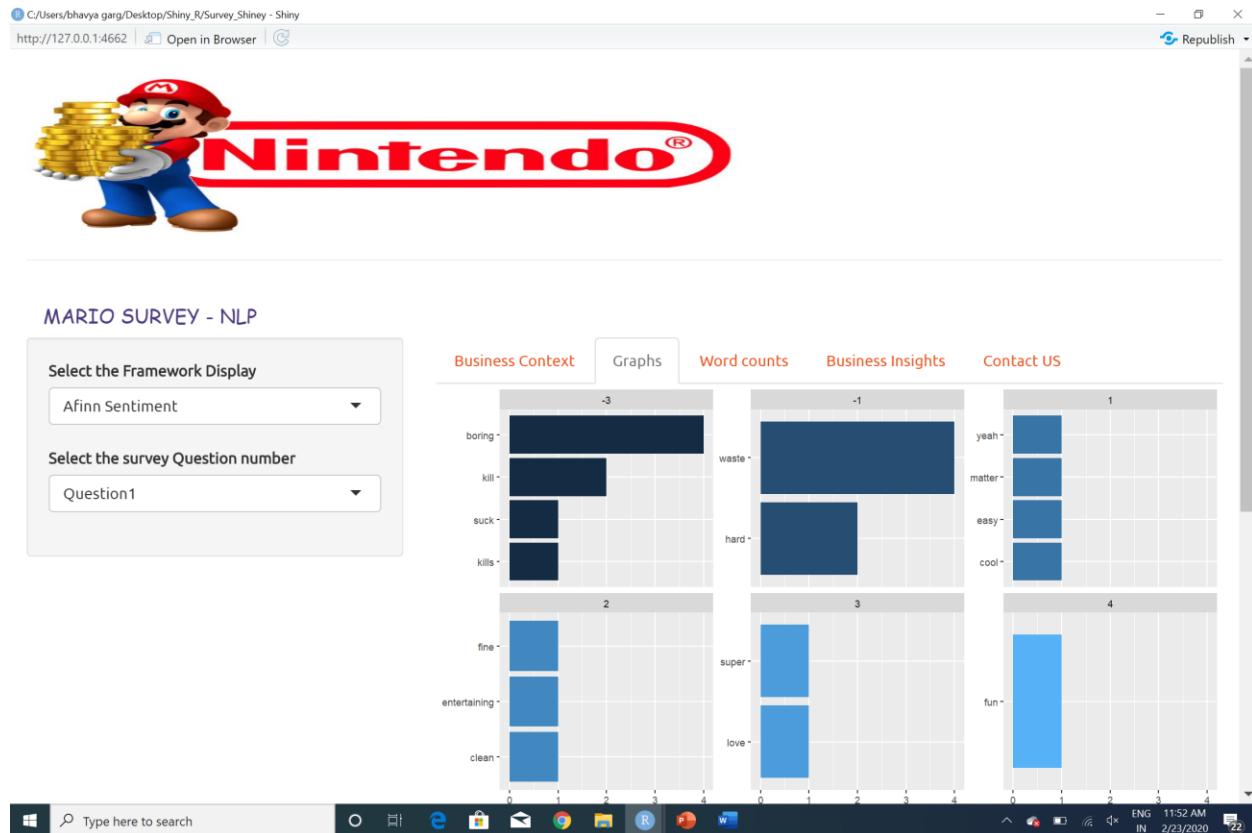
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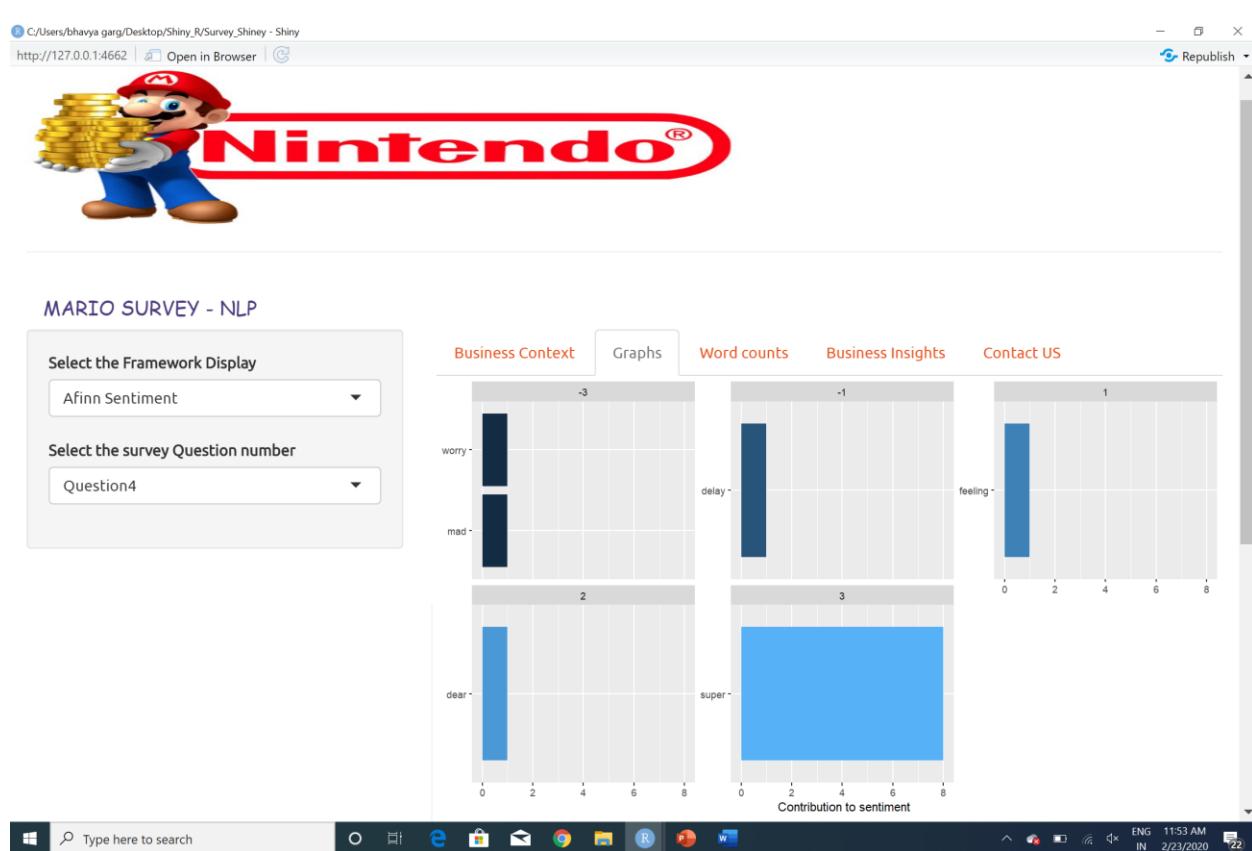
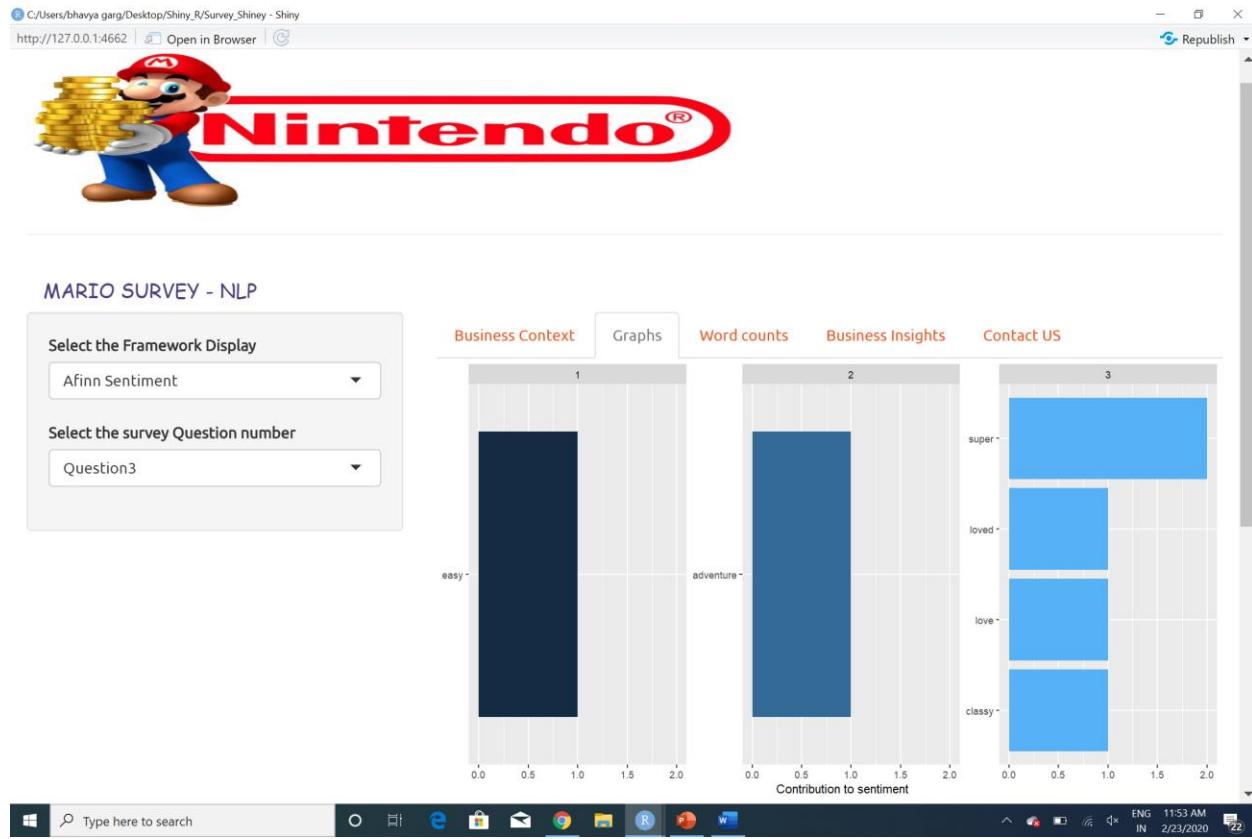




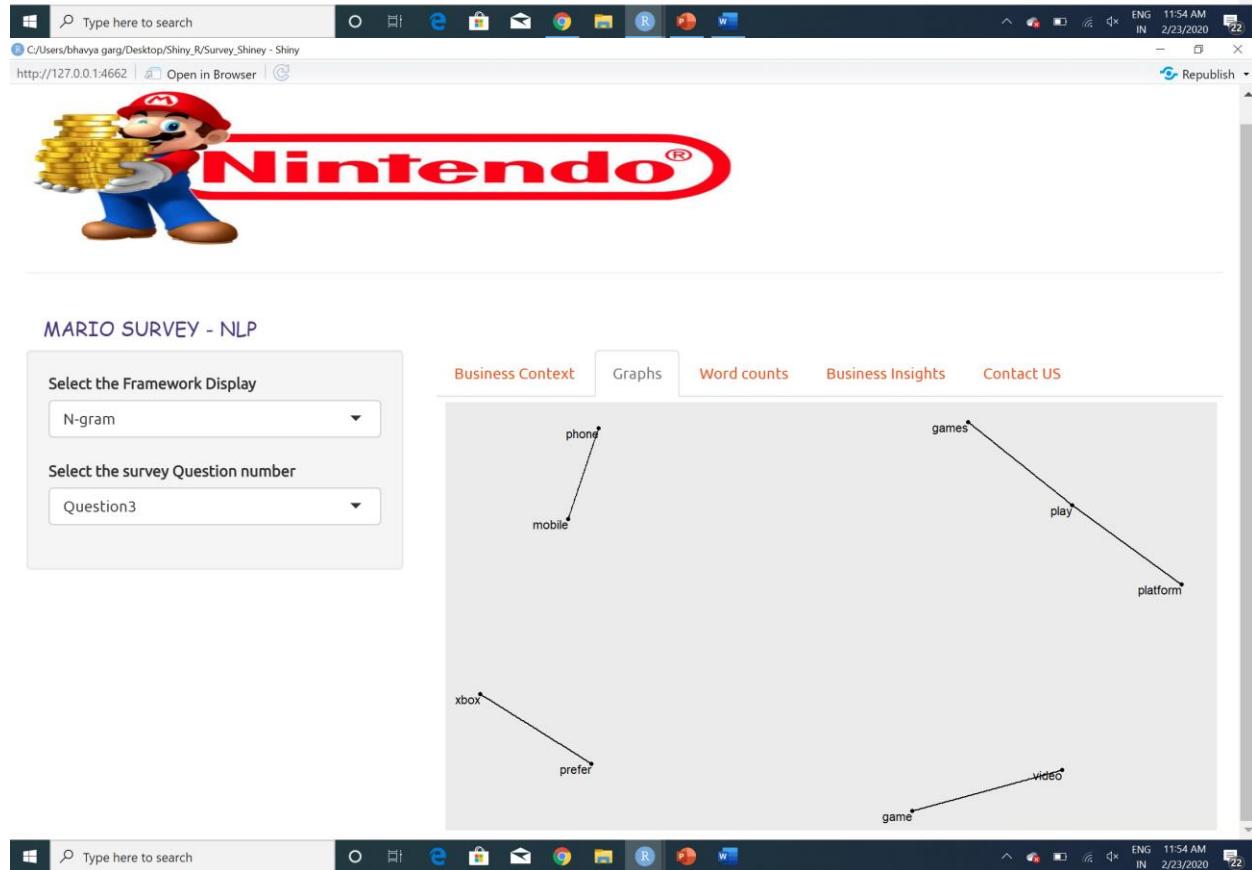
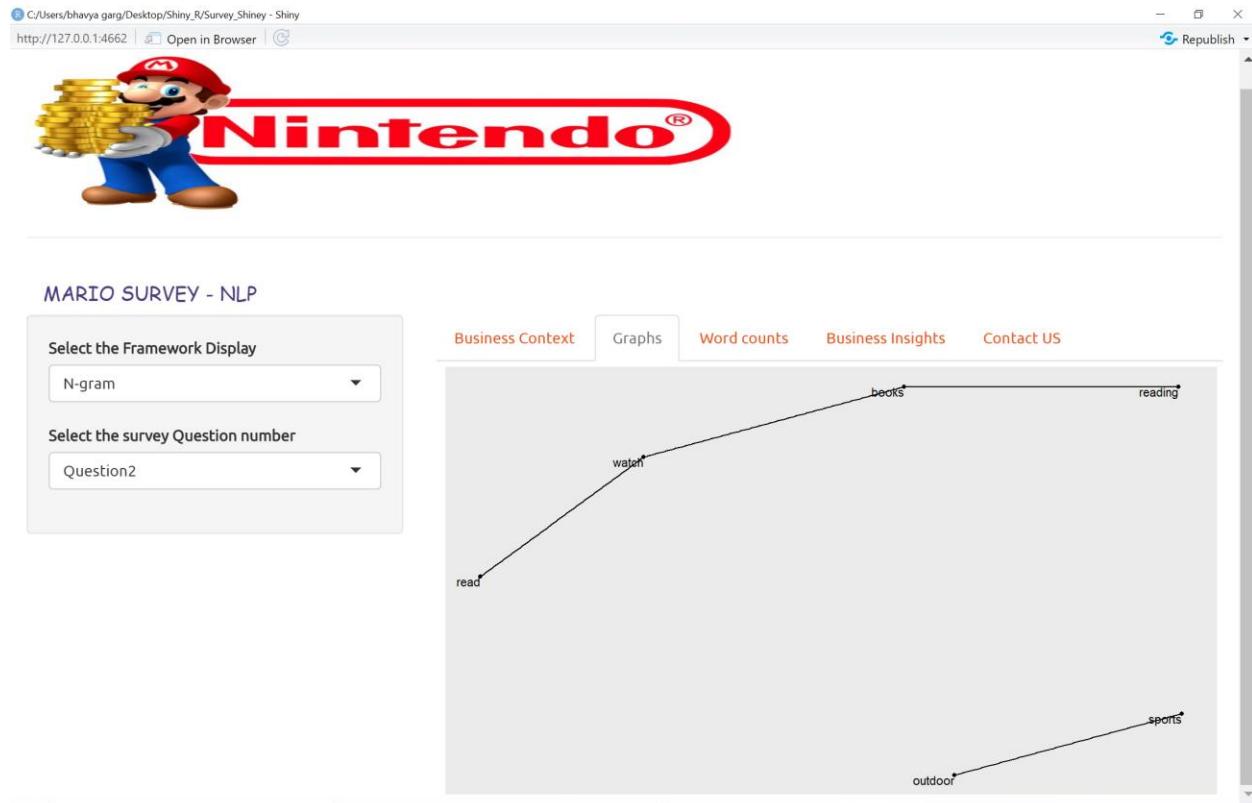


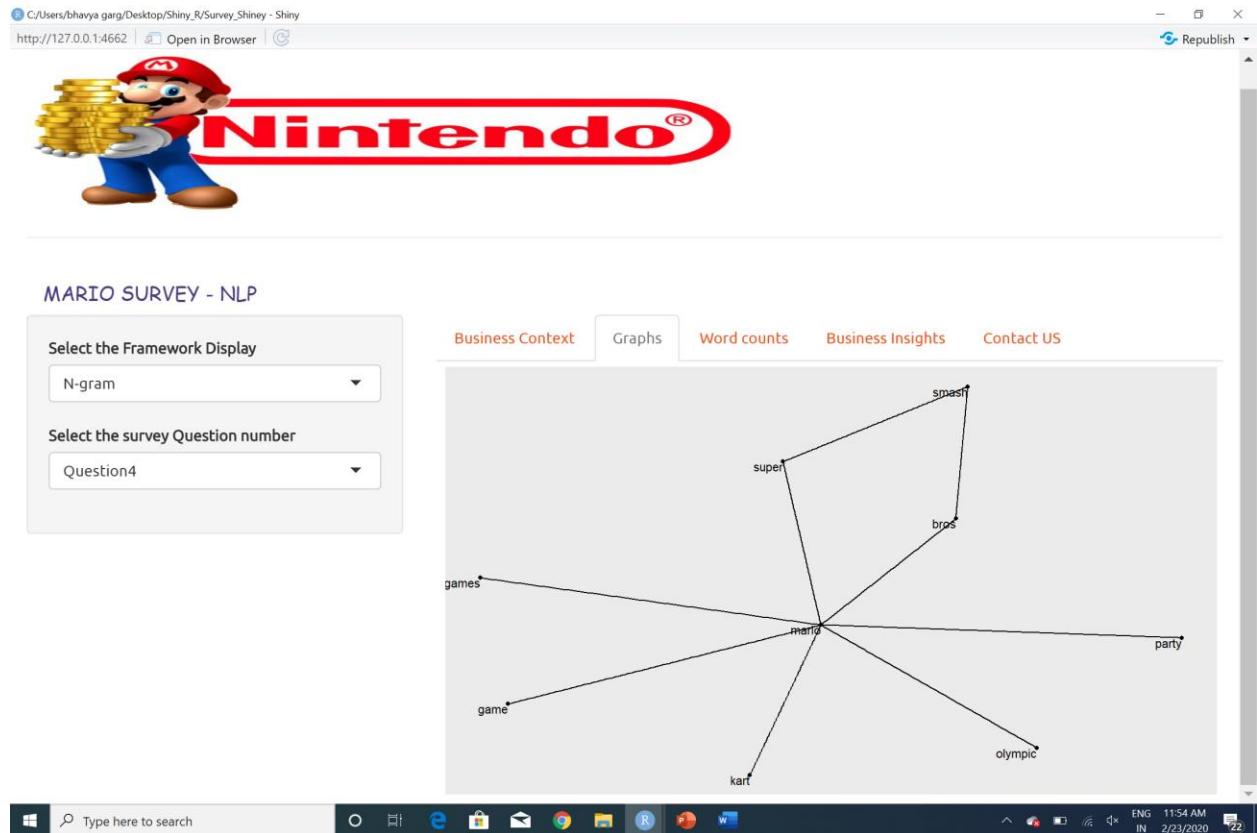






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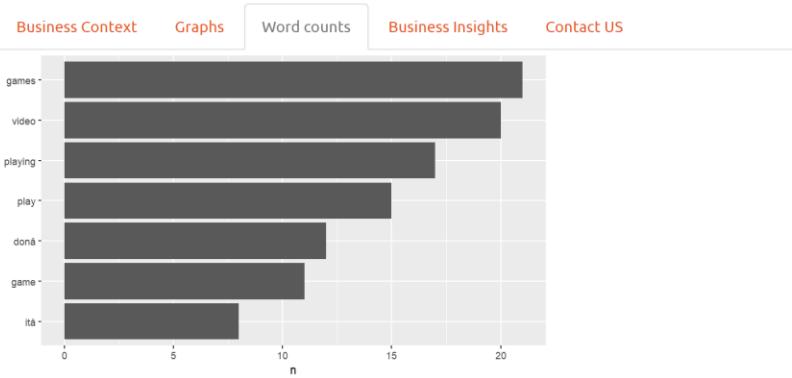
### MARIO SURVEY - NLP

Select the Framework Display

NRC Sentiment

Select the survey Question number

Question1



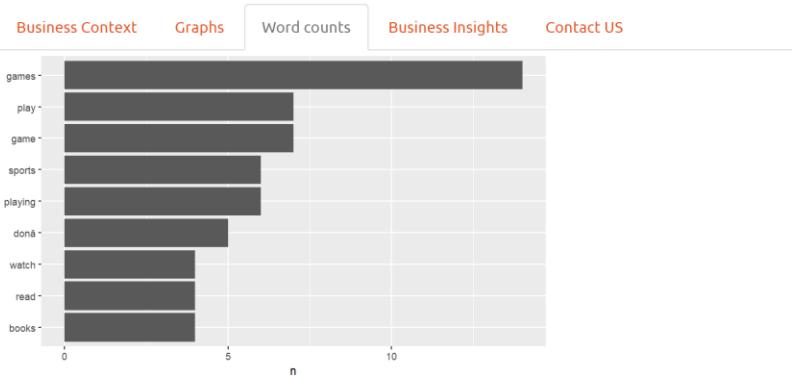
### MARIO SURVEY - NLP

Select the Framework Display

NRC Sentiment

Select the survey Question number

Question2





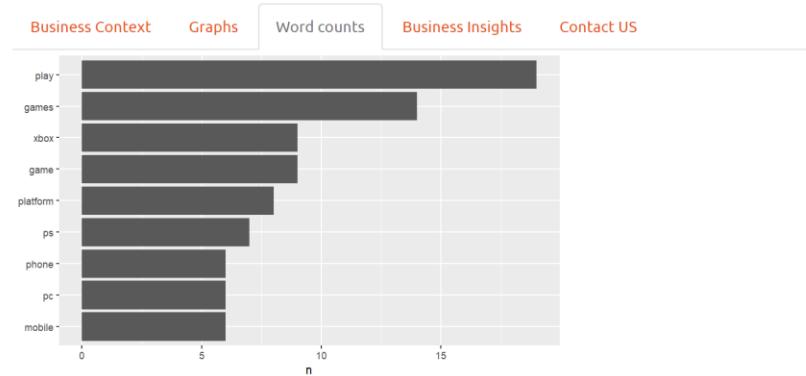
### MARIO SURVEY - NLP

Select the Framework Display

NRC Sentiment

Select the survey Question number

Question3



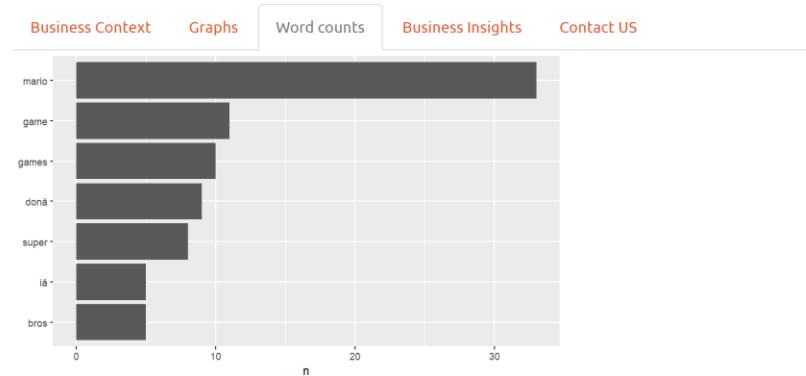
### MARIO SURVEY - NLP

Select the Framework Display

NRC Sentiment

Select the survey Question number

Question4



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**MARIO SURVEY - NLP**

Select the Framework Display: NRC Sentiment

Select the survey Question number: Question4

**Business Context    Graphs    Word counts    Business Insights    Contact US**

**Question 1**  
Women respondents stated they don't and won't likely play video games because they are a waste of time, boring and only for guys who like to kill time

**Question 2**  
Respondents who are video game players already have preferred games but for non-video game players prefer active sports or do leisure activities

**Question 3**  
Majority of the respondents prefer to play on their mobile phones regardless of what game and video game players have preferred consoles (e.g. XBox, PC and PS4)

**Question 4**  
Super Mario Brothers is the most popular game for all the respondents followed closely by Super Smash

**Question 5**  
Respondents will consider downloading a new game if it's free, interesting, suitable for their schedule and has a similar interface as Super Mario

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**MARIO SURVEY - NLP**

Select the Framework Display: NRC Sentiment

Select the survey Question number: Question4

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For further question feel free to reach us at support@nintendo.com

**Team 10:**

Bhavya Garg | Evans Imade | Han Zhang | Jose Pereira | Kamille Andrea Galura | Keita Eriawan



## Naïve Bayes Model

```
# Setting the training and testing data #
survey_dfm.train <- survey_dfm[1:30,]
survey_dfm.test <- survey_dfm[31:40,]

# Creating a vector for the business success #
business_success <- c(0,1,0,0,1,1,1,0,0,1,1,1,1,1,1,0,1,1,0,0,0,1,0,1,0,0,0,1,0,0,0,0,0)

# Building the Naive Bayes model:
NB_classifier <- textmodel_nb(survey_dfm.train, c(0,1,0,0,1,1,1,1,0,0,1,1,1,1,1,0,1,1,0,1,0,0,1,0,1,0))

summary(NB_classifier)

# Predicting the testing data
pred <- predict(NB_classifier, survey_dfm.test)
pred
```

```
person 31 person 32 person 33 person 34 person 35 person 36 person 37 person 38 person 39 person 40
      1         1         1         0         1         0         0         0         1         0
Levels: 0 1
```

Person 32, 33 and 39 is FALSE