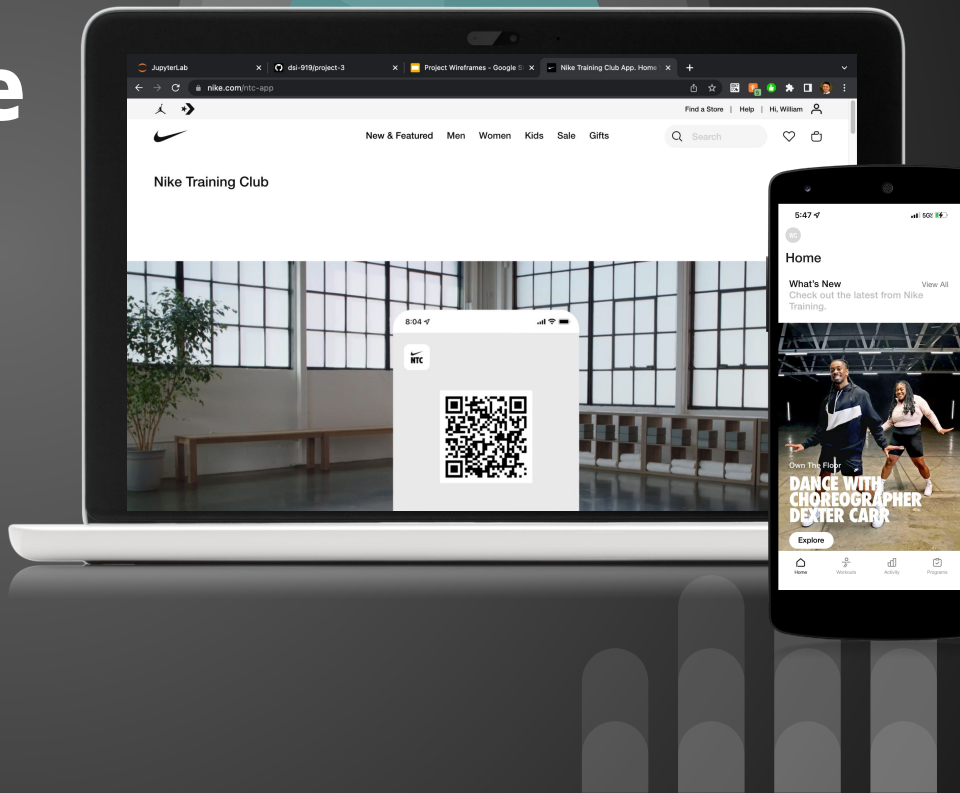


Welcome to the Nike Training Club

William Chen





Outline

Background









Problem Statement

Analysis

Conclusions and Recommendations



Nike Reviews/Release

App	US Year Released	Platform	Number of Reviews(nearest ten-thousandth)	App Icon
Nike Training Club	2009	Apple	250,000	
Nike Training Club	2012	Android	350,000	
Nike Run Club	2010	Apple	380,000	
Nike Run Club	2012	Android	1,050,000	
Nike SNKRS	2015	Apple	920,000	
Nike SNKRS	2016	Android	110,000	
Nike App	2016	Apple	1,450,000	
Nike App	2016	Android	620,000	

Problem Statement

- Implement new training styles into the app
- Identify if bodybuilding or powerlifting more suitable for user's fitness goals
- Goal: to be as accurate as possible
- Increase engagement and retention with app

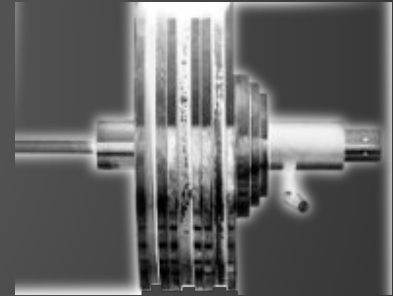


Data Extraction Wrangling & Cleaning

r/bodybuilding

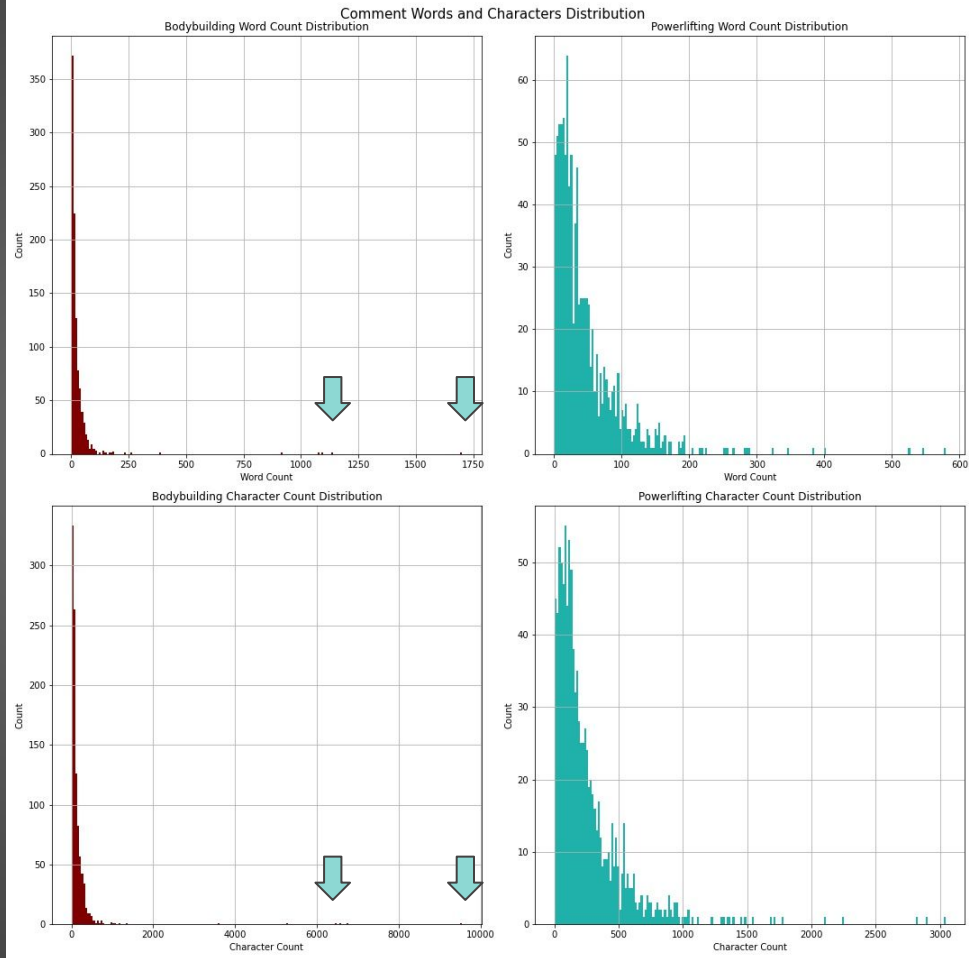


r/powerlifting



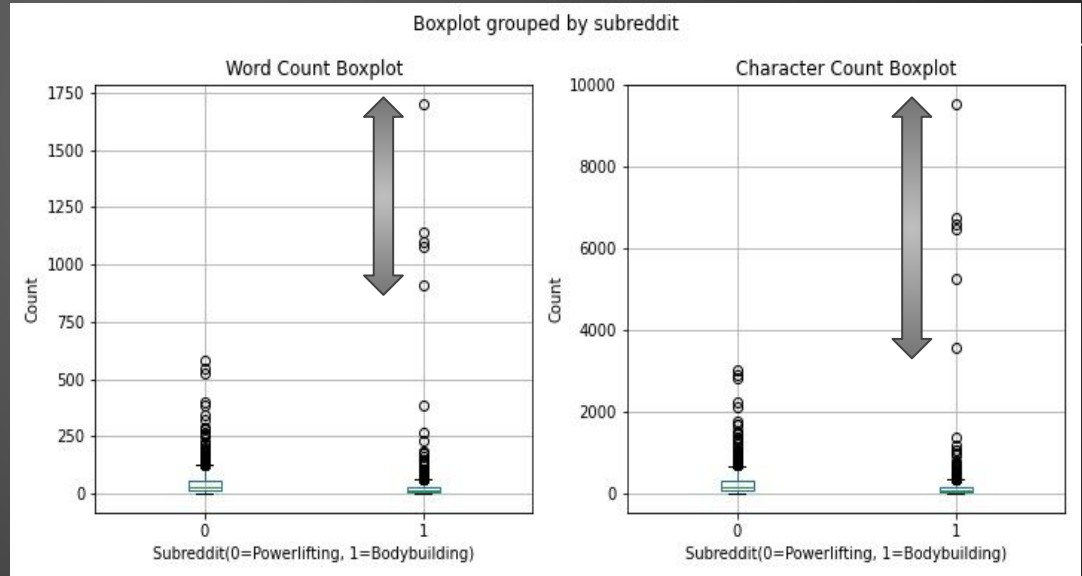
Exploratory Data Analysis

- Similarity in distribution
- Bodybuilding has larger counts
- Huge outliers!



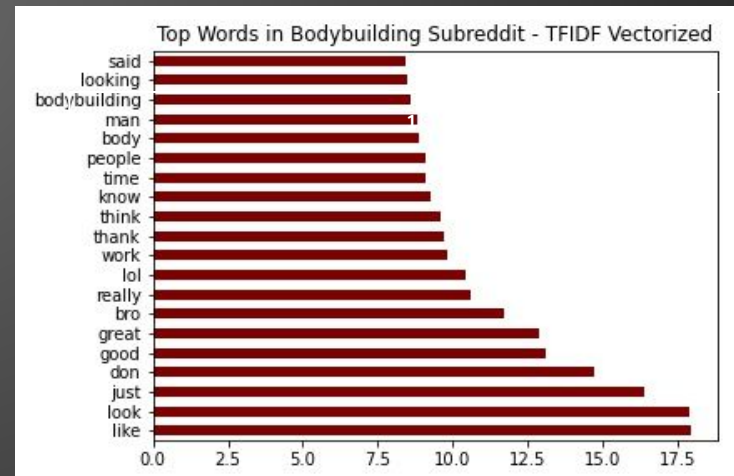
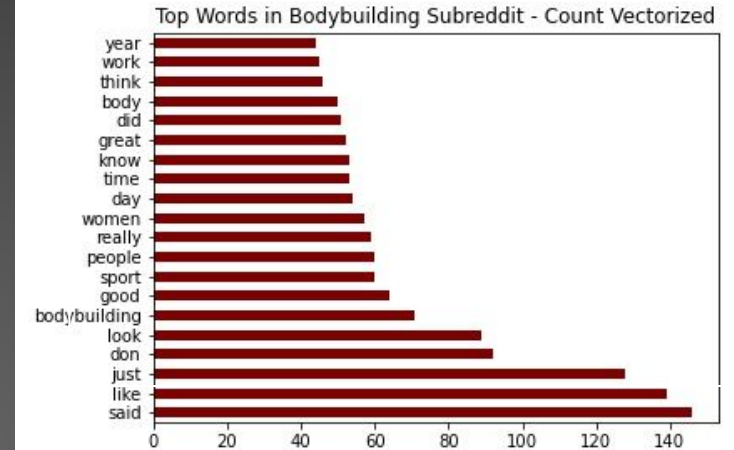
Exploratory Data Analysis (cont.)

- Bodybuilding has some word counts of over 1000!



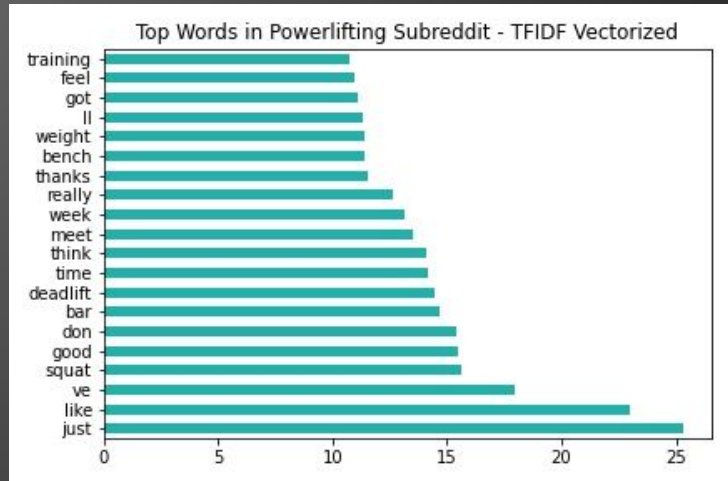
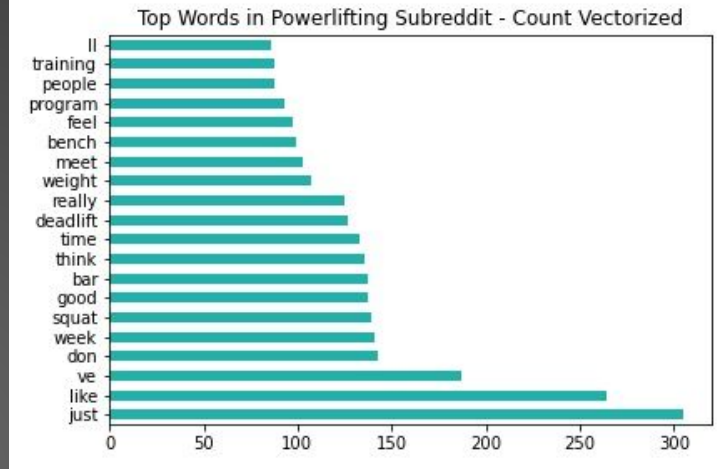
Exploratory Data Analysis (cont.)

- Notable words:
bodybuilding, look, good, body, work, bro



Exploratory Data Analysis (cont.)

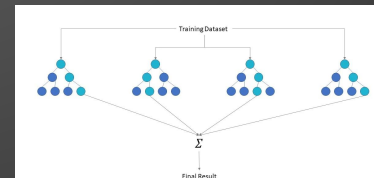
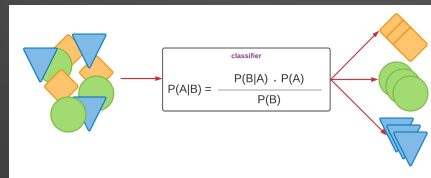
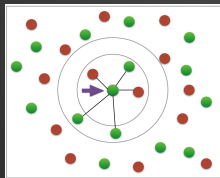
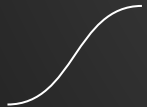
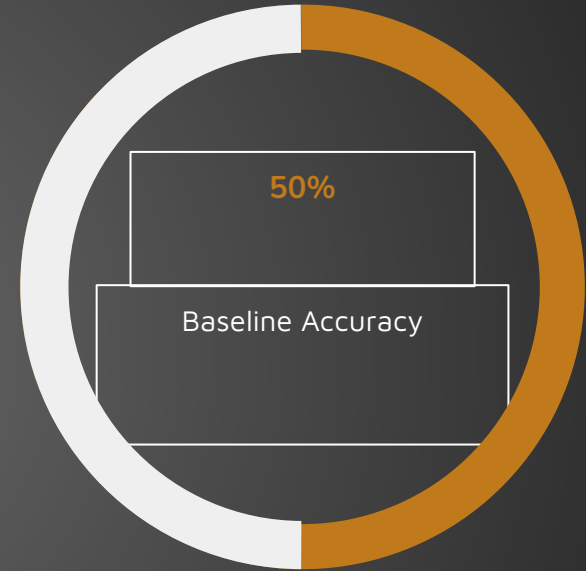
- Notable words:
squat, deadlift, bar, bench, meet, weight



Modeling & Baseline

Transformers: CountVectorizer, TfidfVectorizer

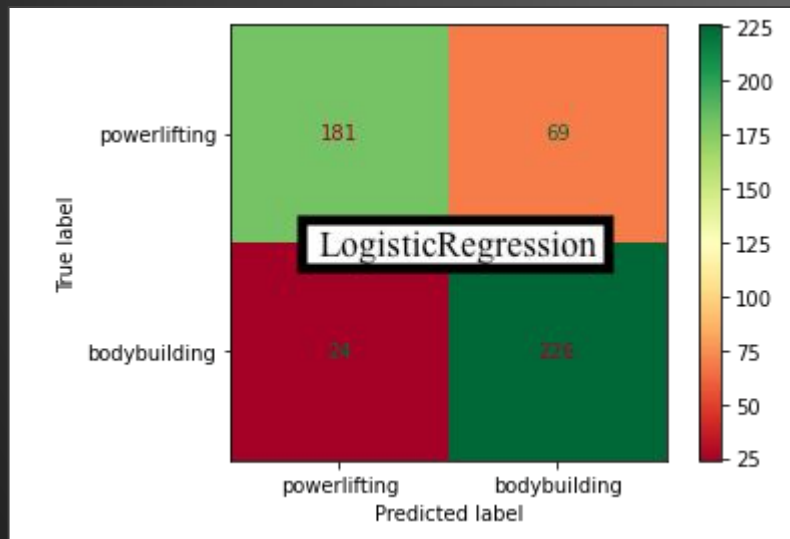
Estimators: LogisticRegression, KNeighbors, MultinomialNB, RandomForest



Models & Accuracy

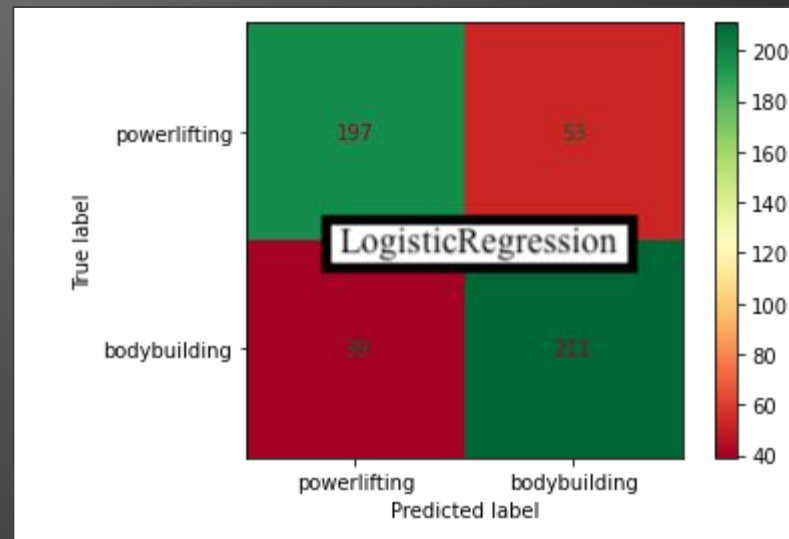
81.4%

CountVectorizer



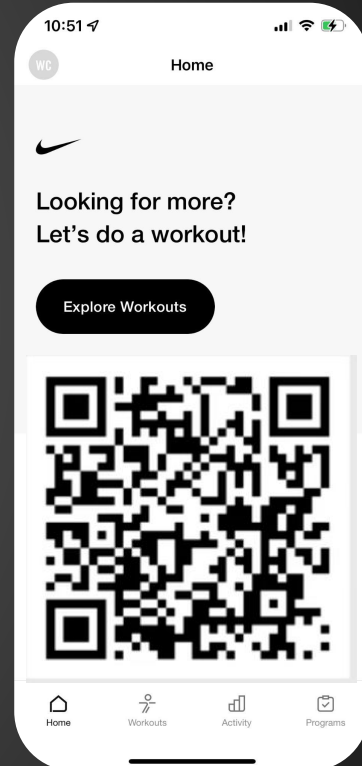
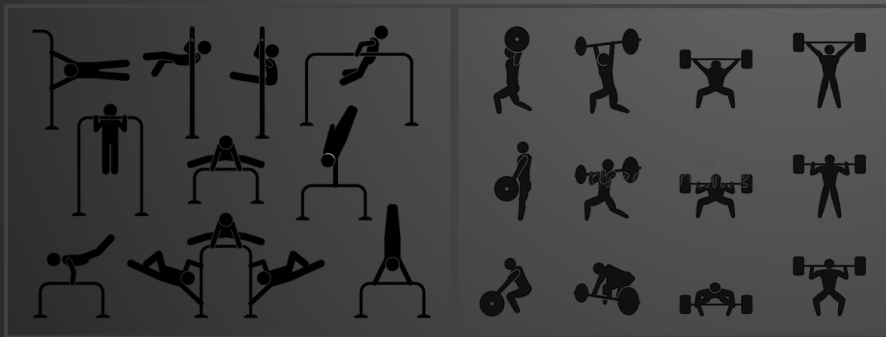
81.6%

TfidfVectorizer



Conclusions and Recommendations

- TfidfVectorized Logistic Regression
- Highest accuracy of giving the best fitting training style for users
- Further Explorations / Potential Models
- Future Implementations
- Products, Promotions, Networks



Thank you for your time!
Any questions?

