



# Burton: Snowboarders vs Skiers

By  
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# Problem Statement

**Problem:** Should Burton start making ski equipment?

**Why it needs to be addressed:** Although Burton Snowboards is the most well-known and popular snowboarding company in the world, it only sells snowboarding equipment when it comes to snowsports.

**Proposed Solution:** Burton Snowboards could use its reputation, experience and knowledge of snowsports to seamlessly enter the ski market.



# Methodology

- Use comments from subreddits Snowboarding and Skiing
- Cleaned comments
- Analyzed comments
- Analyzed sentiment



## Solution Performance

100%

Precision\*

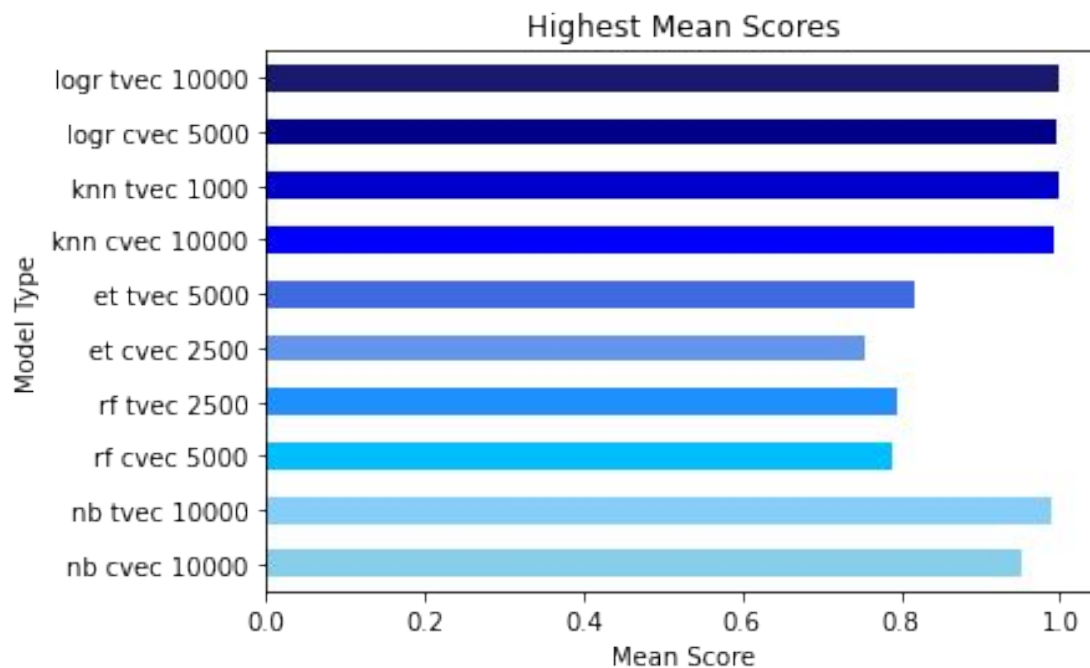
99.8%

Recall\*

# Confusion Matrix



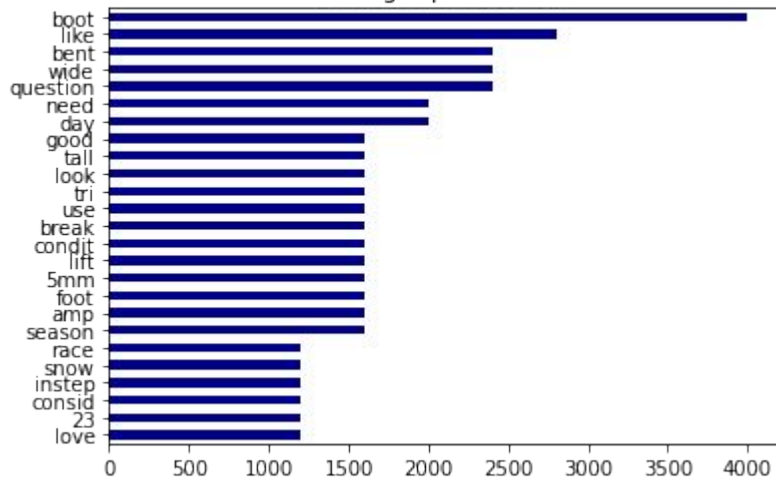
# Model Top Scores



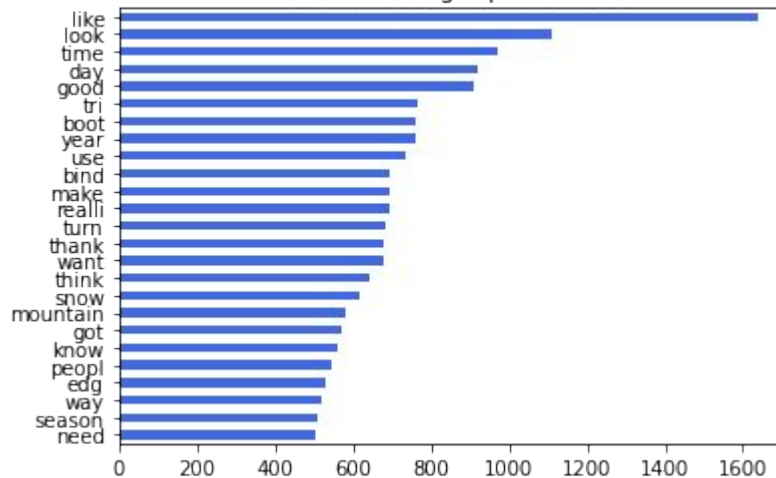


# Top Words

Skiing Top 25 Words

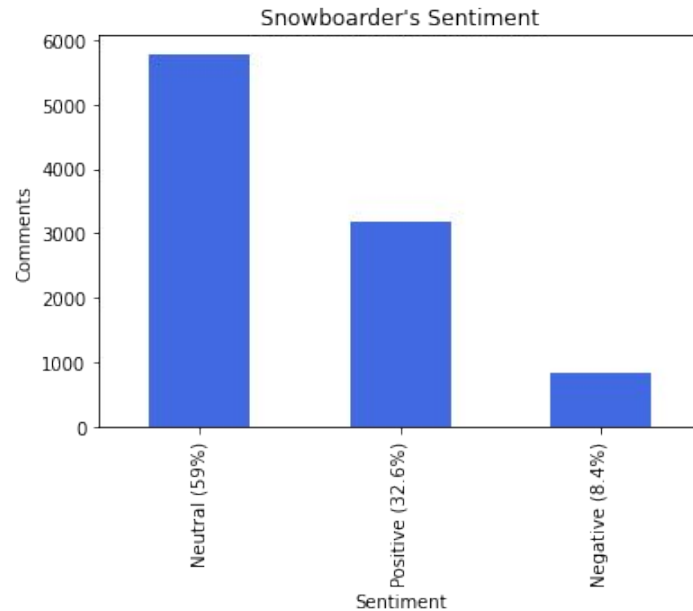
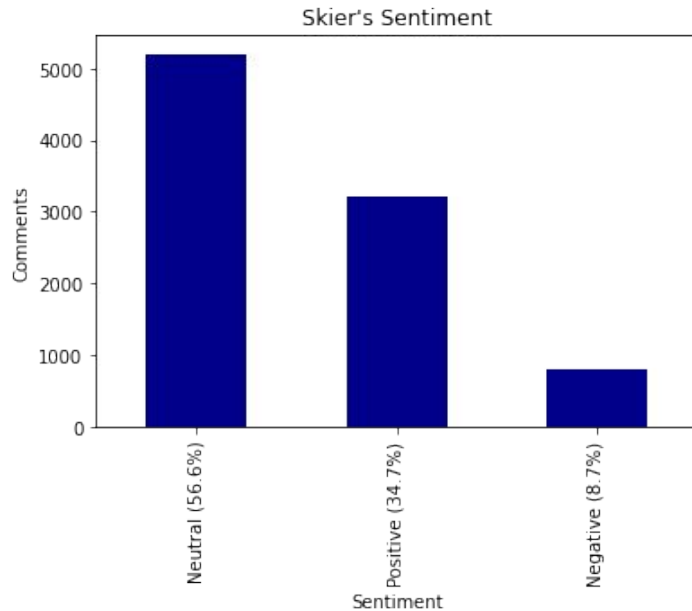


Snowboarding Top 25 Words





# Sentiment Analysis







# Conclusion

Burton should enter the ski market:

- 1) Skiers are similar to snowboarders in both speech and sentiment.
- 2) It would open up new streams of revenue.



# Thoughts for Future Study

- 1) Are snowboarders or skiers the larger source of revenue?
- 2) Who buys new equipment more often?