



# Whiskey? Whisky? Water?

By: Jason Huang

Date: May 29th 2020



# Overview


1. Problem Statement
2. Background
3. Modeling
4. Conclusions



# Bourbon Whiskey vs. Scotch Whisky

- Different brands
- Different distillation techniques
- Different flavors




# Reddit

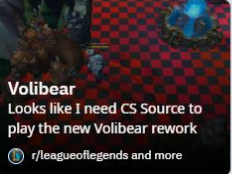
 Search

[LOG IN](#) [SIGN UP](#)  


Trending today




**Executive Order**  
New York Gov. Cuomo signs executive order that allows...  
[r/news and more](#)



**Volibear**  
Looks like I need CS Source to play the new Volibear rework  
[r/leagueoflegends and more](#)




**Magnus**  
Chess World Champion Magnus Carlsen embraces the twitch...  
[r/LivestreamFail and more](#)







**Chromatica**  
Jan describing how we all feel while listening to Chromatica  
[r/rupaulsdraque and more](#)





Popular posts

**KEEP YOURSELF SAFE AND INFORMED** 

Visit [r/Coronavirus](#) to talk about COVID-19, and visit [CDC.gov](#) to get the latest information and updates.




[VISIT R/CORONAVIRUS](#)



 [United States](#) [All States](#)   ... 

  [r/AskReddit](#) Posted by [u/weeklygrind](#) 16 hours ago   2 [+ JOIN](#)

57.9k

What fictional character do you feel bad for the most?

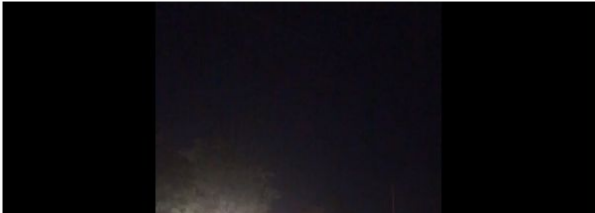
 29.8k Comments  Share  Save ...

  [r/PublicFreakout](#) Posted by [u/ImNotHereStopAsking](#) 11 hours ago [+ JOIN](#)






49.9k

Police abandoning the 3rd Precinct police station in Minneapolis

[Use megathread](#)




**ONSHIP**  
Today's Top Growing Communities


-  [r/relationship\\_advice](#)
-  [r/gatekeeping](#)
-  [r/iamatotalpieceofshit](#)
-  [r/TooAfraidToAsk](#)
-  [r/ThatsInsane](#)

[VIEW ALL](#)

[Sports](#) [News](#) [Gaming](#) [AwW](#)


 **Reddit Premium**  
The best Reddit experience, with monthly Coins [TRY NOW](#)


**Trending Communities**


 [r/unstirredpaint](#)  
114,892 members [JOIN](#)


# Whiskey - /r/bourbon


- Average posts are reviews:
  - Image post
  - Title:
    - Brands. Brands. Brands.
    - Age


1 ↑ 64 ↓  Beam Blind Tasting (i.redd.it)  
submitted 4 hours ago by jes6309  
20 comments share save hide give award report crosspost [I+c]


2 ↑ 154 ↓  Reviews#6 & 7: William Larue Weller 2010 & Thomas H. Handy Sazerac 2010 (i.redd.it)  
submitted 11 hours ago by doomjacket  
14 comments share save hide give award report crosspost [I+c]


3 ↑ ↓  Now That's What I Call a Whiskey Review, Volume 9 (i.imgur.com)  
submitted 2 hours ago by orangeslash  
6 comments share save hide give award report crosspost [I+c]


4 ↑ 47 ↓  Craft Whiskey Cruise Day 8 - New Riff Single Barrel (New Hampshire) (i.redd.it)  
submitted 12 hours ago by WildOscar66  
17 comments share save hide give award report crosspost [I+c]


5 ↑ 20 ↓  Review #10: Thomas H. Handy Sazerac 2017 (i.redd.it)  
submitted 7 hours ago by I\_Drink\_Whiskey44  
14 comments share save hide give award report crosspost [I+c]


6 ↑ 12 ↓  Review #2: Heaven Hill 7 Year Bottled in Bond (i.redd.it)  
submitted 4 hours ago by NeatAmerican  
6 comments share save hide give award report crosspost [I+c]

7 ↑ 15 ↓  Review #269: Murray Hill Special Release #3 (i.redd.it)  
submitted 7 hours ago by Prepreludesh  
4 comments share save hide give award report crosspost [I+c]

8 ↑ 310 ↓  Wild Turkey Master's Keep 17yr Bottled in Bond (i.redd.it)  
submitted 23 hours ago by WhooshThrottle  
49 comments share save hide give award report crosspost [I+c]


9 ↑ 63 ↓  Review #268: Russell's Reserve Single Barrel "Swan Song" (CNA) (i.redd.it)  
submitted 16 hours ago by Prepreludesh  
16 comments share save hide give award report crosspost [I+c]


10 ↑ 7 ↓  Cask Strength Comparison: Staggy Jr vs Bardstown Bourbon Company Discovery Series #2 (self.bourbon)  
submitted 5 hours ago by thewhiskeyshelf  
2 comments source share save hide give award report crosspost

11 ↑ ↓  Wife got me a 9 yr bourbon for our 9 year anniversary. Can't wait for our 23 year. Never had Knob Creek 9 year before. Thoughts on it? (i.redd.it)  
submitted an hour ago by rynnmdx36  
6 comments share save hide give award report crosspost [I+c]


# Whisky - /r/Scotch


- Very similar to /r/bourbon
- Average post is a review:
  - Title text
  - Brands
  - Age


1 64  Review #8: Kilkerran 8 CS 55.7% (i.redd.it)  
submitted 5 hours ago by cahanayz 13 comments share save hide give award report crosspost [I+c]


2 29  Review #14, Scotch Review #11 - Octomore 10.1 (i.redd.it)  
submitted 2 hours ago by JW32203 8 comments share save hide give award report crosspost [I+c]

3 174  Review 72: Laphroaig Cairdeas (2019) (i.redd.it)  
submitted 13 hours ago by MattTVI 27 comments share save hide give award report crosspost [I+c]


4 39  Whisky Review #15: Johnnie Walker Green Label 15 (i.redd.it)  
submitted 10 hours ago by blueKing8 6 comments share save hide give award report crosspost [I+c]


5 40  Review #1-2 Highland Park Magnus and Highland Park Full Volume (i.redd.it)  
submitted 10 hours ago by Herr\_Maltenberg 9 comments share save hide give award report crosspost [I+c]


6 22  Review #5: Cragganmore 12 year (i.redd.it)  
submitted 8 hours ago by urbanexplorer043 4 comments share save hide give award report crosspost [I+c]


7 10  Laphroaig 10 wooden box gold colored sticker? (imgur.com)  
submitted 5 hours ago by Mista\_Phista 12 comments share save hide give award report crosspost [I+c]

8 87  Review #5: Glenlivet 12 (i.redd.it)  
submitted 17 hours ago by Shlimazl 23 comments share save hide give award report crosspost [I+c]

9 19  Review #548: Glendronach Cask Strength Batch 5 (/u/the\_muskox Advent Calendar Day 10) (i.redd.it)  
submitted 11 hours ago by smoked\_herring 2 comments share save hide give award report crosspost [I+c]

10 18  Review #1: Lagavulin 12 Bot. Early 1970s Carpano Import (imgur.com)  
submitted 12 hours ago by EdInBeijing 3 comments share save hide give award report crosspost [I+c]

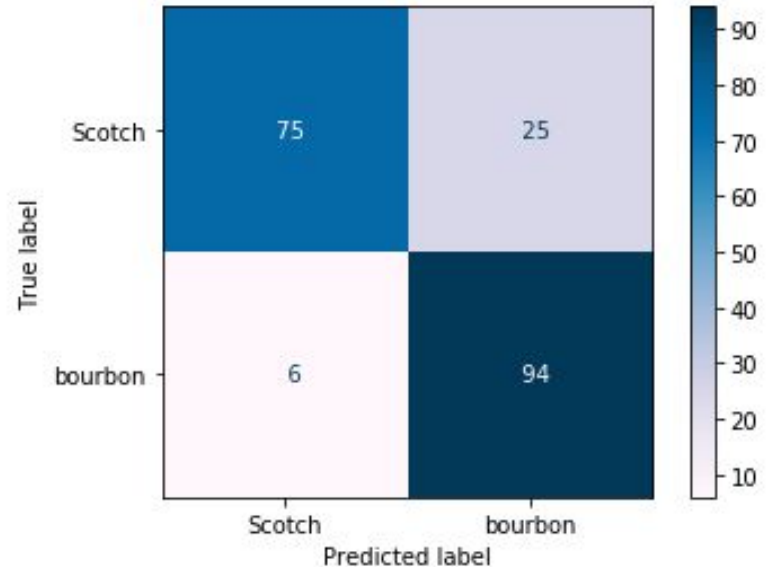
11 \*  Sources of smoke in Scotch Whisky (self.Scotch)  
submitted an hour ago by Sceatsburg 11 comments source share save hide give award report crosspost

12 20  Celebratory Scotch Recommendation (self.Scotch)  
submitted 16 hours ago \* (last edited 14 hours ago) by poleyvog 62 comments source share save hide give award report crosspost

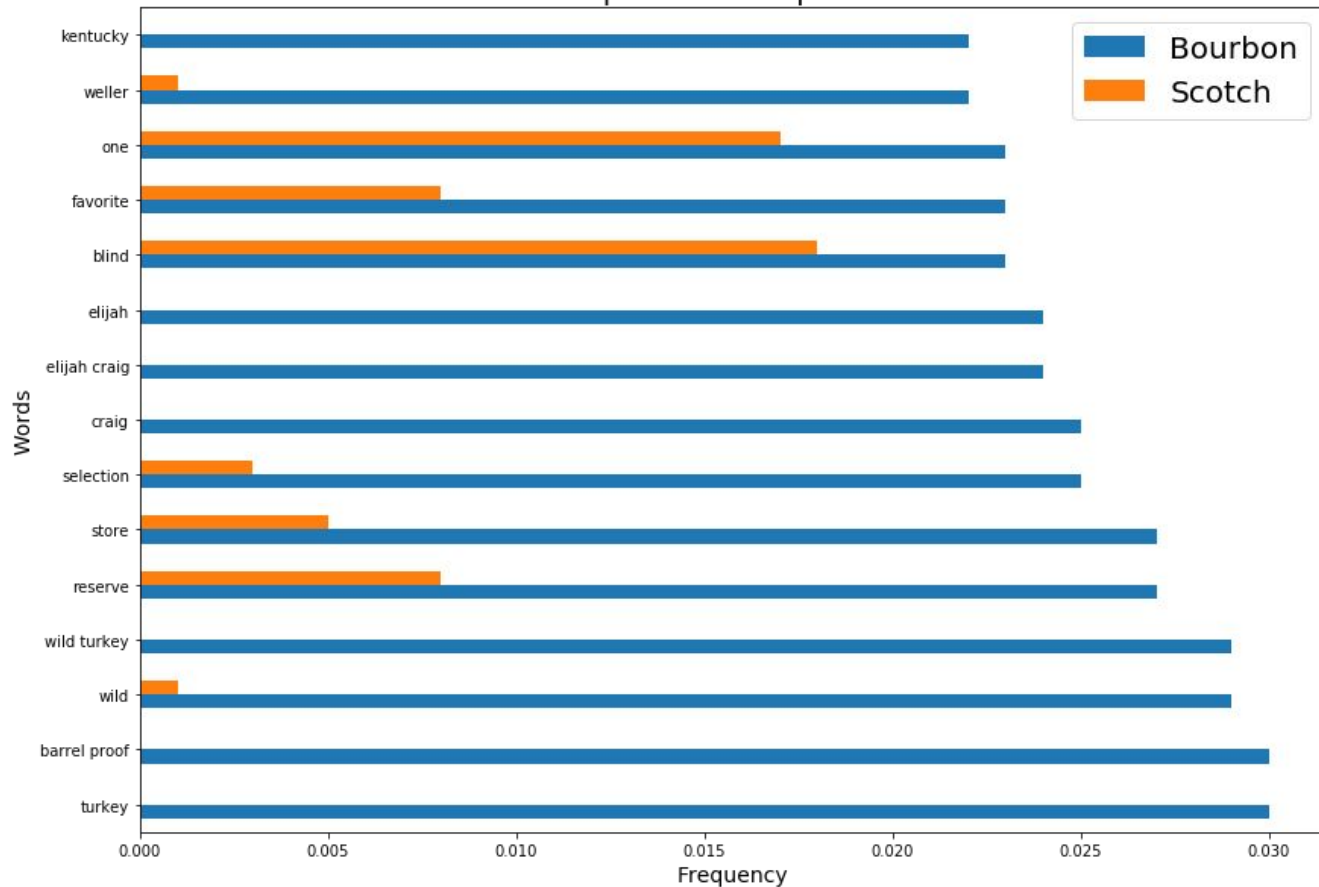
# Modeling

- Webscraping:
  - Reddit Pushshift API
- Natural Language Processing:
- Models:
  - CountVectorizer
  - TF-IDF
  - Multinomial Naïve Bayes
- Accuracy: 84.5%
- Precision: 79.0%

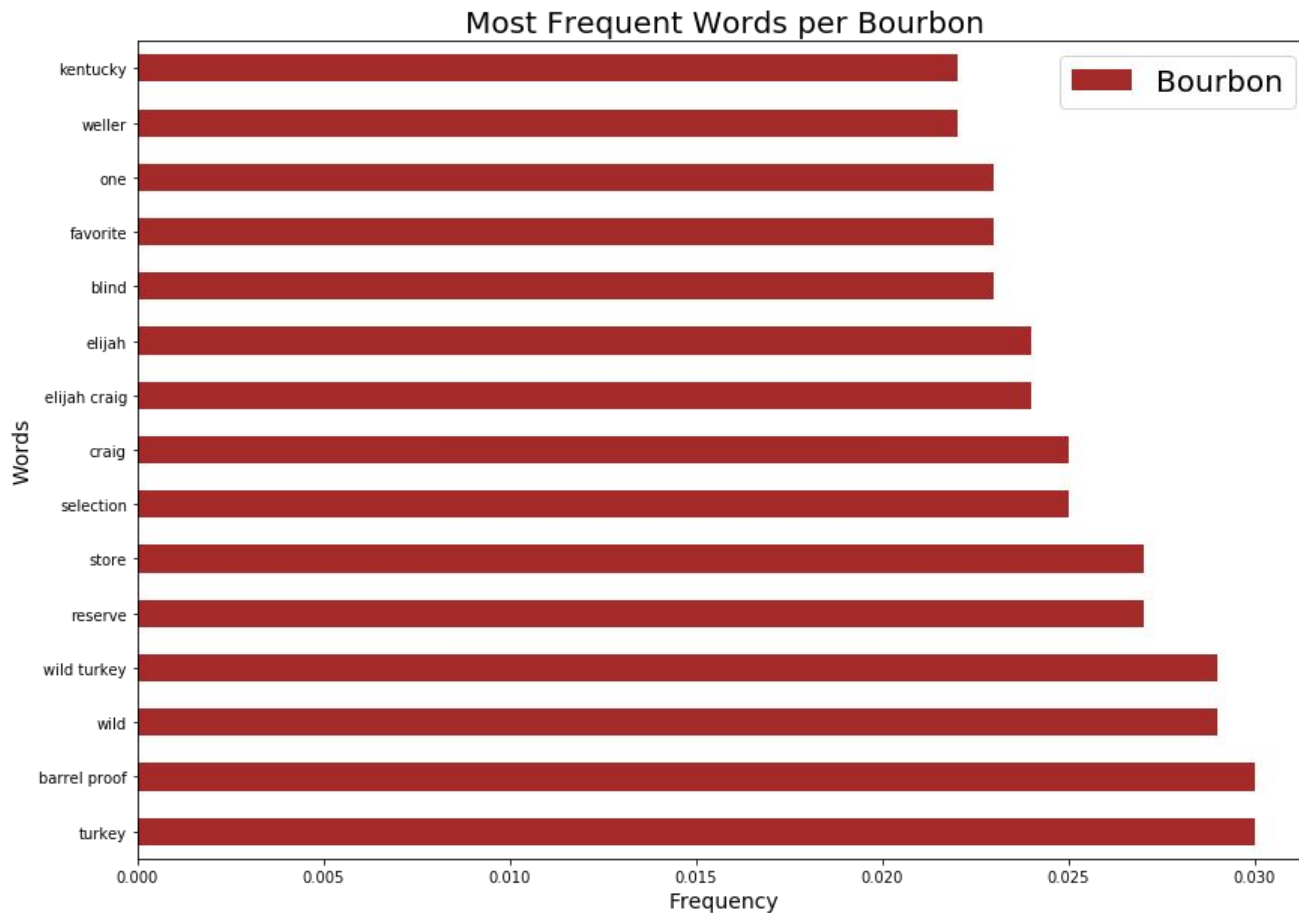
Predictions (Scotch vs. Bourbon)



Most Frequent Words per Subreddit



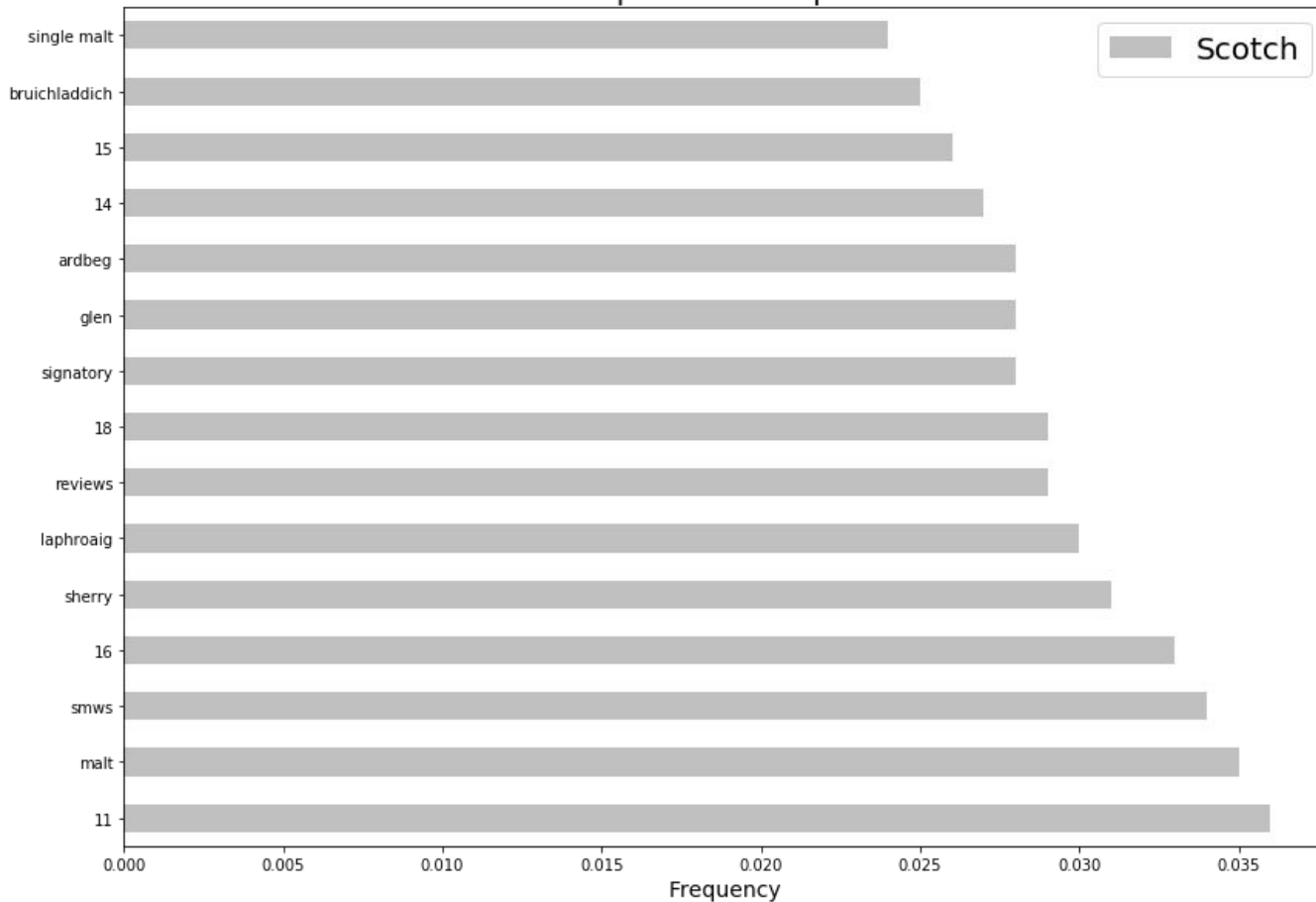






Words

Most Frequent Words per Scotch



# Conclusions

- Model was good.
- Whiskey vs. whisky terminology was not impactful.
- Improvements:
  - Tasting notes / flavor profiles.
  - Subreddit comments.



Questions?

