



classpass

Yoga



Pilates

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Problem Statement



Create a more effective
advertising campaign for
'Pilates'.

01

Background & Outside Research





Top Classes Booked in 2021

The top 10 classes & appointments
we're getting back to:
(all in-studio unless noted)

1. **Strength Training** 
2. **Yoga** 
3. **Indoor Cycling** 
4. **Pilates** 
5. **Barre** 
6. **Boxing** 
7. **Gym Time** 
8. **Massage** 
9. **Livestream Yoga** 
10. **Running** 



Yoga

Integrated health management system using breath, movement and meditation to unite mind, body and spirit. Types of Yoga: 'Power Yoga' & 'Hot Yoga'

Pilates

Physical system that uses very specific targeted exercises while focusing on the core. Types of Pilates: 'Mat Pilates' & 'Classical Pilates'.

02

Data Cleaning & Sentiment Analysis



Subreddit

- 1000 posts each
- Active community
 - Useful posts

Data Cleaning



*Missing values &
duplicates*



*Remove punctuations
& url*



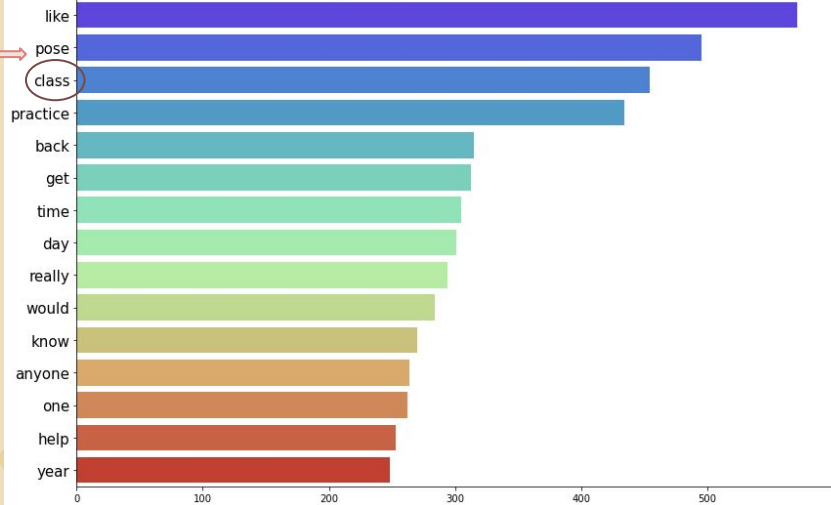
Lemmatize



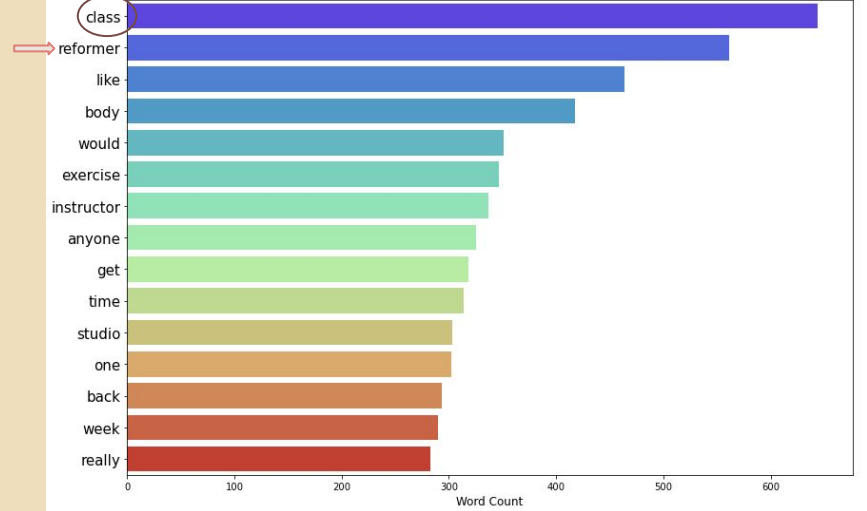
Remove stopwords

Top 15 Common Words

Yoga: Top 15 common words



Pilates: Top 15 common words



Sentiment Analysis



Positive

- Yoga: 79.31%
- Pilates: 81.02%



Neutral

- Yoga: 4.87%
- Pilates: 6.33%



Negative

- Yoga: 15.82%
- Pilates: 12.65%

03

Logistic Regression, Multinomial Naive Bayes & Random Forest



Models

Logistic Regression



Multinomial Naïve Bayes



Random Forest



CountVectorizer



TfidfVectorizer

Multinomial Naïve Bayes with CountVectorizer

Best Model

0.8488

Accuracy Score

0.5025

Baseline Accuracy Score

04

Recommendations & Further Analysis



Recommendations & Further Analysis

Top Common Words



*Search Engine
Optimisation (SEO)*

Sentiment Analysis



Positive

*Comparison with
other Exercise*



*Further improve the
score*

Trends of Pilates



Unique Selling Point

Thanks

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