

# Welcome Nintendo Marketing Team

Utilizing Social Media Presence for a New Game Promotion

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# Problem Statement

- Latest Release: Mario Kart Tour
  - September 25, 2019
  - Android and iOS Platforms
- Upcoming Release: Mario Kart \_\_\_\_\_
  - Utilize consumers being on their phones

## What Should The Name Be?

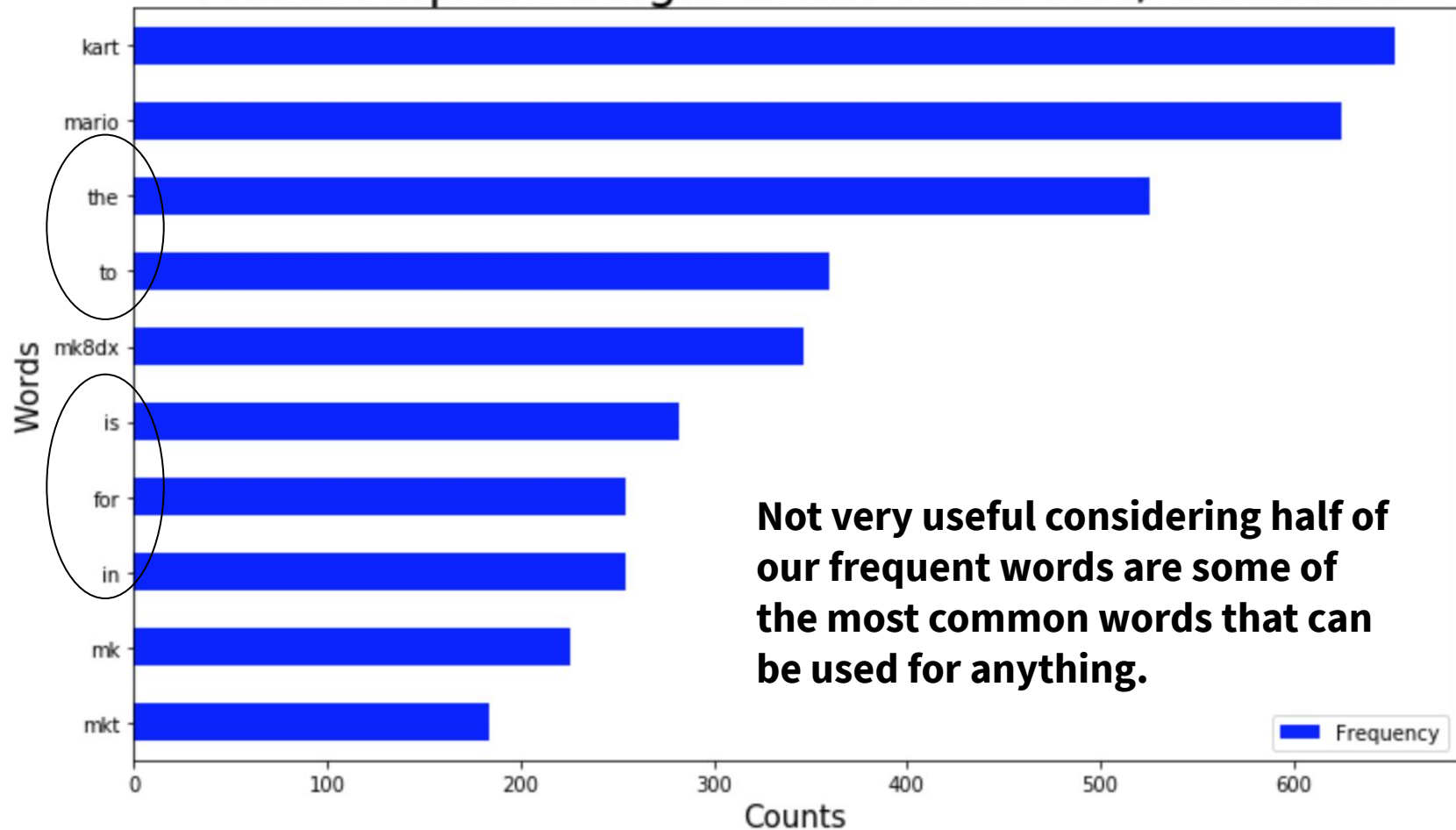
# Data Process

- Gather data from the home of topic comments: Reddit
  - Mario Kart Subreddit
  - Smash Bros Ultimate Subreddit
- Comment titles analysis
  - What are the most frequently used words in each subreddit?
  - What words should we not use?
- Conclusion
  - What hashtag do go with?

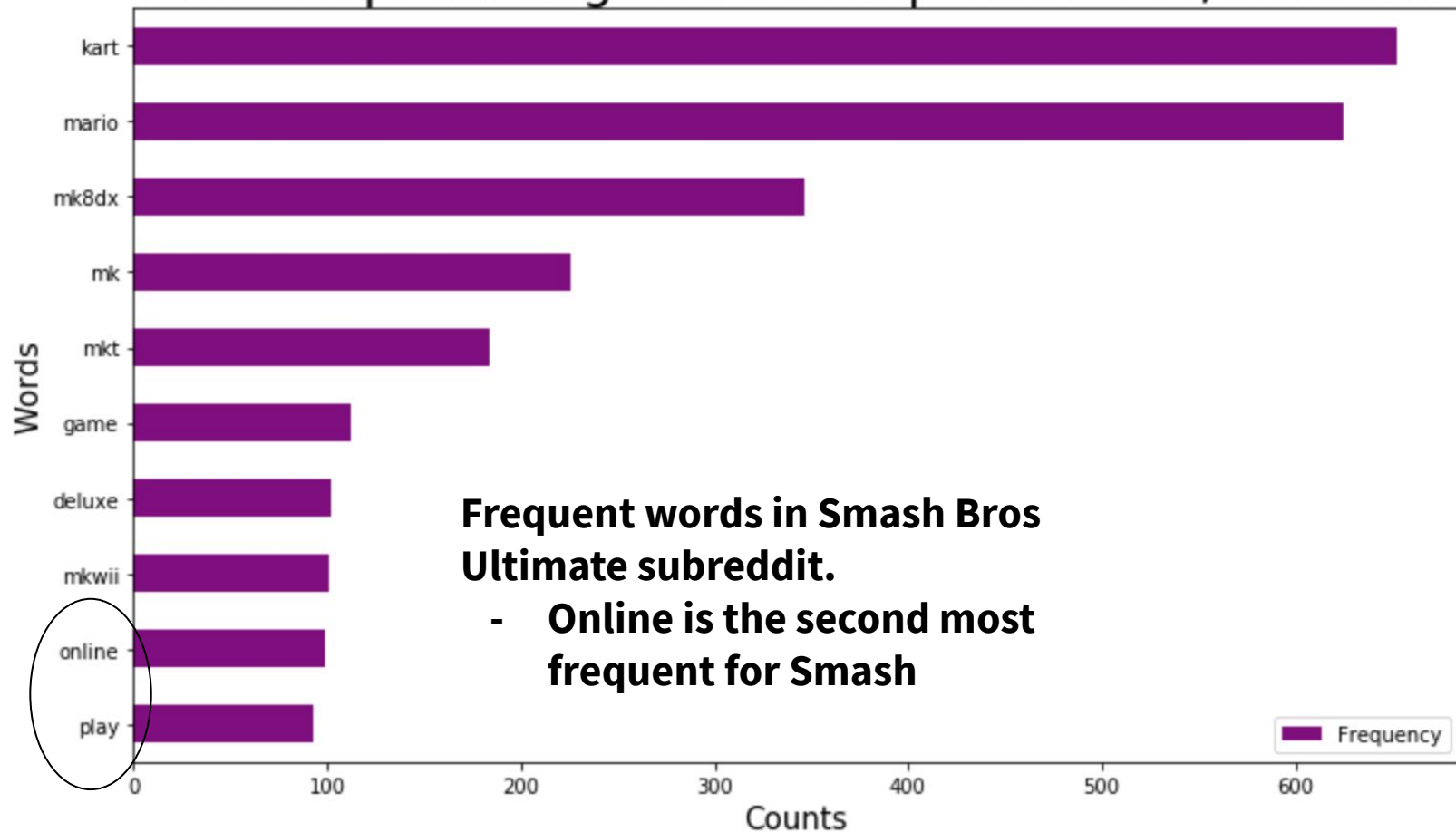
# Visualizing Our Data and Findings

## Breakdown of Word Frequencies

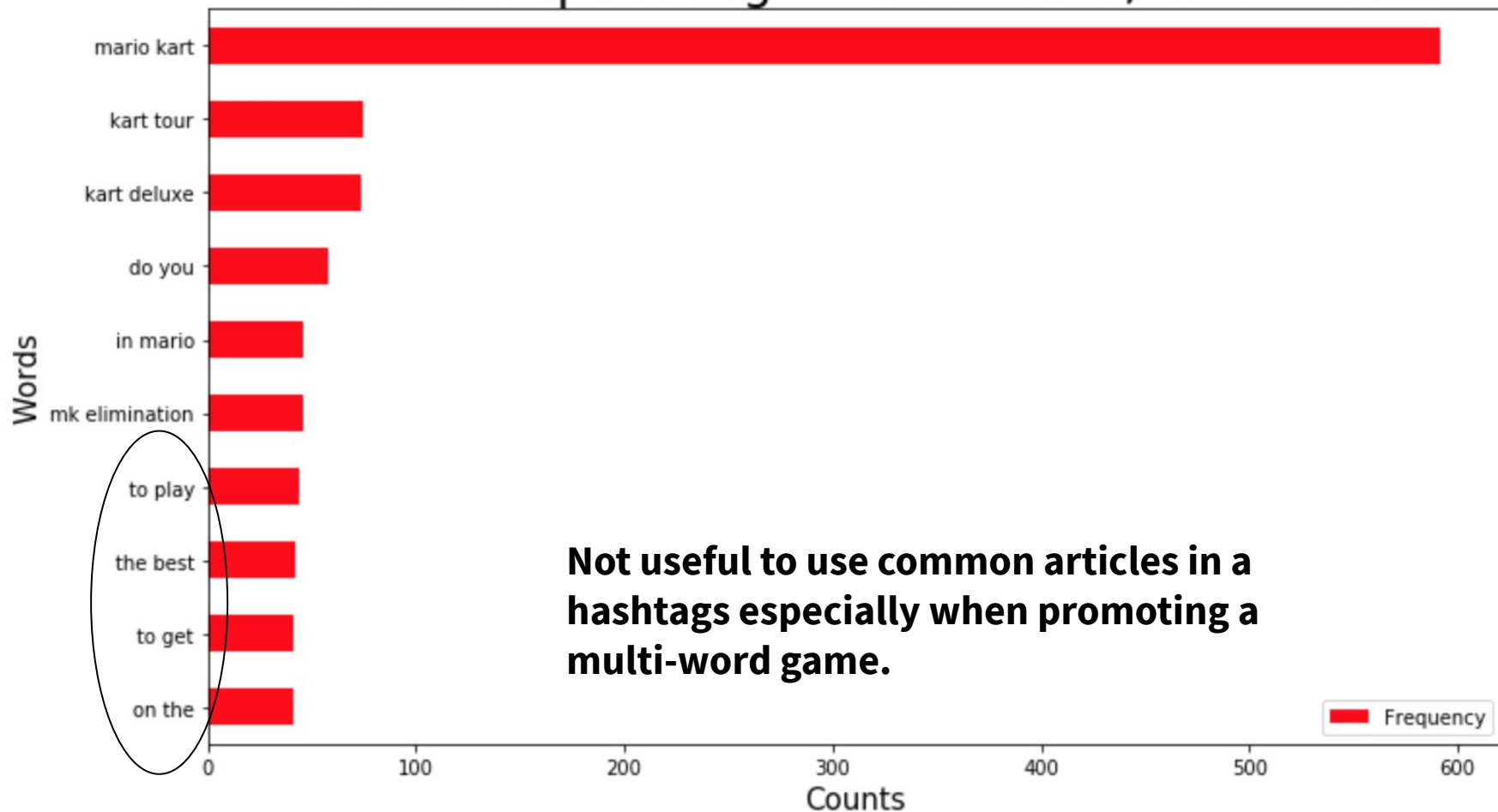
# Most Frequent Single Gram Titles on r/mariokart



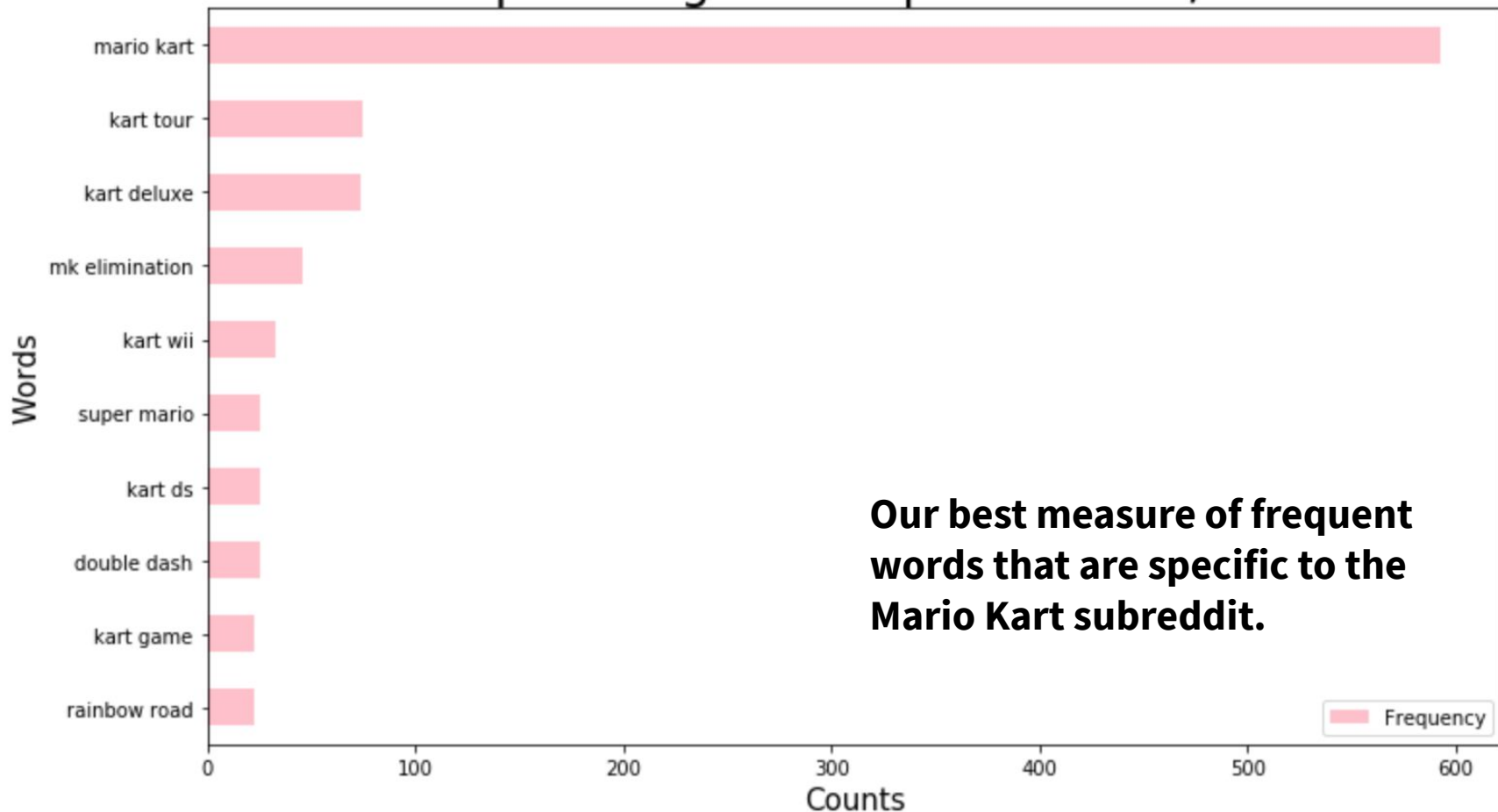
# Most Frequent Single Gram Stop Titles on r/mariokart



# Most Frequent Bigram Titles on r/mariokart



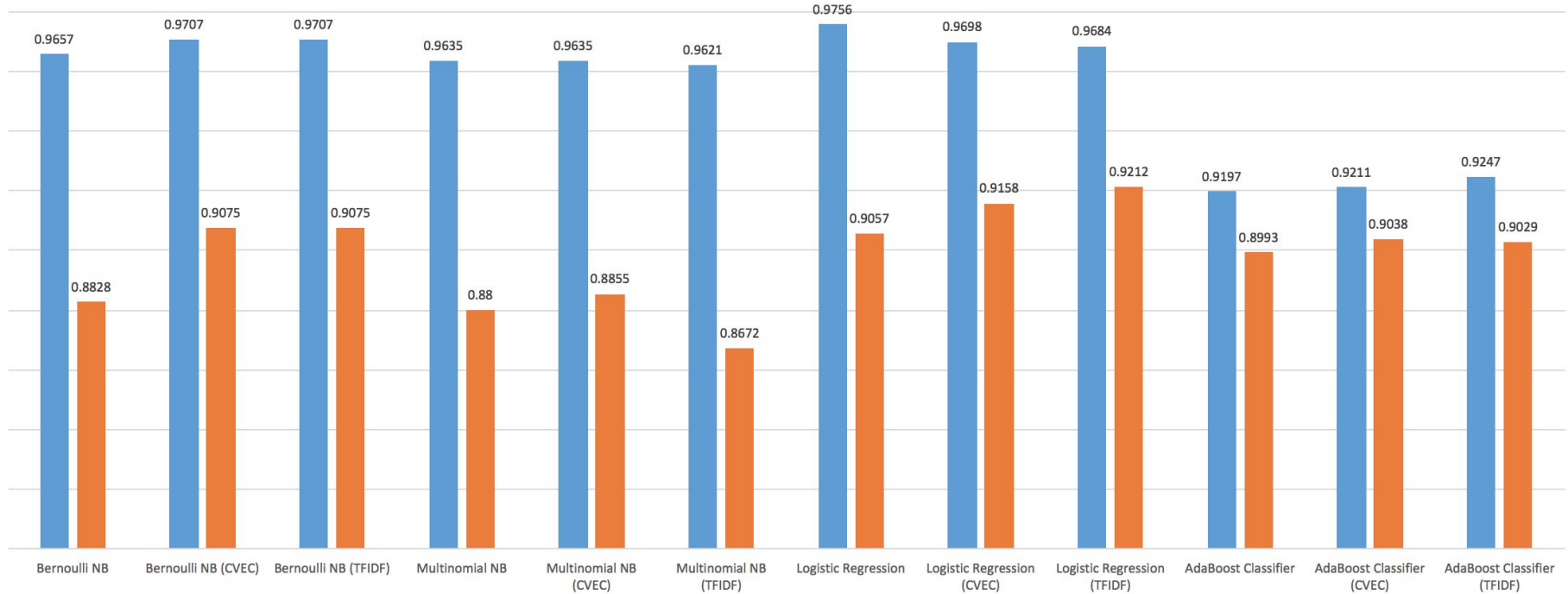
# Most Frequent Bigram Stop Titles on r/mariokart





## Training Scores Versus Testing Scores

■ Training ■ Testing



**Training and testing scores represent how accurate our model is in classifying a post to the correct subreddit. We want these scores to be as close as possible primarily and as high as possible.**

	Predicted Mario Kart	Predicted Smash Bros
Actual Mario Kart	513	99
Actual Smash Bros	6	474

### Model Classifications on Contenders

Mario Kart World | Mario Kart 3000 | Luigi Kart | Mushroom Race | Luigi Drive



# Ensuring We Choose the Right Words

- Best Model: CountVectorizer and AdaBoost Classifier Model
- Model Accuracy
  - Training Data: 92%
  - Testing Data: 90%

# Mario Kart World

- Reduces risk of misclassification or affiliation with other Mario related games
- Maintains consistency for users who refer to the “kart + [iteration name]”
  - Simple and to the point without being overly

**Questions?**

