

# Female Conversations Online in Singapore

What is She Talking About?

Topic Modelling of Female-focused YouTube Content



## 01. Background

- Problem Statement
- Project Impact
- Dataset

## 02. Data Preprocessing

- Data Scraping
- Audio Preprocessing

## 03. LDA

- Initial Analysis with LDA
- LDA with POS Tagging

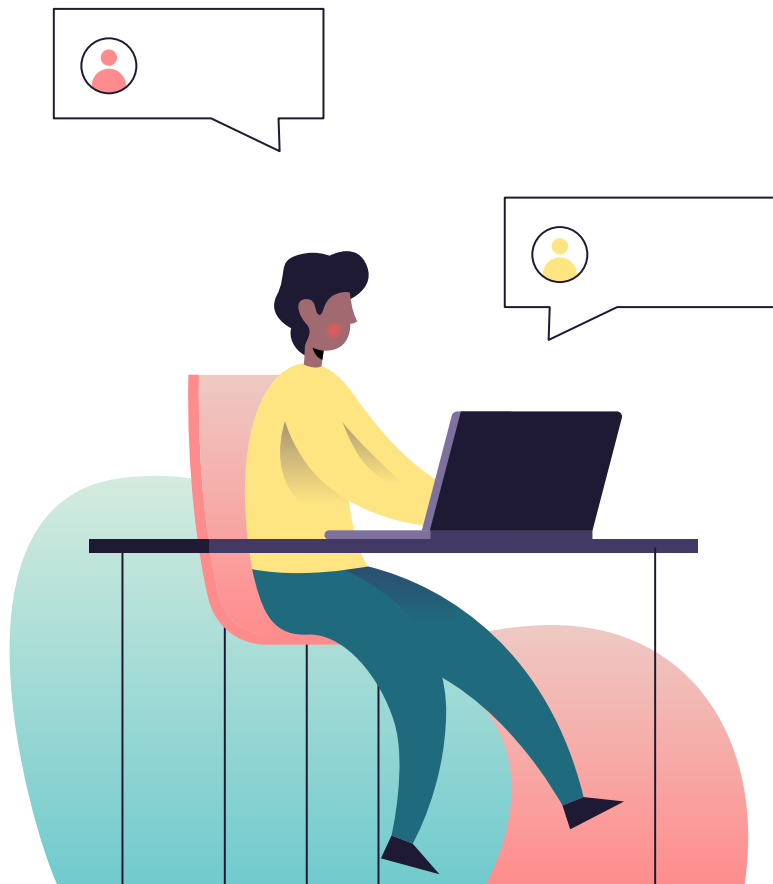
## 04. Top2Vec

## 05. BERTopic

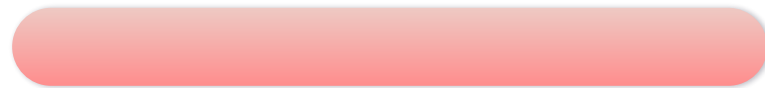
## 06. Insights & Conclusion

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01

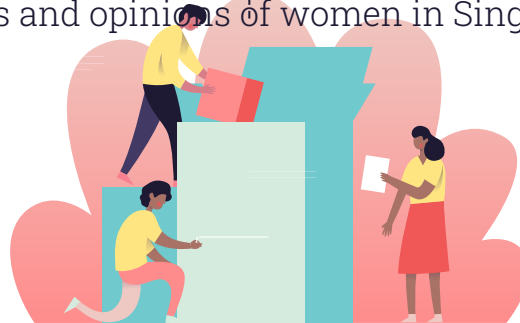


**BACKGROUND**



## Problem Statement

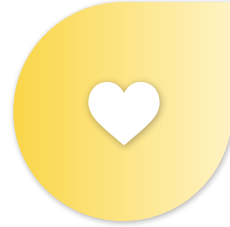
With the gradual liberalisation of the Singapore society that place a higher value on self-expression and freedom of thought, more female-focused content can be found online in the form of serious conversations that reflect the current concerns, opinions and values of Singapore women. Due to the personal and intimate nature of such conversations that are rooted in the local customs and cultures, such sentiments are not easily generalised or derived from information or studies conducted outside of Singapore. However, these feature-rich content are frequently overlooked as a source of information on female perspectives in Singapore as they form only a small portion of all local content created online. Hence, this project aims to use Natural Language Processing (NLP) techniques of Topic Modelling to uncover the everyday concerns and opinions of women in Singapore.



## GOALS

**A**

Saturn is composed mostly  
of hydrogen and helium

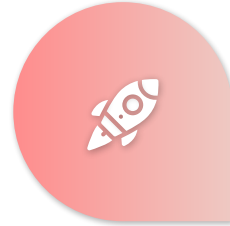


**C**

Despite being red, Mars is  
actually a cold place

**B**

Venus is the second planet  
from the Sun



**D**

Neptune is the farthest  
planet from the Sun



“This is a quote. Words full of wisdom  
that someone important said and can  
make the reader get inspired.”

—SOMEONE FAMOUS

## OUR COMPANY



2010

Despite being red, Mars is actually a cold place full of iron oxide dust



2015

Jupiter is a gas giant and the biggest planet in the Solar System



2020

Venus has a beautiful name and is the second planet from the Sun

---

## ABOUT THE PRODUCT



01

Saturn is composed mostly of hydrogen and helium

03

Despite being red, Mars is actually a cold place

02

Venus is the second planet from the Sun

04

Mercury is the closest planet to the Sun

---



## WHAT SETS US APART?



### JUPITER

It's a gas giant and the biggest planet in the Solar System



### MARS

Despite being red, Mars is actually a cold place full of iron oxide dust

---

## CORE VALUES

01

Despite being red, Mars is actually a cold place full of iron oxide dust

02

Neptune is the fourth-largest planet in the Solar System

03

Venus has a beautiful name and is the second planet from the Sun

04

Jupiter is a gas giant and the biggest planet in the Solar System

05

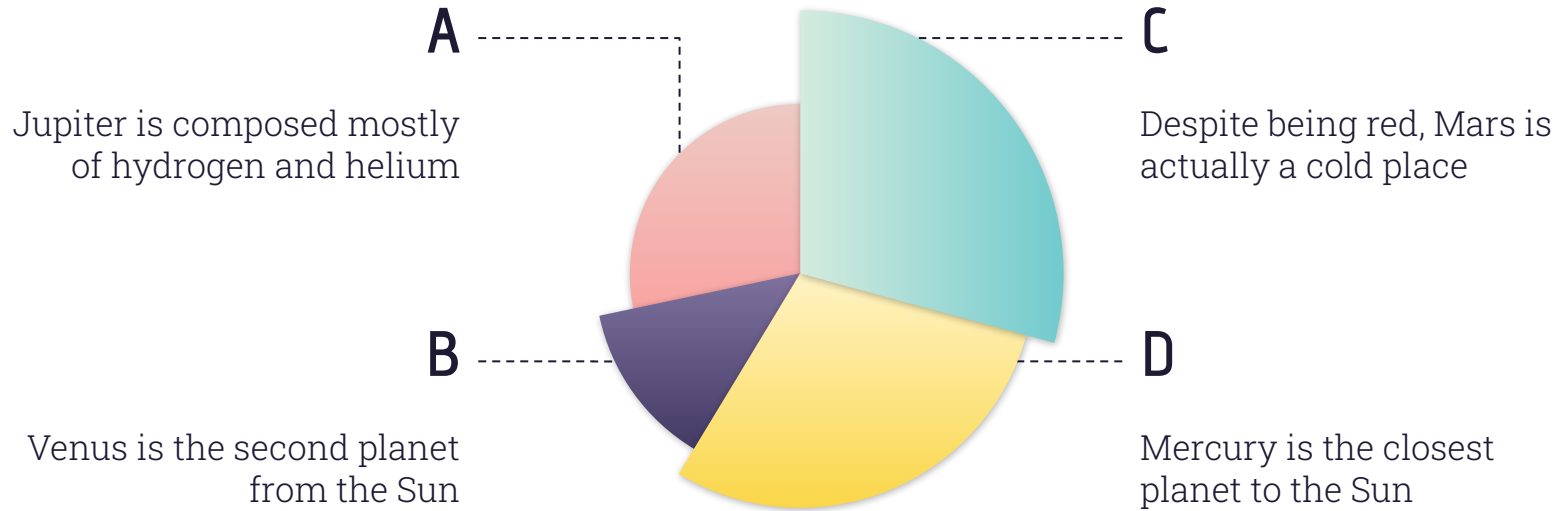
Saturn is a gas giant, composed mostly of hydrogen and helium

06

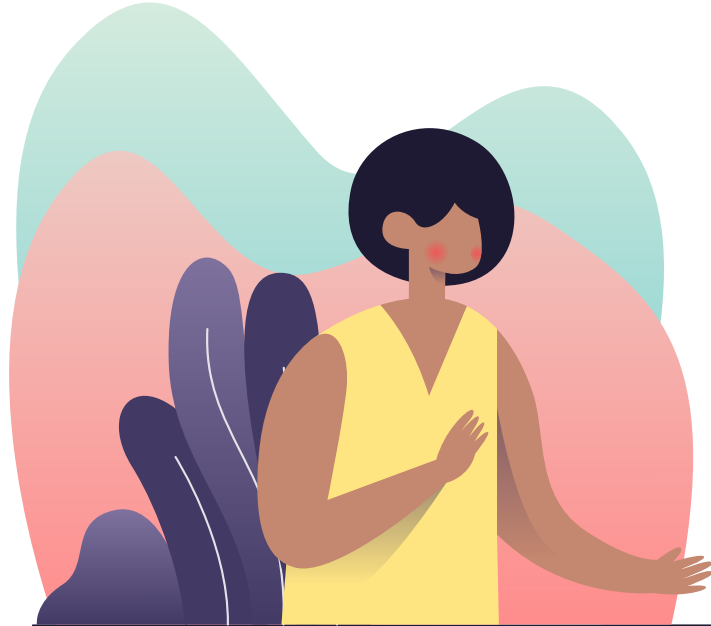
Mercury is the closest planet to the Sun and the smallest of them all

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## MARKET SHARE

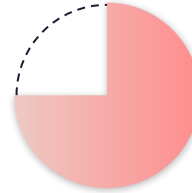


## CORE CUSTOMER AUDIENCES



### GENDER

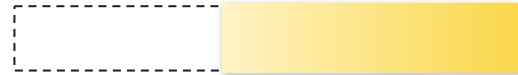
75%  
Female



25%  
Male



### AGE



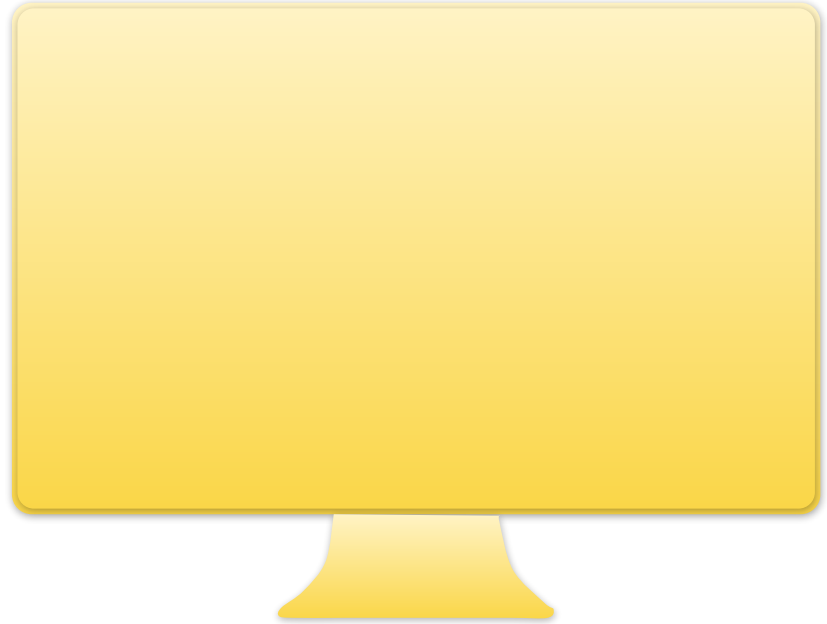
18 - 39



40+

## Project Impact

This project aims to analyse the topics discussed in a selection of Singapore-based female-focused YouTube channels to look into the concerns, opinions and values of Singaporean women through the use of topic modelling in Natural Language Processing (NLP). Sentiments expressed in these content are often unique to Singapore due to the personal and intimate nature of such discussions and are hence very valuable as they cannot be fully generalised from information obtained anywhere else other than in Singapore due to cultural and accessibility reasons.



## COMPETITOR ANALYSIS

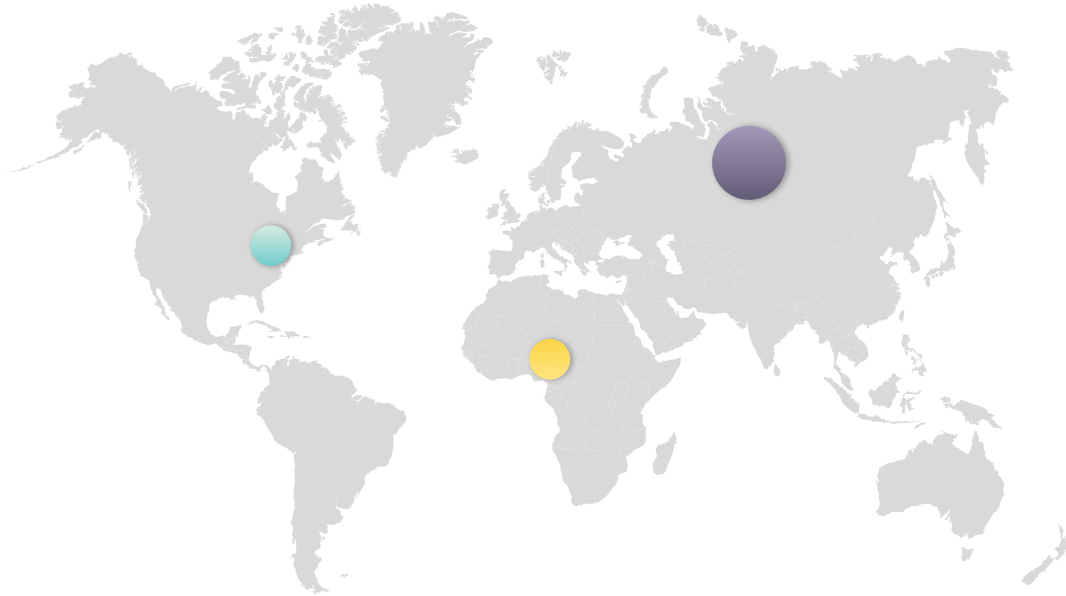
[illegible]

- [illegible]

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- [illegible]

## CORE CUSTOMER AUDIENCES



Neptune is the farthest planet from the Sun



Mercury is the closest planet to the Sun



Venus is the second planet from the Sun



# MARKET SEGMENTATION



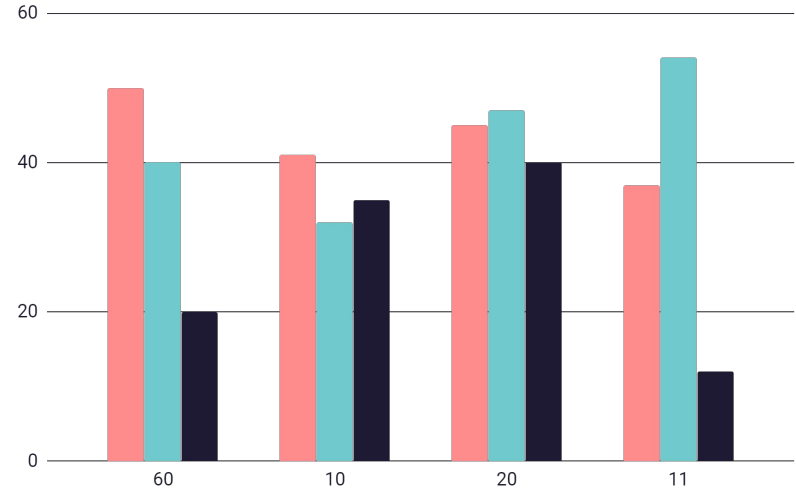
Neptune is the farthest planet from the Sun



The Sun is the star at the center of the Solar System



Despite being red, Mars is actually a cold place



To modify this graph, click on it, follow the link, change the data and paste the resulting graph here



## STRATEGY

01

Mercury is the smallest planet in the Solar System

03

Jupiter is a gas giant and the biggest planet in the Solar System

Neptune is the fourth-largest planet in the Solar System

02

Saturn is a gas giant, composed mostly of hydrogen and helium

04

## PRICING

\$0

Despite being red,  
Mars is a cold place

**BASIC**

\$25

Mercury is the closest  
planet to the sun

**PRO**

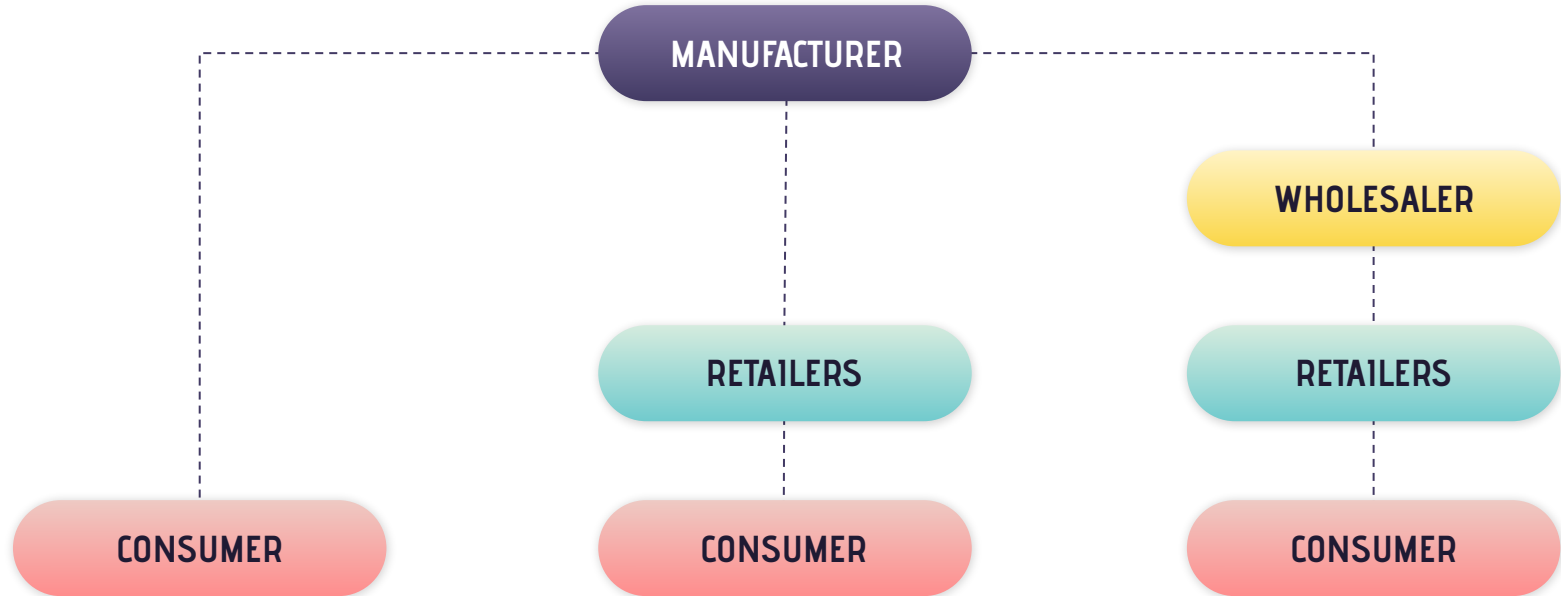
\$50

Earth is the planet  
where we live on

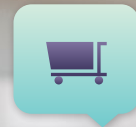
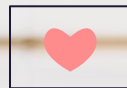
**PREMIUM**

---

# DISTRIBUTION CHANNELS



**A PICTURE IS WORTH  
A THOUSAND WORDS**



## PROMOTION

01

Despite being red, Mars is actually a cold place full of iron oxide dust

02

Neptune is the fourth-largest planet in the Solar System

03

Jupiter is a gas giant and the biggest planet in the Solar System

04

Saturn is a gas giant, composed mostly of hydrogen and helium

---



# 300,000,000

Big numbers catch your audience's attention easily

---

## ADVERTISING CAMPAIGN 1



\$300,000

### GOALS

Jupiter is the  
biggest planet in  
the Solar System

### DESCRIPTION

Mercury is the  
smallest planet in  
the Solar System



# PR OUTREACH

## MEDIA CHANNELS



Social Media



Newsletter



Landing Page

### MESSAGE 01

Jupiter is a gas giant and the biggest planet in the Solar System

### MESSAGE 02

Mercury is the smallest planet in the Solar System

## GOALS

01

Despite being red, Mars is actually a cold place

02

Venus has a beautiful name, but it's hot

03

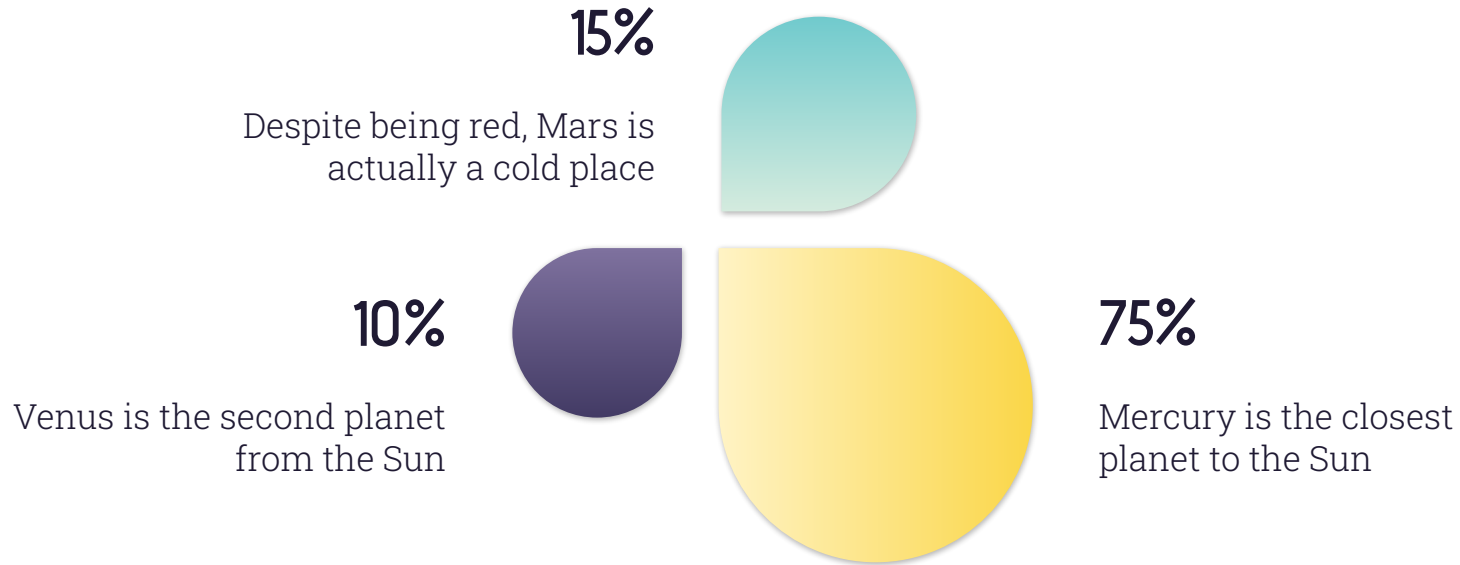
Neptune is the fourth-largest planet



## BUDGET ALLOCATION

	MERCURY	VENUS	MARS	EARTH
SATURN	\$3,100	\$400	\$1,300	\$1,300
NEPTUNE	\$600	\$200	\$100	\$100
JUPITER	\$800	\$2,500	\$700	\$700

## PREDICTED REACH



## OUR TEAM



**JENNA DOE**

You can replace the image on the  
screen with your own one

**JOHN JAMES**

You can replace the image on the  
screen with your own one



# THANKS!



Do you have any questions?  
Follow the project updates

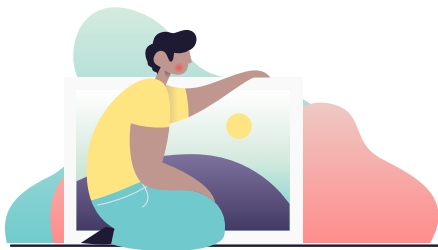
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## ALTERNATIVE RESOURCES



# RESOURCES

## PHOTOS

- Front view of couple of the sofa deciding what to shop online
- Man sitting with laptop and delivery
- Boy smiling
- Girl expressing her happiness

## VECTOR

- Illustration for landing page with online shopping concept
  - Illustration for landing page with brand concept
  - Brainstorming concept for landing page
  - Credit card payment concept for landing page
  - Image upload landing page concept
-

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#423a64

#7e719e

#1f6b7d

#70cacd

#d4ebde

#f05757

#ff8c8c

#eec9c3

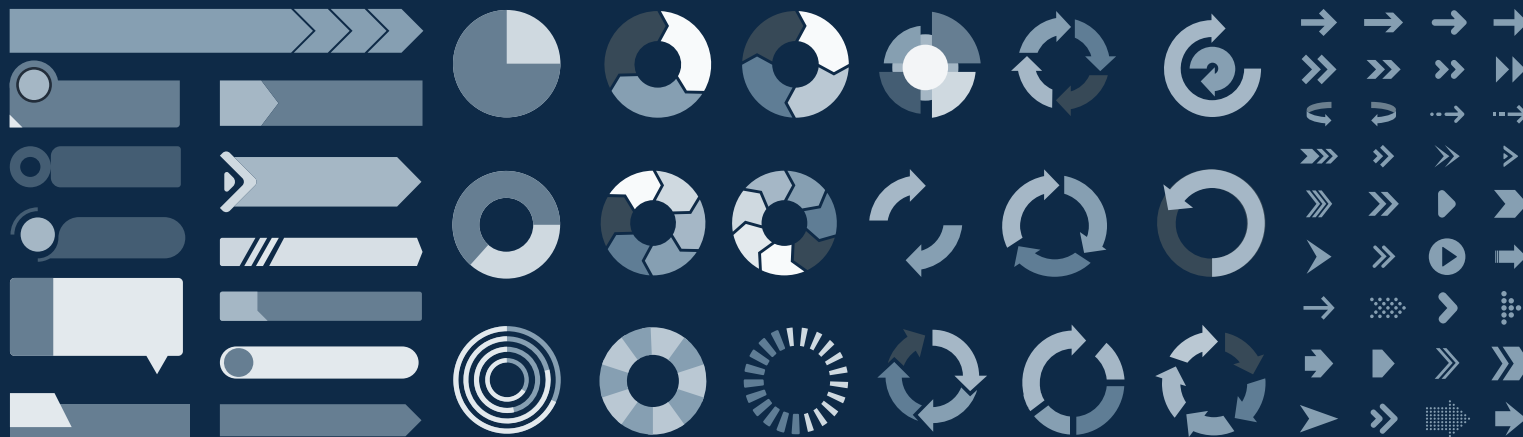
#ffe582



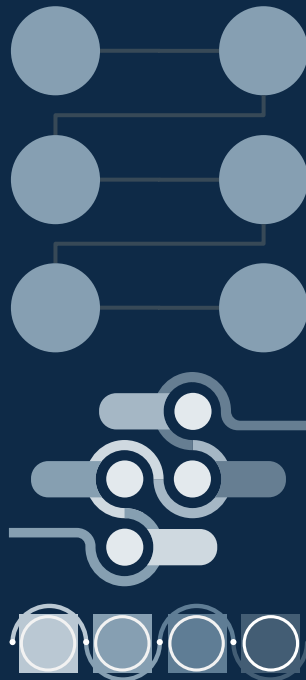
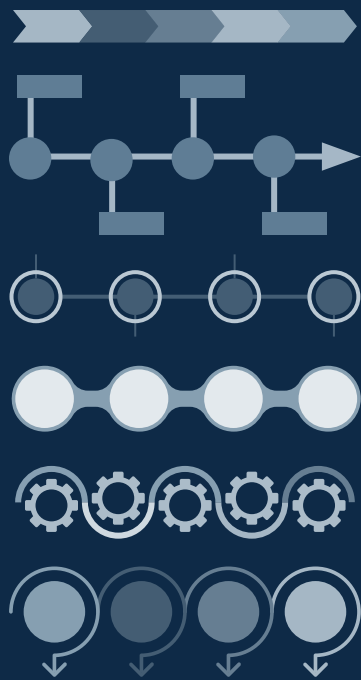
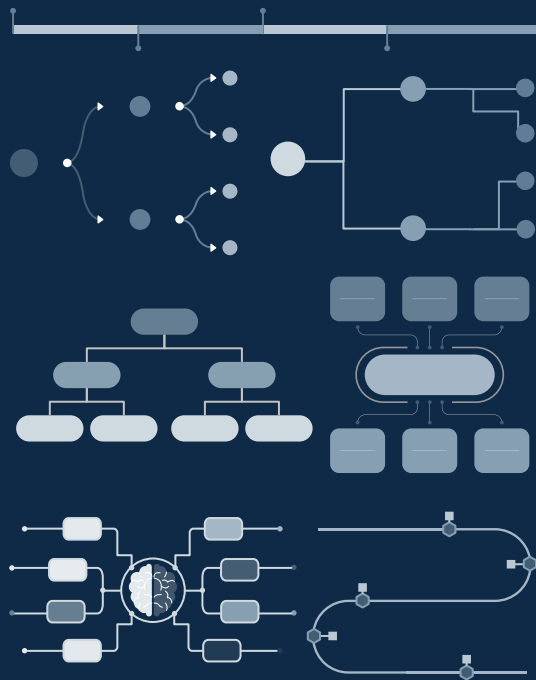
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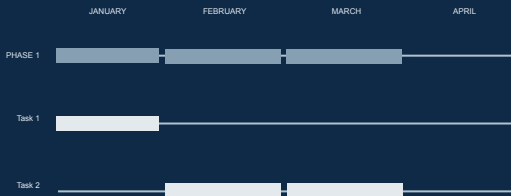
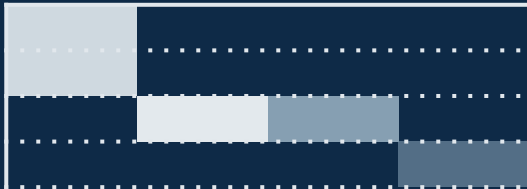
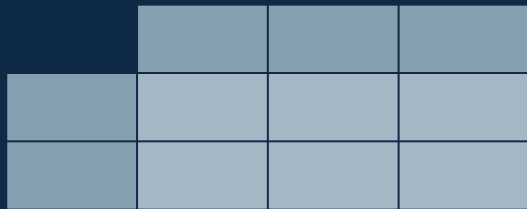
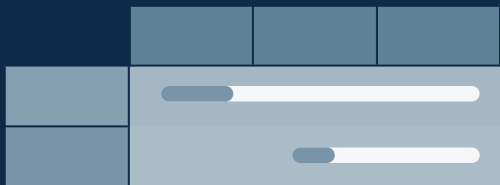
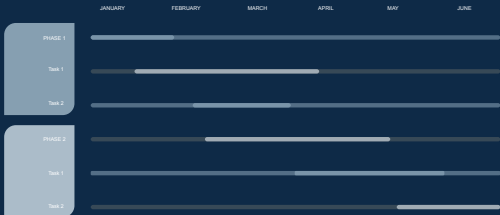
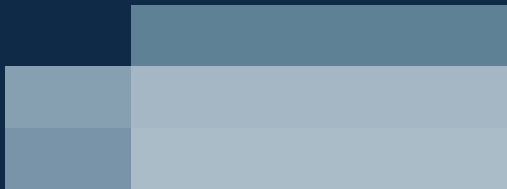
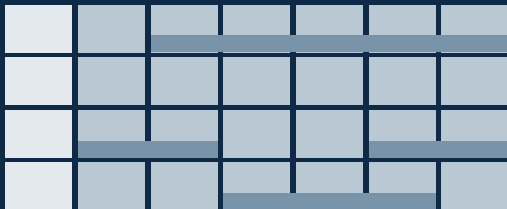
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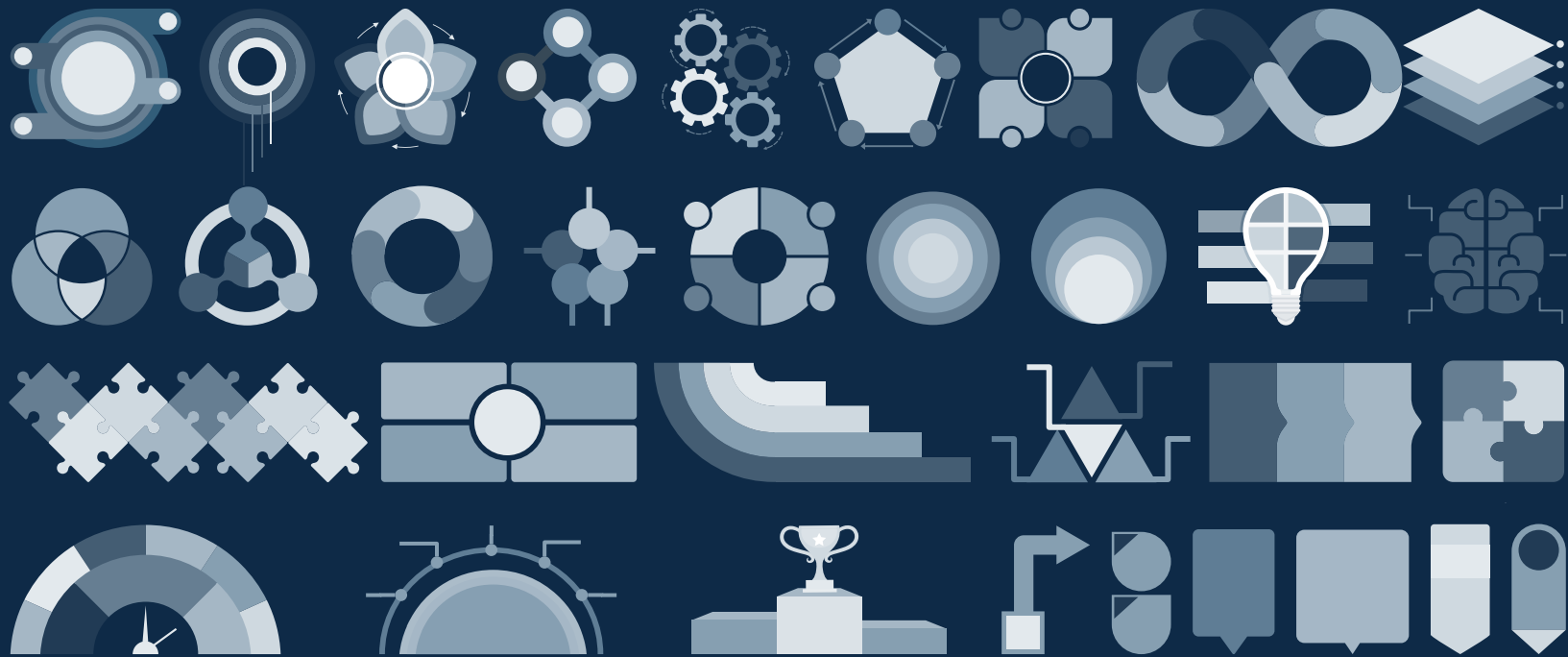
Group the resource again when you're done.

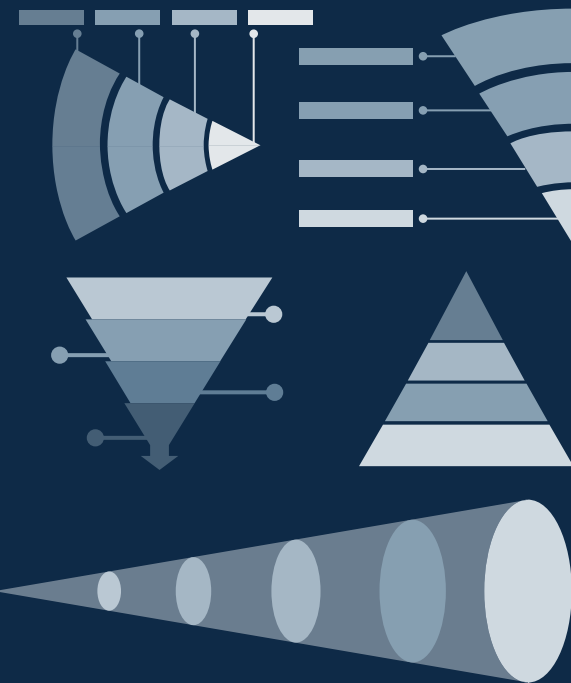
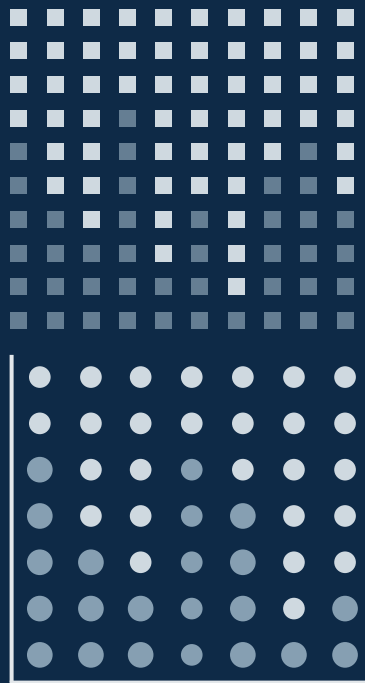












## ...and our sets of editable icons

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## Educational Icons



## Medical Icons





## Business Icons



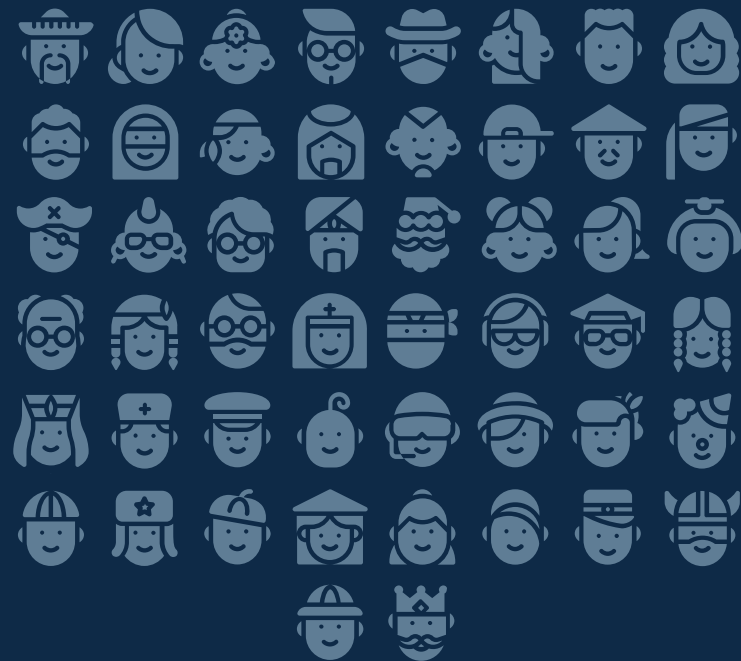
## Teamwork Icons



# Help & Support Icons



# Avatar Icons



## Creative Process Icons



## Performing Arts Icons



# Nature Icons



# SEO & Marketing Icons



