



A FINTECH STARTUP

# crypto Go

Invest with us for a year  
of positive returns





**A FinTech Startup**

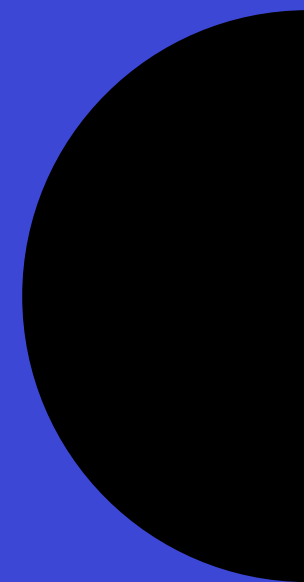
# Crypto Go!

We sell a range of CryptoCurrency products.  
How we intend to stretch out our advertising  
dollar.






**We want to grow our  
customer base,  
effectively.**



*By choosing the right  
people to focus our  
marketing efforts on*





## Problem Statement

**Build a classification model to capture users who are interested in CryptoCurrency.**

*Measure success based on sensitivity*



# The Data Science Process



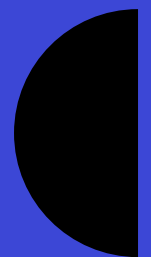
Train a classification model by looking at users who post in r/CryptoCurrency



Find out what they are interested in via Natural Language Processing



Market to users with similar interests



**Key Concepts**

# Data Collection

Collected thousands of posts from reddit



## **r/CryptoCurrency**

Users who posts in here are our target market. Train our model to identity similar users.



## **r/stocks**

Users who posts here are not our target market.

Data Collection

1 year+

*worth of data*

5,000

*from each subreddit*

To prevent fluctuations due to  
seasonal trends and news



**Get ready for some modelling!**

# Data Cleaning

- Removed posts with no text
- Cleaned post with Regex to remove line breaks and URLs
- Tokenize & Lemmatize through CountVectorizer
- Remove Stop Words









## Most Positive posts

1 wow

2 great potential

3 my precious

4 free money!

5 very interesting

## Most Negative posts

- 1 paypal phishing scam
- 2 is this a scam?
- 3 and now i am broke as hell
- 4 it is a trap!
- 5 what could go wrong



1

Baseline Model

2

Random Forest, MultinomialNB & SVC

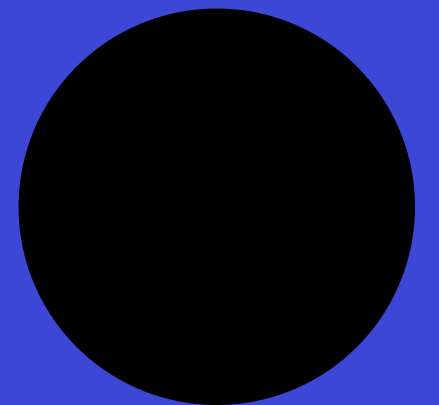
3

Gridsearch with emphasis on sensitivity

4

Voting Classifier

**Modelling**



# 97.6%

*Ability to recognise True Crypto Posts*

## Results

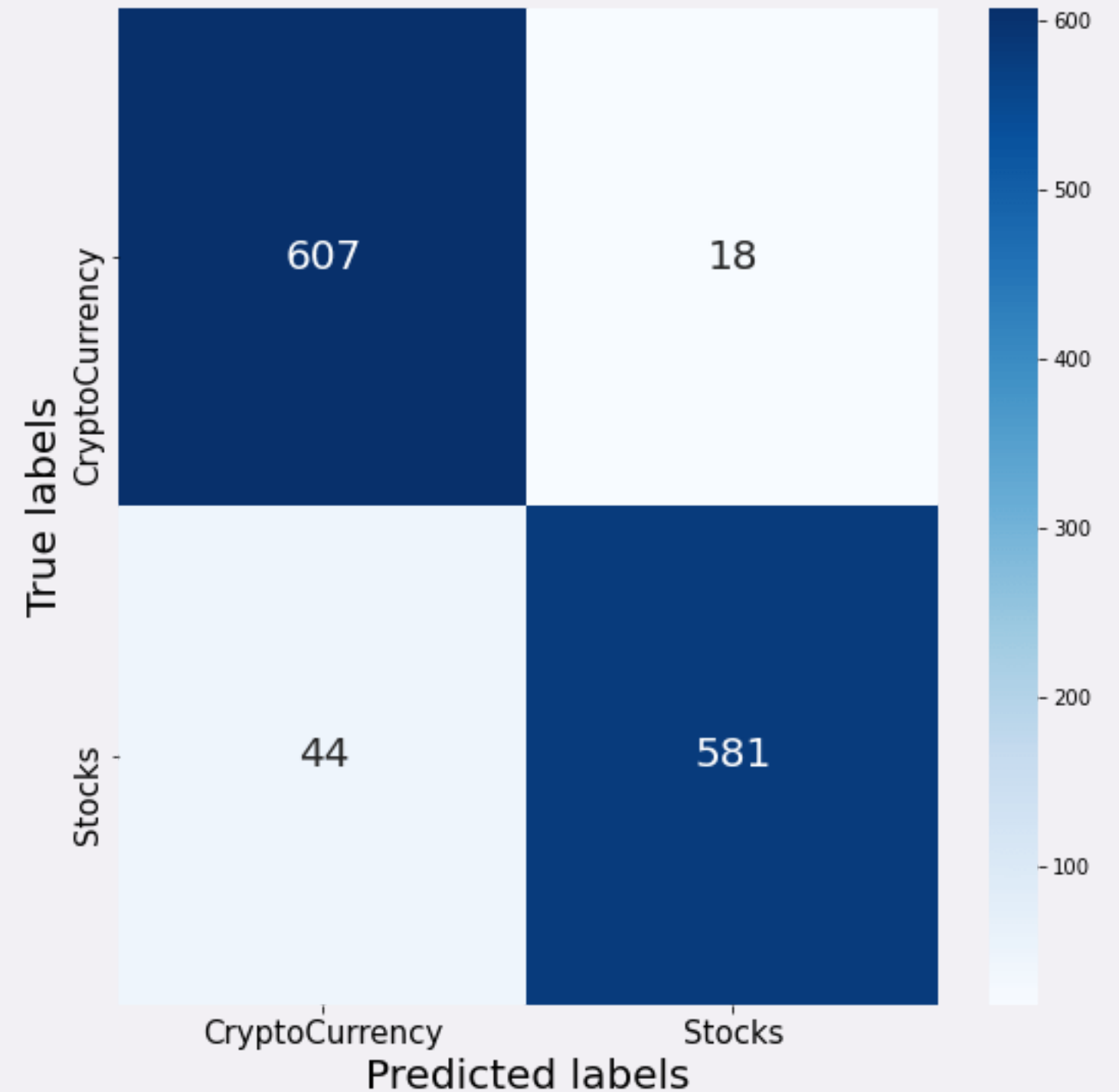
*Sensitivity*

● \$651

*With targeted advertising*

● \$1250

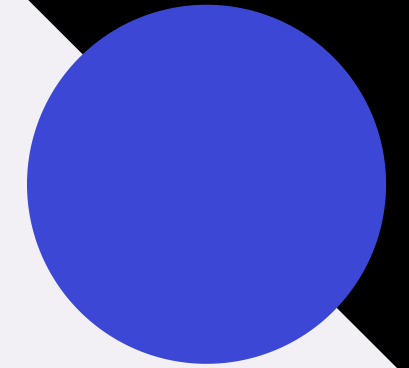
*Original Spend*







## Summary



### *Data Collection*

Scrape reddit for  
posts in r/stocks and  
r/CryptoCurrency

### *Data Analysis*

What are people in  
both subreddits  
saying?

### *Modelling*

Train model to  
recognise posts from  
users interested in  
Crypto

### *Implementation*

Find users interested  
in Crypto based on  
comments they posts  
in other platforms





## ***Target the correct audience***

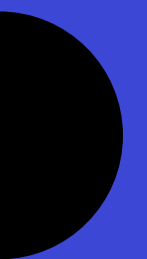
Advertise to posts that our model tagged as interested in Cryptocurrency.

## ***'Trustworthy' product***

Sentiment analysis show that people who are interested in Cryptocurrency are worried that it is not trustworthy.



## **Recommendations**





## ***Strengthening our model***

Train on more subreddits to make model more robusts

## ***Get more data***

Train our model on different social media sites e.g. YouTube comments

Train our model on CryptoCurrency news articles



**Future Steps**





Thank you!

“

**GROWTH IS NEVER BY  
MERE CHANCE; IT IS  
THE RESULT OF FORCES  
WORKING TOGETHER.**

*- James Cash Penney*

