

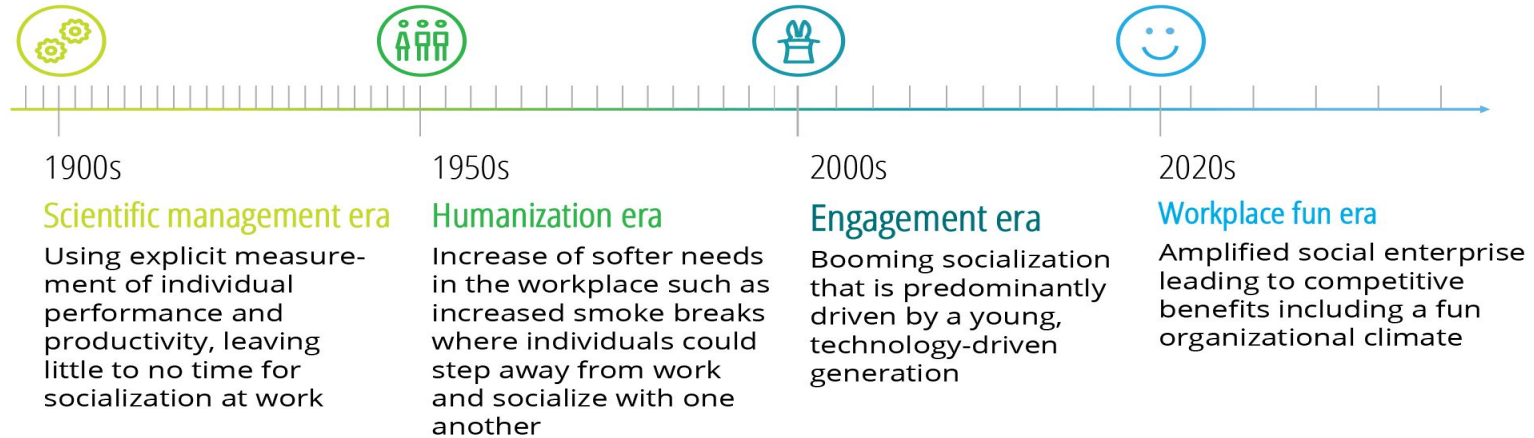
Deloitte: Livens Up The Party

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Background Info

FIGURE 1

How workplaces have evolved



Source: Deloitte analysis.

Deloitte Insights | deloitte.com/insights

- Currently employ very analytical, work focused employees
- Looking for some party starter social splashes to their workforce

Current Employees: INTJ

- Introverted, iNtuitive, Thinking, and Judging
- details oriented
- excellent tacticians



Desire Employees: ESFP

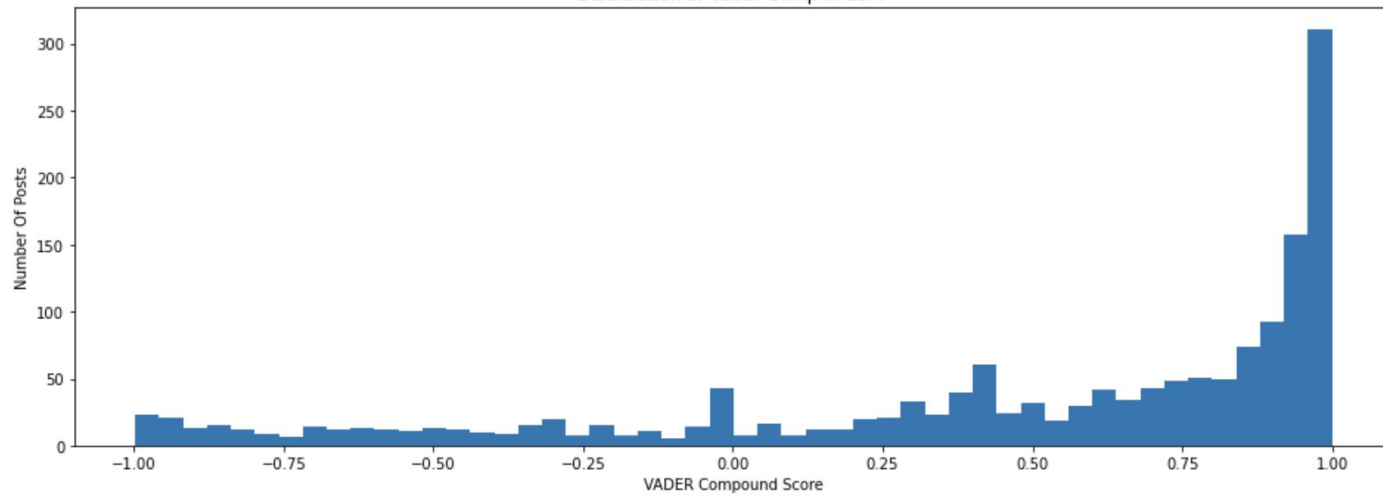
- Extraverted, Sensing, Feeling, Perceiving
- Very Social
- Party Starters
- Morale Booster?



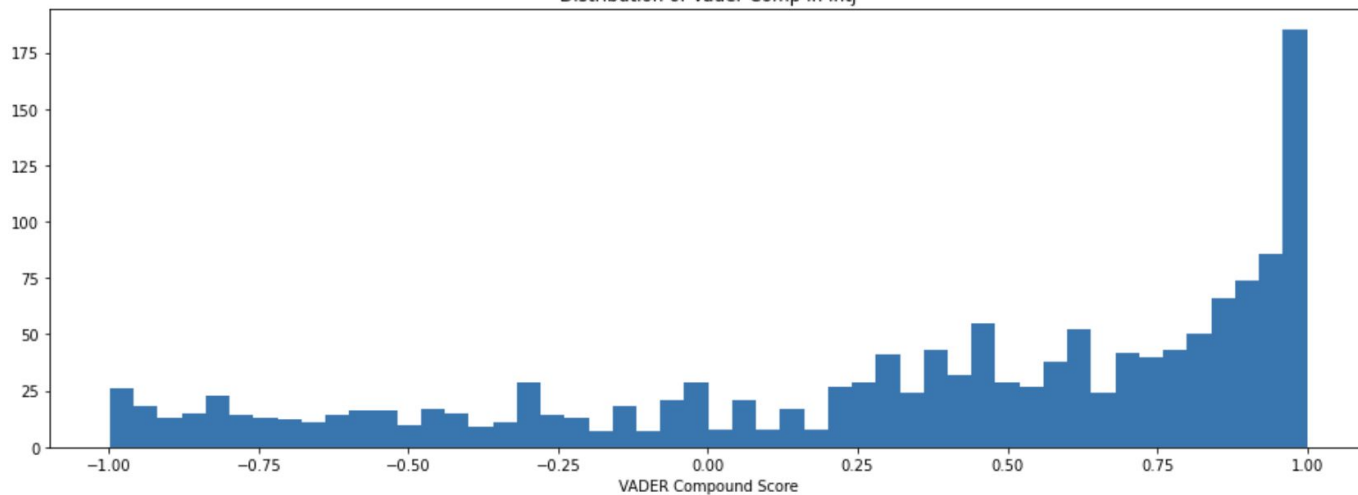
Problem Statement

- Scraping/Analyzing the two respective subreddits for each characteristic, can we build a model that will help us identify based on their posts if they are our sought after ESFPs?
- Sentiment Analysis
- Tfidfvectorizer
- Classification Modeling

Distribution of Vader Comp in ESNP



Distribution of Vader Comp in intj



TFIDFVectorizers

| | people | get | know | time | thing | feel | want | really | type | friend | think | would |
|------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| esfp | 0.220950 | 0.207308 | 0.201080 | 0.196928 | 0.191589 | 0.188327 | 0.187141 | 0.174091 | 0.169346 | 0.164304 | 0.164304 | 0.161635 |
| intj | 0.257845 | 0.174657 | 0.202747 | 0.200946 | 0.184741 | 0.212830 | 0.131443 | 0.153770 | 0.091110 | 0.124601 | 0.178979 | 0.188342 |

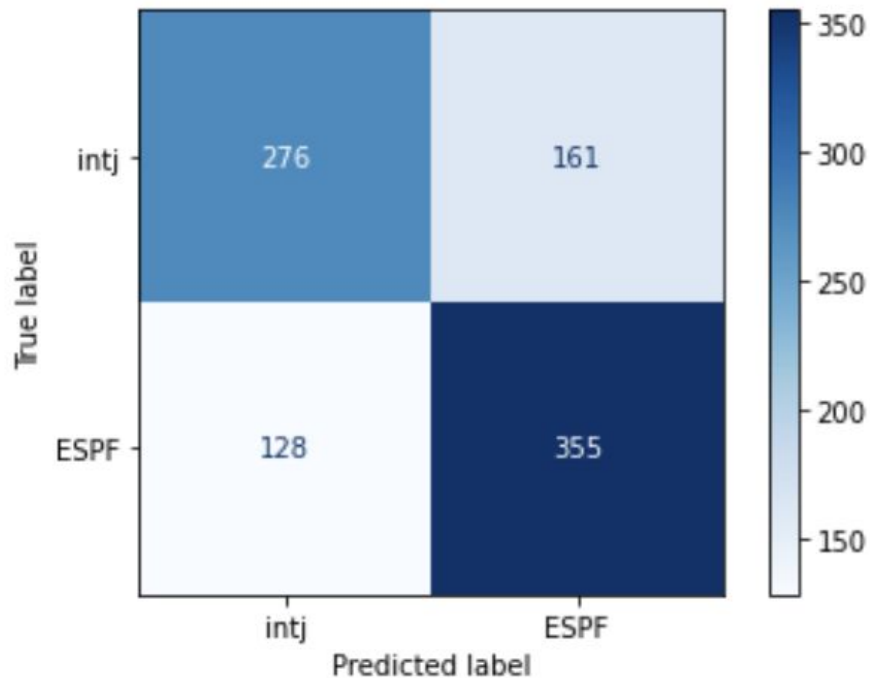
| | people | feel | know | time | would | thing | think | get | one | really | make | want |
|------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| esfp | 0.220950 | 0.188327 | 0.201080 | 0.196928 | 0.161635 | 0.191589 | 0.164304 | 0.207308 | 0.143544 | 0.174091 | 0.115369 | 0.187141 |
| intj | 0.257845 | 0.212830 | 0.202747 | 0.200946 | 0.188342 | 0.184741 | 0.178979 | 0.174657 | 0.154491 | 0.153770 | 0.140446 | 0.131443 |

-Very similar language used across both subreddits

-Had to fine tune to discover more unique words for each

Models Explored With GridSearchCV

- Logistic Regression
- KNN
- SVM
- Random Forest
- Random Forest Again With All
TFIDFVectors



Conclusions & Recommendations

- Similarities in language used made classifying difficult
- Can use created models as initial potential screen
- Deloitte will have to perform due diligence with in person interviews to see if candidate matches culture shift