

# IS IT KETO OR VEGAN?

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## Problem Statement

What are we looking to do?



## Model

Methodology, best model hyper-parameters, and scores

01

02

03

04

# Agenda



## Keto vs Vegan

Define & Explore Differences



## Conclusion

# Problem Statement

HelloFrezh is launching new food plans to cater to Keto and Vegan diets. They want to build a marketing plan and create a slogan that aligns with each diet community. We will explore the titles and posts from keto and vegan subreddits to determine what language is more likely to be used in each community and test if it is possible to get accurate classifications for each slogan before launching.



# KETO

- Restricted carbohydrate intake
  - Such as bread, pasta, rice, cake, candy, etc.
- High fat, moderate protein, low carb diet
- Purpose: weight loss, treatment of seizures

# VEGAN

- No animal products
  - No eggs
  - No dairy
- Plant based diet
- Purpose: Nutritional, ethical, religious, and/or environmental

# Data Cleaning & Model Methodology

1. Cleaned data of emojis, posts that were removed, null values, and outliers
2. Created baseline accuracy score utilizing DummyClassifier
3. Tuned relevant hyperparameters through trial and error for best score on accuracy score

# Best Model

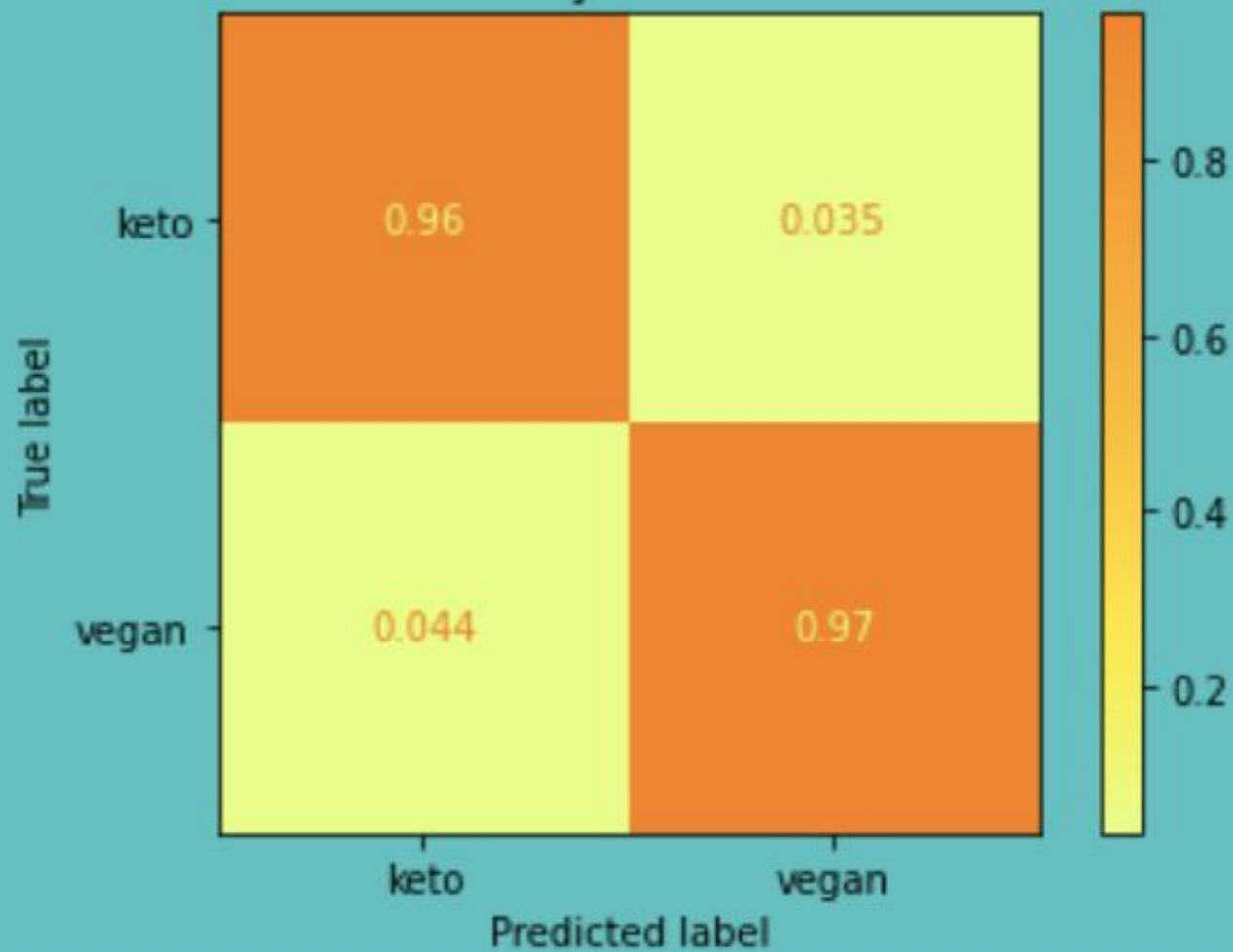
Baseline Accuracy  
Score: 53%

Accuracy score: 96%

Transformer/ Classifier	Hyperparameters	Values
CountVectorizer	Stop Words	English
	Tokenizer	Lemmatization
	Strip Accents	Unicode
	Ngram_Range	( 1 , 2 )
	Min_Df	2
LogisticRegression	Max_Iter	10,000



Probability of Outcomes



## Top 10 Features

Keto	Vegan
keto	vegan
carbs	animal
carb	crossfit
ketosis	veganism
scale	tofu
electrolyte	meat
macro	view
weight	poll ]
sweetener	industry
fat	view poll



# Slogan Examples

Vegan: "I know it may not seem like it, but we love animals too"

Keto: "Healthy fats, quality protein, and just the right amount of carbs to keep you energized throughout the day"

# Conclusion

HelloFresh should utilize some of the top 10 keywords, including keto, carbs, vegan, and animal that show a strong correlation with each class and test whether their slogan would classify with either r/keto or r/vegan

Questions?