



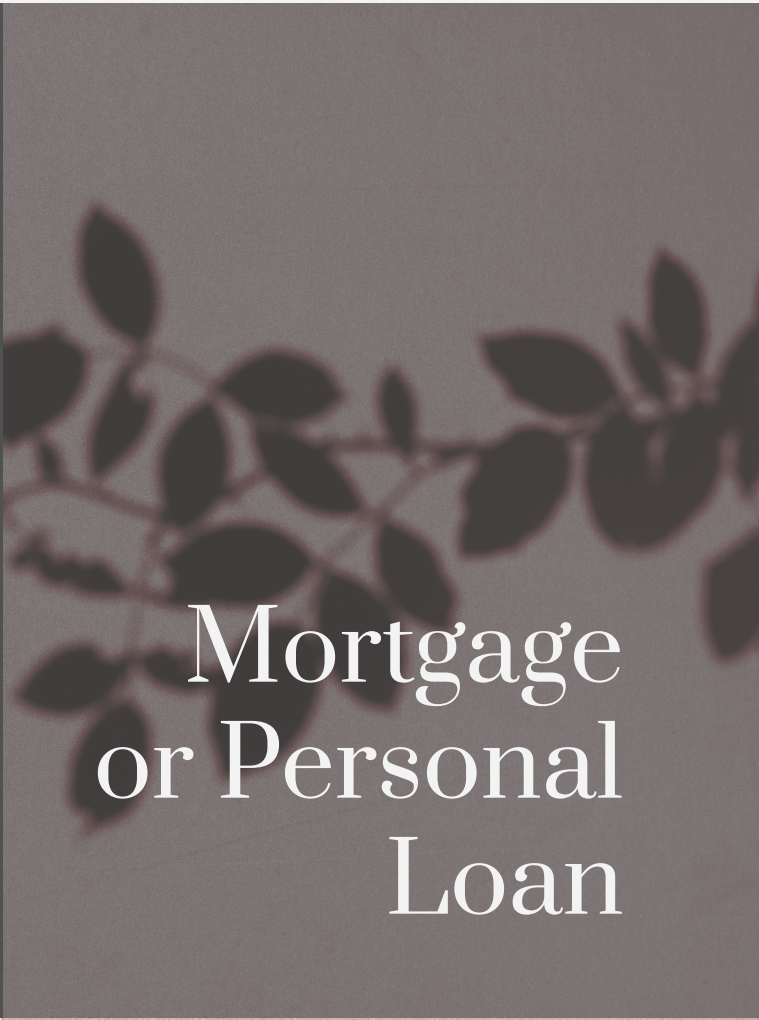
Real Estate vs Home Improvement

Determining the best financing method for
your needs:

Mortgage vs Personal Loan

Focus:

- Use NLP and Classification Models.
- Identify text as Home Improvement or Real Estate Investing
- Identify financing needs.

The right side of the slide features a decorative background with dark, silhouetted leaves and branches against a lighter, muted brownish-grey background.

Mortgage
or Personal
Loan

01

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r/realestateinvesting

Interested in Real Estate Investing? You've come to the right place! */r/realestateinvesting* is focused on sharing thoughts, experiences, advice and encouraging questions regardless of your real estate investing niche! Structured Deals, Flipping/ Rehabbing, Wholesaling, Lending, Land, Commercial Real Estate and more! If it has to do with real estate investing this sub is for you!

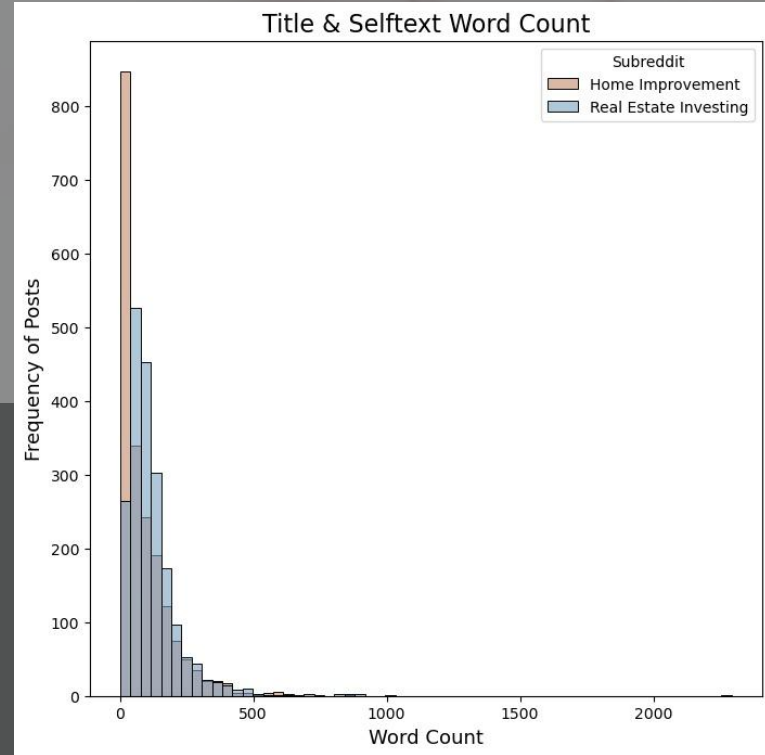


r/HomelImprovement

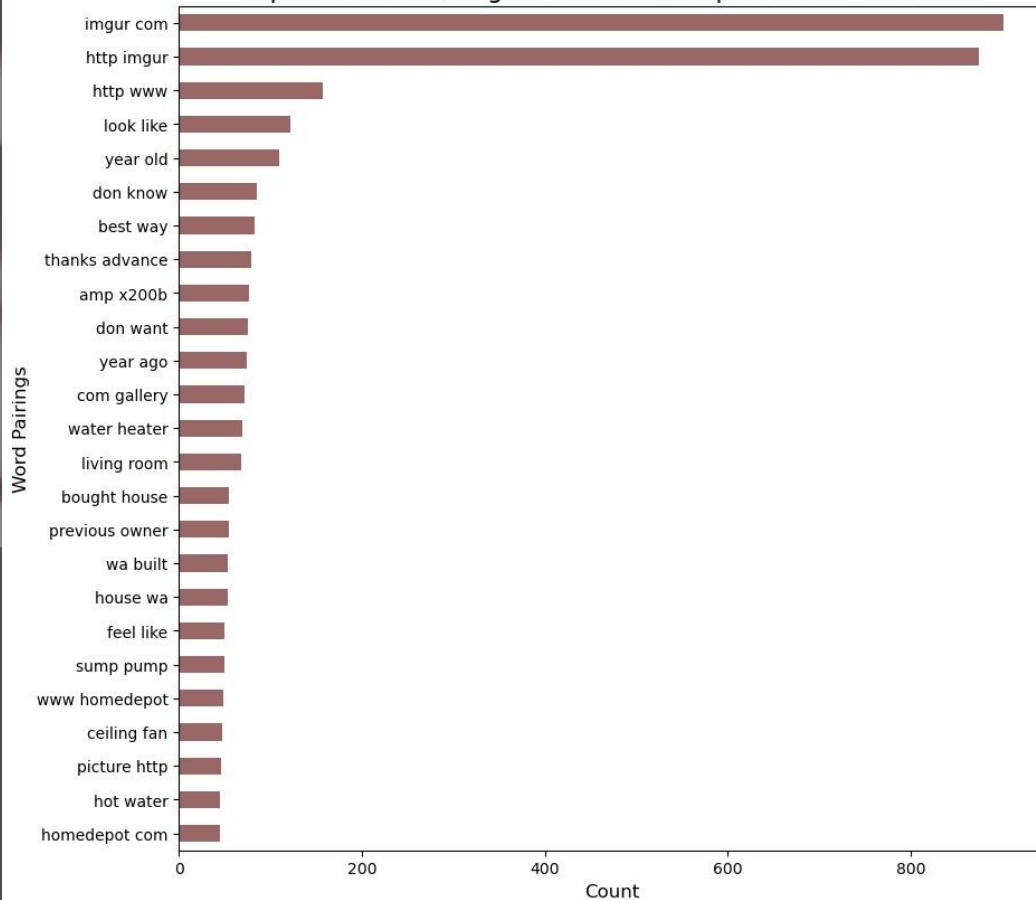
A community dedicated to helping people with advice on personal home improvement projects. If you are new here, please review posting/commenting guidelines below.

Gathering Data

Data Analysis

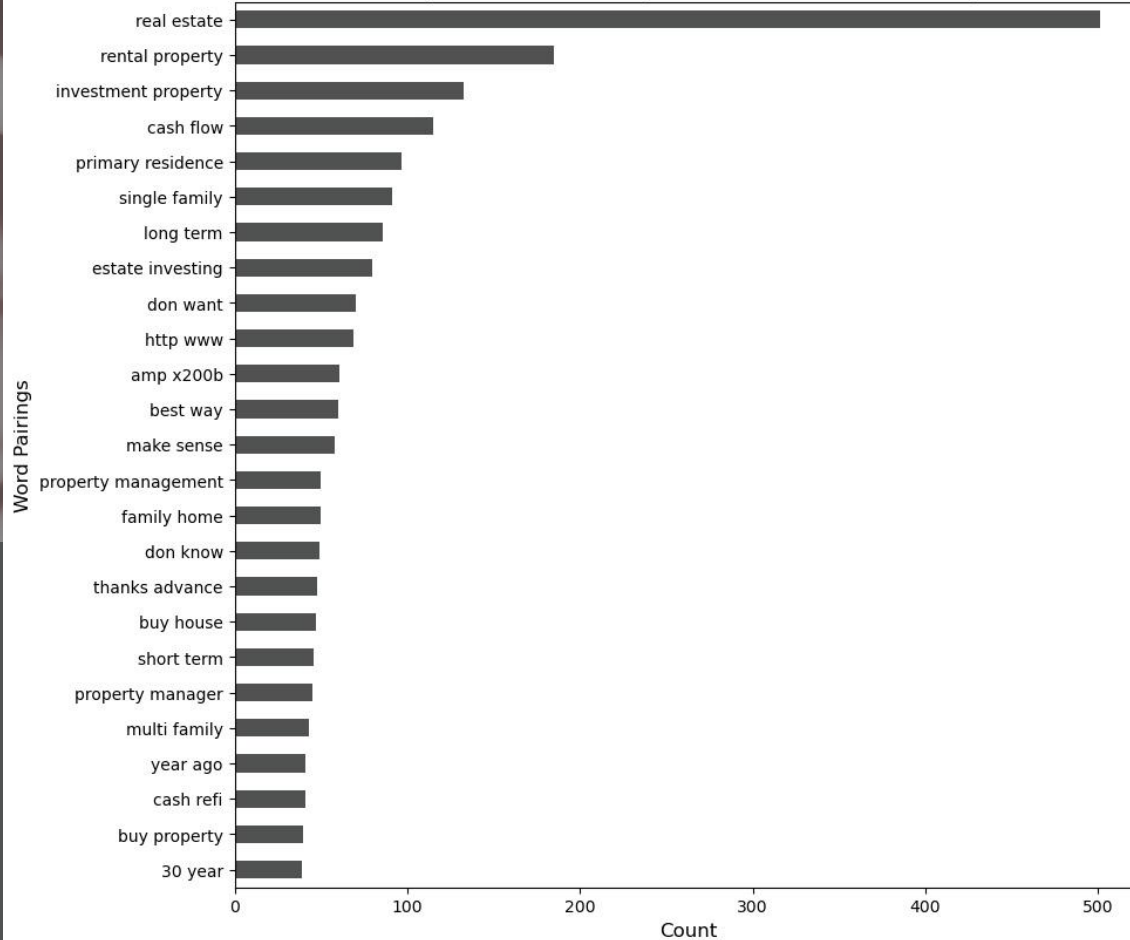


Top 25 Words Pairings in the Home Improvement Subreddit



Data Analysis

Top 25 Word Pairings in Real Estate Investing



Data Analysis

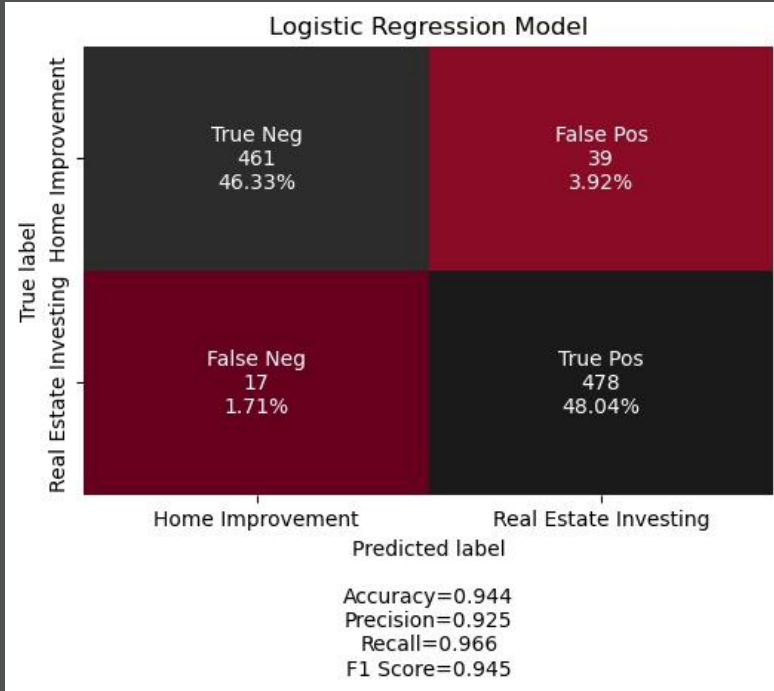
A blurred, dark brown pattern of leaves and branches, resembling a tree or foliage, set against a lighter brown background.

Models

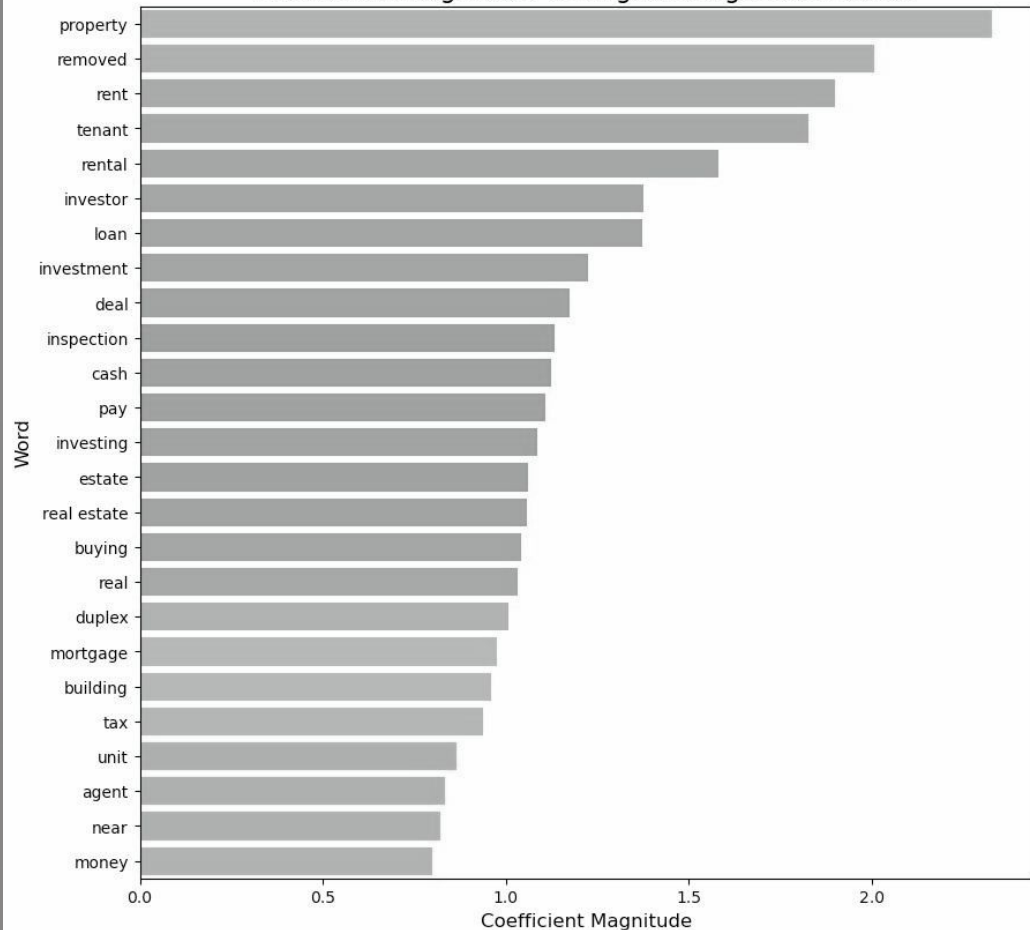
3

Models

Logistic Regression Model



Coefficient Magnitude on Logistic Regression Model



Words with the
Highest Impact on
the Model

4

Conclusions and Recommendations

Logistic Regression Model:

- Can still be improved:
 - Repeating Words/Phrases
 - Misclassification

Improved Model:

- Use at financial institutions
- Identify customer needs

Thank you

Do you have any questions?

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