

Project 4

SMU Data Analytics Capstone

11/17/2021

Group 3:

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Theme:

Meyers-Briggs Personality Prediction

Motivation:

The group was interested in looking for a subject of study that was both interesting and outside of our normal fields, while having the potential to impact any field or industry. Identifying someone's personality could be leveraged in many ways with the Myers-Briggs personality types (MBTI). Organizations use this test and others such as Clifton Strength, The Predictive Index, and Enneagram types to determine what jobs are the best fit for potential employees. It has turned into its own subset of insight called Emotional Intelligence. We wanted to look and see if we could find out if we can determine a person's MBTI type just by that person typing a few short statements.

We wanted to answer questions such as:

- Can a personality be predicted accurately when answering a single question?
- Can the actual Meyers-Briggs test be removed from the process?
- Can this be leveraged by companies to identify personalities that are currently high performing and incorporate that into team building and selection efforts?
- Could this model be used to identify ineffective communication?

Process:

In order to develop the simplified personality test, the group will create a full-stack, interactive dashboard hosted on a website. Data will be pulled in from existing Meyers-Briggs datasets that outline personality types. The website will use the data to create at least four visualizations using JavaScript and various third-party libraries. The website will use HTML code and bootstrap components to build the structure. There will be at least four webpages.

Visuals:

Theme: Blues, oceanic colors

Visuals will include a map, graphs of counts by personality type, and bar graphs of most/least common type in the world. A word cloud that identifies the most common terms associated with each personality type.

Roles:

Visuals: All

HTML: Jon, Steven, Lucas

About Us page: Jon

Work Cited: Lucas

Data Sets:

Data Source:

https://www.kaggle.com/datasnaek/mbti-type?select=mbti_1.csv

Information for understanding Meyers-Briggs and the various personality types:

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/home.htm>