

BushCraft



vs.

WitchCraft







Problem Statement

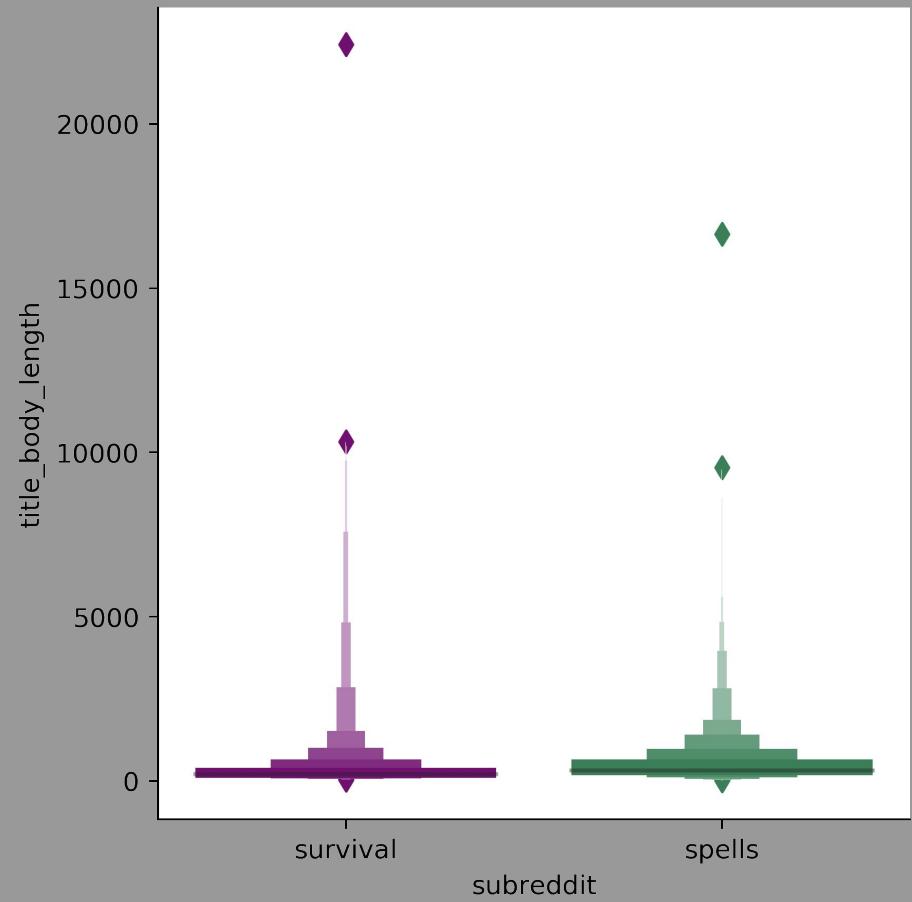
RitualCravt, a Metaphysical & Witchy Wares business has seen a decline in their online sales.

After investigating, they have discovered that their online ads have been targeted towards Bushcraft enthusiasts instead of Witchcraft devotees.

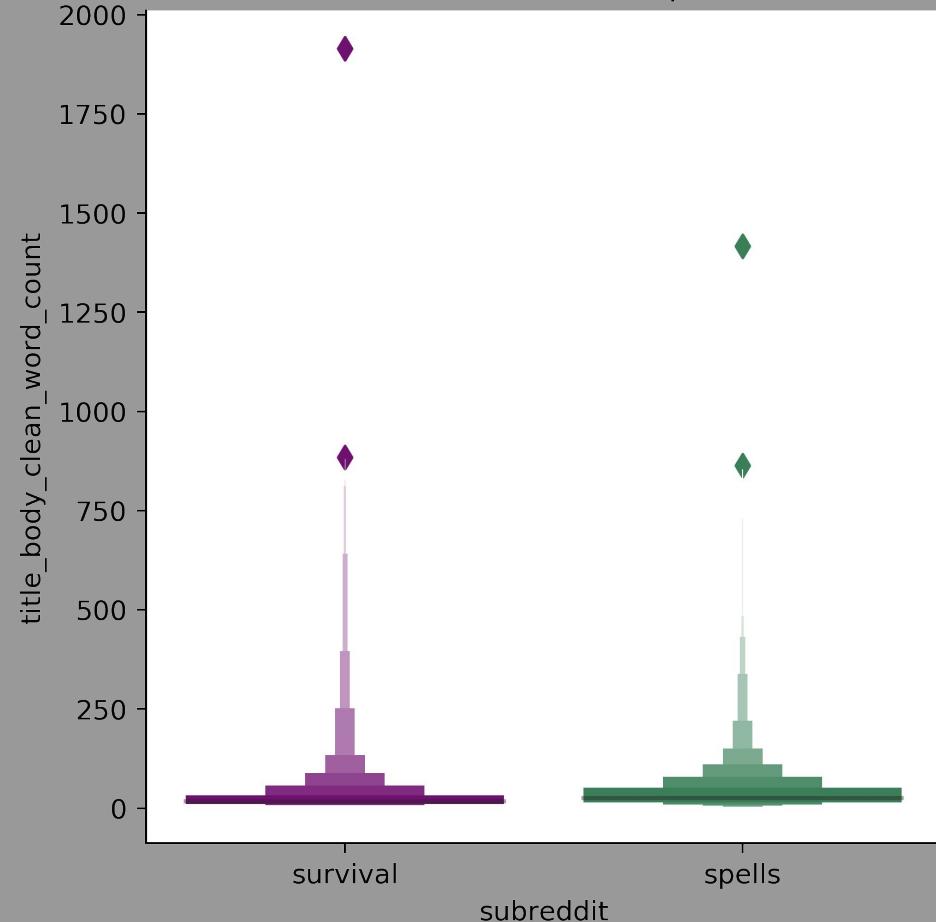
I have been hired to create a model that will ensure their Reddit ads will be directed towards the correct user base.

I will accomplish this by collecting and differentiating posts from the subreddit's Spells and Survival.

Craft Body Length Comparison



Craft Word Count Comparison



Water?



180



521

469



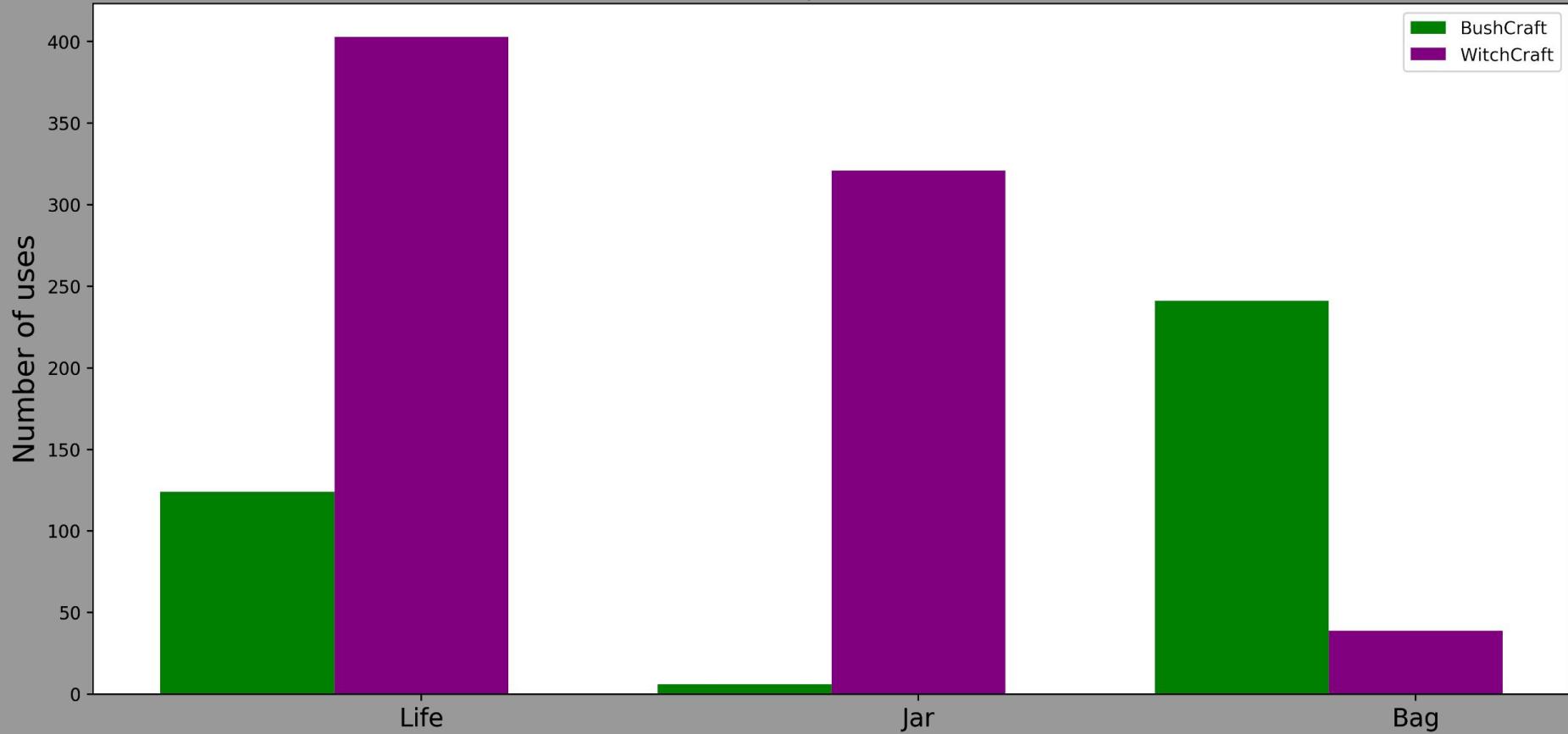
Fire?

90

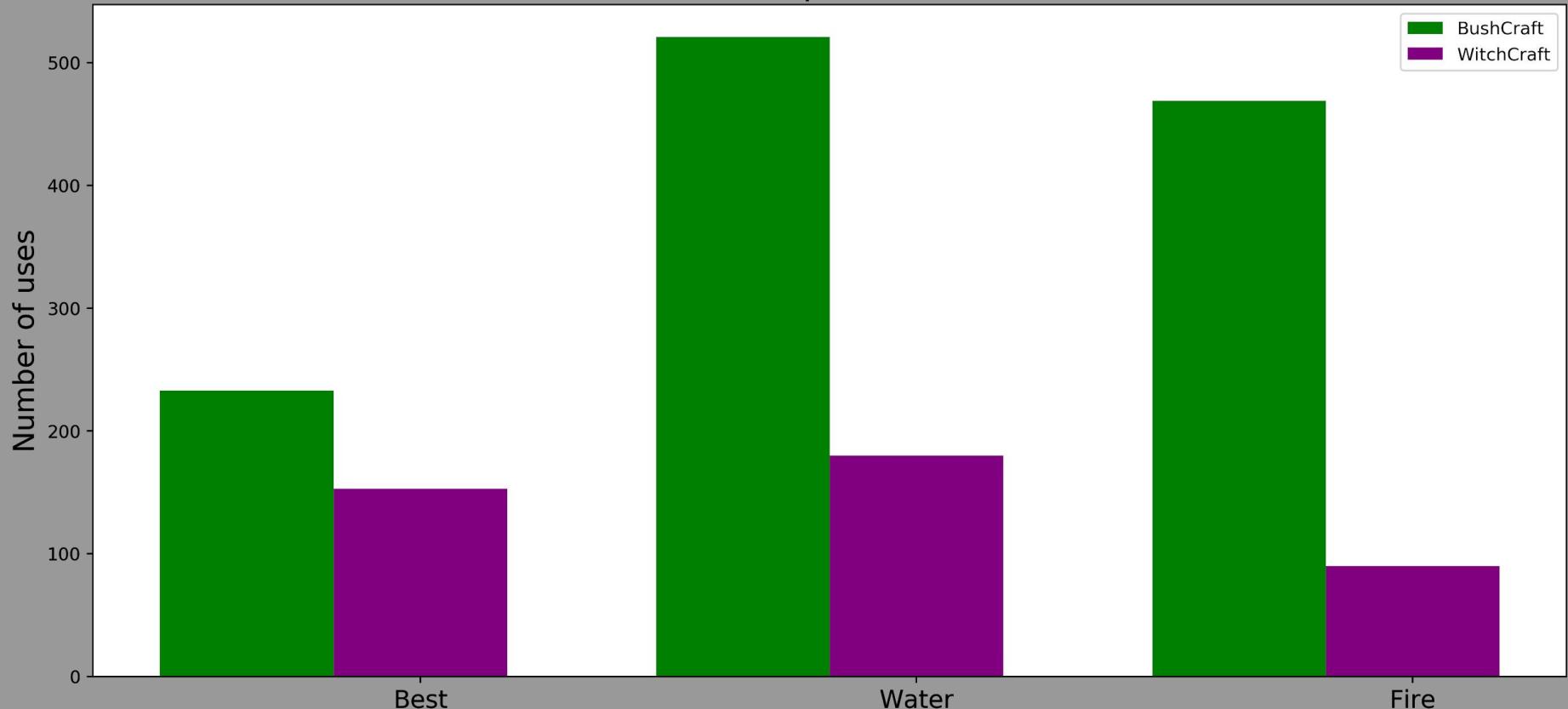


Candle 500!

Word use per subreddit



Word use per subreddit



try life family witch didnt
working maybe thought money magick
friend house ex stuff job etc kind
Spell told ritual away spirit
let can't energy trying tried said
someone spell someone tell relationship
love candle protection spell idea bad
advice getting tried home past magic
Love thank mean

survive idea bear come question
video trip etc fire
knife can't bit great bag
area go found wood pretty
pack live shelter stuff skill
long able look kit
gear you're hour trying week getting thank tool
book animal foot night water better wondering try
thought food small wilderness

survival

water

small

Models

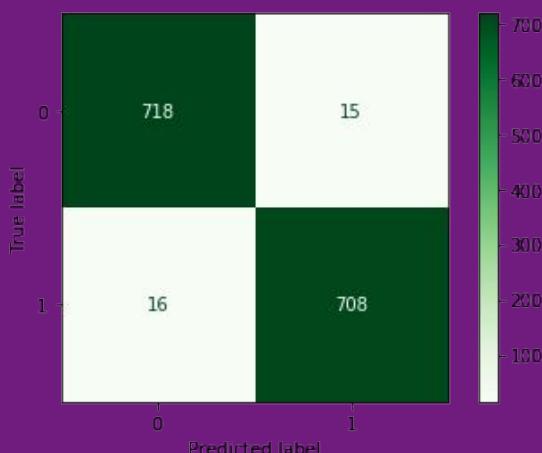
94.7% Test

Support Vector Machines



97.8%

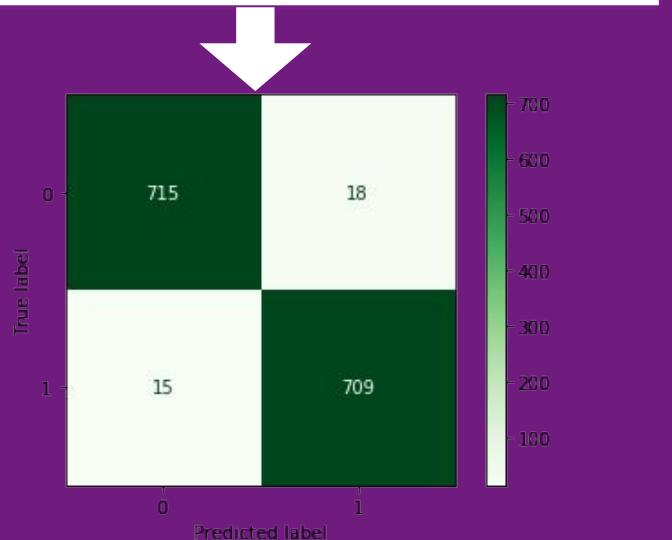
Count Vectorizer & Multinomial Naive Bayes



Models

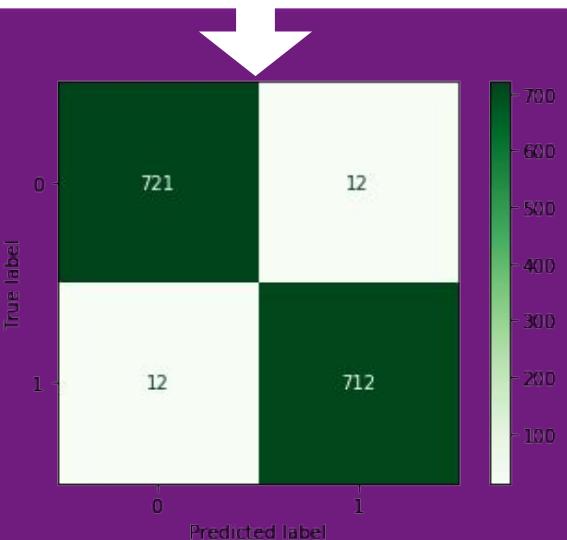
97.2%

**Random Forest &
Extra Trees**



98.3% Test

**(TF-IDF) Vectorizer & Multinomial
Naive Bayes**



Conclusion

My model of using TF-IDF to Vectorize text along with Multinomial Naive Bayes will be able to accurately target the correct subreddit threads for RitualCravt online advertising.