

# Meyers Briggs Personality Predictor

By: Tony Bennett

# BUSINESS PROBLEM

- Cartex HR wants to group its employees
- Chooses Meyers-Briggs to sort them
- Does not want to use a normal questionnaire
- Partners with Data Science Team

# MB BACKGROUND

## PERSONALITY TYPES KEY



### Extroverts

Extroverts are energized by people, enjoy a variety of tasks, a quick pace, and are good at multitasking.



### Sensors

Sensors are realistic people who like to focus on the facts and details. They apply common sense and past experience to find practical solutions to problems.



### Thinkers

Thinkers tend to make their decisions using logical analysis, objectively weigh pros and cons, and value honesty, consistency, and fairness.



### Judgers

Judgers tend to be organized and prepared, like to make and stick to plans, and are comfortable following most rules.



### Introverts

Introverts often like working alone or in small groups, prefer a more deliberate pace, and like to focus on one task at a time.



### Intuitives

Intuitives prefer to focus on possibilities and the big picture, easily see patterns, value innovation, and seek creative solutions to problems.



### Feelers

Feelers tend to be sensitive and cooperative, and decide based on their own personal values and how others will be affected by their actions.



### Perceivers

Perceivers prefer to keep their options open, like to be able to act spontaneously, and like to be flexible with making plans.



INTJ

**THE ARCHITECT**  
IMAGINATIVE  
STRATEGIC  
PLANNERS

INTP

**THE LOGICIAN**  
INNOVATIVE  
CURIOUS  
LOGICAL

ENTJ

**THE COMMANDER**  
BOLD  
IMAGINATIVE  
STRONG-WILLED

ENTP

**THE DEBATER**  
SMART  
CURIOUS  
INTELLECTUAL

INFJ

**THE ADVOCATE**  
QUIET  
MYSTICAL  
IDEALIST

INFP

**THE MEDIATOR**  
POETIC  
KIND  
ALTRUISTIC

ENFJ

**THE PROTAGONIST**  
CHARISMATIC  
INSPIRING  
NATURAL LEADERS

ENFP

**THE CAMPAIGNER**  
ENTHUSIASTIC  
CREATIVE  
SOCIABLE

ISTJ

**THE LOGISTICIAN**  
PRACTICAL  
FACT-MINDED  
RELIABLE

ISFJ

**THE DEFENDER**  
PROTECTIVE  
WARM  
CARING

ESTJ

**THE EXECUTIVE**  
ORGANIZED  
PUNCTUAL  
LEADER

ESFJ

**THE CONSUL**  
CARING  
SOCIAL  
POPULAR

ISTP

**THE VIRTUOSO**  
BOLD  
PRACTICAL  
EXPERIMENTAL

ISFP

**THE ADVENTURER**  
ARTISTIC  
CHARMING  
EXPLORERS

ESTP

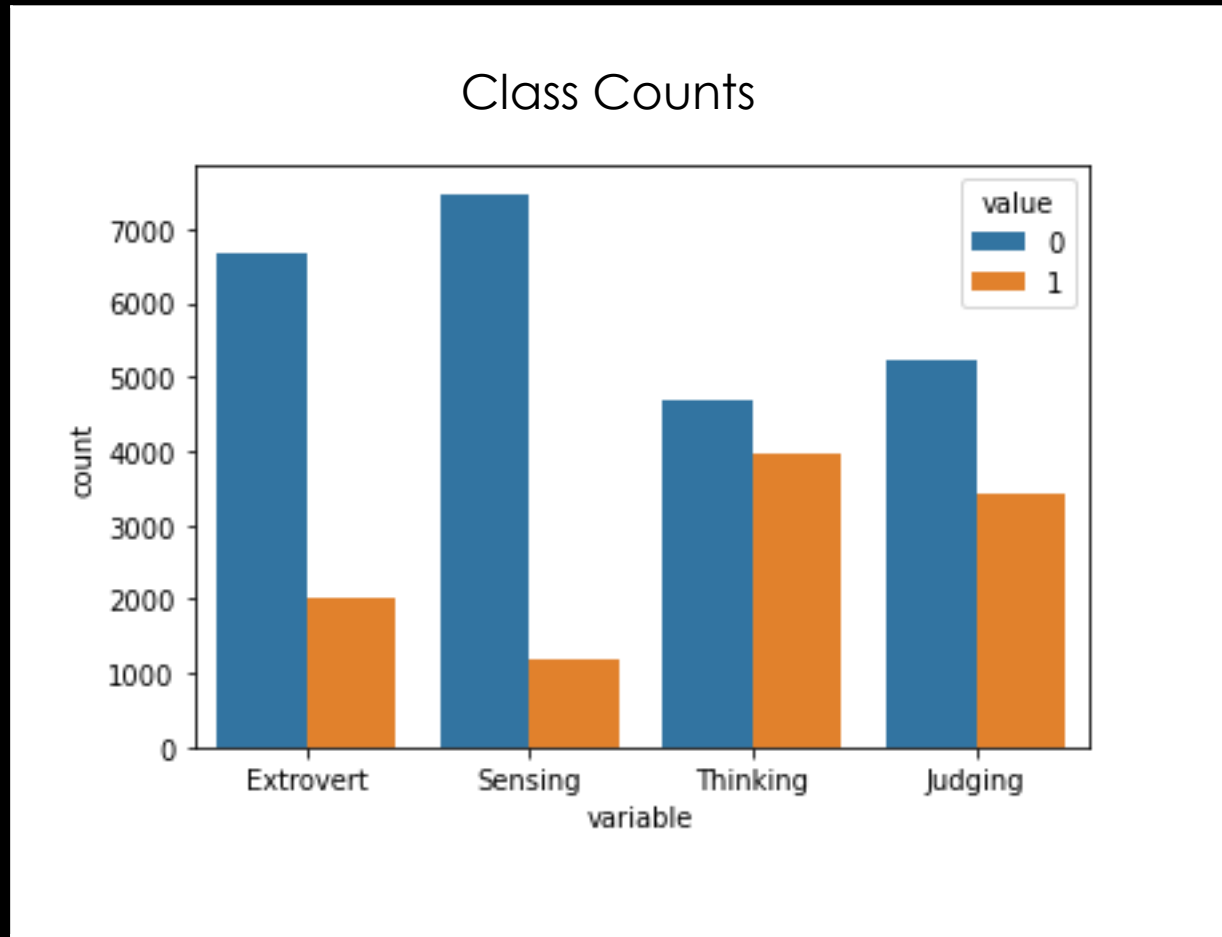
**THE ENTREPRENEUR**  
SMART  
ENERGETIC  
PERCEPTIVE

ESFP

**THE ENTERTAINER**  
SPONTANEOUS  
ENERGETIC  
ENTHUSIASTIC

# DATA UNDERSTANDING

- Data contains the user's Meyers Briggs type and their post history
- Over 8000 records
- Data is imbalanced

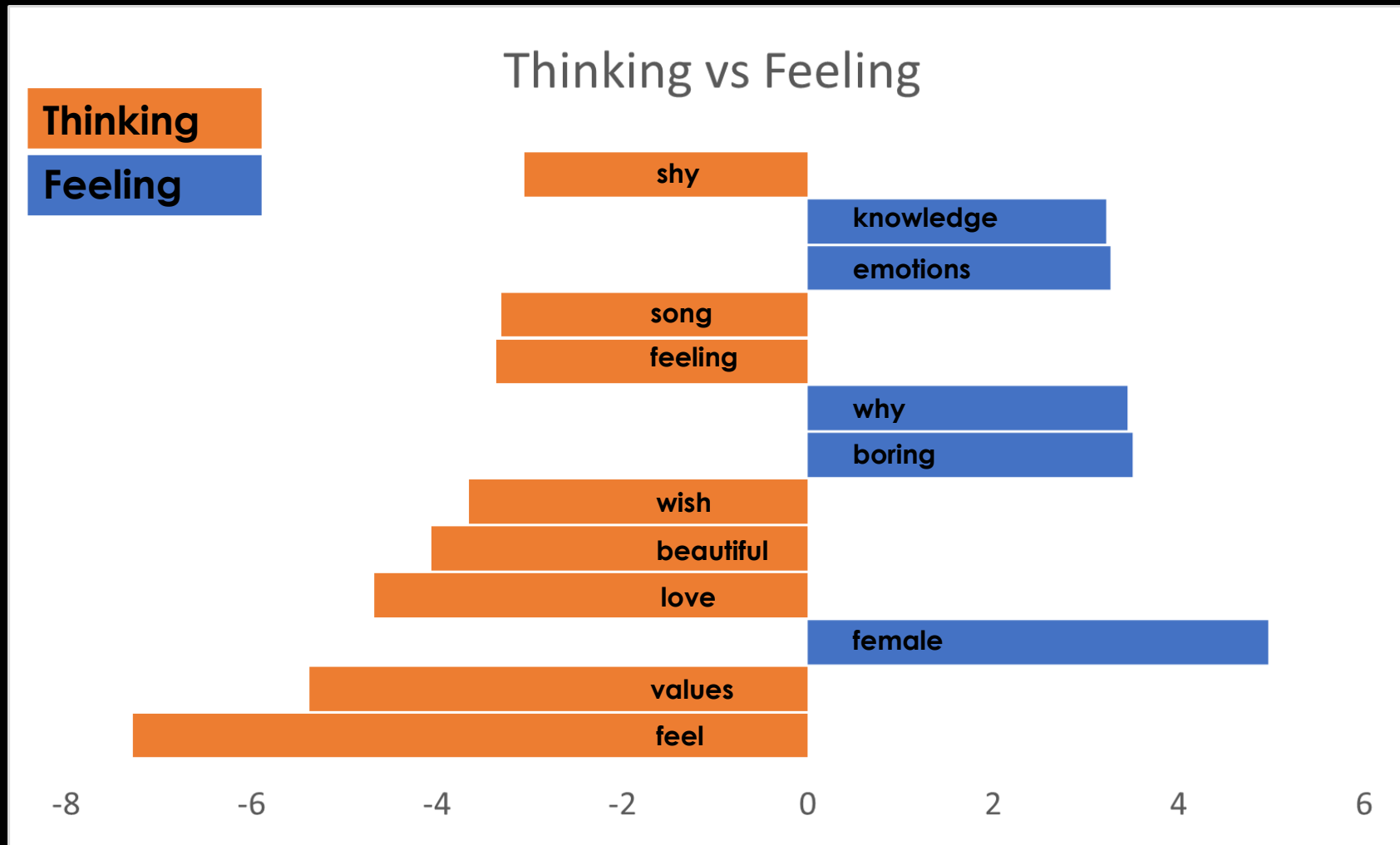




# DATA PREPROCESSING

- Cleaning
- Sentiment Analysis
- Part-of-speech Tagging
- Counting

# MODELING RESULTS



# BUSINESS RECOMMENDATIONS

- Cartex should implement model for the groups
- Don't forget human element
- Be careful about using model for serious usage ie financial , marketing etc





# NEXT STEPS

- Add more data to the dataset
- Continue to experiment with different models
- Evaluate and Improve



# Thank You!

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