



A3 Assignment

GLOBAL AMBASSADOR BIOS

NLP INSIGHTS AND ANALYSIS

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OBJECTIVE

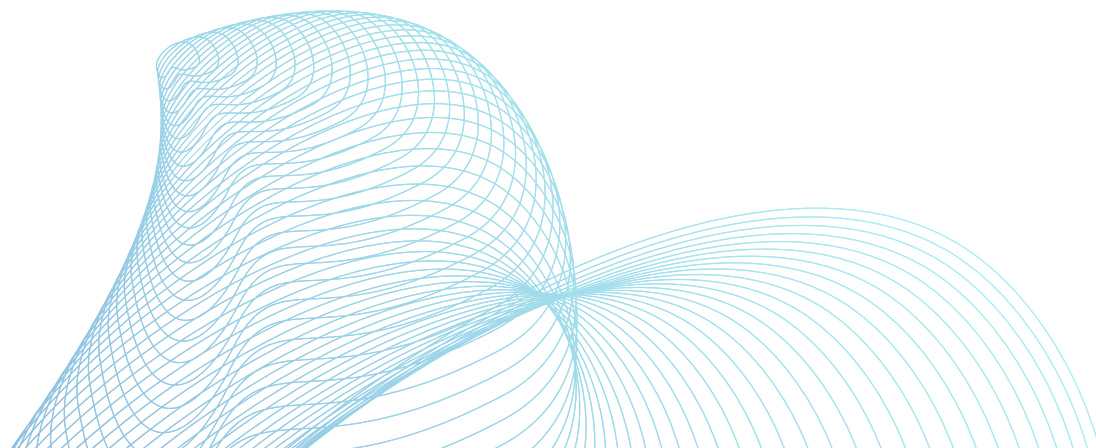
Overview of the project

For prospective students to learn more about the program and eventually enroll.

need to ensure the biographies of the student ambassadors do not show bias towards campuses, topics

ensure the showcased ambassadors present a welcoming diverse and inclusive learning atmosphere

Ensure the language used is consistent showing no meaningfully discriminatory biases in selecting the identified ambassadors



DATA OVERVIEW

Description of the data set used and preparation

web-scraped data of Global Ambassadors posts
directly from the university site

85
AMBASSADORS

7
PROGRAMS

4
CAMPUSES

45% | 55%
MALE | FEMALE

Count of Students by Campus, Program Title, and Gender



THE PROCESS

1 Exploratory Analysis

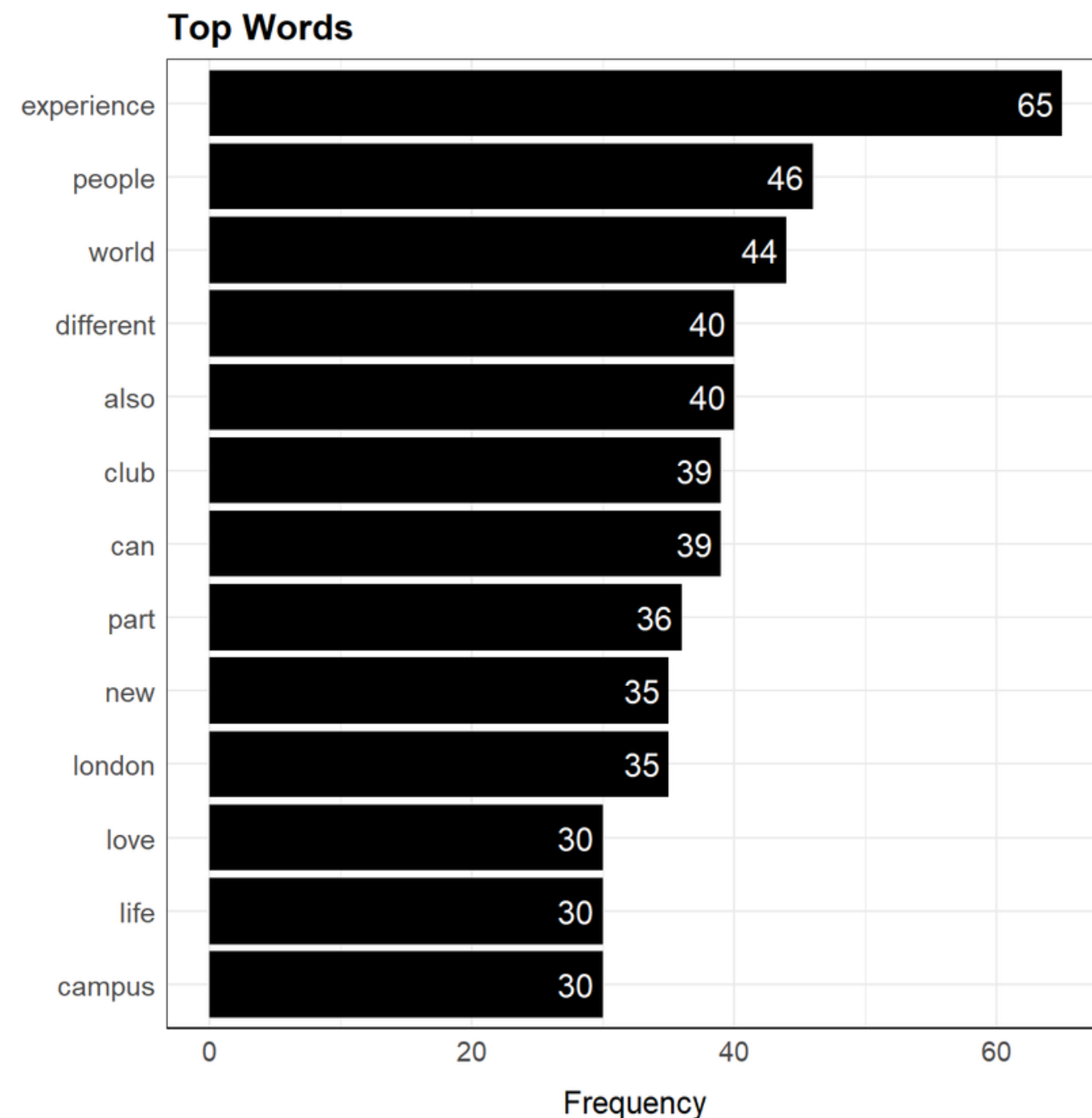
2 Focus on Bios and Interests across campuses, programs and genders

3 Sentiment Analysis

EXPLORATORY ANALYSIS (EDA)

Key highlights from EDA

Highlighting top words from all bios based on frequency



Cleaning the data

&

Identifying Top words by frequency

Key highlights from EDA

Top Words

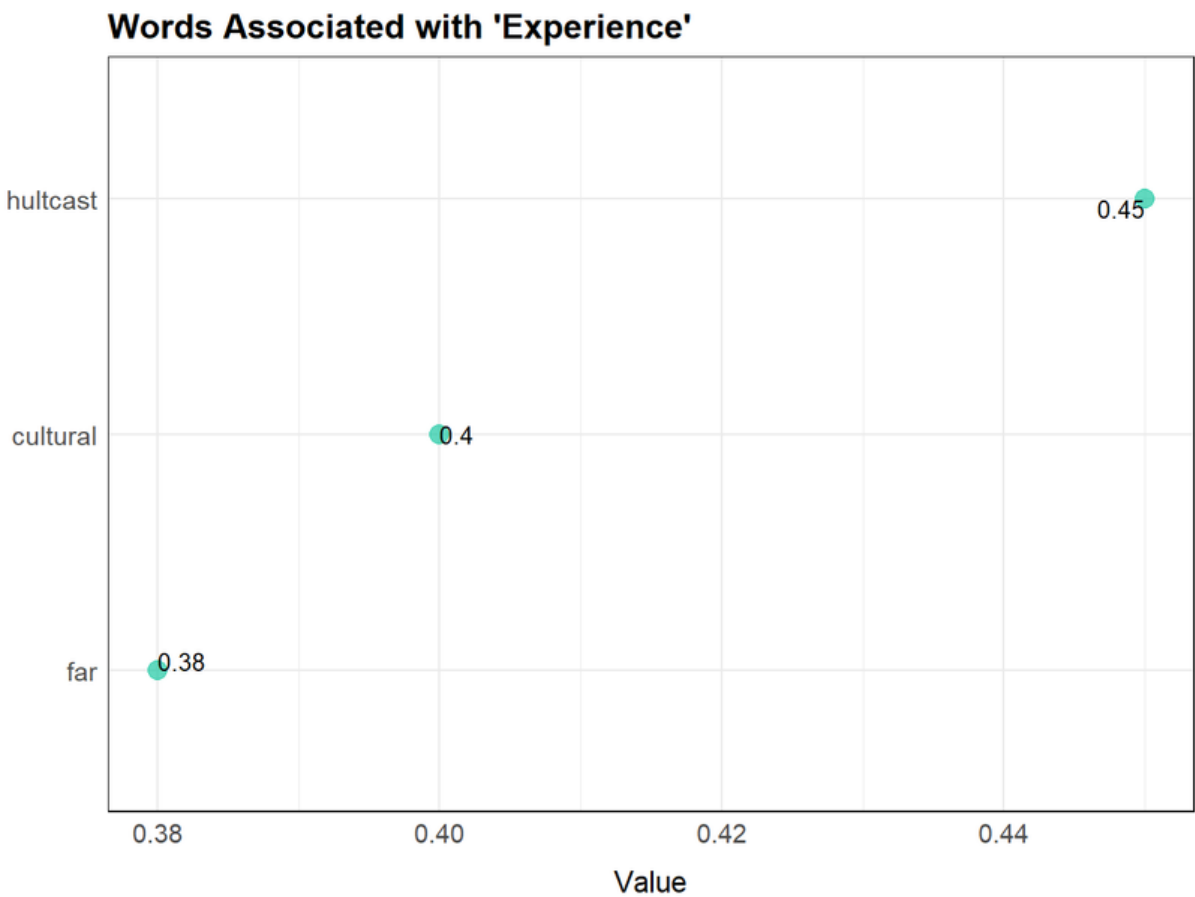
Word	Frequency
experience	65
people	46
world	44
different	40
also	40
club	39
can	39
part	36
new	35
london	35
love	30
life	30
campus	30



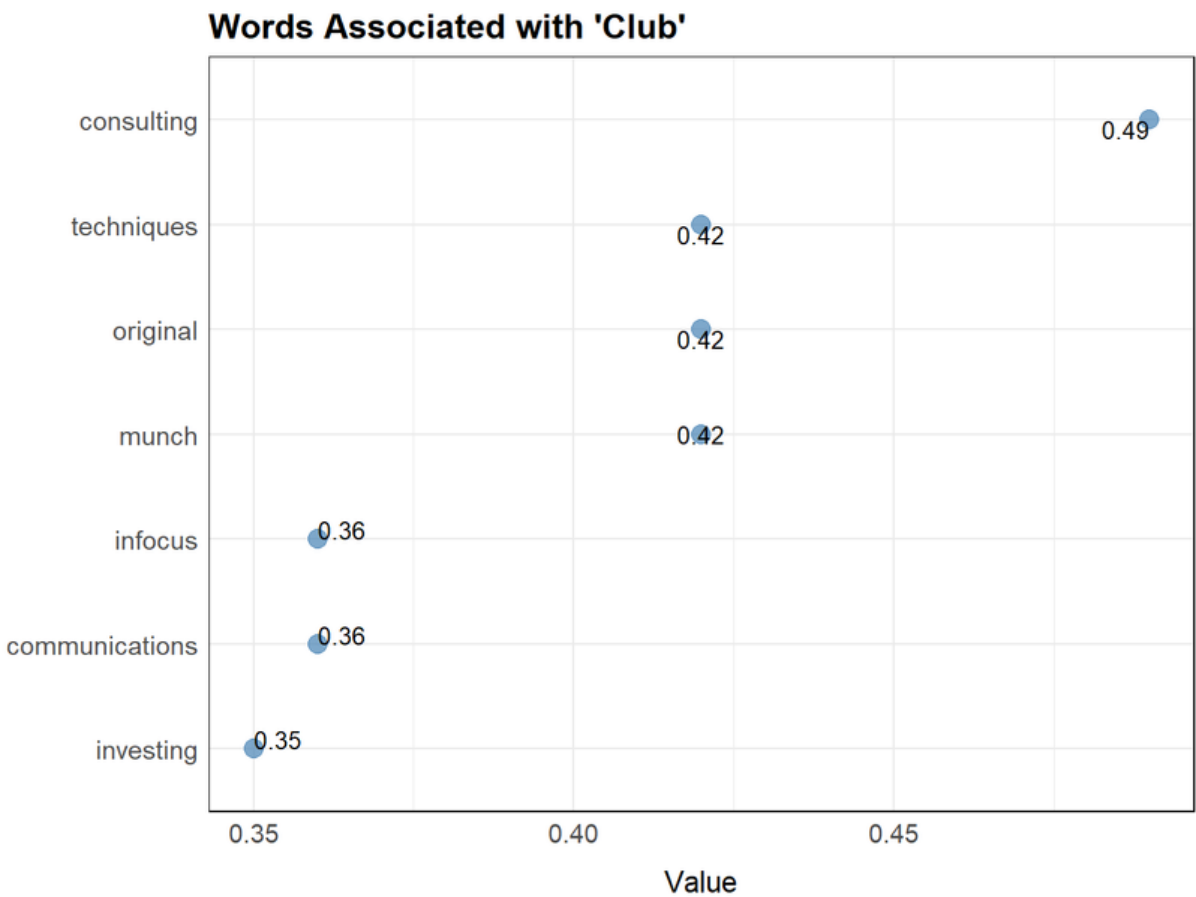
EXPLORATORY ANALYSIS (EDA)

Key highlights from EDA

Inspecting word association with some of the most frequent words



‘Experience’



‘Club’

35% **35%**
LONDON DUBAI

30%
BOSTON

‘Campus’

EXPLORATORY ANALYSIS (EDA)

Key highlights from EDA

Highlighting bi-grams for
richer context

Engaged

Inviting

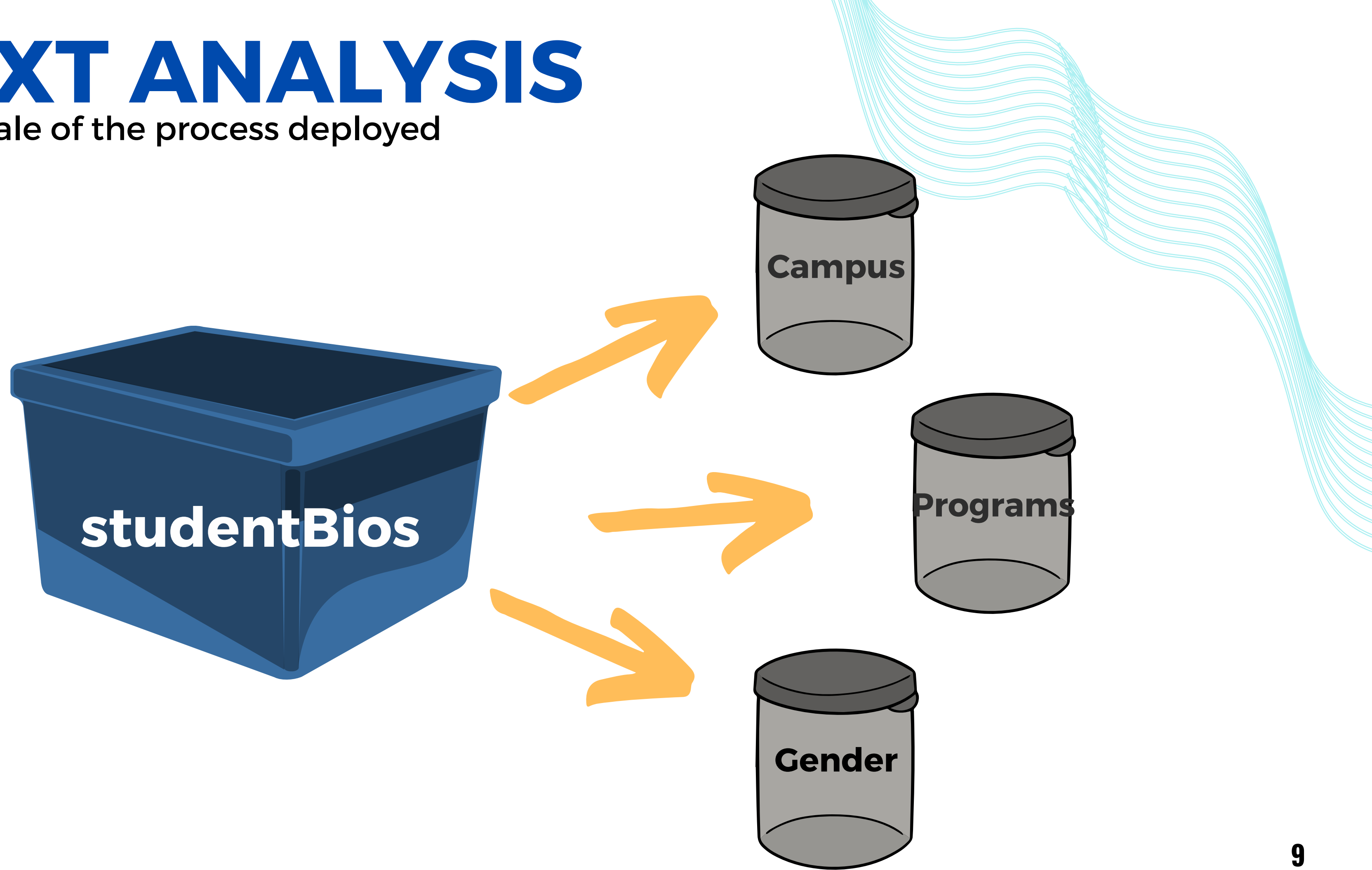
Inclusive

A word cloud of bi-grams extracted from an Exploratory Data Analysis (EDA). The words are arranged in a circular pattern, with larger words indicating higher frequency. The colors range from light green to dark blue. The bi-grams include:

- experience can
- allowing meet
- want know
- affairs think
- dubai campus
- happy help
- n mexico
- appy part
- im really
- lobal mba
- one best
- every day
- kills will
- is far
- happy
- look forward
- right choice
- around globe
- part clubs
- social media
- new things
- born raised
- will help
- free ask
- different backgrounds
- dual degree
- think tank
- im also
- meet people
- diverse community
- london campus
- different cultures
- san francisco
- im currently
- consulting club
- around world
- feel free
- people world
- helped grow
- new people
- different clubs
- free reach
- people around
- global ambassador
- im im
- ask anything
- boston campus
- learning experience
- united states
- diverse body
- mba program
- mba london
- project management
- free time
- cant wait
- im originally
- comfort zone
- can ask
- get know
- bachelors degree

TEXT ANALYSIS

Rationale of the process deployed



SENTIMENT ANALYSIS

Overview of the methods employed

Three most popular methods

AFINN- Dutch researcher
Words scored -5 to 5

```
> head(afinn)
# A tibble: 6 x 2
  word score
  <chr> <int>
1  abandon -2
2  abandoned -2
3  abandons -2
4  abducted -2
5  abduction -2
6  abductions -2
```

Bing- U of I-Chi Researcher
Words scored Pos/Neg

```
> head(bing)
# A tibble: 6 x 2
  word sentiment
  <chr> <chr>
1 2-faced negative
2 2-faces negative
3 a+ positive
4 abnormal negative
5 abolish negative
6 abominable negative
```

NRC – mTurk
Words classified into 8 primary & pos/neg

```
> head(nrc)
# A tibble: 6 x 2
  word sentiment
  <chr> <chr>
1 abacus trust
2 abandon fear
3 abandon negative
4 abandon sadness
5 abandoned anger
6 abandoned fear
```

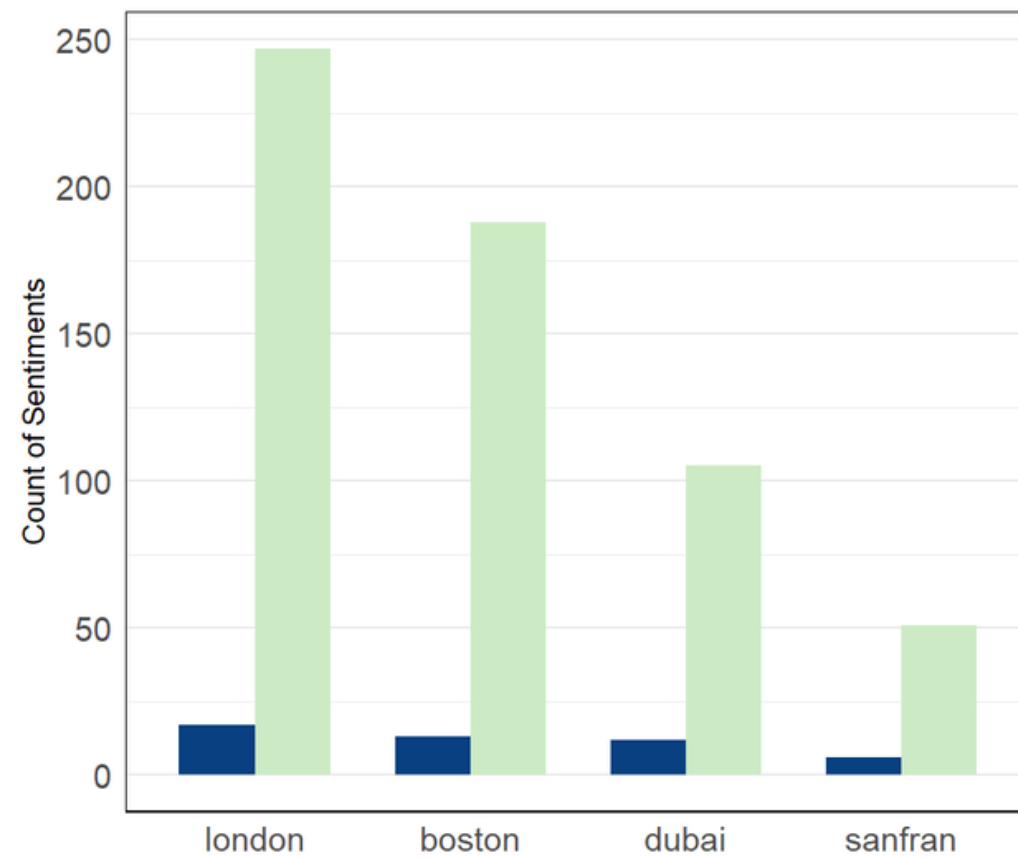
SENTIMENT ANALYSIS

Overall Positive across channels

Bing

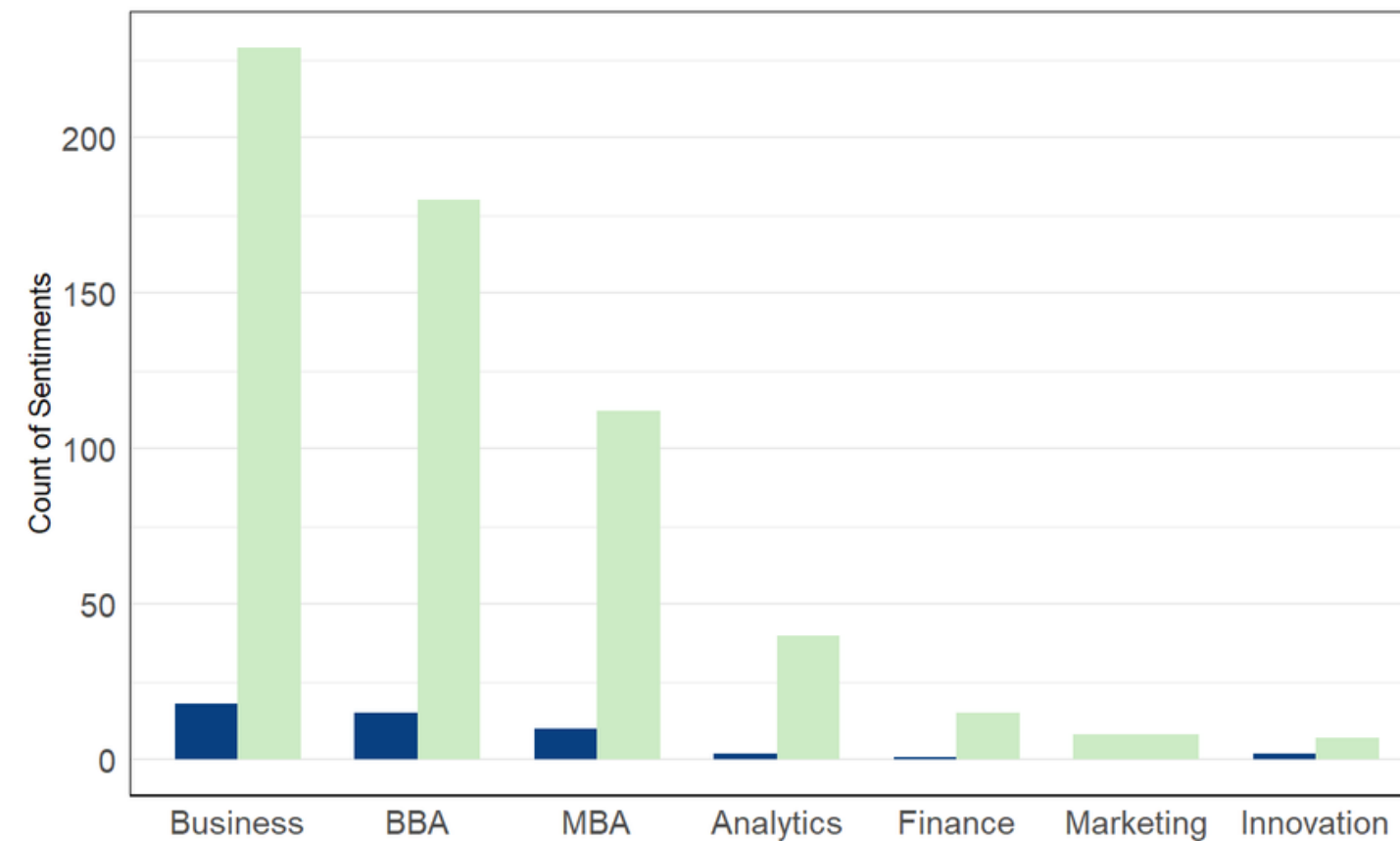
(Bing) Sentiment Analysis by Campus

Sentiment ■ negative ■ positive



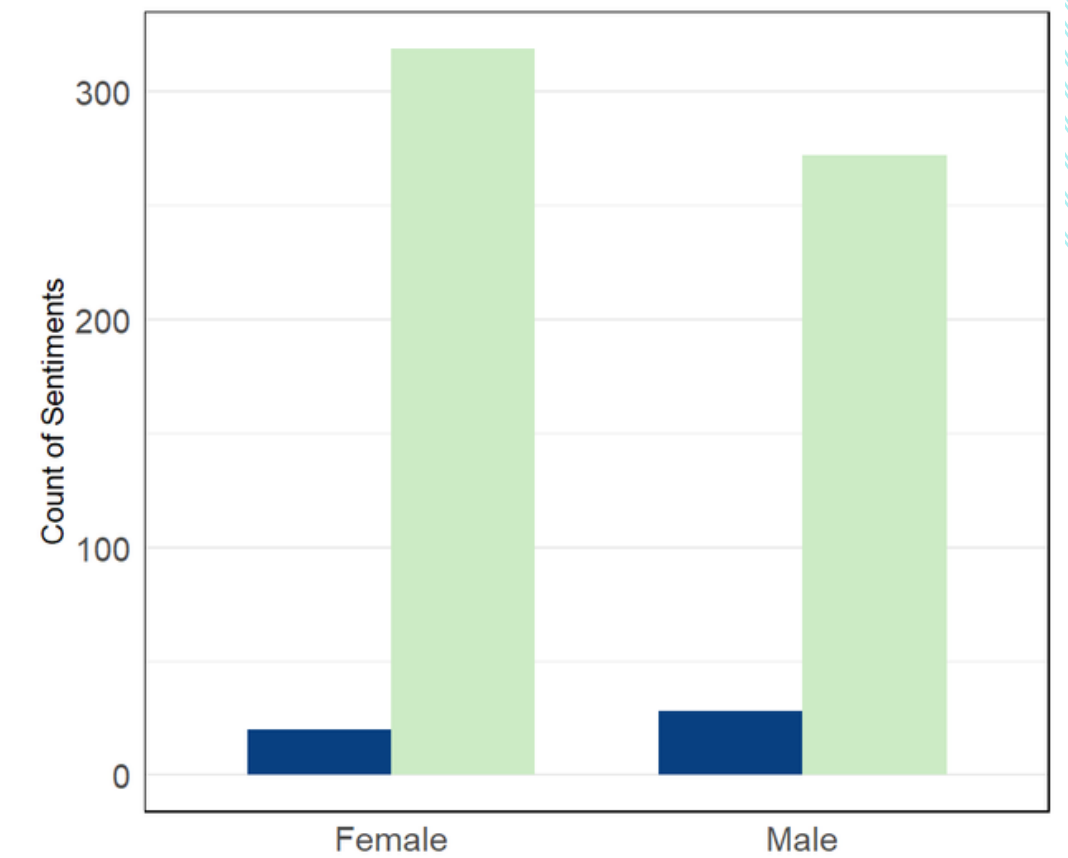
(Bing) Sentiment Analysis by Program

Sentiment ■ negative ■ positive



(Bing) Sentiment Analysis by Gender

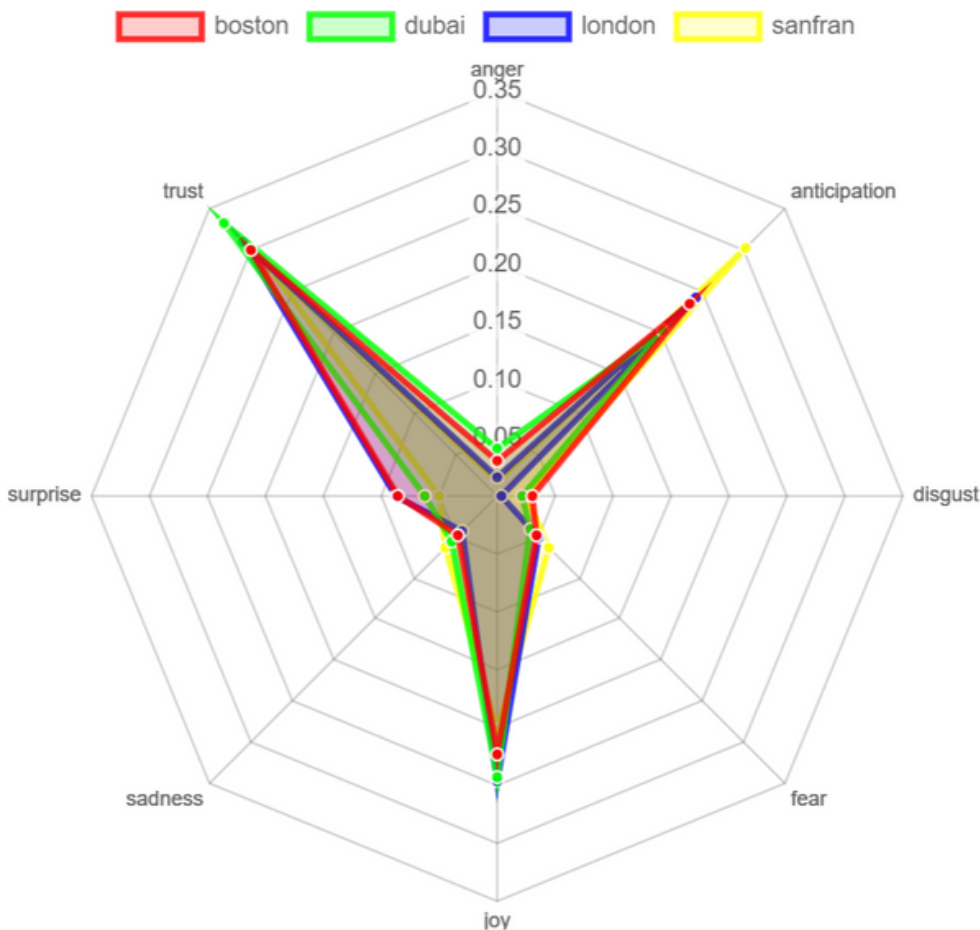
Sentiment ■ negative ■ positive



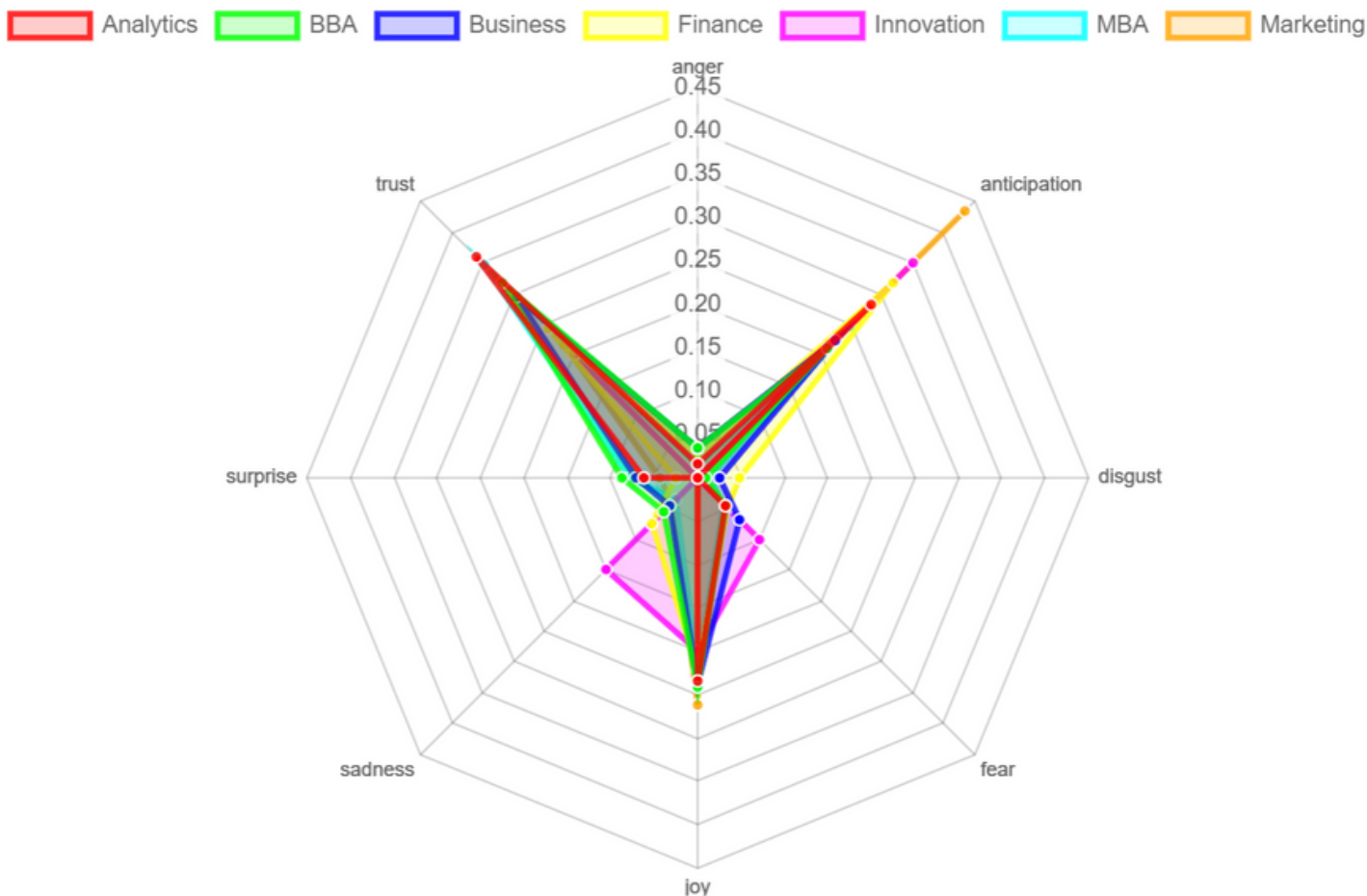
EMOTION ANALYSIS

Overall Positive across channels

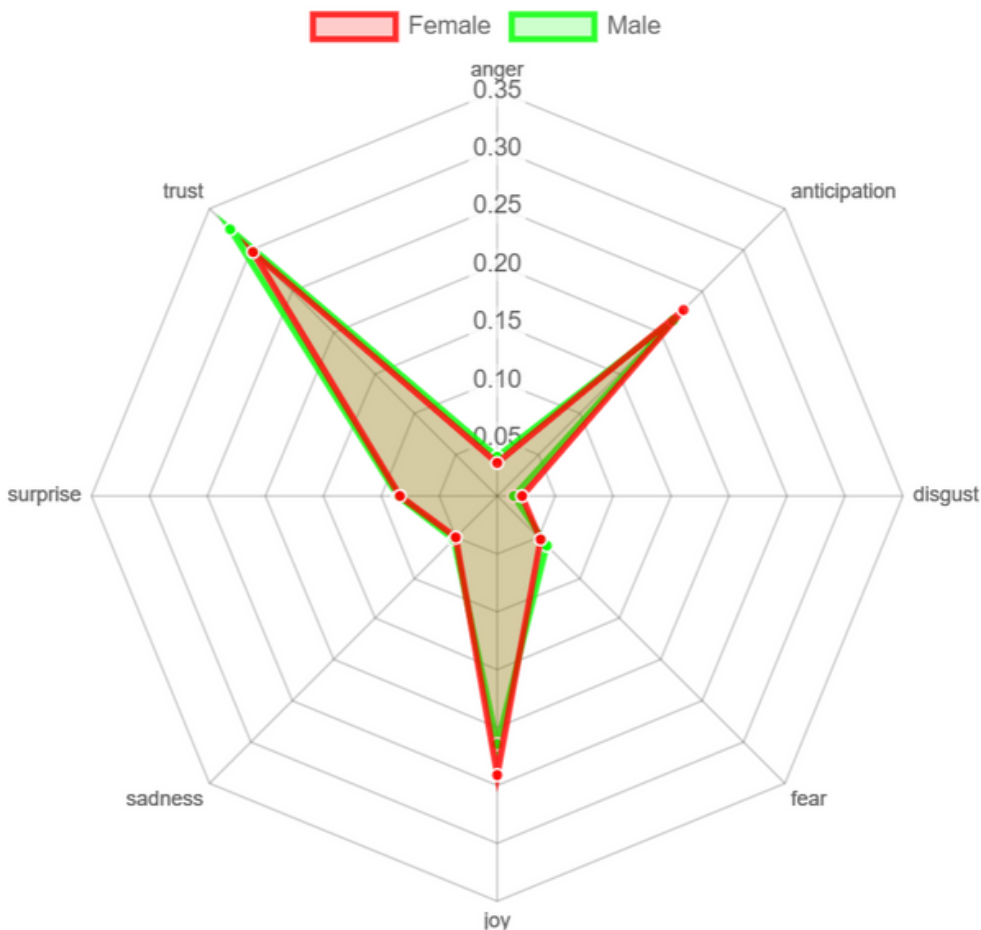
NRC Emotion Lexicon



TRUST

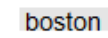


JOY



ANTICIPATION

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KEY TAKEAWAYS

Impactful strategies for attracting new students

**INCLUSIVE
COMMUNITY**



**TAILORED
MESSAGING**



**ENHANCE
ONLINE
PRESENCE**

THANK YOU

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