**Executive Summary**

Can a machine learn to tell where a Reddit post came from merely by reading it? The ability to classify a post to add tags to it can result in more clicks and views, leading to more ad revenue. Assigning classifications to unclassified posts can also help users navigate posts, contributing to a more streamlined and enjoyable experience for them.

The program I’ve developed automates the text classification process with incredible accuracy using only the title of a post. Using state of the art machine learning and data science techniques. This program tests all appropriate statistical models and finely tunes them over every possible condition. So you know you are getting the absolute best results.

This classifier is easy to implement, so you can optimize your processes at the drop of a hat. Using the latest methods in analytics, you can instantly gain an edge over the competition. If you want to improve upon other aspects of your business, reach out to me and I’d be happy to help!

Thank you,

Zach Green

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