The A-Team
Social Media Consulting

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Are you looking to automate your social media postings and improve overall presence?

$8 Billion Industry

Instagram Followers	Paid Posts
5 - 10k	$100 - $500
50 - 100k	$1500 - $2000
1M +	$10,000 +

How our model works:

◎ Take pictures of your own interest!

◎ Input the picture(s) into our machine.

◎ Our model takes in some of the most popular hashtags searched, related to "*#food, #travel, #nature, #selfie, #animals, #wedding, #babies, #cars, #travel, and #architecture*".

◎ Trained on **3000 Instagram images**

◎ We can retrain the model on categories that you want

How our model works:

◎ <u>Model</u>: Alternating Least Squares (**ALS**)

- Uses the latent vectors between images and corresponding hashtags

<u>Model v.2</u> (coming soon)
◎ Deep features from images from pre-trained model **MobileNetV2**

◎ **Ultimate goal:** incorporate image data into text data and increase the relevance of predictions

Examples:

Input Image

Recommended Hashtags

#cars
#luxury
#photoshoot
#losangeles
#chevy
#california
#america

Examples:

Input Image

Recommended Hashtags

#health
#workout
#foodie
#diet
#healthy
#fit
#nutrition

Examples:

Recommended Hashtags

#art
#beautiful
#beauty
#artist
#photography
#portrait
#cute

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Next Steps:

Improve recommendations with neural networks: algorithm

◎ Using image data: find similar images (by comparing deep features)

◎ Use ALS : get average image features (based in text data) for the most graphically similar images

◎ Get recommendation 'scores' for all hashtags

◎ Include hashtags with highest score

Thanks!

Any questions?