Interview \_ mini project

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**Project Overview**

This project aimed to predict the number of likes on Instagram posts.

**Data Preprocessing**

- Handling missing values and converting the timestamp into a readable format.

- Applying log transformations to 'likes,' 'comments,' and 'follower count' to normalize their distributions.

- Creating additional features such as 'comments squared' and 'followers squared' to explore non-linear relationships.

Findings:

- This dataset contains posts with zero comments, but none of the posts have zero likes.

- The log transformation of comments showed a significant relationship with the number of likes, suggesting its importance as a predictive feature.

**Exploratory Data Analysis**

- Conducting correlation analysis.

- Gaining insights into variable distribution and relationships through visual analysis, including box plots and scatter plots.

Findings:

- Correlation analysis revealed a moderate relationship between the log-transformed number of comments and likes.

- Visual analysis highlighted the presence of outliers in the data and remove these outliers.

**Model Selection and Performance**

**Lasso Regression**

- Conducting a grid search to find the optimal alpha value for Lasso Regression.

- The best alpha value found was 100.

- Achieving a Mean Squared Error (MSE) of 14,264,294,499.14 and an R² score of 0.5924.

**Linear Regression**

- Applying Linear Regression as a baseline model.

- Obtaining a resulting MSE of 14,265,029,451.45, with an R² score of 0.5924, which is similar to the Lasso Regression.

**K-Nearest Neighbors Regressor**

- The KNR model was tested with various values of 'k'.

- Achieving the lowest MSE of 6,289,247,605.73 and a higher R² score of 0.8177 at k=3, indicating a better fit than Lasso and Linear Regression.

Findings:

- The K-Nearest Neighbors Regressor, particularly with k=3, outperformed Lasso and Linear Regression models in terms of MSE.

- The similar performance of Lasso and Linear Regression indicates that feature selection (done by Lasso) did not significantly impact the model's predictive ability in this context.