Here I will present two things: my feature list is for training the model, and the input/output structure I plan to use for my project.

The features I will use are:

1) user\_post\_count

2) average\_likes\_post

3) content

4) word\_count

5) content\_length

6) has\_media

7) has\_mention

8) release\_time\_year

9) release\_time\_month

10) release\_time\_day

11) release\_time\_time\_of\_day

12) is\_weekend

13) inferred\_company\_encoded

14) likes

I may also add other features like word cloud, sentiment, branding, etc.

In my API, I will have the following features for input:

1. Username
2. Content
3. Inferred Company
4. Date and Time Published
5. Mentions
6. End of Date (EOD)

Based on these things, I will output the predicted number of likes by the End of Date (EOD), and I will suggest some extra ways to improve the number of likes, suggesting some additional words, improving the sentiment and many other ways.