



Facebook Metrics

Donated on 8/4/2016

Facebook performance metrics of a renowned cosmetic's brand Facebook page.

Dataset Characteristics

Multivariate

Subject Area

Business

Associated Tasks

Regression

Feature Type

Integer

Instances

500

Features

18

Dataset Information

Additional Information

The data is related to posts' published during the year of 2014 on the Facebook's page of a renowned cosmetics brand.

This dataset contains 500 of the 790 rows and part of the features analyzed by Moro et al. ...

Has Missing Values?

No

Introductory Paper

[Predicting social media performance metrics and evaluation of the impact on brand building: A data mining approach](#)

By Sérgio Moro, P. Rita, Bernardo Vala. 2016
Published in Journal of Business Research

Variables Table

Variable Name	Role	Type	Description	Units	Missing Values
Page total likes	Feature	Integer			no
Type	Feature	Categorical			no
Category	Feature	Integer			no
Post Month	Feature	Integer			no
Post Weekday	Feature	Integer			no
Post Hour	Feature	Integer			no
Paid	Feature	Continuous			no
Lifetime Post Total Reach	Feature	Integer			no
Lifetime Post Total Impressions	Feature	Integer			no
Lifetime Engaged Users	Feature	Integer			no
Lifetime Post Consumers	Feature	Integer			no
Lifetime Post Consumptions	Feature	Integer			no
Lifetime Post Impressions by people who have liked your Page	Feature	Integer			no
Lifetime Post reach by people who like your Page	Feature	Integer			no
Lifetime People who have liked your Page and engaged with your post	Feature	Integer			no
comment	Feature	Integer			no
like	Feature	Integer			no
share	Feature	Integer			no

Variable Name	Role	Type	Description	Units	Missing Values
Total Interactions	Target	Integer			no

Rows per page 25 0 to 19 of 19 < >

Additional Variable Information

It includes 7 features known prior to post publication and 12 features for evaluating post impact (see Tables 2 and 3 from Moro et al., 2016 - complete reference in the 'Citation Request')

Reviews

There are no reviews for this dataset yet.

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 IMPORT IN PYTHON

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” 1 citations

👁 15431 views

Keywords

social media

Creators

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This allows for the sharing and adaptation of the datasets for any purpose, provided that the appropriate credit is given.

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