Project Structure

The following is the recommended project structure:

1. Problem Definition
   1. Define the problem you’re trying to solve.

In the world of Instagram, Instagram`s influencers, and advertising companies there is a constant dilemma which content will go viral and why. For example, is it better to advertise food for humans with animals or on the beach?

The worth of this industry is about 15X109 $ worldwide. Therefore, it is crucial to know in advance what will go viral and get the best influence. In order to provide this knowledge to advertising agencies, we will build a site that will receive a photograph as input and the output will be the engagement rate.

* 1. Define the scoring to be used and a reasonable target.

We will use Mean Absolute Error as the scoring method, the objective MAE is 0.02 % the accuracy of the model should be above 95% so the clients will be calm while relying on us.

* 1. Define the data you’d like to have. Compare it to the data you actually have. Both in quantity and features.

We will gather and scape posts and photos of some Instagram`s influencers with the number of likes, comments and followers. We don`t need any more information as for today.

* 1. Define the conditions to use the algorithm.