Introduction of the JOB-A-THON

The objective of the hackathon was to develop a machine learning approach to predict the engagement between a user and a video. The training data already had an engagement score feature, which was a floating-point number between 0 and 5.

The list of features in the dataset is given below:

Variable	Description
row_id	Unique identifier of the row
user_id	Unique identifier of the user
category_id	Category of the video
video_id	Unique identifier of the video
age	Age of the user
gender	Gender of the user (Male and Female)
profession	Profession of the user (Student, Working Professional, Other)
followers	No. of users following a particular category
views	Total views of the videos present in the particular category
engagement_score	Engagement score of the video for a user

Problem Statement

ABC is an online content sharing platform that enables users to create, upload and share content in the form of videos. It includes videos from different genres like entertainment, education, sports, technology, and so on. The maximum duration of the video is 10 minutes.

Users can like, comment, and share the videos on the platform.

Based on the user's interaction with the videos, an engagement score is assigned to the video with respect to each user. The engagement score defines how engaging the content of the video is.

Objective

The main objective of the problem is to develop the machine learning approach to predict the engagement score of the video on the user level.