

SUMMARY OF DATA

of posts: 30,000

of unique users: 1809

Summary stats on # of followers for each user:

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
11820	15170	21030	38540	38530	1135000

Summary stats on # of people each user is following:

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
0	232	528	1325	1223	7918

Summary stats on average # of likes each user receives:

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
5.63	426.20	856.90	1995.00	1975.00	117500.00

Summary stats on average # of comments each user receives:

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
0.000	2.111	5.474	27.660	15.500	8092.000

Range of number of posts by each user:

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
1.00	4.00	9.00	16.58	18.00	604.00

	Likes	Comments	Posts
Photo	1923	30	26956
Video	1316	19	3011

PREDICTING LIKES

Regressing "likes" on "number of followers":

```
lm(formula = group_user[, 4] ~ group_user[, 2])
```

Residuals:

Min	1Q	Median	3Q	Max
-49431	-695	-218	339	71592

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-2.137e+02	9.539e+01	-2.24	0.0252 *
group_user[, 2]	5.731e-02	1.343e-03	42.67	<2e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 3408 on 1807 degrees of freedom
Multiple R-squared: 0.5019, Adjusted R-squared: 0.5016
F-statistic: 1821 on 1 and 1807 DF, p-value: < 2.2e-16

Regressing “likes” on “number of comments”:

```
lm(formula = group_user[, 4] ~ group_user[, 5])
```

Residuals:

Min	1Q	Median	3Q	Max
-24002	-1287	-881	18	100253

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	1614.1259	93.3918	17.28	<2e-16 ***
group_user[, 5]	13.7724	0.4558	30.21	<2e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 3936 on 1807 degrees of freedom
Multiple R-squared: 0.3357, Adjusted R-squared: 0.3353
F-statistic: 913 on 1 and 1807 DF, p-value: < 2.2e-16

Regressing “likes” on “number of posts”:

```
lm(formula = group_user[, 4] ~ group_user[, 6])
```

Residuals:

Min	1Q	Median	3Q	Max
-2017	-1576	-1134	-31	115468

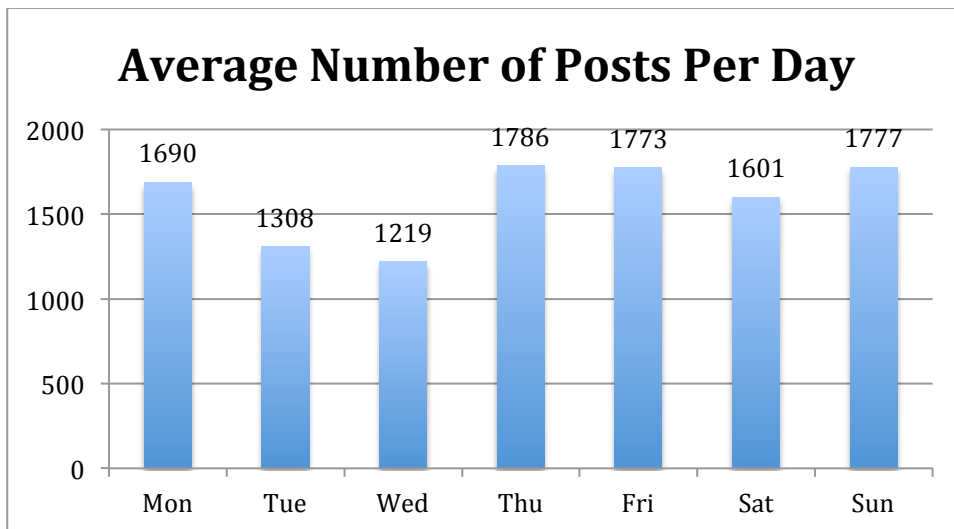
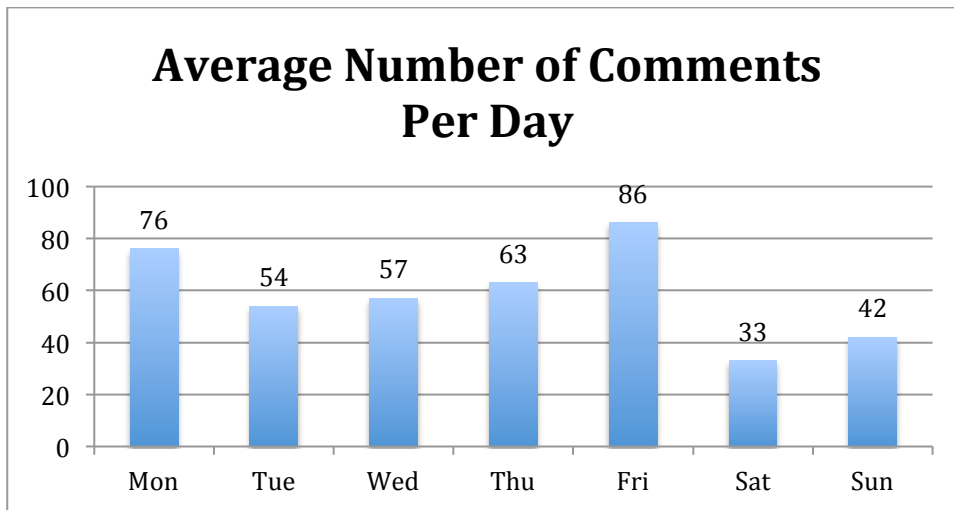
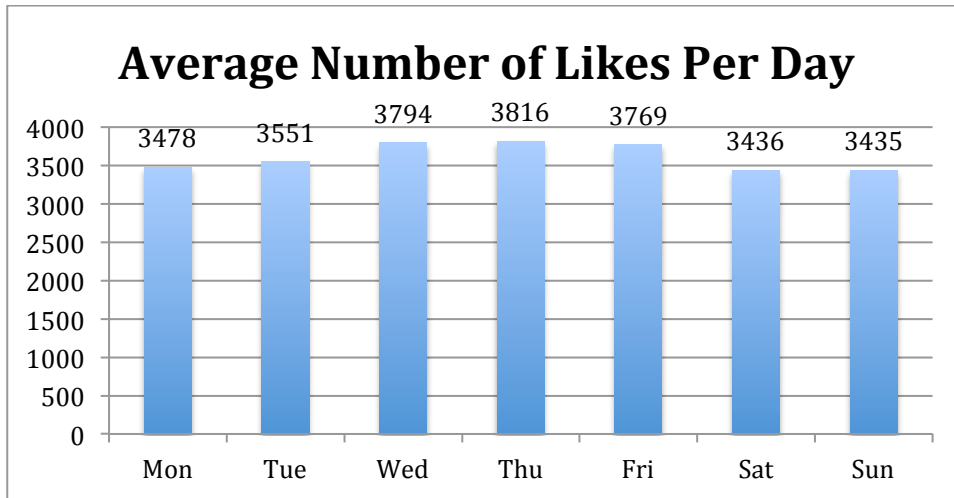
Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	2037.591	130.357	15.631	<2e-16 ***
group_user[, 6]	-2.566	3.864	-0.664	0.507

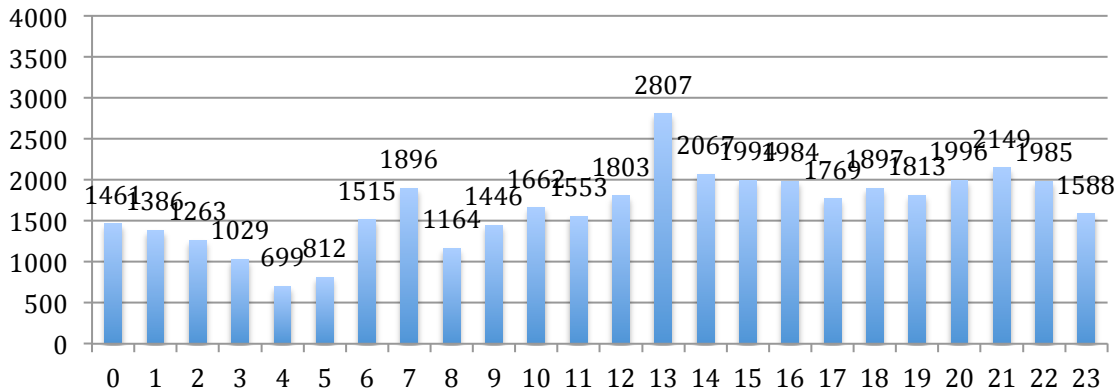
Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 4828 on 1807 degrees of freedom
Multiple R-squared: 0.000244, Adjusted R-squared: -0.0003092
F-statistic: 0.4411 on 1 and 1807 DF, p-value: 0.5067

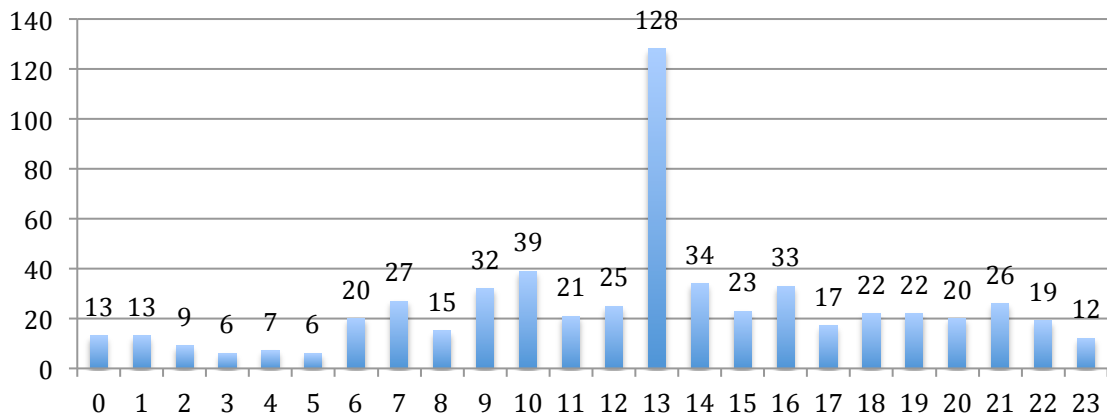
TRENDS IN OVERALL DATA



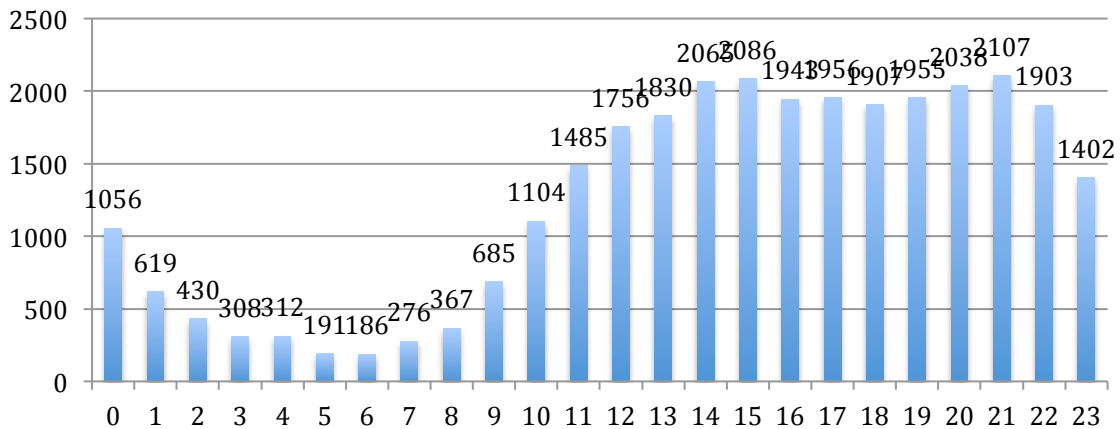
Average Number of Likes Per Hours

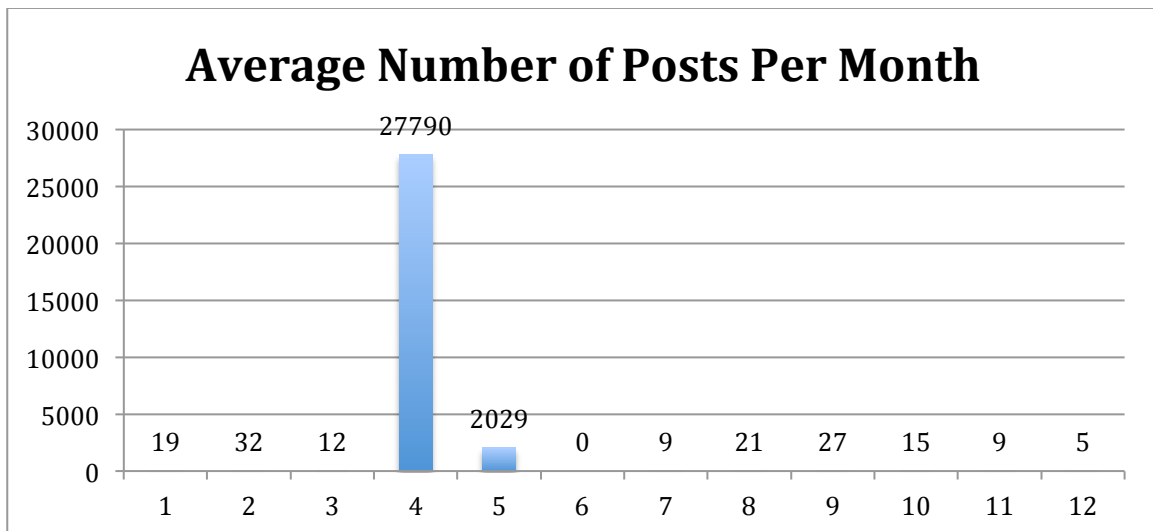
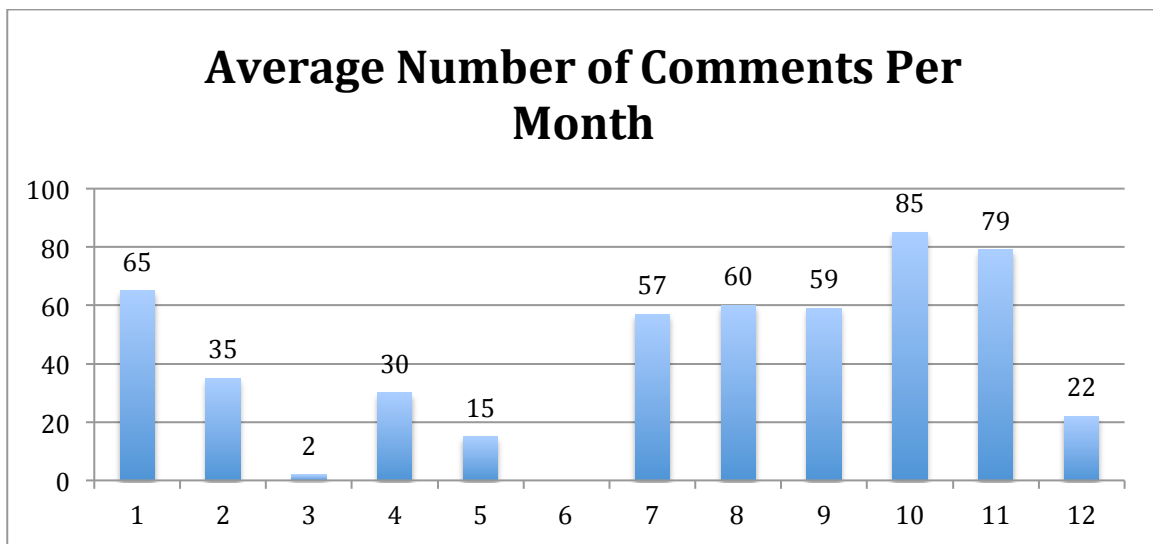
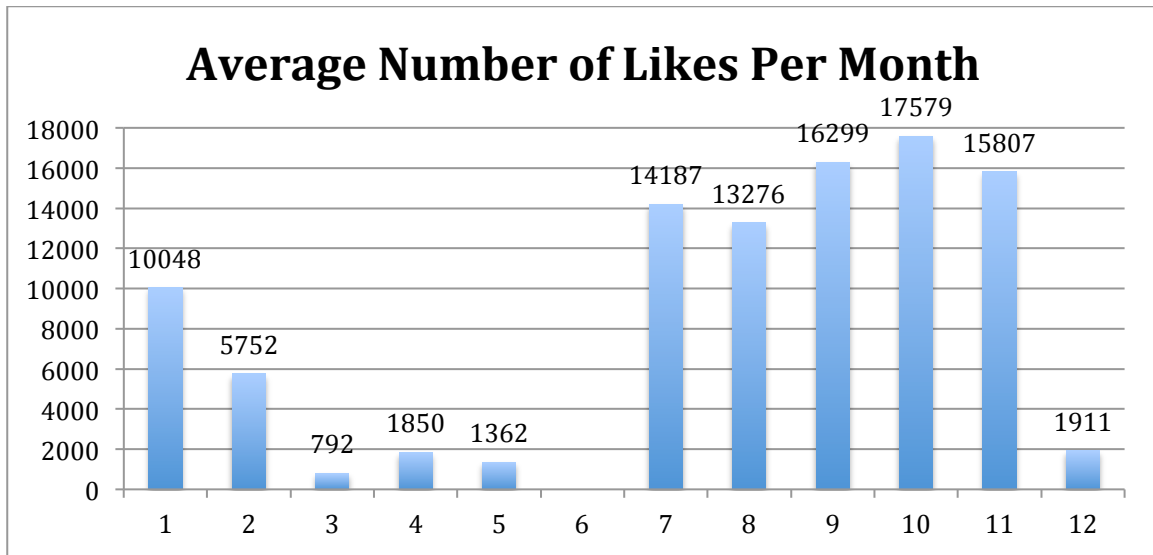


Average Number of Comments Per Hour

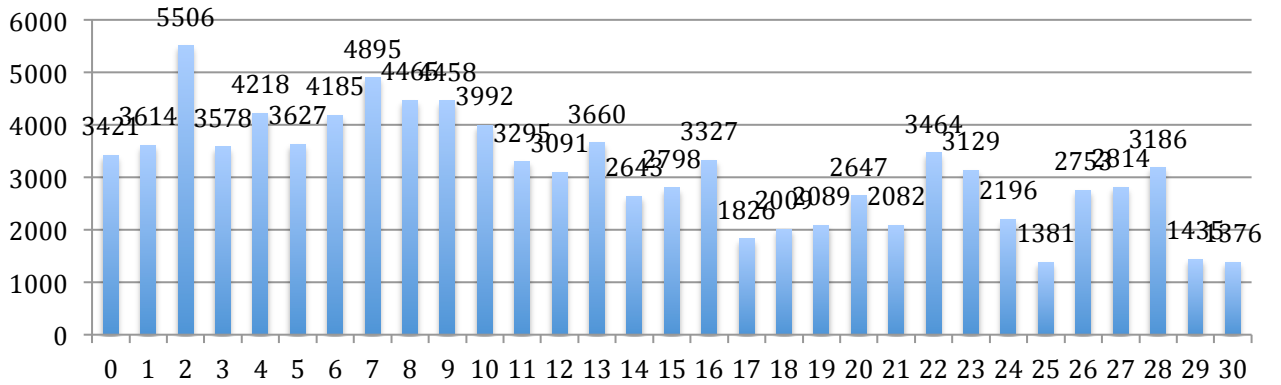


Average Number of Posts Per Hour

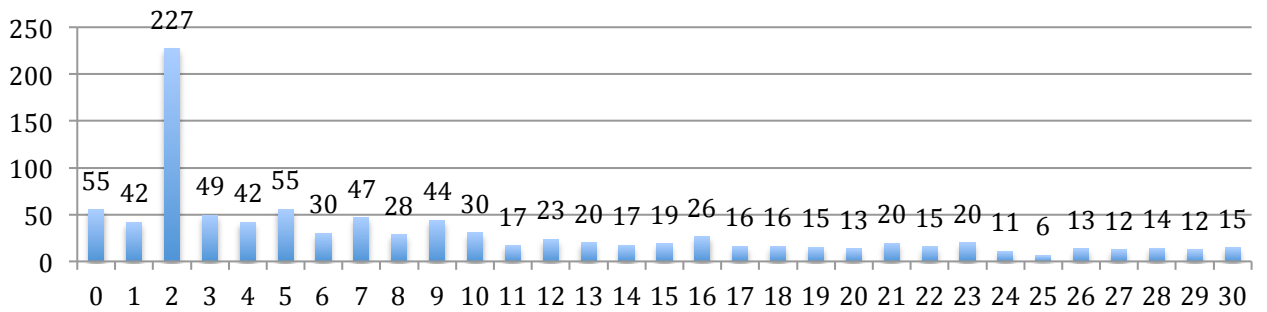




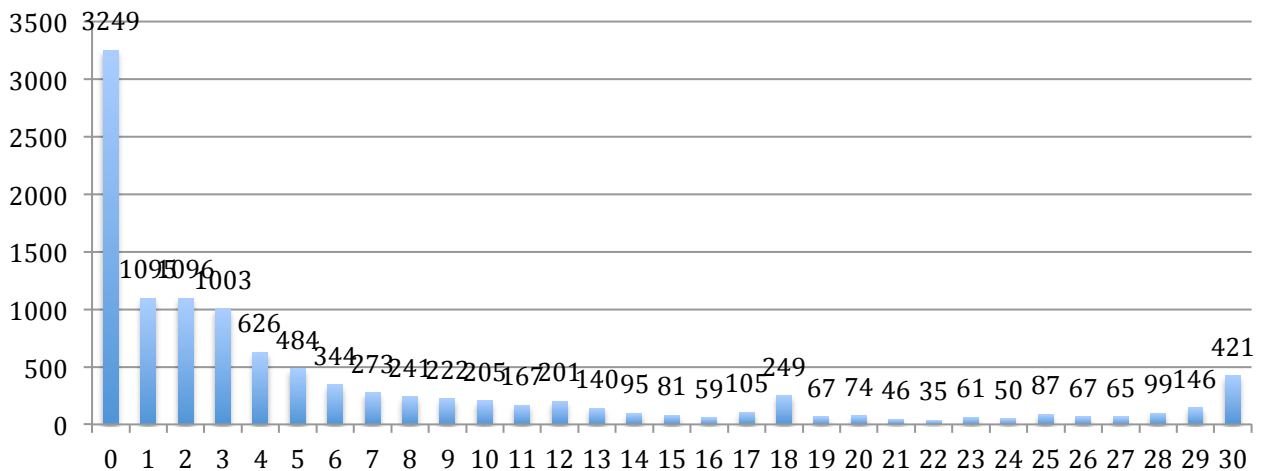
Average Number of Likes By Number of Tags



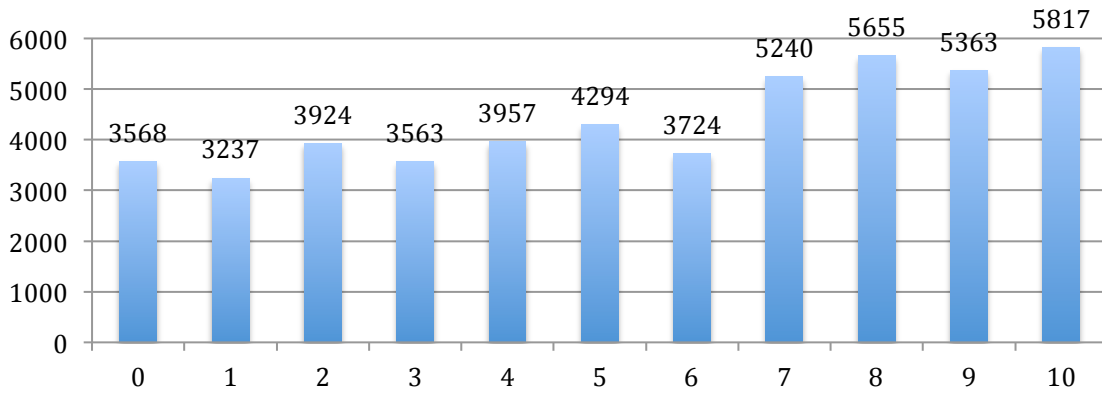
Average Number of Comments By Number of Tags



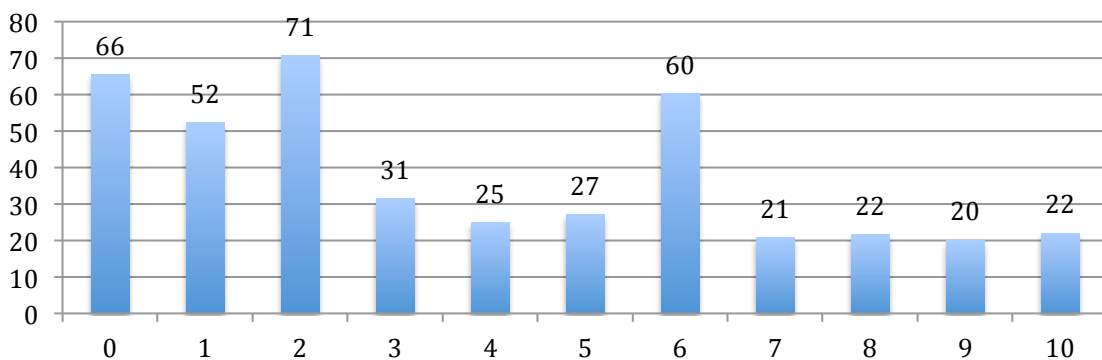
Average Number of Posts By Number of Tags



Average Number of Likes By Number of Users Tagged



Average Number of Comments By Number of Users Tagged



Average Number of Posts By Number of Users Tagged

