# Data Source

<https://github.com/gvsi/instagram-like-predictor>

Check if any historical hashtags data available.

Explore any possible information from “Instagram Insight” tool- likes, number of visits, number of how many times your posts(sandbox)

# Articles

https://medium.com/towards-data-science/predict-the-number-of-likes-on-instagram-a7ec5c020203

https://www.theverge.com/2014/4/24/5647270/mit-algorithm-predicts-how-popular-your-instagram-photo-will-be

https://www.forbes.com/sites/alysonkrueger/2016/07/21/this-company-can-predict-the-number-of-likes-an-instagram-photo-will-get/#34bf3d585a47

https://www.researchgate.net/profile/Abhishek\_Maity3/publication/319108587\_Predicting\_the\_Popularity\_of\_Instagram\_Posts\_for\_a\_Lifestyle\_Magazine\_Using\_Deep\_Learning/links/5991a1e3458515ab16a0d2a7/Predicting-the-Popularity-of-Instagram-Posts-for-a-Lifestyle-Magazine-Using-Deep-Learning.pdf

# Possible measurements

Like normalization: number of likes for each picture relative to average likes of each profile

Number of hashtags of each post - Historical popularity of hashtags...

Day of week, Hour of day, Time of year (?)

Number of followers

Number/Frequency of posts

Mentions

Images - of course

**For Next Weekend:**

Exploring and Evaluating Data

Findings

# Next Step

Explore the data

Train small CNN