

## Project Assignment 2 (Option 2) approach

To predict the likes on a post, first of all we categorize the post in four different type like a post contain a profile picture, status update, shared content or just a photo upload.

Suppose a post is status update or photo upload:- After analyzing the post we came to conclusion that many people don't want to read a status, so no. of likes as compared to likes on pictures is less in many cases so for predicting likes on a status we analyze every post of previous 3-4 month(get approx 50 posts) and then make an average on these post and get no. of likes. To find the name of friends who is likely going to like this post, we can calculate probability of liking a post by a unique friend and get top most friends(=no. Of likes) and we can find friends who mostly like his/her posts.

Suppose a post is profile picture or photo :- After analyzing the posts we came to conclusion that many people likes photo type content, profile pic is like by people including his current friends, best friend and a old friend(they are not like there many post). So we check no. of likes on previous profile pics only+ those friend who likes his most post(on last few weeks) and made an average to get likes on his recent picture. But for accuracy of likes we even divided posts on timing base like at what time a post is posted and compare his/her previous post timing and get approx detail for getting likes in particular time(like a post gets more likes on sunday and saturday, and get less likes on working).

Suppose a post is shared content:- After analyzing the posts we came to conclusion that many people doesn't like shared posts(because they may see that post already at other page or somewhere so they don't bother about who posted that) so In this we analyze the shared post of previous 3-4 month(get approx 50 shared posts)and then make an average on these post and get no. of likes. To find the name of friends who is likely going to like this post, we can calculate probability of liking a post by a unique friend and get top most friends(=no. Of likes) and we can find friends who mostly like his/her posts.

In this we have given surity that some friend definetely like their post by analyze previous few posts and get a no. of user who like a post on regular interval and get a no. of user who comment on thier previous post.