**Proposal**

* **Introduction**

This Dataset from [UC Irvine Machine Learning Repository](https://archive-beta.ics.uci.edu/).

It is present Facebook pages of 10 Thai fashion and cosmetics retail sellers. Posts of a different nature (video, photos, statuses, and links). Engagement metrics consist of comments, shares, and reactions.

* **Data** 
  + **Link:** [Data](https://archive-beta.ics.uci.edu/ml/datasets/facebook+live+sellers+in+thailand)
  + **Number of Attributes: 12**
  + **Number of in Instances: 7051**
  + **Attributes:**
    - status\_id
    - status\_type
    - status\_published
    - num\_reactions
    - num\_comments
    - num\_shares
    - num\_likes
    - num\_loves
    - num\_wows
    - num\_hahas
    - num\_sads
    - num\_angrys
* **Problem**

Studying the average of the different engagement metrics for different time-frames (hourly,daily and monthly). Finally, we identify statistical outlier posts, that are qualitatively analyzed further, in terms of their selling approach and activities.