

Facebook Metrics Data Set

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a) Description of Problem:

This study presents a research approach using data mining for predicting the performance metrics of posts published in brands Facebook pages. Facebook Metrics is the data related to posts published during the year 2014 on the Facebook's page of a renowned cosmetics brand. This dataset is taken from <https://archive.ics.uci.edu/ml/datasets/Facebook+metrics>.

b) Description of Dataset:

Facebook Metrics data set contains 500 Records and 19 features. The aim is to use 19 features to predict target using independent features.

Dimension: 500 Records, 19 Features, memory usage: 74.3+ KB

Features:

- Page total likes
- Type
- Category
- Post Month
- Post Weekday
- Post Hour
- Paid
- Lifetime Post Total Reach
- Lifetime Post Total Impressions
- Lifetime Engaged Users
- Lifetime Post Consumers
- Lifetime Post Consumptions
- Lifetime Post Impressions by people who have liked your Page
- Lifetime Post reach by people who like your Page
- Lifetime People who have liked your Page and engaged with your post
- comment
- like
- share
- Total Interactions

c) Facebook Metrics Dataset belongs “**Supervised Learning**” model as we are going to study about the labeled features.

d) Dataset is “**Regression**” because we are getting inference or Prediction based on quantitative features.

e) Concerns:

This dataset contains 500 of the 790 rows and part of the features analyzed by Moro et al. (2016) (Citation). The remaining were omitted due to confidentiality issues.