The “Analysis of Dataset on Facebook Live Sales Interactions in Thailand.” project aims to analyze big data related to interactions on Facebook Live sales posts in Thailand.

Using the dataset named “Facebook Live sellers in Thailand, UCI ML Repo” from Kaggle, It focuses on analyzing the interactions of posts related to online sales on Facebook Live, which is a popular platform for live-streaming sales events in Thailand.

The analysis aims to understand patterns and behaviors associated with these live commerce activities. In doing so, we use Linear Regression, a machine learning algorithm to model the relationship between dataset variables such as status\_id, status\_type, status\_published, num\_reactions, num\_comments, num\_shares,…

The data preprocessing technique used is the label encoder (convert string to float), which removes columns that do not contribute ​​and extracts valuable values ​​from the original column, ...

The data mining algorithm chosen here is Linear Regression

Results achieved:

- R-square: -1.7610793131642914

- RMSD: 1.179918553209412

- Accuracy: 42.857142857142854