

## Machine Learning

### Spring 2020

### Final Project

For my machine learning project, I will attempt to predict the likeability of an instagram post. So what makes an instagram post more popular?

**Predicting:** A post's number of likes divided by the mean number of likes for the post's account (number of likes over mean).

**Features:** A total of 46 features including profile specific information such as: number of followers and account category. Post specific information such as timing of post.

#### Interest:

As an instagram user, I was interested in knowing what features make an instagram post more popular. Instagram is a very powerful platform and a lot of today's trends are influenced by instagram. Also, as social networks and content-sharing continue to grow rapidly in size and volume, predicting the popularity of social media content has become an important social problem with many potential applications. Successful popularity analysis can directly affect fields such as targeted advertisement, political strategy, and social engineering.

#### The Data:

The data was used from [https://github.com/GuiZamorano/Instagram\\_Like\\_Predictor](https://github.com/GuiZamorano/Instagram_Like_Predictor)

Ideas for this project were also adapted from

[https://github.com/GuiZamorano/Instagram\\_Like\\_Predictor](https://github.com/GuiZamorano/Instagram_Like_Predictor)

#### 1. Visualizing the data

ML-Project(Model2).ipynb

#### 2. First Model: Xtreme Gradient Boosting

ML-Project(Model1).ipynb

#### 3. Second Model: Multi-Layer Perceptron Neural Network Model

ML-Project(Model2).ipynb

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