

# Forecast the Likes on my Facebook Fan Page — Now I Reach 100k Likes. So What?



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Oct 7 · 3 min read

Five months ago, I forecasted the number of Likes on my [Facebook Fan Page](#) to set up data-driven goals and see when I should reach 100k Likes. [➡ Check how I applied time-series analysis to forecast it!](#)



Based on my prediction, I should reach 100k Likes around 2020/10/06

Based on my prediction, I should reach 100k Likes around 2020-10-06.

Surprisingly, 2020-10-06 is the exact date I reach 100k Likes!!

This result shows three things:

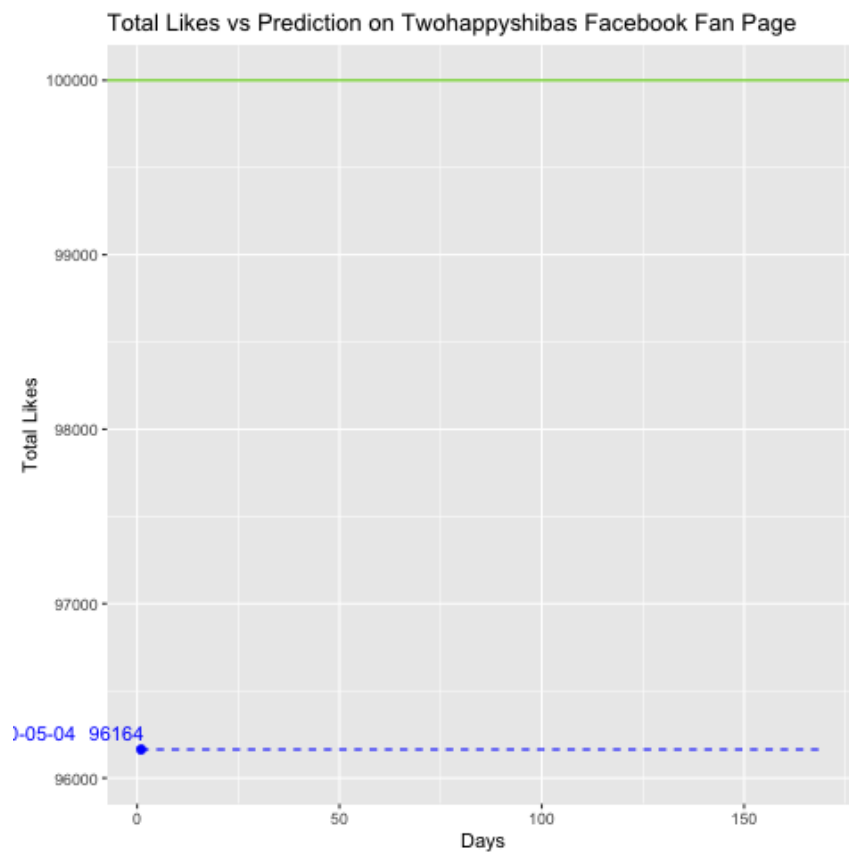
- 1 The goal created by my model is reasonable and achievable.
- 2 I can quickly evaluate my performance. In this case, my performance is on average based on historical data.
- 3 I can draw up a good data-driven plan that really works!

100,000  
likes



## Let's see what happened in the past five months

Although I took some detours, I was able to reach my goal on time.



Total Likes v.s. Prediction(the orange line)

As we can see from the graph above, the predictions are not always accurate.

However, with the predicted numbers as goals, **I can evaluate my performance on daily bases**. For instance, when I outperformed the predicted number, I can be confident that I am using the right strategies. While during the worse performed days, I could make quick adjustments to catch up on the goals.

None of these are feasible if I don't have data-driven goals as guidance. I can proudly say that my project certainly solved my problem!






”This is how data-driven goals can greatly assist social media managers!”

### **Goals can be helpful, but did I set reasonable goals?**

The main purpose of this project is to set up clear and reachable goals for social media influencers and managers to pursue.

Therefore, **the quality of the goals would be the key for me to measure the success of this project.**

A successful goal should be SMART:

1. Specific — all the goals are assigned a definite number of Likes 
2. Measurable — number of Likes is easy to calculate 
3. Achievable — I am able to reach the goal on time 
4. Relevant — number of Likes is one of the significant metrics to Fan Page 
5. Time-bounded — all the goals are assigned a specific date 

 The goals are SMART!

### **Is it a successful project?**

Yes, it is!

Moreover, the idea of applying time-series to create data-driven goals has many possibilities. This application can provide SMART goals not only for social media but also for other potential uses — for instance, sales numbers, customer acquisition, inventory planning, etc..

With time-series analysis, setting a future timeline can be easier!

If you have any ideas or feedback you would like to share with me, feel free to send a message to me on LinkedIn!

 <https://www.linkedin.com/in/kuanchengw/>

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