

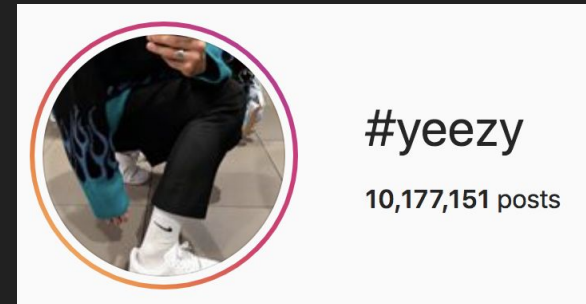
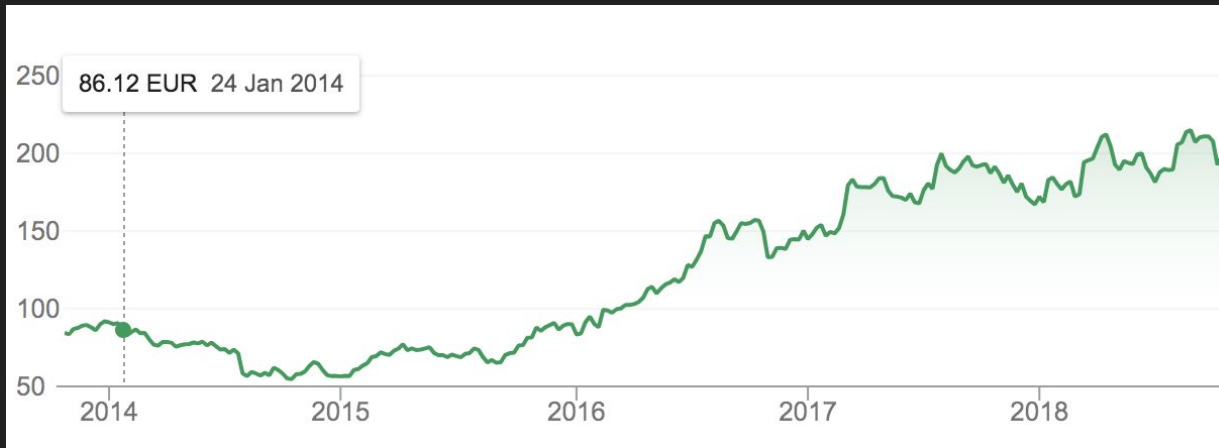


Team Thundercats

Alpha Gen using Instagram & Facebook Sentiment
via Shallow Neural Networks

Hypothesis

Changes in visibility and engagement on social media preempt changes in company earning for luxury apparel

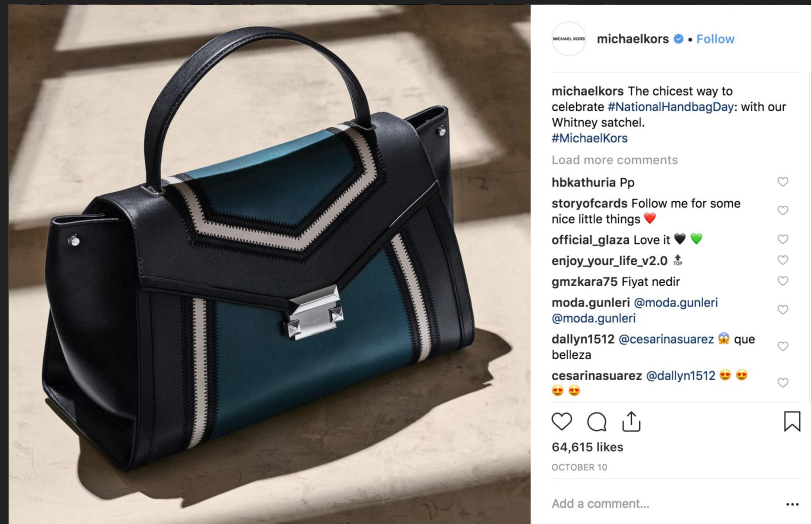


On February 8, 2015, the name and design for the [Kanye West](#) and [Adidas](#) collaboration shoe was revealed. On February 10 Adidas revealed posters of the Yeezy Boost 750 "Light Brown" all throughout their flagship stores.



Instagram / Facebook Daily Metrics

- Follower Growth
- Engagement Score
- Likes
- Comments



michaelkors

Follow



...

4,363 posts

12.8m followers

272 following

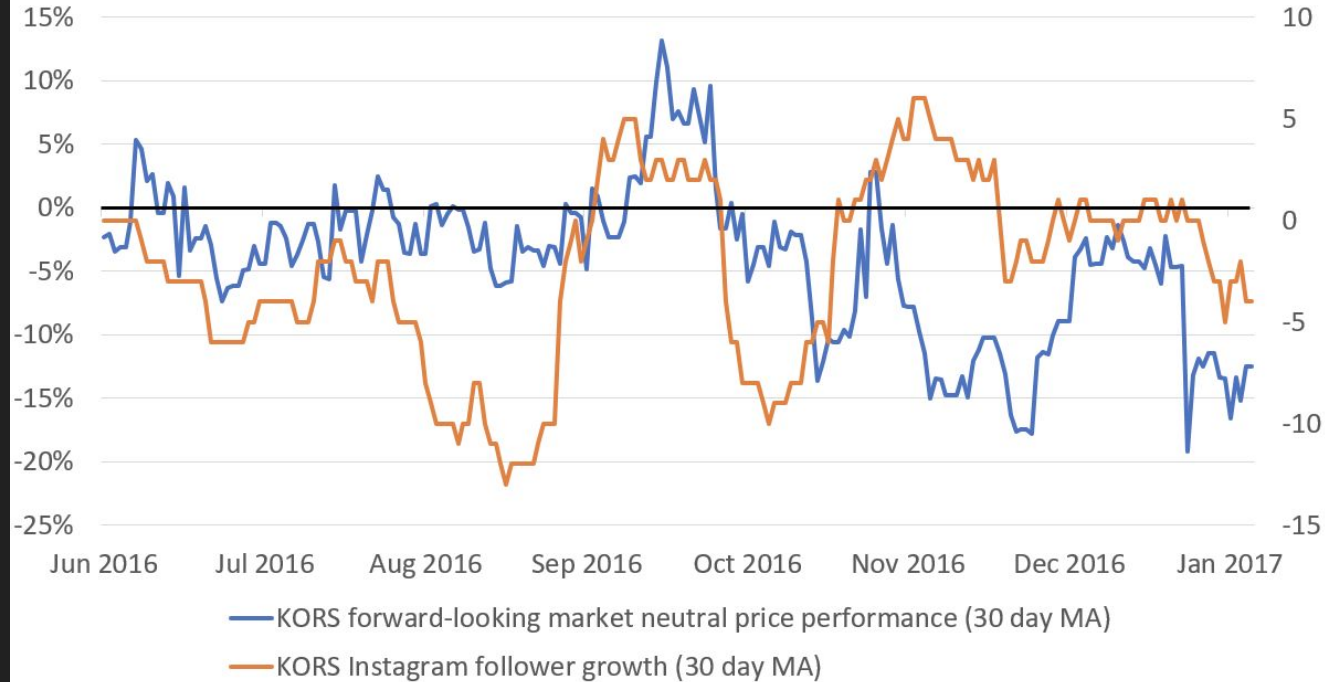
Michael Kors

The official Instagram of Michael Kors, designing luxury accessories and ready-to-wear for the consummate jet setter since 1981.

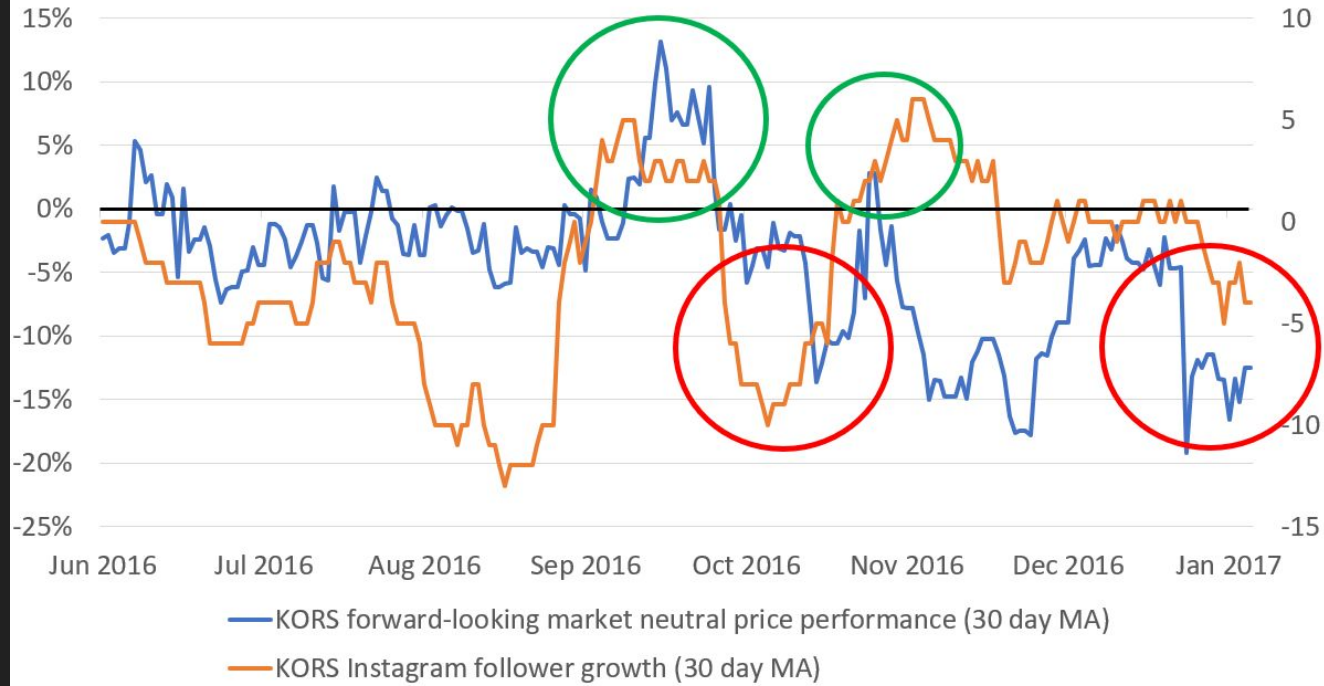
youtu.be/q-0QYYp46yU

Followed by rosebushh, cljmc, and hirozzzz

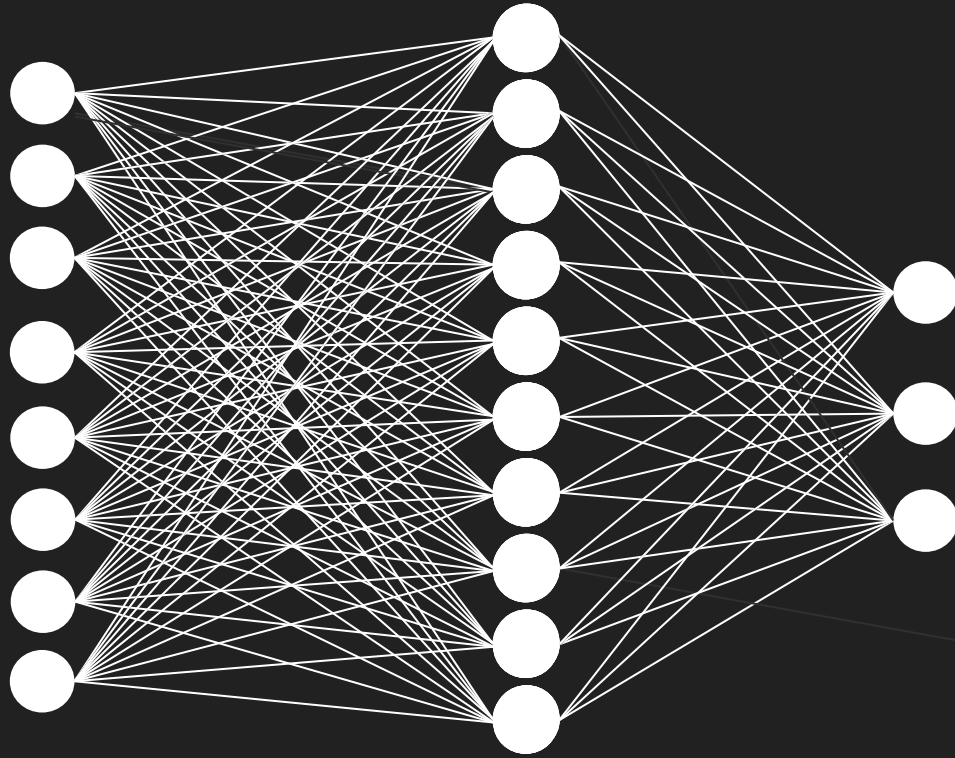
Instagram follower growth vs forward-looking relative price performance



Instagram follower growth vs forward-looking relative price performance

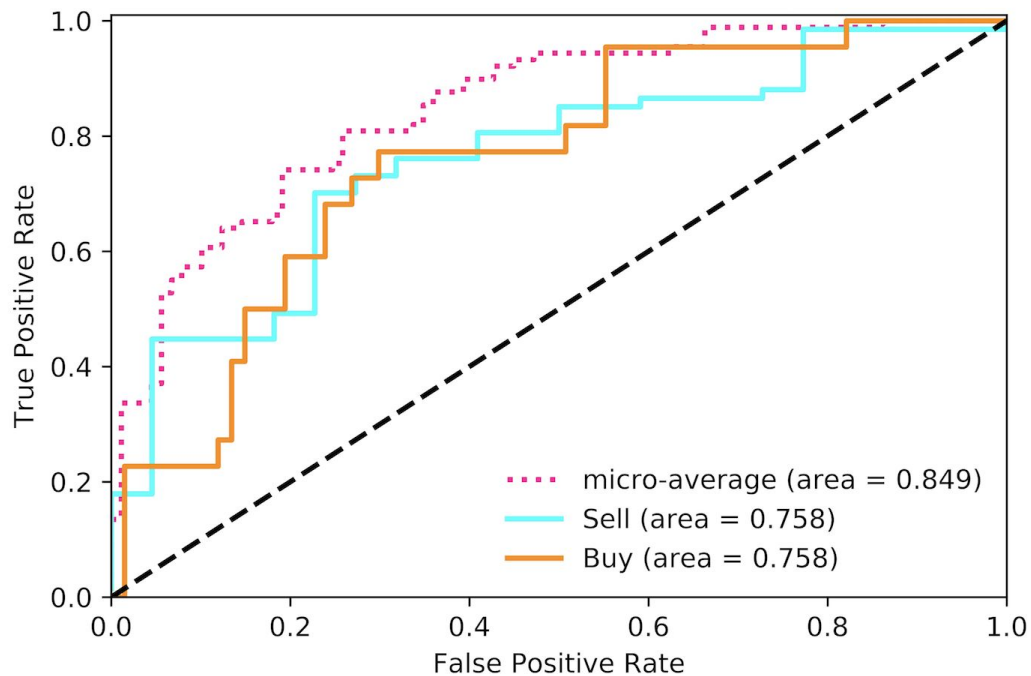


Shallow Neural Network



The Model

AUROC for trade recommendations



Backtesting with Quantopian

