



Team Thundercats

Alphagen via Shallow Neural Networks on Instagram
& Facebook Sentiment

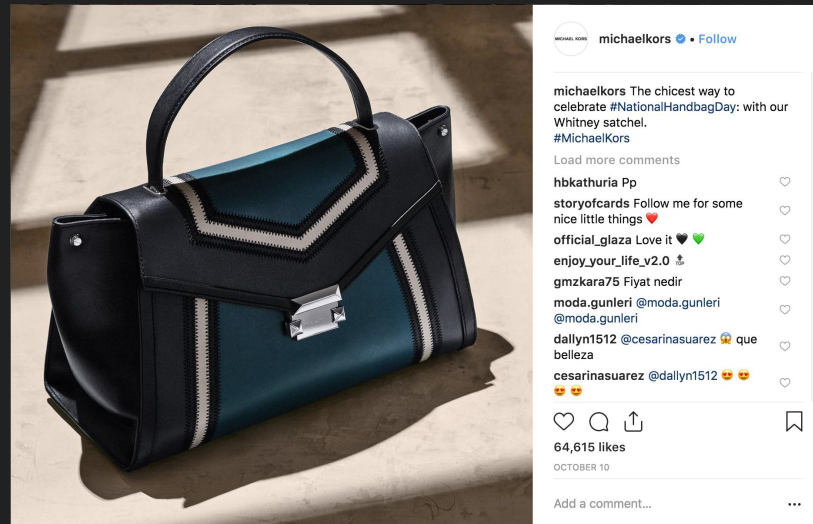
Hypothesis

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



Instagram / Facebook Daily Metrics

- Follower Growth
- Engagement Score
- Likes
- Comments



michaelkors

Follow



...

4,363 posts

12.8m followers

272 following

Michael Kors

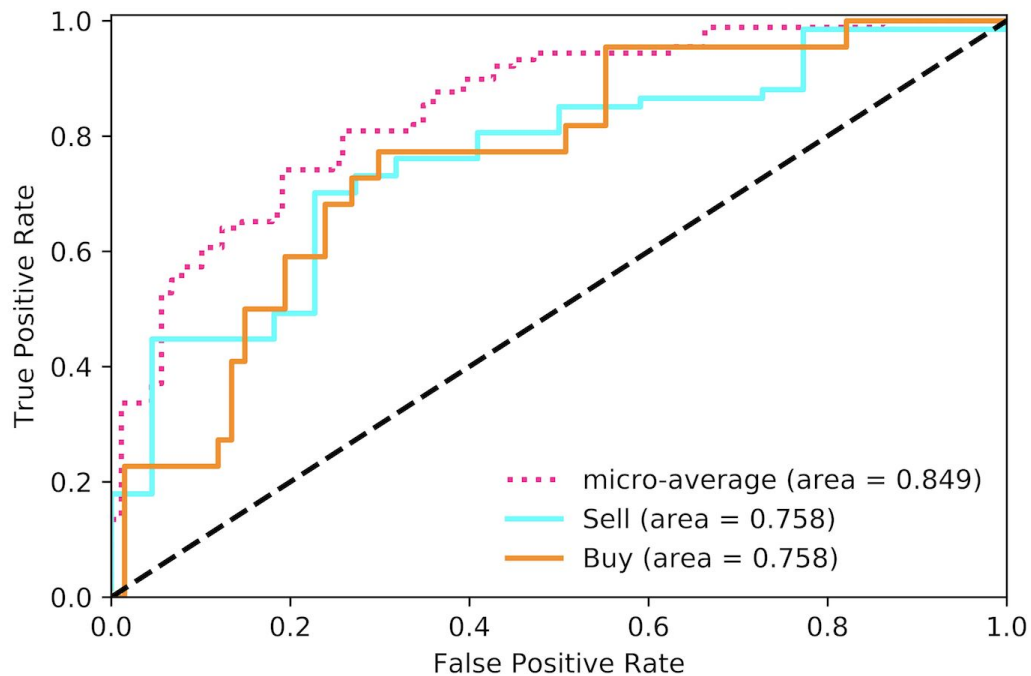
The official Instagram of Michael Kors, designing luxury accessories and ready-to-wear for the consummate jet setter since 1981.

youtu.be/q-0QYYp46yU

Followed by rosebushh, cljmc, and hirozzzz

The Model

AUROC for trade recommendations



The Trading Strategy

