

```
In [1]: from naas_drivers import linkedin
import pandas as pd
from datetime import datetime
import naas
import numpy as np
```

With this notebook, you can get post stats from any profile in LinkedIn.  
A datafram will be returned and saved in CSV on your local.

Available columns :

- ACTIVITY\_ID: Post unique ID.
- PAGINATION\_TOKEN: Token used to decode published date.
- PUBLISHED\_DATE: When the post has been published.
- AUTHOR\_NAME: Name of post author.
- SUBDESCRIPTION: Subdescription of post (Time since published).
- TITLE: First sentence of post.
- TEXT: Content of post.
- CHARACTER\_COUNT: Number of characters in the post.
- TAGS: List of the hashtags.
- TAGS\_COUNT: Number of hashtags.
- EMOJIS: List of emojis.
- EMOJIS\_COUNT: Number of emojis.
- LINKS: Links used in post.
- LINKS\_COUNT: Number of links.
- PROFILE\_MENTION: People mentioned in post.
- COMPANY\_MENTION: Companies mentioned in post.
- CONTENT: Type of content.
- CONTENT\_TITLE: Type of post content.
- CONTENT\_URL: Title of content.
- CONTENT\_ID: ID of content.
- IMAGE\_URL: Image URL linked in post.
- POLL\_ID: Poll unique ID.
- POLL\_QUESTION: Poll question.
- POLL\_RESULTS: Poll results.
- POST\_URL: Post URL.
- VIEWS: Amount of people who saw the content (Only available on your post profile).
- COMMENTS: Amount of people who wrote something in the comment section.
- LIKES: Amount of people who pushed the like (or other reaction) button.
- SHARES: Amount of people who shared the content.
- ENGAGEMENT\_SCORE: Ratio between views and likes/comments (It will be at 0 if you are not the author of the post).
- DATE\_EXTRACT: Date of last extraction.

```
In [2]: # LinkedIn cookies
LI_AT = "xyz"
# EXAMPLE : "AQFazQN_PLPr4wAAACc-FCKngiMit5FLdY1afJ-2"
JSESSIONID = "ajax16501538588737618825" # EXAMPLE : "ajax:8379907400220387585"

# LinkedIn profile url
PROFILE_URL = "https://www.linkedin.com/in/meganlieu/" # EXAMPLE "https://www.linkedin.com/in/myprofile/"

# The first execution all posts will be retrieved.
# Then, you can use the parameter below to setup the number of posts you want to retrieved from LinkedIn API everytime this notebook is run.
NO_POSTS_RETRIEVED = 10
```

## Setup Outputs

Create CSV to store your posts stats.  
PS: This CSV could be used in others LinkedIn templates.

```
In [3]: # Custom path of your CSV with the profile URL
profile_id = PROFILE_URL.split("https://www.linkedin.com/in/")[-1].split("/")[0]
csv_output = f"LINKIN_POSTS_{profile_id}.csv"
```

## Setup Naas scheduler

Schedule your notebook with the naas scheduler feature

```
In [4]: # the default settings below will make the notebook run everyday at 8:00
# for information on changing this setting, please check https://crontab.guru/ for information on the required CRON syntax
# naas.scheduler.add(cron="0 8 * * *")
# to de-schedule this notebook, simply run the following command:
# naas.scheduler.delete()
```

## Model

### Get your posts from CSV

All your posts will be stored in CSV.

```
In [5]: def read_csv(file_path):
    try:
        df = pd.read_csv(file_path)
    except FileNotFoundError as e:
        # Empty dataframe returned
        return pd.DataFrame()
    return df

df_posts = read_csv(csv_output)
df_posts.head()
```

ACTIVITY_ID	PAGINATION_TOKEN	PUBLISHED_DATE	AUTHOR_NAME	SUBDESCRIPTION	TITLE	TEXT	CHARACTER_COUNT	TAGS	TAGS_COUNT	POLL_QUESTION	POLL_RESULTS	POST_URL
0 6.930654e+18	dXJu0mxp0mFjdG12aXR50jY5MzA2NTQ0MTQ5MzlyMzAxND...	2022-05-12 21:06:17+00:00	Megan Lieu	3 days ago	If you're ok with always feeling like you know...	If you're ok with always feeling like you know...	381	#data #careers #datascience	3.0	...	NaN	NaN https://www.linked
1 6.930299e+18	dXJu0mxp0mFjdG12aXR50jY5MzAyOTg3NDkwnTk0ODE2MD...	2022-05-11 21:33:00+00:00	Megan Lieu	4 days ago	The SCARIEST moment of my career happened rece...	The SCARIEST moment of my career happened rece...	376	#coding #SQL #engineering	3.0	...	NaN	NaN https://www.linked
2 6.929782e+18	dXJu0mxp0mFjdG12aXR50jY5Mj3ODE1jEyODiyMTU5Mz...	2022-05-10 11:17:53+00:00	Megan Lieu	5 days ago	What's the best, most underrated way to improv...	What's the best, most underrated way to improv...	1042	#coding #interview #learning	3.0	...	NaN	NaN https://www.linked
3 6.927969e+18	dXJu0mxp0mFjdG12aXR50jY5Mjc5Njg5Ndc0NjQwMTU4Nz...	2022-05-05 11:15:12+00:00	Megan Lieu	1 week ago	Does anyone else ALWAYS forget to add "desc" i...	Does anyone else ALWAYS forget to add "desc" i...	171	#SQL #data #coding	3.0	...	NaN	NaN https://www.linked
4 6.927245e+18	dXJu0mxp0mFjdG12aXR50jY5MjcyNDU0MjIjNDEzNjExNt...	2022-05-03 11:20:10+00:00	Megan Lieu	1 week ago	"Megan, what courses/certifications would you ...	"Megan, what courses/certifications would you ...	1527	#PowerBI #data #analytics #dataanalytic	4.0	...	NaN	NaN https://www.linked

5 rows x 32 columns

### Update last posts

It will get the last X posts from LinkedIn API (X = number of set in variable "NO\_POSTS\_RETRIEVED") and update it in your CSV.

PS: On the first execution all posts will be retrieved.

```
In [6]: def update_last_posts(df_posts, key="POST_URL", no_posts=100):
    # Init output
    df_update = pd.DataFrame()

    # Init df_posts is empty then return entire database
    if len(df_posts) > 0:
        # If df_posts not empty get the last X posts (new and already existing)
```

```

df_update = linkedin.connect(LI_AT, JSESSIONID).profile.get_posts_feed(PROFILE_URL,
                                                               limit=no_posts,
                                                               sleep=False)
else:
    df_update = linkedin.connect(LI_AT, JSESSIONID).profile.get_posts_feed(PROFILE_URL,
                                                               limit=1)
# Concat and add extract date
df = pd.concat([df_update, df_posts]).drop_duplicates(key, keep="first")
df["DATE_EXTRACTED"] = datetime.now().strftime("%Y-%m-%d %H:%M:%S")
# Return only last post retrieved
return df.reset_index(drop=True)

df_update = update_last_posts(df_posts,
                               no_posts==NO_POSTS_RETRIEVED)
df_update = df_update.drop(df_update[df_update['ACTIVITY_ID'].isna()].index)
df_update.head()

```

Out[6]:	ACTIVITY_ID	PAGINATION_TOKEN	PUBLISHED_DATE	AUTHOR_NAME	SUBDESCRIPTION	TITLE	TEXT	CHARACTER_COUNT	TAGS	TAGS_COUNT	...	POLL_QUESTION	POLL_RESULTS
0	6930654414932230144	dXJu0mxp0mFjdG12aXR50jY5MzA2NTQ0MTQ5MzlyMzAxND...	2022-05-12 23:06:17+02:00	Megan Lieu	4 days ago	If you're ok with always feeling like you know...	If you're ok with always feeling like you know...	381	#data #careers #datascience	3.0	...	None	None https://w...
1	6930298749059481600	dXJu0mxp0mFjdG12aXR50jY5MzAyOt3g9NDkwNt0ODE2MD...	2022-05-11 23:33:00+02:00	Megan Lieu	5 days ago	The SCARIEST moment of my career happened rece...	The SCARIEST moment of my career happened rece...	376	#coding #SQL #engineering	3.0	...	None	None https://w...
2	692978161282215936	dXJu0mxp0mFjdG12aXR50jY5MjK30DE1NjEy0DlyMTU5Mz...	2022-05-10 13:17:53+02:00	Megan Lieu	6 days ago	What's the best, most underrated way to improv...	What's the best, most underrated way to improv...	1042	#interview #learning	3.0	...	None	None https://w...
3	6927968947464015872	dXJu0mxp0mFjdG12aXR50jY5MjcyNDU0MjI1NDE2NjExNT...	2022-05-05 13:15:12+02:00	Megan Lieu	1 week ago	Does anyone else ALWAYS forget to add "desc" i...	Does anyone else ALWAYS forget to add "desc" i...	171	#SQL #data #coding	3.0	...	None	None https://w...
4	6927245422541361154	dXJu0mxp0mFjdG12aXR50jY5MjcyNDU0MjI1NDE2NjExNT...	2022-05-03 13:20:10+02:00	Megan Lieu	1 week ago	"Megan, what courses/certifications would you ...	"Megan, what courses/certifications would you ...	1527	#PowerBI #data #analytics #dataanalytics	4.0	...	None	None https://w...

5 rows x 32 columns

## Data Cleaning

```

In [7]: df_update['text_snip'] = df_update['TEXT'].str[:25]
df_update['text_snip'] = np.where(df_update['TITLE']=='My toxic trait:', df_update['TITLE'], df_update['text_snip'])
df_update['EMOJIS_COUNT'] = np.where(df_update['EMOJIS_COUNT'].isna(), 0, df_update['EMOJIS_COUNT'])
df_update['PUBLISHED_DATE'] = pd.to_datetime(df_update['PUBLISHED_DATE'], utc=True)

```

```

In [8]: import matplotlib.pyplot as plt
# !pip install wordcloud
from wordcloud import WordCloud, STOPWORDS
# !pip install seaborn as sns
import seaborn as sns
plt.rcParams.update(
{
    'text.usetex': False,
    'font.family': 'stixgeneral',
    'mathText.fontset': 'stix',
}
)

```

```

In [9]: #take out outliers and filter out unnecessary columns/posts
df2 = df_update[df_update['LIKES']>48000]
df2 = df2[df2['PUBLISHED_DATE']>='2021-07-01']
df2 = df2[['PUBLISHED_DATE', 'SUBDESCRIPTION', 'TITLE', 'TEXT', 'CHARACTER_COUNT', 'TAGS', 'TAGS_COUNT', 'EMOJIS', 'EMOJIS_COUNT', 'VIEWS', 'COMMENTS', 'LIKES', 'SHARES', 'ENGAGEMENT_SCORE', 'text_snip']]
df2.sort_values(by='COMMENTS', ascending=False).head(10)

```

Out[9]:	PUBLISHED_DATE	SUBDESCRIPTION	TITLE	TEXT	CHARACTER_COUNT	TAGS	TAGS_COUNT	EMOJIS	EMOJIS_COUNT	VIEWS	COMMENTS	LIKES	SHARES	ENGAGEMENT_SCORE	text_snip
35	2021-12-29 19:51:58+00:00	4 months ago	My toxic trait:	My toxic trait:\nStarting at a computer scre...	483	#coding#file #programming #python #dataanalytics	4.0	😊	1.0	413260	237	3257	0	0.0085	My toxic trait:
30	2022-01-26 13:58:01+00:00	3 months ago	The Dunning-Kruger effect	The Dunning-Kruger effect, as explained by my ...	1013	#sql #dataanalytics #codingfile	3.0	😊 😊 😊 😊 😊	8.0	98656	125	1127	0	0.0127	The Dunning-Kruger effect
11	2022-04-12 11:17:53+00:00	1 month ago	Sometimes I code in Python, R and SQL all in t...	Sometimes I code in Python, R and SQL all in t...	186	#coding #python #sql	3.0	😊	1.0	149900	106	1474	0	0.0105	Sometimes I code in Python
3	2022-05-05 11:15:12+00:00	1 week ago	Does anyone else ALWAYS forget to add "desc" i...	Does anyone else ALWAYS forget to add "desc" i...	171	#SQL #data #coding	3.0	😊	1.0	26661	104	198	0	0.0113	Does anyone else ALWAYS f
10	2022-04-14 11:21:25+00:00	1 month ago	How to instantly look like you know what you'...	How to instantly look like you know what you'...	113	#coding #programming #python	3.0	😊	1.0	42629	104	289	0	0.0092	How to instantly look lik
13	2022-04-05 11:13:45+00:00	1 month ago	How did I get 5.6m views and 48k reactions on ...	How did I get 5.6m views and 48k reactions on ...	1263	#contentstrategy #personalbranding #networking	3.0	🎉 🎉 🎉 🎉 🎉	5.0	62383	96	494	0	0.0095	How did I get 5.6m views
23	2022-02-24 13:16:43+00:00	2 months ago	True story: the day before my first analytics ...	True story: the day before my first analytics ...	780	#sql #analytcs #dataanalytics	3.0	😊 😊 😊 😊 😊	6.0	50865	89	597	0	0.0135	True story: the day befor
24	2022-02-22 13:14:48+00:00	2 months ago	Tell me you work in data without telling me yo...	Tell me you work in data without telling me yo...	388	#data #analytics #datascience	3.0	😊 😊 😊 😊	4.0	25947	82	128	0	0.0081	Tell me you work in data
1	2022-05-11 21:33:00+00:00	5 days ago	The SCARIEST moment of my career happened rece...	The SCARIEST moment of my career happened rece...	376	#coding #SQL #engineering	3.0	😊 😊	2.0	68577	77	596	0	0.0098	The SCARIEST moment of my
28	2022-02-03 13:07:58+00:00	3 months ago	Things data analysts love:	Things data analysts love:\nGetting our hands ...	377	#dataanalytics #datavizualization	2.0	😊	1.0	36070	71	377	0	0.0128	Things data analysts love

```

In [10]: df2.head()

```

Out[10]:	PUBLISHED_DATE	SUBDESCRIPTION	TITLE	TEXT	CHARACTER_COUNT	TAGS	TAGS_COUNT	EMOJIS	EMOJIS_COUNT	VIEWS	COMMENTS	LIKES	SHARES	ENGAGEMENT_SCORE	text_snip
0	2022-05-12 21:06:17+00:00	4 days ago	If you're ok with always feeling like you know...	If you're ok with always feeling like you know...	381	#data #careers #datascience	3.0	👍 🎉 😊	3.0	14928	53	170	0	0.0149	If you're ok with always
1	2022-05-11 21:33:00+00:00	5 days ago	The SCARIEST moment of my career happened rece...	The SCARIEST moment of my career happened rece...	376	#coding #SQL #engineering	3.0	😊 😊 😊	2.0	68577	77	596	0	0.0098	The SCARIEST moment of my
2	2022-05-10 11:17:53+00:00	6 days ago	What's the best, most underrated way to improv...	What's the best, most underrated way to improv...	1042	#coding #interview #learning	3.0	🌟 🌟 🌟 🌟 🌟	8.0	16347	43	98	0	0.0086	What's the best, most und
3	2022-05-05 11:15:12+00:00	1 week ago	Does anyone else ALWAYS forget to add "desc" i...	Does anyone else ALWAYS forget to add "desc" i...	171	#SQL #data #coding	3.0	😊	1.0	26661	104	198	0	0.0113	Does anyone else ALWAYS f
4	2022-05-03 11:20:10+00:00	1 week ago	"Megan, what courses/certifications would you ...	"Megan, what courses/certifications would you ...	1527	#PowerBI #data #analytics #dataanalytics	4.0	😊 😊 😊 😊	7.0	105275	69	456	0	0.0050	"Megan, what courses/cert

## Output

```

In [11]: # Save dataframe in CSV and send to production
df_update.to_csv(csv_output, index=False)

# Send CSV to production (It could be used with other scripts)
naas.dependency.add(csv_output)

⚠️ Well done! Your Dependency has been sent to production.

PS: to remove the "Dependency" feature, just replace .add by .delete

```

```

In [12]: # Save updated dataframe in CSV
df2.to_csv('LINKEDIN_POSTS_updated.csv', index=False)

# Send CSV to production (It could be used with other scripts)
naas.dependency.add('LINKEDIN_POSTS_updated.csv')

⚠️ Well done! Your Dependency has been sent to production.

PS: to remove the "Dependency" feature, just replace .add by .delete

```

## Analyses

```

In [13]: pd.set_option('display.float_format', '{:.2f}'.format)

```

```

def describe(df):
    return pd.concat([df.describe(), df.sum().rename('sum'),
                      df.median().rename('median')], axis=1).T

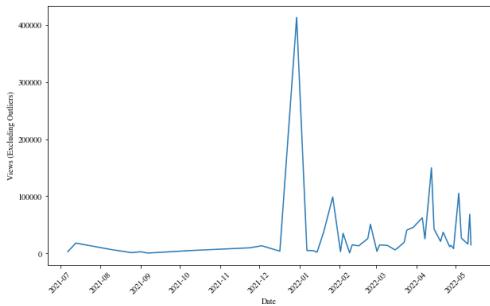
# STATS FOR POSTS WITHOUT OUTLIERS
describe(df2[['VIEWS', 'LIKES', 'COMMENTS']])

Out[13]:
   VIEWS  LIKES  COMMENTS
count    45.00    45.00     45.00
mean  33930.33  286.47    42.27
std   65441.38  532.56    45.02
min    548.00    1.00     0.00
25%  5058.00   53.00    11.00
50% 14836.00  133.00    28.00
75% 36956.00  277.00    55.00
max  413260.00 3257.00   237.00
sum 1526865.00 12981.00  1902.00
median 14836.00  133.00    28.00

In [14]: # STATS FOR ALL POSTS
describe(df_update[['VIEWS', 'LIKES', 'COMMENTS']])

Out[14]:
   VIEWS  LIKES  COMMENTS
count    48.00    48.00     48.00
mean  148742.69 1278.27   64.27
std   807764.16  6960.62   170.63
min    548.00    1.00     0.00
25%  4933.00   50.75    10.75
50% 14531.00  132.00    27.50
75% 36996.00  280.00    58.50
max  5611455.00 48367.00  1182.00
sum 7139649.00 61357.00  3085.00
median 14531.00  132.00    27.50

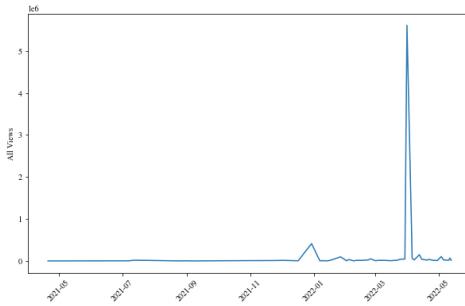
In [32]: #views over time
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = df2.PUBLISHED_DATE
y = df2.VIEWS
plt.plot(x, y)
plt.xlabel('Date')
plt.ylabel('Views (Excluding Outliers)')
plt.xticks(rotation=45)
plt.show()



```

```

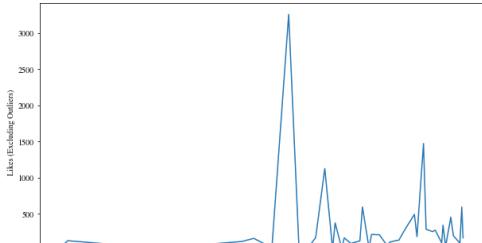
In [31]: #ALL views over time (including for viral post)
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = df2.PUBLISHED_DATE
y = df_update.VIEWS
plt.plot(x, y)
plt.xlabel('Date')
plt.ylabel('All Views')
plt.xticks(rotation=45)
plt.show()



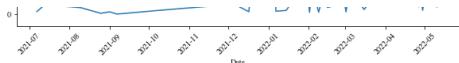
```

```

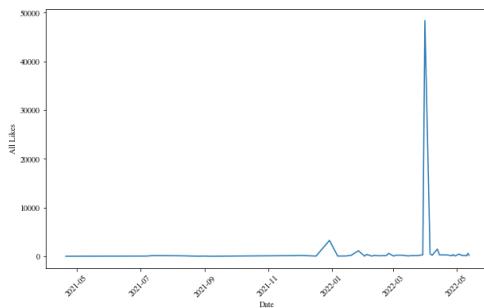
In [17]: #likes over time
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = df2.PUBLISHED_DATE
y = df2.LIKES
plt.plot(x, y)
plt.xlabel('Date')
plt.ylabel('Likes (Excluding Outliers)')
plt.xticks(rotation=45)
plt.show()



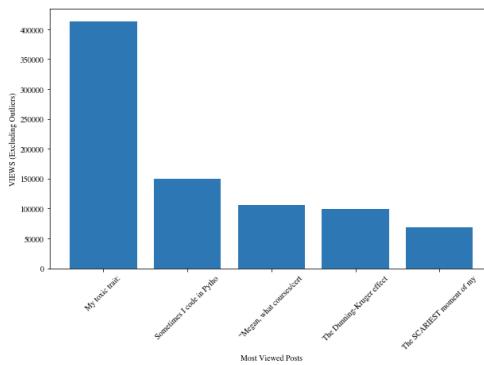
```



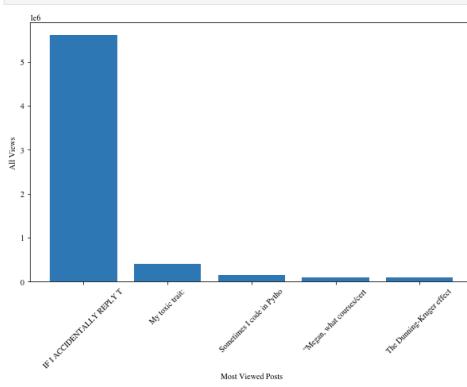
```
In [18]: #ALL likes over time
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = df_update.PUBLISHED_DATE
y = df_update.LIKES
plt.plot(x, y)
plt.xlabel('Date')
plt.ylabel('All Likes')
plt.xticks(rotation=45)
plt.show()
```



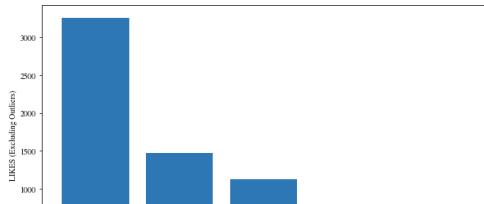
```
In [33]: #most viewed posts, excluding outliers
top_viewed = df2.nlargest(n=5, columns = ['VIEWS'])
# top_viewed.sort_values(by='VIEWS', ascending=False)
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = top_viewed.text_snip
y = top_viewed.VIEWS
plt.bar(x, y)
plt.xlabel('Most Viewed Posts')
plt.xticks(rotation=45)
plt.ylabel('VIEWS (Excluding Outliers)')
plt.show()
```

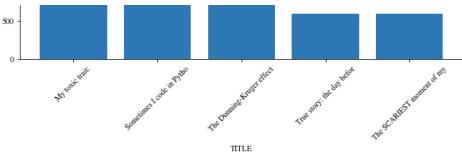


```
In [34]: #most viewed posts (all)
top_viewed = df_update.nlargest(n=5, columns = ['VIEWS'])
# top_viewed.sort_values(by='VIEWS', ascending=False)
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = top_viewed.text_snip
y = top_viewed.VIEWS
plt.bar(x, y)
plt.xlabel('Most Viewed Posts')
plt.xticks(rotation=45)
plt.ylabel('All Views')
plt.show()
```

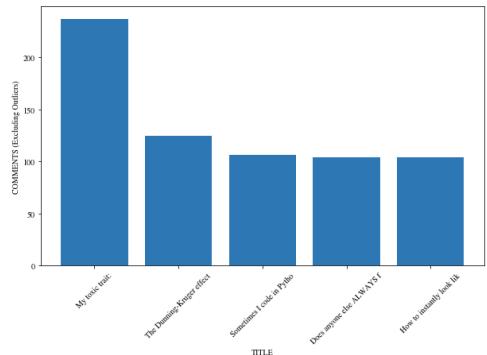


```
In [20]: #most liked posts
top_liked = df2.nlargest(n=5, columns = ['LIKES']).sort_values(by='LIKES', ascending=False)
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = top_liked.text_snip
y = top_liked.LIKES
plt.bar(x, y)
plt.xlabel('TITLE')
plt.xticks(rotation=45)
plt.ylabel('LIKES (Excluding Outliers)')
plt.show()
```





```
In [21]: #most commented posts
top_commented = df2.nlargest(n=5, columns = ['COMMENTS']).sort_values(by='COMMENTS', ascending=False)
fig, ax = plt.subplots(figsize = ( 10 , 6 ))
x = top_commented.text_snip
y = top_commented.COMMENTS
plt.bar(x, y)
plt.xlabel("TITLE")
plt.xticks(rotation=45)
plt.ylabel('COMMENTS (Excluding Outliers)')
plt.show()
```



```
In [22]: z = df2.VIEWS
x = df2.LIKES
y = df2.COMMENTS

fig = plt.figure(figsize=(10, 8))
ax = fig.add_subplot(projection='3d')

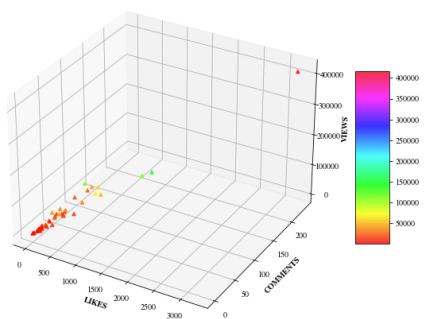
# Creating color map
my_cmap = plt.get_cmap('hsv')

sctt = ax.scatter(x, y, z,
                   alpha = 0.8,
                   c = (x + y + z),
                   cmap = my_cmap,
                   marker = '^')

plt.title("VIEWS vs LIKES vs COMMENTS")
ax.set_zlabel('VIEWS', fontweight = 'bold')
ax.set_xlabel('LIKES', fontweight = 'bold')
ax.set_ylabel('COMMENTS', fontweight = 'bold')
fig.colorbar(sctt, ax = ax, shrink = 0.5, aspect = 5)

plt.show()
```

VIEWS vs LIKES vs COMMENTS



```
In [23]: # REMOVING OUTLIER WITH 148K+ VIEWS
df3 = df2[df2['VIEWS']<150000]

z = df3.VIEWS
x = df3.LIKES
y = df3.COMMENTS

fig = plt.figure(figsize=(10, 8))
ax = fig.add_subplot(projection='3d')

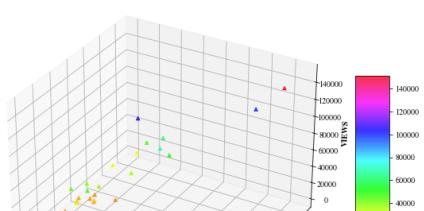
# Creating color map
my_cmap = plt.get_cmap('hsv')

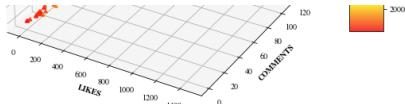
sctt = ax.scatter(x, y, z,
                   alpha = 0.8,
                   c = (x + y + z),
                   cmap = my_cmap,
                   marker = '^')

plt.title("VIEWS vs LIKES vs COMMENTS")
ax.set_zlabel('VIEWS', fontweight = 'bold')
ax.set_xlabel('LIKES', fontweight = 'bold')
ax.set_ylabel('COMMENTS', fontweight = 'bold')
fig.colorbar(sctt, ax = ax, shrink = 0.5, aspect = 5)

plt.show()
```

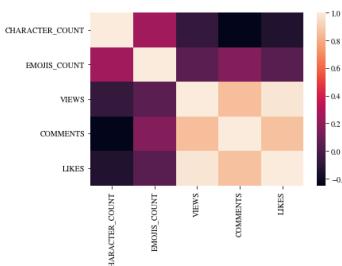
VIEWS vs LIKES vs COMMENTS



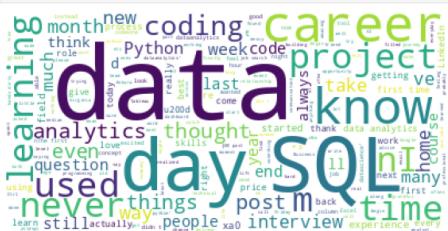


```
In [24]: sns.heatmap(df2[['CHARACTER COUNT', 'EMOJIS COUNT', 'VIEWS', 'COMMENTS', 'LIKES']].corr())
```

Out[24]: <AxesSubplot:>



```
In [25]: text = df2['TEXT'].values
stop_words=['n', 'the', 's', 'one', 'I', 'thing', 'nBut'] + list(STOPWORDS)
wordcloud = WordCloud(background_color='white', stopwords = stop_words).generate(str(text))
plt.figure(figsize=(10, 6))
plt.imshow(wordcloud)
plt.axis('off')
plt.show()
```



## Regression Model

```
In [26]: import statsmodels.formula.api as smf
import statsmodels.stats.outliers_influence import variance_inflation_factor
from scipy import stats
from statsmodels.compat import lzip
import statsmodels
from sklearn.pipeline import make_pipeline
```

```
In [27]: # using df_update to include all posts
# using the assumption that getting comments and likes leads to more views on LinkedIn, not the other way around
X = df_update[['CHARACTER_COUNT', 'EMOJIS_COUNT', 'COMMENTS', 'LIKES']]
y = df_update['VIEWS']

#splitting data into train and test sets
from sklearn.model_selection import train_test_split

X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.4, random_state=10)
```

```
In [28]: from sklearn.linear_model import LinearRegression  
  
model = LinearRegression()  
model.fit(X_train, y_train)
```

```
Out[28]: LinearRegression()
```

```
In [29]: #Intercept: expected mean value of y when all x=0
intercept_ = model.intercept_
intercept_df = pd.DataFrame(data=[intercept_], columns=['Coefficient'], index=['Intercept'])

# Coefficients: A unit increase of each will result in this much increase in Price
model_coeff_df = pd.DataFrame(model.coef_, X.columns, columns=['Coefficient'])

model_coeff_df = pd.concat([intercept_df, coeff_df])
model_coeff_df = model_coeff_df.drop(model_coeff_df[model_coeff_df['Coefficient'] == 0].index)
model_coeff_df
```

	Coefficient
Intercept	-7388.60
CHARACTER_COUNT	9.20
EMOJIS_COUNT	-514.21
COMMENTS	15.67
LIKES	120.12

```
In [30]: import statsmodels.api as sm
```

```
X_train = sm.add_constant(X_train)
model = sm.OLS(y_train, X_train)
results = model.fit()
results.summary()
```

### Out[30]: OLS Regression Results

Model: OLS Adj. R-squared: 0.959

Date: Tue, 17 May 2022 Prob (F-statistic): 2.37e-16

Time: 02:17:58

DF Residuals:	23	BIC:	634.4				
DF Model:	4						
Covariance Type:	nonrobust						
	coef	std err	t	P> t	[0.025	0.975	
CHARACTER_COUNT	const	-7388.6017	6081.322	-1.21	0.237	-2e+04	5191.57
EMOJI_COUNT		9.1997	6.103	1.507	0.145	-3.425	2182
COMMENTS	-514.2089	1508.024	-0.341	0.736	-3633.975	2605.375	
	COMMENTS	15.6664	170.111	0.092	0.927	-336.235	367.56

Omnibus:	6.295	Durbin-Watson:	2.162
Prob(Omnibus):	0.043	Jarque-Bera (JB):	6.675
Skew:	0.335	Prob(JB):	0.0355
Kurtosis:	5.296	Cond. No.	1.94e+03

Notes:

[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

[2] The condition number is large, 1.94e+03. This might indicate that there are strong multicollinearity or other numerical problems.

On average, each additional character will result in 9.2 views, each emoji DECREASES views by 514.2 views, each comment increases views by 15.7 and each like contributes to 120.1 views. This model explains 96.5% of the variability observed in VIEWS