

### **What contributes to higher engagement on SocialMedia?**

As a brand manager you are interested in understanding what leads drives social media engagement? You want to build a model that can be used to understand and explain factors that contribute to more engaging content. The data set is a set of tweets around Tanishq's Ekatvam Ad campaign that saw massive backlash against the brand on twitter.

From the data set shared, your job is to build a model that does this job for the manager.