

# Multiple Regression / Challenge #2

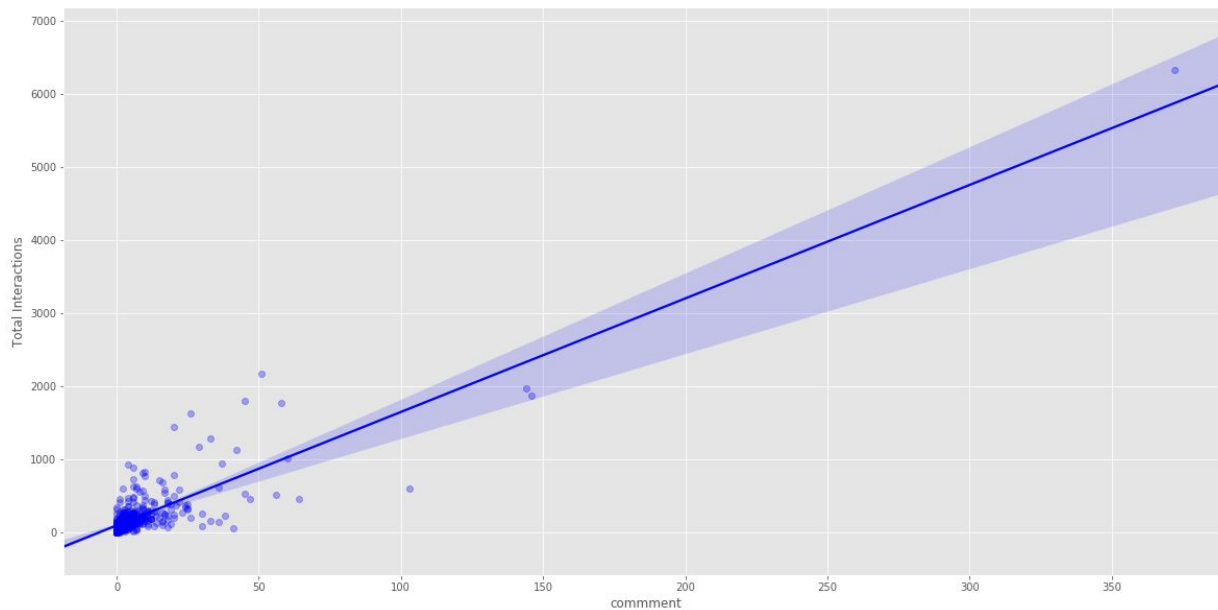
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# Code

<https://colab.research.google.com/drive/1aCUuolfJ1w0cDCOjlrrVchydXkFFS7Ha>

# Total Interactions vs. comments

R-squared: 0.748



## Total Interactions vs. (multiple vars)

('Lifetime Post Total Reach', 'Lifetime Post Total Impressions', 'Lifetime Engaged Users'):

R-squared (uncentered) : 0.539

('Lifetime People who have liked your Page and engaged with your post', 'Lifetime Post Impressions by people who have liked your Page', 'Lifetime Post reach by people who like your Page'):

R-squared (uncentered) : 0.550

People who liked your Page are slightly more likely to interact with a post.

('comment', 'Lifetime Engaged Users', 'Lifetime Post reach by people who like your Page'):

R-squared (uncentered) : 0.852

A combination of comments, engagement, and reach by people who like your Page acts as a good predictor for total interactions without relying on shares, likes, or using too many variables.

('Lifetime Post Total Reach', 'Lifetime Post Total Impressions', 'Lifetime Engaged Users', 'Lifetime Post Consumers', 'Lifetime Post Consumptions', 'Lifetime Post Impressions by people who have liked your Page', 'Lifetime Post reach by people who like your Page', 'Lifetime People who have liked your Page and engaged with your post', 'comment'):

R-squared (uncentered) : 0.986

This uses too many variables, most likely overfits and is poor at making predictions.