**Data Set Information:**

1   
Page Popularity/likes   
Decimal Encoding   
Page feature   
Defines the popularity or support for the source of the document.   
  
  
2   
Page Checkinsâ€™s   
Decimal Encoding   
Page feature   
Describes how many individuals so far visited this place. This feature is only associated with the places eg:some institution, place, theater etc.   
  
  
3   
Page talking about   
Decimal Encoding   
Page feature   
Defines the daily interest of individuals towards source of the document/ Post. The people who actually come back to the page, after liking the page. This include activities such as comments, likes to a post, shares, etc by visitors to the page.   
  
  
4   
Page Category   
Value Encoding   
Page feature   
Defines the category of the source of the document eg: place, institution, brand etc.   
  
  
5  
CC1   
Decimal Encoding   
Essential feature   
The total number of comments before selected base date/time.   
  
  
6  
CC2   
Decimal Encoding   
Essential feature   
The number of comments in last 24 hours, relative to base date/time.   
  
  
7   
CC3   
Decimal Encoding   
Essential feature   
The number of comments in last 48 to last 24 hours relative to base date/time.   
  
  
8  
CC4   
Decimal Encoding   
Essential feature   
The number of comments in the first 24 hours after the publication of post but before base date/time.   
  
  
9  
CC5   
Decimal Encoding   
Essential feature   
The difference between CC2 and CC3.   
  
  
10  
Base time   
Decimal(0-71) Encoding   
Other feature   
Selected time in order to simulate the scenario.   
  
  
11  
Post length   
Decimal Encoding   
Other feature   
Character count in the post.   
  
  
12   
Post Share Count   
ï¿¼ï¿¼Decimal Encoding   
Other feature   
This features counts the no of shares of the post, that how many peoples had shared this post on to their timeline.   
  
  
13  
Post Promotion Status   
ï¿¼ï¿¼Binary Encoding   
Other feature   
To reach more people with posts in News Feed, individual promote their post and this features tells that whether the post is promoted(1) or not(0).   
  
  
14  
H Local   
ï¿¼Decimal(0-23) Encoding   
Other feature   
This describes the H hrs, for which we have the target variable/ comments received.   
  
  
15-21  
Post published weekday   
Binary Encoding   
Weekdays feature   
This represents the day(Sunday...Saturday) on which the post was published.   
  
  
22-28  
Base DateTime weekday   
Binary Encoding   
Weekdays feature   
This represents the day(Sunday...Saturday) on selected base Date/Time.   
  
29  
Target Variable   
Decimal   
Target   
The no of comments in next H hrs(H is given in Feature no 14).