Instagram Advocte Classifier
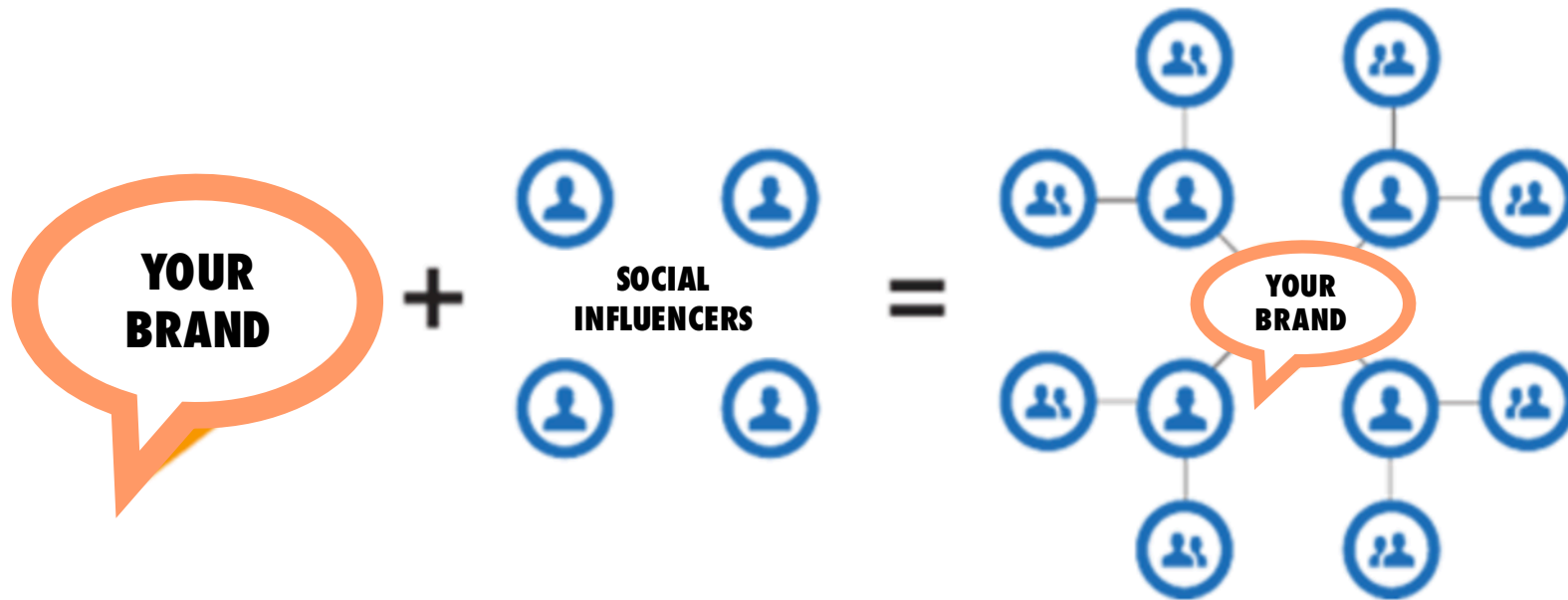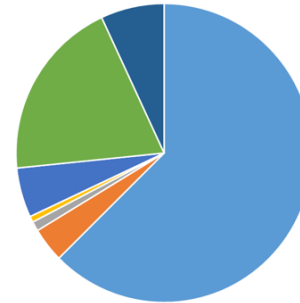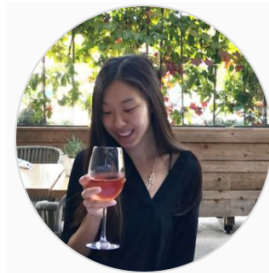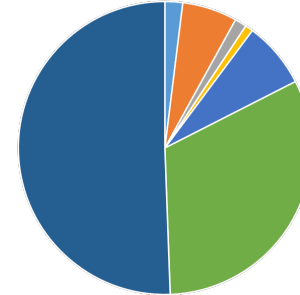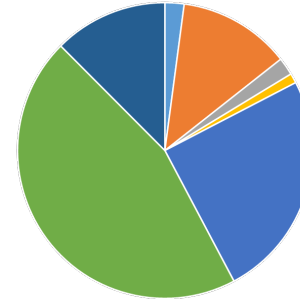
Galvanize Capstone Project

by PJ Shetty

AdMass is an influencer marketing platform that helps advertisers find their advocates on social media.

YOUR BRAND + SOCIAL INFLUENCERS = YOUR BRAND

Categorize an Instagram Advocate based on their content
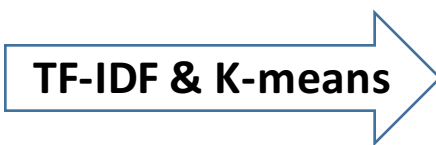
Data extraction

Followers

Hashtags

Bio

Captions

Crystal Palecek Wife • Mama • Interior Design • Founder of @RueMagazine 📍 San Francisco #crystalpalecekdesign **ruemag.com**

crystalpalecek City living has me daydreaming of a backyard (one day!) just like this. Check out @ss_karkenny's entire LA bungalow on @ruemagazine today - its divine! 📷: @angelicamariephoto #ruedaily

NLP

Bio, Captions, & Hashtags…

-

-

-
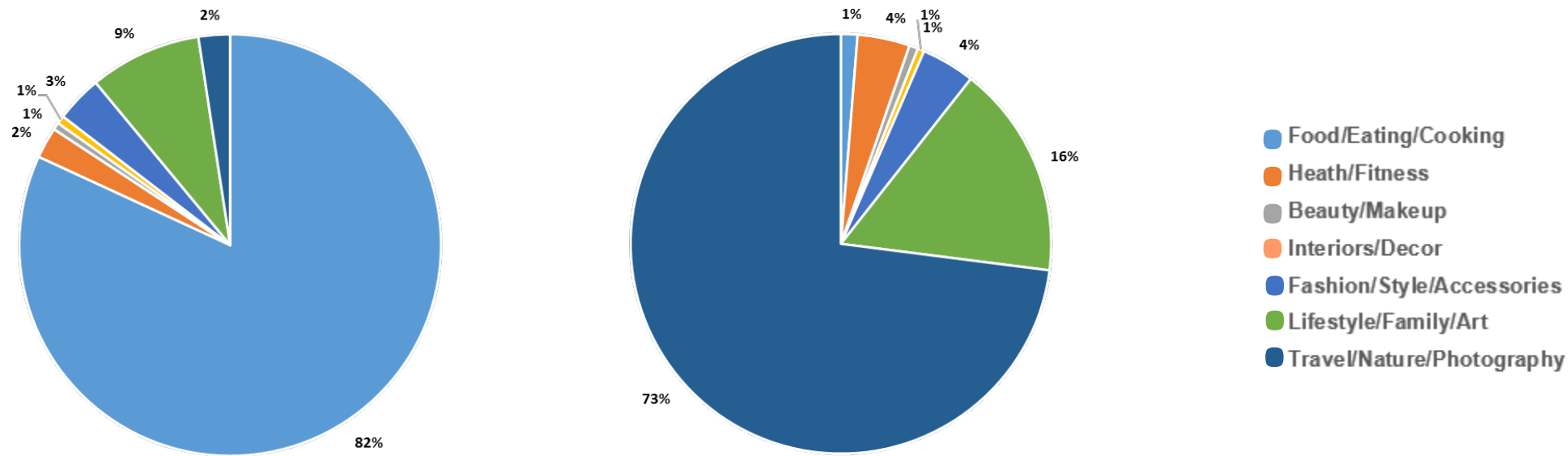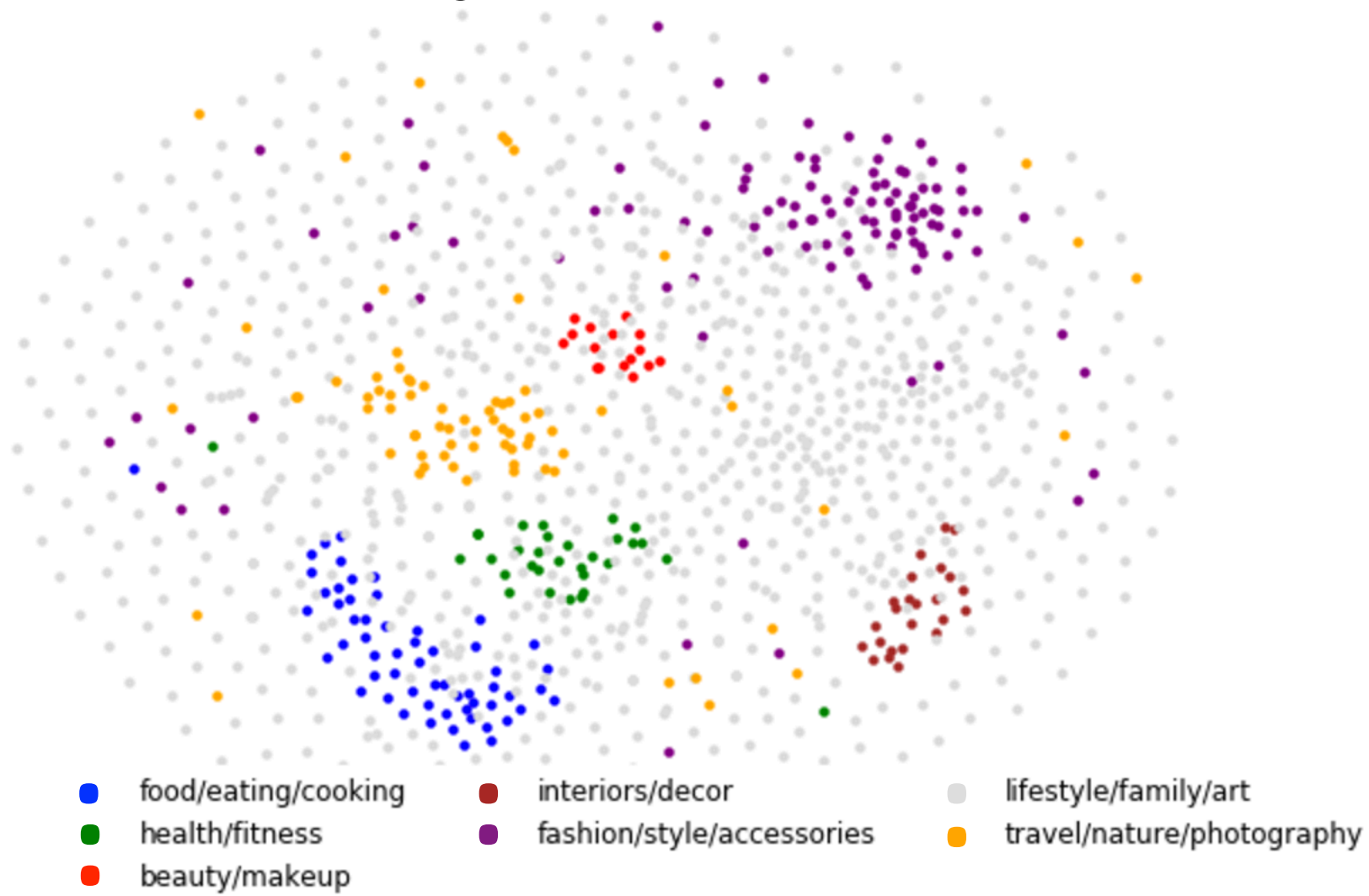

TF-IDF & K-means

CLUSTERS

Model output

User	Food/Eating/Cooking	Heath/Fitness	Beauty/Makeup	Interiors/Decor	Fashion/Style/Accessories	Lifestyle/Family/Art	Travel/Nature/Photography
ryanbaccari	0.10	0.40	0.10	0.04	97.10	1.75	0.52
kalejunkie	81.89	2.38	0.56	0.62	3.56	8.58	2.42
sbdunkscarl	1.27	4.02	0.68	0.50	4.13	16.42	72.99
ashleysdecorspace_	1.65	3.36	0.98	63.79	7.74	16.65	5.82
theaestheticsedit	2.31	5.37	49.19	1.29	11.17	23.29	7.38

Instagram in 2D world

Legend:
- 🔵 food/eating/cooking
- 🟢 health/fitness
- 🔴 beauty/makeup
- 🟤 interiors/decor
- 🟣 fashion/style/accessories
- ⚪ lifestyle/family/art
- 🟠 travel/nature/photography

PJ Shetty
prabhanjan.shetty@gmail.com

https://www.linkedin.com/in/shettypj
https://github.com/pshetty44/Admass