Make LinkedIn Useful Again

Building a machine learning model that classifies LinkedIn news feed

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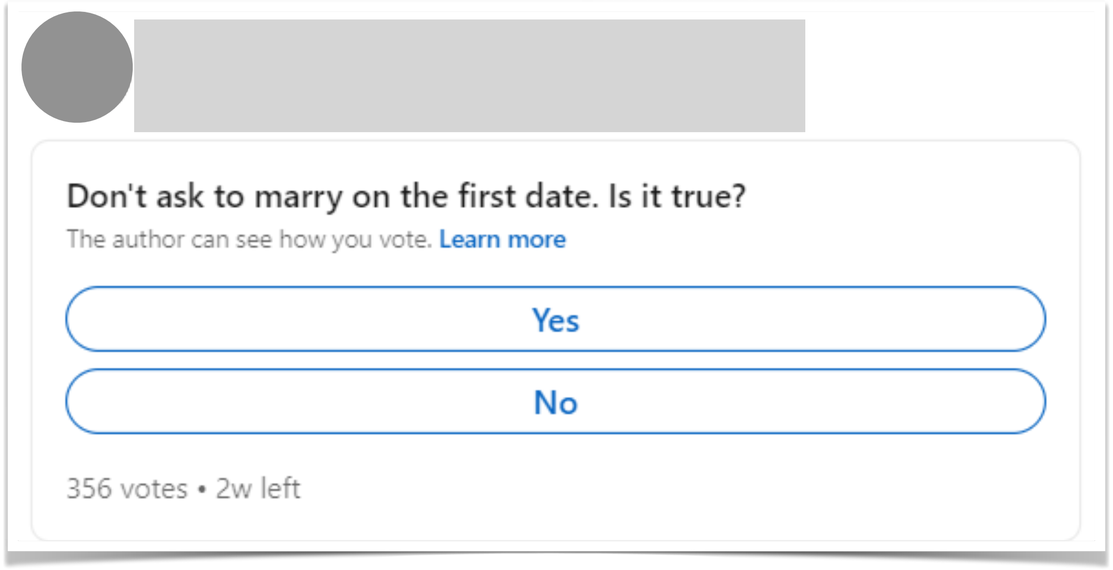
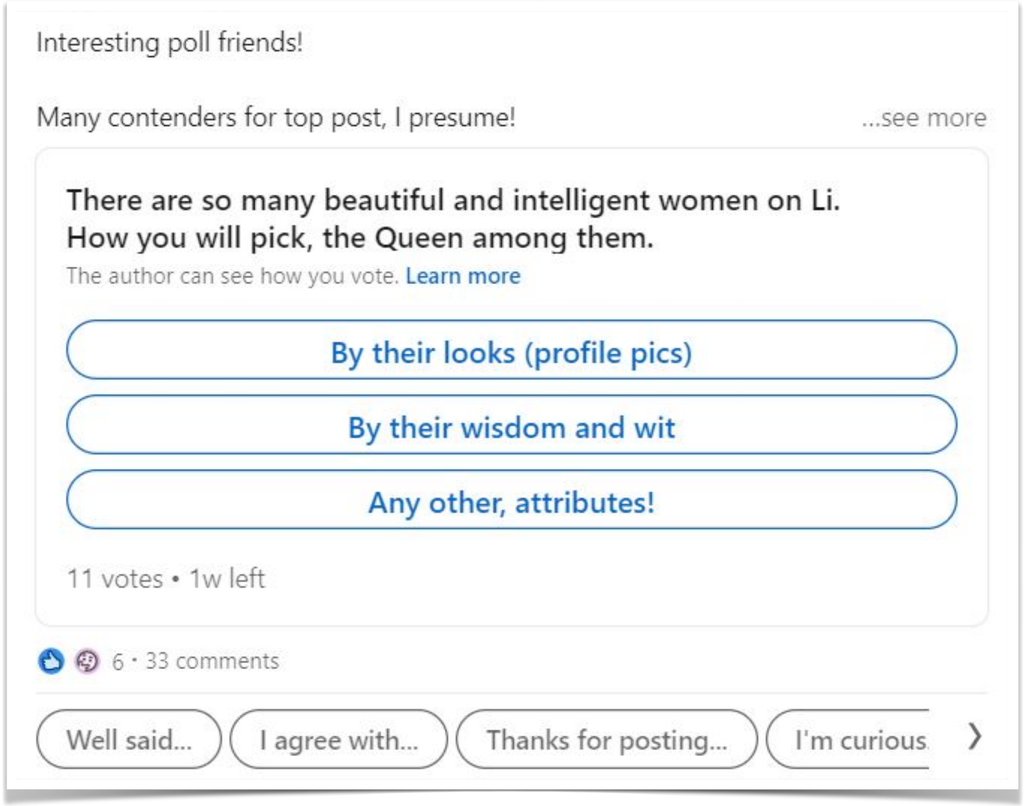


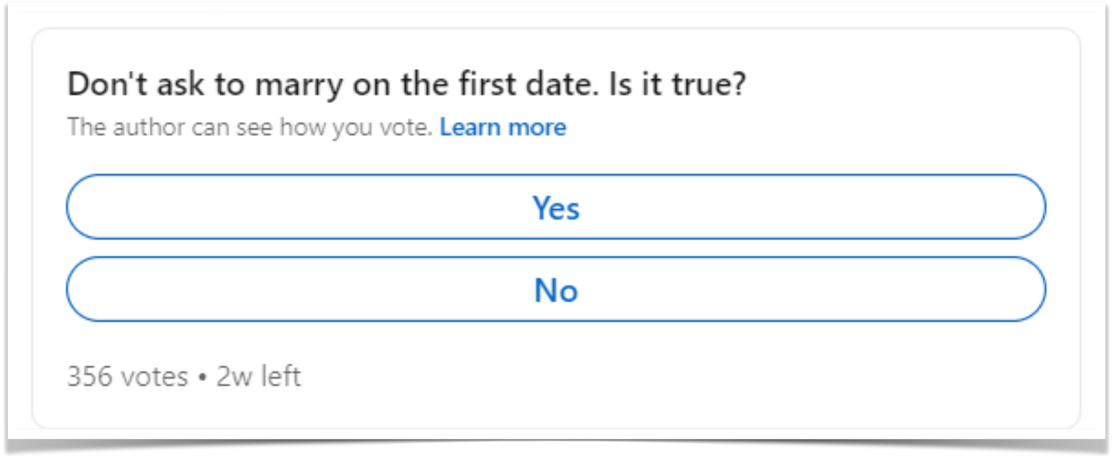
LinkedIn News Feed classifier

Problem Statement: When using LinkedIn, there is no way to separate useful content like events/job leads vs unwanted Ads/Polls. This leads to poor user experience.

For every 100 LinkedIn posts in my news feed ~30 posts were not relevant

Sample of non relevant posts





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Constraints & success criteria

Constraints of building a classification model:

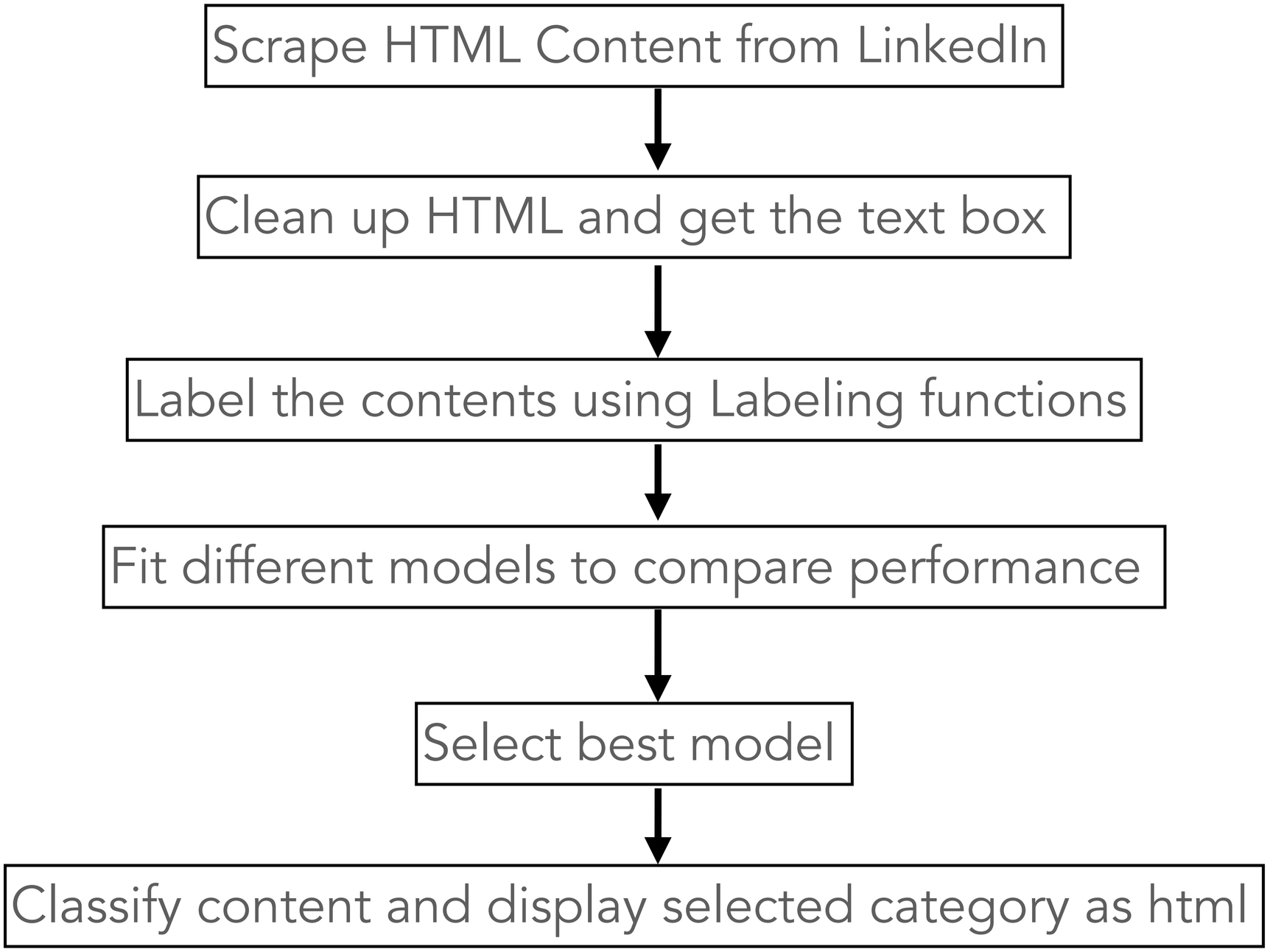
Data are not labeled

Volume of data is low

Success Criteria:

Success for this project involves in coming up with a model that classifies the news feed into respective categories (Job lead,Event,Others and Ads)

Process flow



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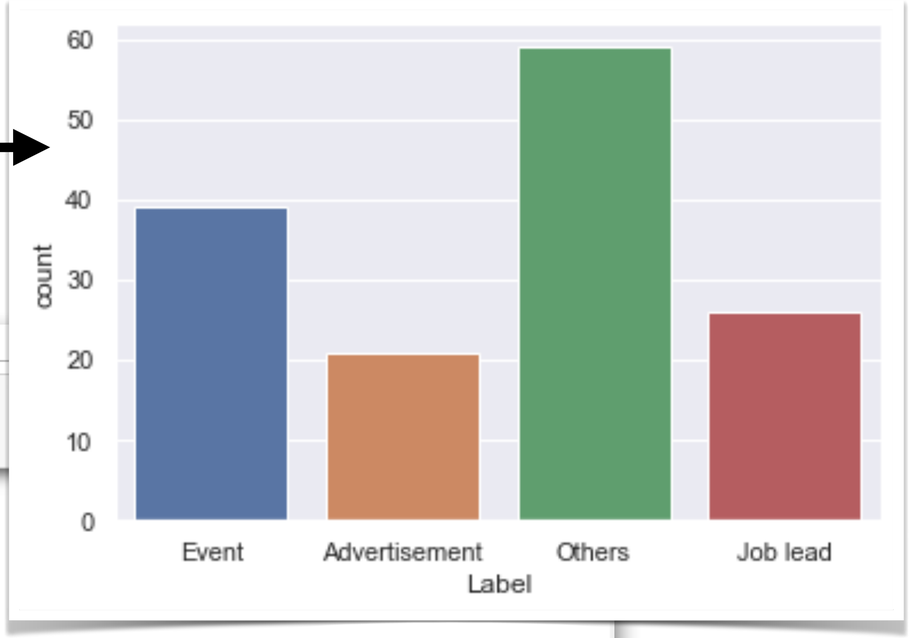
Impact

Using this machine learning model, my LinkedIn feed is classified into relevant categories. The contents are displayed in the jupyter notebook based on the selected category.

distribution of content on my news feed →



Sample Output

```
In [24]:  #For example, to browse job leads use
          select_label(1)
```

```
...
```

I'm #hiring an engineering leader in our Flights team. If you're into building backend systems that serve millions of monthly users (business and consumer) software architecture, refactoring for performance and site reliability engineering, this is for you!

Location: US / Canada / LATAM

#engineering #backend #scalability #reliabilityengineering #softwarearchitecture #remotejobs

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Summary

This model can be run every day to keep track of job leads or events. The amount of content that is imported can also be varied to collect more data.

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Thank You

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