**Answers**

1. If I could improve things in Nojoto app, I would like to add a section where we could enter the poetry in a written format. I mean, like a picture or a place for people to write the poetry as many may not be using this platform due to shyness.
2. There are more Ola drop-offs at the Railway Station than pick-ups from the Railway Station because there are already local taxis and autorickshaws waiting for them there while it is more difficult for users to get other means than Ola for pickup.

To solve this, we can have Ola stands near the railway station for people to get in or a collaboration with IRCTC where after a train is booked, 2 OLA cabs are already booked and the Ola cab comes at the railway station based on the timing of the train as trains in India are prone to get late.

1. I will prioritize resources based on the loss suffered by me if I failed to do a particular task and then after it gets completed, I will try to do the next task. I will not try to do both simultaneously if I know that I only have time to do one of them.
2. a.> Post\_Ids = 650, 0, 158, 917, 642, 706, 719, 681, 772, 685

I chose these as I sorted them on the basis of their total watch time as this shows that people want to see these based on the title or any other reason and the fact that these are good enough for them to continue watching which could not have been found by just counting view count. Average count also is wrong as per me as it gives unfair advantage to new poems while an unfair disadvantage to the old ones.

b.> You can one-hot-encode the poets and use them as a variable as people may like the poems of a particular poet. The caption can be stored as an embedding too to help the recommendation systems group similar meaning captions together. The created\_at can be used as well because it may happen that a user wants new content or maybe he wants to explore the old ones too.

c.> You can use the genres viewed by a user to make a content-based recommendation engine. You can also ask the users to enter their genre of choice when the app starts to provide better first knowledge-based recommendations.

d.>I think you should also create a rewad-penalty system based on report-abuses, spammy videos, etc.

1. Success metric could be based on the average position of a particular post in searches related to it and a reward-penalty system mentioned in the line just above.
2. The link to the cohort is - <https://github.com/resonantChaos22/cohortNojoto/blob/master/EDA.ipynb>

These are all the answers submitted by Shreyash. The cohort pivot thing has been made in the above mentioned python notebook. Check out the link.

**THANKS**