Data Science PROJECT

Category: Social Media, Project - 0044

Business Case:

Facebook performance metrics (Social Media Marketing)

 The data is related to posts' published during the year of 2017 on the Facebook's page of a renowned cosmetics brand.

This dataset contains 500 of the 790 rows and part of the features

Number of Instances: 500

Number of Attributes: 19

Attribute information:

   It includes 7 features known prior to post publication and 12 features for evaluating post impact

Missing Attribute Values: None