

Round-1: Problem Statement

Motivation: Who is more Social?

Identification of social influencers is of enormous importance in digital marketing. Identification of such people helps to perform targeted marketing and advertising.

Data Description:

Each data point describes two individuals, X and Y. For each person, 11 pre-computed, non-negative numeric features based on twitter activity are provided.

The binary label () represents a human judgment about which one of the two individuals is more influential. A label '1' means A is more influential than B. 0 means B is more influential than A. The goal is to train a machine learning model which, for pairs of individuals, predict who is more influential.

Submission Format:

1. You are free to try any ML algorithm.
2. Please send your source file.
3. Train your model on train data provided and predict the results on Test data and send them to us in .csv format.
4. Please be clear about your approach in your source file.