## Attribute Information:

1
Page Popularity/likes
Decimal Encoding
Page feature
Defines the popularity or support for the source of the document.

2
Page Checkinsâ€™s
Decimal Encoding
Page feature
Describes how many individuals so far visited this place. This feature is only associated with the places eg:some institution, place, theater etc.

3
Page talking about
Decimal Encoding
Page feature
Defines the daily interest of individuals towards source of the document/ Post. The people who actually come back to the page, after liking the page. This include activities such as comments, likes to a post, shares, etc by visitors to the page.

4
Page Category
Value Encoding
Page feature
Defines the category of the source of the document eg: place, institution, brand etc.

5 – 29
Derived

Decimal Encoding

Derived feature

These features are aggregated by page, by calculating min, max, average, median and standard deviation of essential features.

30

CC1

Decimal Encoding

Essential feature

The total number of comments before selected base date/time.

31

CC2

Decimal Encoding

Essential feature

The number of comments in last 24 hours, relative to base date/time.

32

CC3

Decimal Encoding

Essential feature

The number of comments in last 48 to last 24 hours relative to base date/time.

33

CC4

Decimal Encoding

Essential feature

The number of comments in the first 24 hours after the publication of post but before base date/time.

34

CC5

Decimal Encoding

Essential feature

The difference between CC2 and CC3.


35

Base time

Decimal(0-71) Encoding

Other feature

Selected time in order to simulate the scenario.


36

Post length

Decimal Encoding

Other feature

Character count in the post.


37

Post Share Count

ï¿½ï¿½Decimal Encoding

Other feature

This features counts the no of shares of the post, that how many peoples had shared this post on to their timeline.


38

Post Promotion Status

ï¿½ï¿½Binary Encoding

Other feature

To reach more people with posts in News Feed, individual promote their post and this features tells that whether the post is promoted(1) or not(0).

39

H Local

ï¿¼Decimal(0-23) Encoding

Other feature

This describes the H hrs, for which we have the target variable/ comments received.

40-46

Post published weekday

Binary Encoding

Weekdays feature

This represents the day(Sunday...Saturday) on which the post was published.

47-53

Base DateTime weekday

Binary Encoding

Weekdays feature

This represents the day(Sunday...Saturday) on selected base Date/Time.

54

Target Variable

Decimal

Target

The no of comments in next H hrs(H is given in Feature no 39).