**Attribute Information:**

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| Variable name | Description | Feature type |
| Page Popularity/likes | Defines the popularity or support for the source | Page feature |
| Page Checkins | Describes how many individuals so far visited this place. This feature is only associated with the places eg:some institution, place, theater etc. | Page feature |
| Page talking about | Defines the daily interest of individuals towards source. 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. | Page feature |
| Page Category | Defines the category of the source eg: place, institution, brand etc | Page feature |
| Feature 5 – Feature 29 | These features are aggregated by page, by calculating min, max, average, median and standard deviation of essential features. | Derived features |
| CC1 | The total number of comments before selected base date/time | Essential feature |
| CC2 | The number of comments in last 24 hours, relative to base date/time. | Essential feature |
| CC3 | The number of comments in last 48 to last 24 hours relative to base date/time. | Essential feature |
| CC4 | The number of comments in the first 24 hours after the publication of post but before base date/time | Essential feature |
| CC5 | The difference between CC2 and CC3 | Essential feature |
| Base time | Selected time in order to simulate the scenario | Other feature |
| Post length | Character count in the post | Other feature |
| Post Share Count | This features counts the no of shares of the post, that how many peoples had shared this post on to their timeline. | Other feature |
| Post Promotion Status | 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). | Other feature |
| H Local | This describes the H hrs., for which we have the target variable/ comments received. | Other feature |
| Post published weekday | This represents the day (Sunday...Saturday) on which the post was published. | Day of the week (Categorical) |
| Base Date Time weekday | This represents the day(Sunday...Saturday) on selected base Date/Time. | Day of the week (Categorical) |
| Comments | The no of comments in next H hrs.(H represents H Local). | Target Variable |