

## Data visualization project studying Online News Popularity

The project will answer to the following questions.

- What effect does the quantity of images/videos have on the popularity of an article?
- Is there a link between the number of words in the content and/or the number of words in the title and the popularity of an article?
- Is there a link between the average length of words in content and its popularity?
- Make a popularity grading/ranking: Excellent, Very Good, Decent, Alright, Poor, Very Poor
- How are the channels ranked in terms of share popularity?
- What data channel is most popular, and what attribute of that data channel contributes to that assertion? Is this observed in the other data channels as well?
- What about the consequences of the keywords Worst, Best, and Average?
- Is there an impact on the minimum, maximum, or average shares on each post referenced? Is it true that the number of shares in the cited articles affects the number of shares in the main article?
- When do individuals share the most items during the weekend? Is it possible that people read those articles the most on those days?
- What influence does LDA analysis have on article popularity?
- Does the popularity of an article with greater text emotion change?
- What is the link between text emotion and article publication date? Are there more sentiments on a specific day?
- What about the impact of positive and negative terms on text sentiment and popularity? They prefer positive-worded articles. What is the percentage of positive versus negative word articles in the dataset? Are they mutually balanced, and can we make a decision based solely on that?
- What about the effect of subjectivity on the title and popularity test?