**Machine Learning Workflow for Online News Popularity Prediction**

Data Understanding

Checking the dataset structure, missing values, and summary statistics.

Data Ingestion

Load the dataset from a CSV.

Model Selection, Training & Evaluation

Select and train machine learning models like Random Forest or Logistic Regression & Checking accuracy, confusion matrix, and performance metrics and select the better performing model.

Data Splitting

Split the dataset into training and test sets for model evaluation.

Data Preprocessing:

Normalizing/scaling numerical features and encoding categorical data.

Data Cleaning

Handling missing values and preparing the data.

Exploratory Data Analysis (EDA)

Use visualizations to identify trends, correlations, and important features.