

## **MSIT 423: Machine Learning Project (Team Happy Hour)**

### **Name of team members:**

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### **Short summary of the problem:**

Using Mashable's Online News Popularity Data Set, we intend to predict the popularity of online news articles through number of shares at Mashable, using machine learning techniques applied on characteristic aspects of the article like **words** (number of words in content), **links** (number of links), **digital media** (number of images / videos), **publication time** (day of the week / weekend), **keywords** (article category) and **NLP** (title / text polarity).

**Number of observations:** 39,797

**Number of variables:** 61

**Link to data set:** [UCI Machine Learning Repository: Online News Popularity Data Set](#)