User interaction with news articles

September 24 from 6:28:00 PM to 7:00:00 PM

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Objectives

Analysis of user interaction with news articles. News articles are identified by their theme and source. A system's users can be classified based on their age.

1. User interaction with news articles by topic;
2. Events by source;
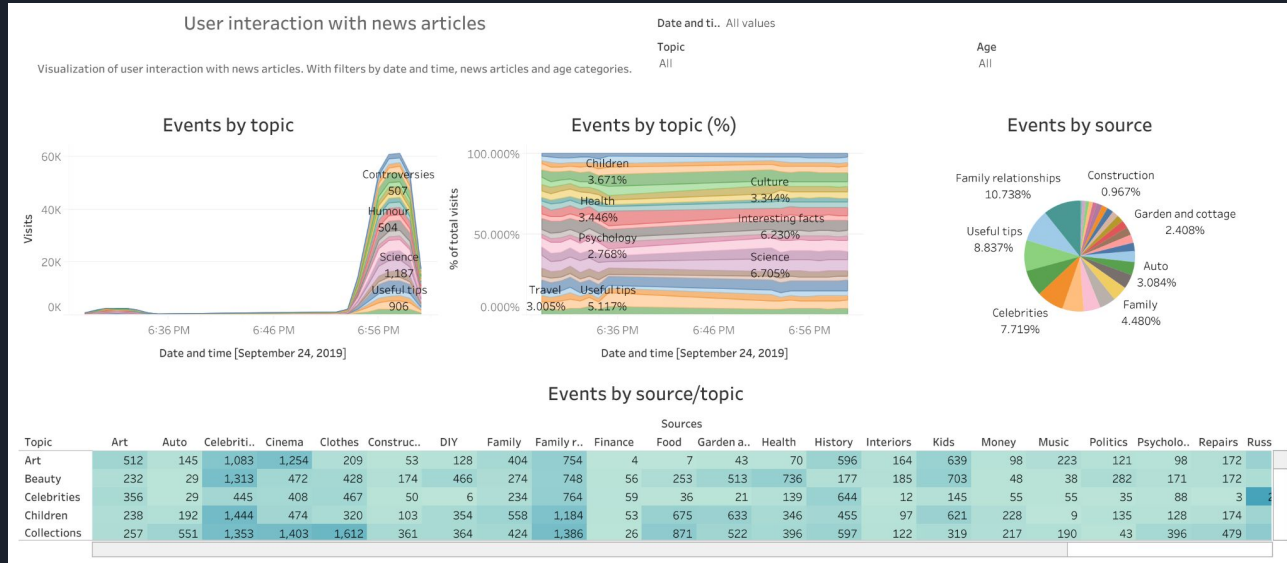3. The relationship between topics and sources in news articles.

Final conclusion

1. Money, children, female psychology, women and health are the most popular topics.
2. Top-5 sources: family relationships 10.7%, Russia 9.6%, useful tips 8.8%, travel 7.8%, celebrities 7.7%.
3. The largest number of articles comes from sources: travel - short stories topic 4587, country - society topic 3471, cinema - science topic 3279.

Dashboard layout

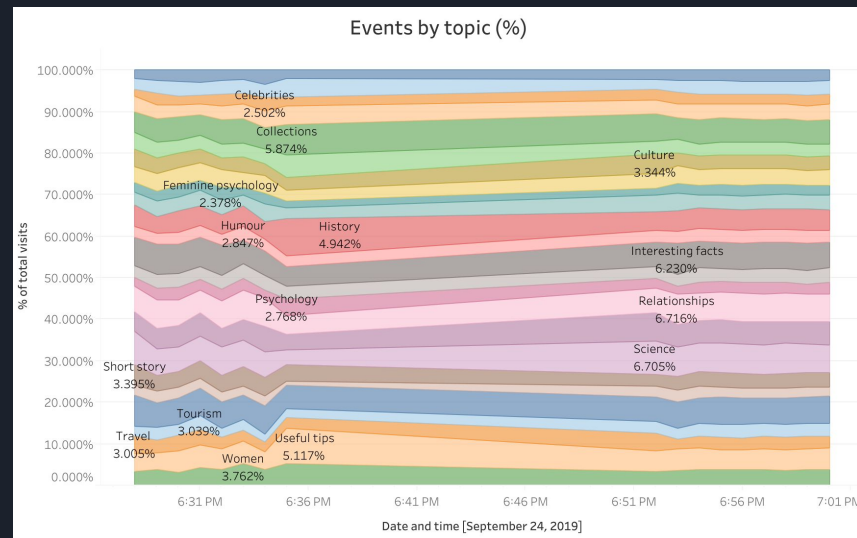https://public.tableau.com/app/profile/darya.ilina/viz/User_interaction_with_news_articles/Dashboard_1

The main users of the dashboard: content analysis managers

Dashboard is done by Darya Ilina (daryailina134@gmail.com)

Data provided by Yandex (IT company)

User interactions with news articles by topic
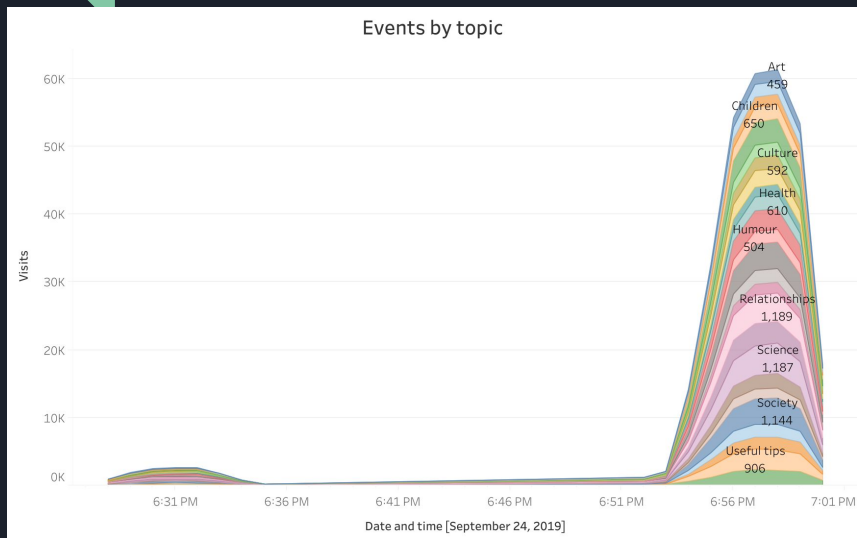
Money, children, female psychology, women and health are the most popular topics.

Data provided by Yandex (IT company)

Events by source

Events by source
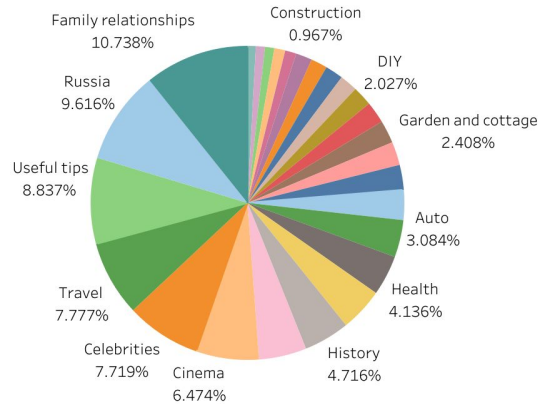
Top-5 sources:

1. Family relationships 10.7%;
2. Russia 9.6%;
3. Useful tips 8.8%;
4. Travel 7.8%;
5. Celebrities 7.7%.

Data provided by Yandex (IT company)

The relationship between topics and sources in news articles

Events by source/topic

Topic	Art	Auto	Celebriti..	Cinema	Clothes	Construc..	DIY	Family	Family r..	Finance	Food	Garden a..	Health	History	Interiors	Kids	Money	Music	Politics	Psycholo..	Repairs	Russia	Sports	Technolo..	Travel	Useful ti..
Art	512	145	1,083	1,254	209	53	128	404	754	4	7	43	70	596	164	639	98	223	121	98	172	632	54	58	664	331
Beauty	232	29	1,313	472	428	174	466	274	748	56	253	513	736	177	185	703	48	38	282	171	172	269	28	39	781	1,227
Celebrities	356	29	445	408	467	50	6	234	764	59	36	21	139	644	12	145	55	55	35	88	3	2,275	433	158	299	178
Children	238	192	1,444	474	320	103	354	558	1,184	53	675	633	346	455	97	621	228	9	135	128	174	547	21	28	431	1,541
Collections	257	551	1,353	1,403	1,612	361	364	424	1,386	26	871	522	396	597	122	319	217	190	43	396	479	877	280	440	1,491	2,795
Controversi..	91	14	1,992	707	281		56	386	952	13	48	24	43	410	93	844	35	132	374	18	13	1,560	597	273	284	54
Culture	682	103	1,508	1,543	295	86	76	482	892	9	55	100	41	636	124	578	46	178	308	81	154	1,474	47	46	430	231
Family	288	50	689	486	544	351	434	1,131	1,489	38	1,236	548	275	266	321	361	458	41	78	176	447	519	4	34	340	1,293
Feminine ps..	96	26	546	264	466		19	759	2,073	5	67	49	349	181		613	256	5	23	463	113	660	26	39	321	418
Health	64	232	962	156	518	106	548	247	814	19	558	542	404	68	57	798	95	20	121	214	145	712	197	74	393	2,335
History	695	522	921	1,091	310	9	149	696	1,344	62	60	209	771	636	30	1,047	114	164	695	227	168	1,491	190	286	2,643	859
Humour	205	224	334	502	384	55	204	584	1,887	41	194	321	124	715	17	404	79	67	17	140	201	621	281	11	636	1,150
Interesting ..	697	1,254	720	1,033	837	234	341	611	1,323	55	391	825	2,090	1,273	54	327	145	325	340	449	175	2,567	186	219	1,448	2,023
Money	172	338	591	1,042	98	68	137	345	696	415	193	101	65	271	62	859	203	42	949	305	362	1,132	134	88	536	1,087
Psychology	306	19	582	219	183	88	45	656	855	76	62	86	583	286	46	1,233	86	19	224	141	34	936	125	23	261	862
Relationshi..	374	478	2,040	672	1,428	513	517	194	1,030	296	573	944	1,173	679	862	242	281	139	830	197	510	2,278	312	119	1,269	2,716
Russia	355	1,885	1,579	919	276	179	114	608	1,962	125	23	85	282	1,104	134	493	229	324	232	38	345	2,847	703	316	1,079	730
Science	510	1,606	1,554	3,279	393	99	358	809	1,711	62	91	227	629	1,102	186	930	197	403	244	291	415	1,782	421	749	1,823	1,865
Short story	291	78	615	357	30	74	92	539	875	82	28	201	248	568	47	286	454	36	63	233	123	421	222	1	4,587	358
Show	66	4	829	2,201	393	8		151	1,503	354	1		20	215	30	297	8	98	522	7	7	505	141		113	38
Society	218	379	829	578	355	97	162	1,416	2,727	406	160	76	1,181	1,116	64	1,007	350	79	1,209	919	181	3,471	338	118	891	1,313
Tourism	173	161	269	252	248	74	688	283	1,580	83	382	523	311	618	279	406	74	77	307	133	403	867	79	38	483	721
Travel	555	343	509	289	382	85	127	306	709	77	357	499	187	1,018	26	509	363	33	60	126	451	588	88	44	641	888
Useful tips	83	749	271	143	891	77	679	811	1,781	206	223	253	1,346	437	427	707	916	127	51	438	485	403	136	294	2,088	1,413
Women	485	156	967	340	547	56	223	988	2,270	6	348	125	1,022	560	175	875	122	45	78	253	67	397	210	6	192	986

The largest number of articles comes from sources: travel - short stories topic 4587, country - society topic 3471, cinema - science topic 3279

Recommendations

1. Based on the data analysis, it is recommended to write articles about money, children, female psychology, women and health.
2. Focus on family relationships, Russia, useful tips, travel, and celebrities when choosing sources.

Source

1. Data provided by Yandex (IT company)