

Online News Popularity Prediction

A graphic featuring two blue smartphones, one on the left and one on the right, both displaying a solid blue screen. Between the two phones is a horizontal trail of white plus signs (+) of varying sizes, creating a sense of movement or data flow. The entire scene is set against a light blue background with a large, faint circular shape behind the phones.

The Project

Purpose

Our task was to help online news companies predict the popularity of articles before they are published.

- Increase advertising revenue
- Enhance brand reputation

Context

- Explored data from nearly 40 - thousand online articles
- Targeted a success metric of 1,500 shares
- Leveraged multiple computer models

Problem statement

- Choosing the most effective machine learning (ML) model
- Support easy deployment for future cases

Approach

Obtain and Scrub

Clean Data

- Meet necessary assumptions
- Useable formats and labels
- Missing values
- Training and testing data

Feature Selection

From 60 columns

- Which article characteristics are the strongest predictors of success?
- How many do we need for reliable predictability?

Optimization

Increase conversion

Tune models to reach their potential.

Solution

Increased Advertising
Improve Brand Satisfaction
Improve User Experience

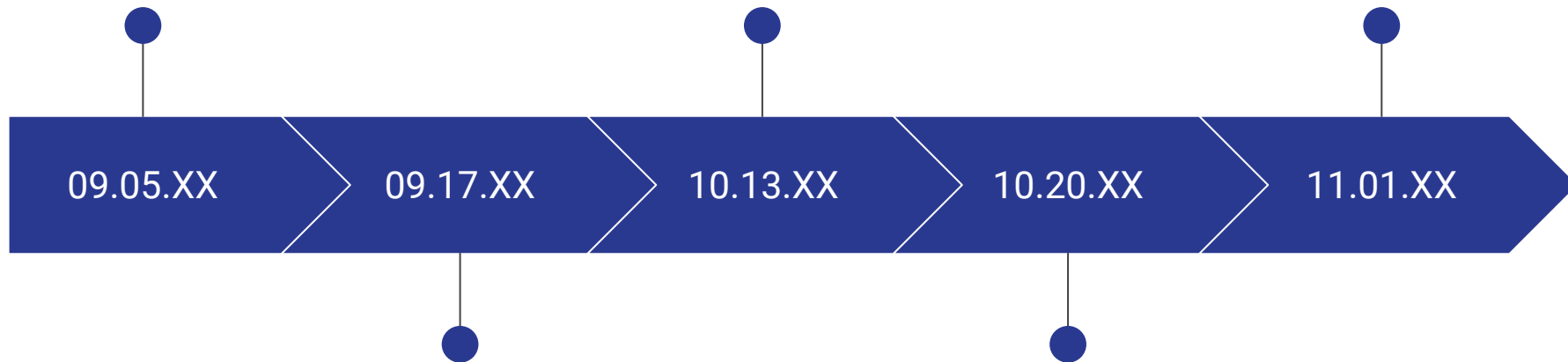
Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
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Implementation

Existing Data

Saved Model

Stakeholder Decisions



New Data

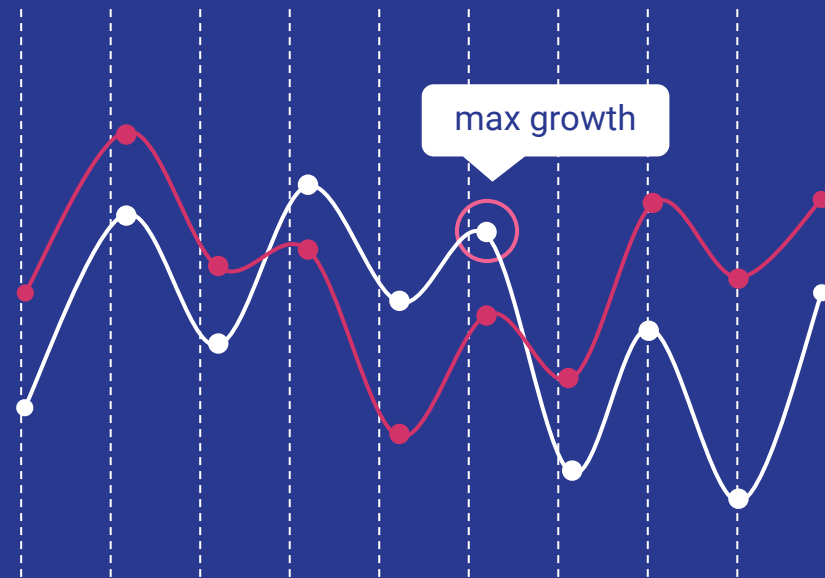
New Data Predictions

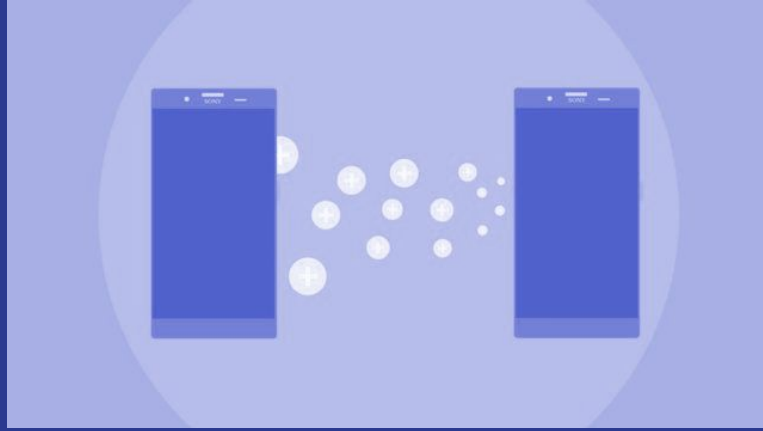
Informed Decisions



Repeatable Results

XX%





Thank you