Online News Popularity Prediction

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

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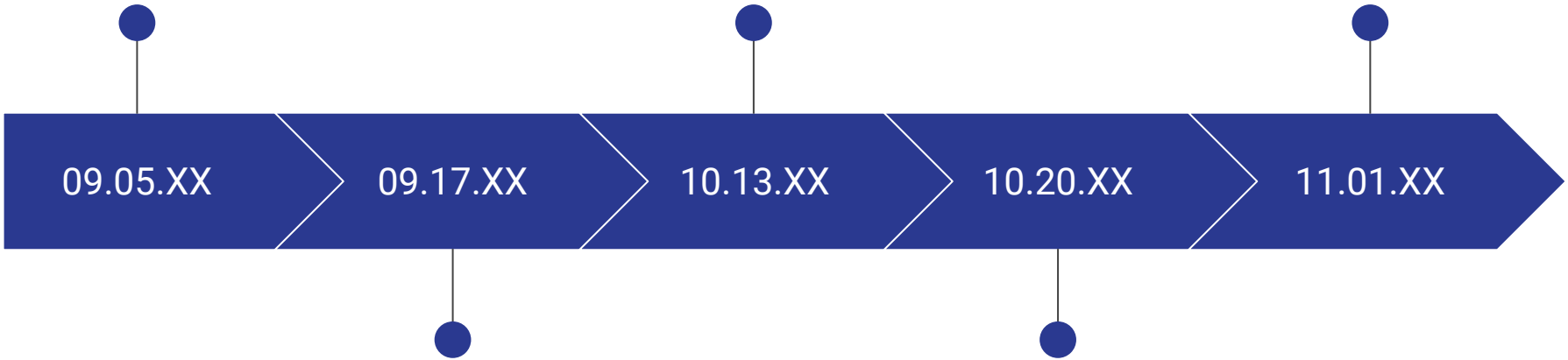
Implementation

Existing Data

Saved Model

Stakeholder Decisions



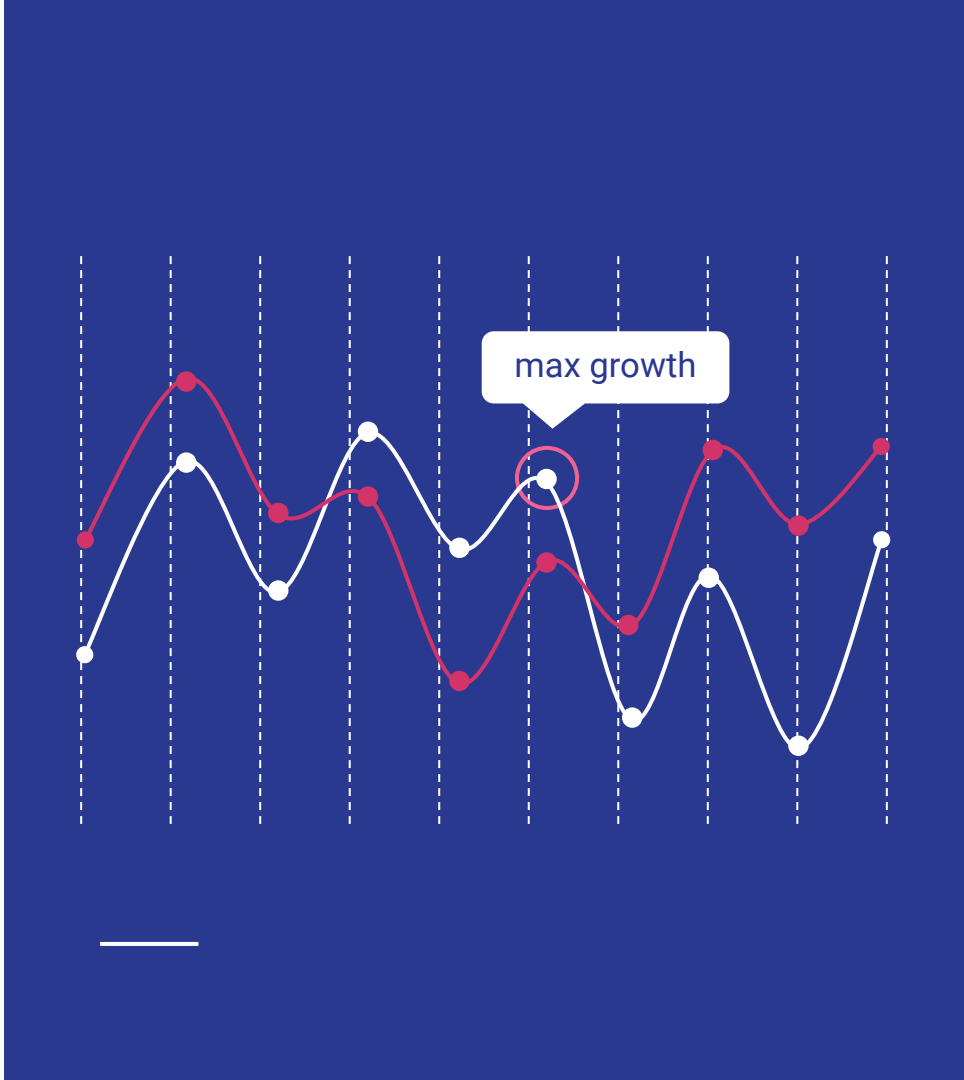
New Data

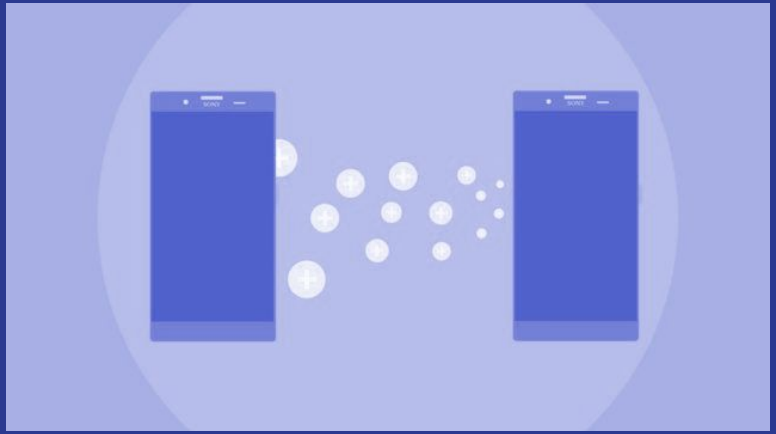
New Data Predictions

Informed Decisions

Repeatable Results

XX%





Thank you