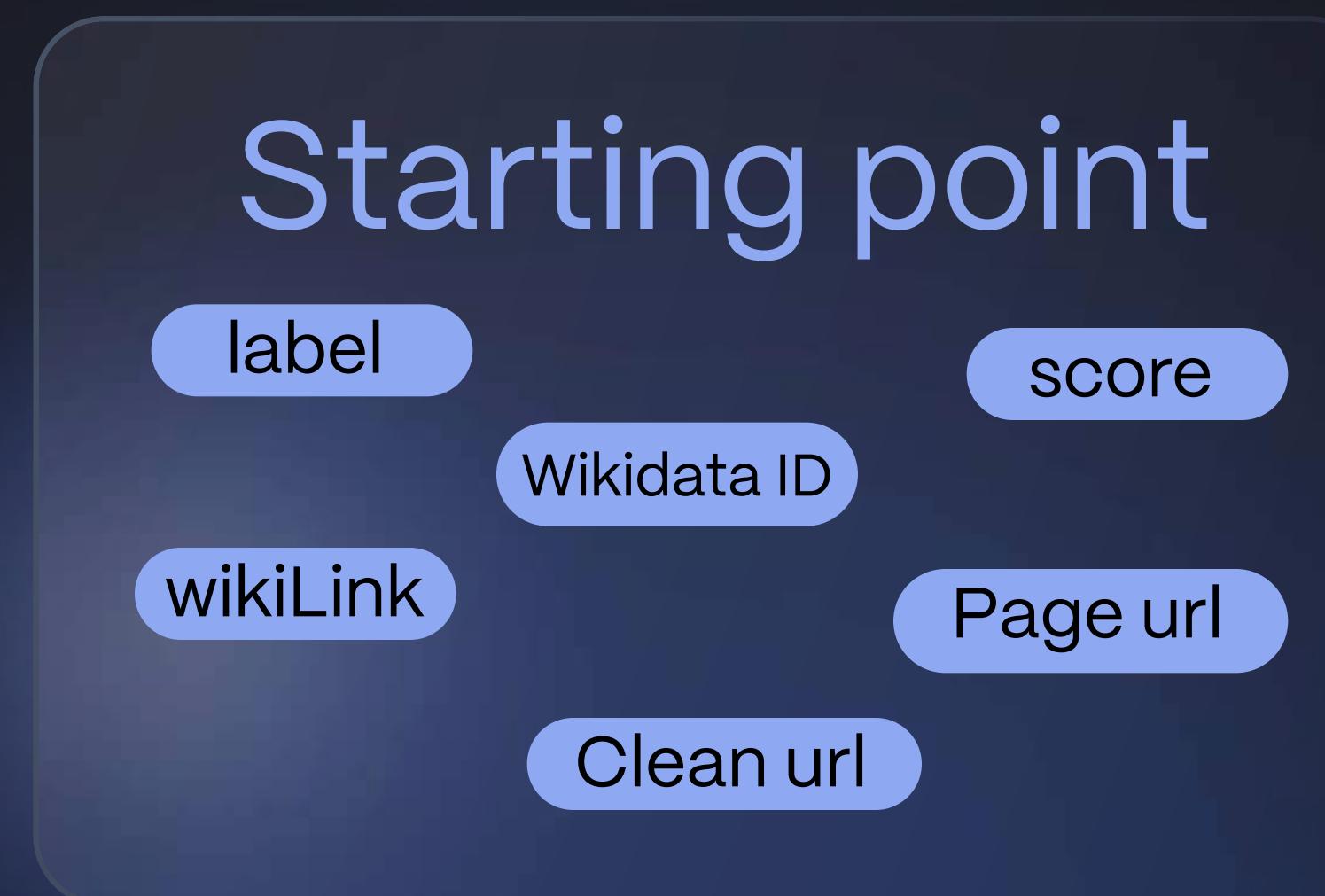


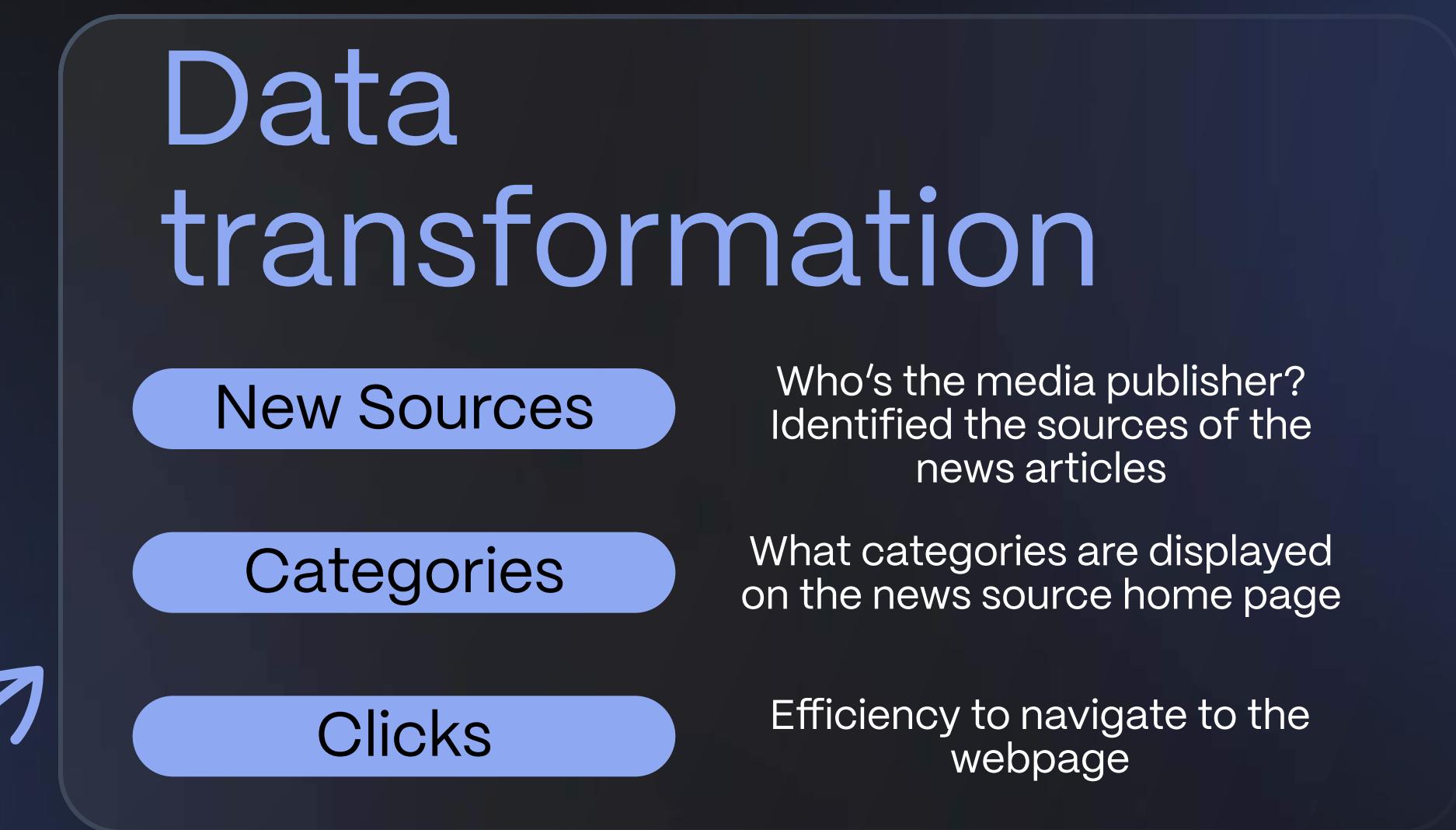
visualising the Internet



<\The_dataset>



As a first step we tried to collect as much information as possible from the existing data



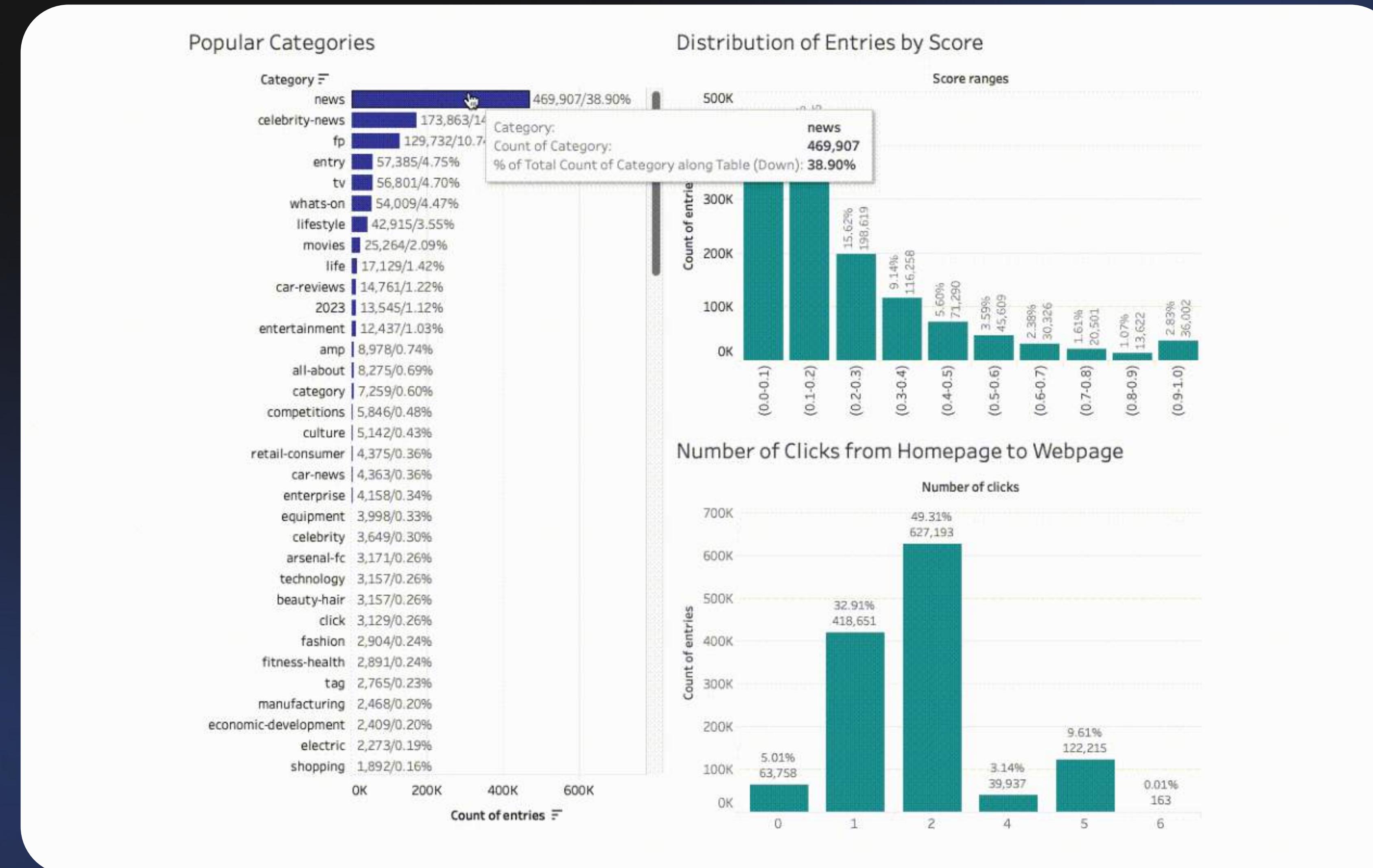
Data Exploration

After exploring the data, we used the following methods to create interactive visualizations for our customers

Methods

- K-means clustering
- Proportional areas charts
- Network graph
- Web scraping and sentiment analysis

Data_exploration



{"Objectives": research_questions }

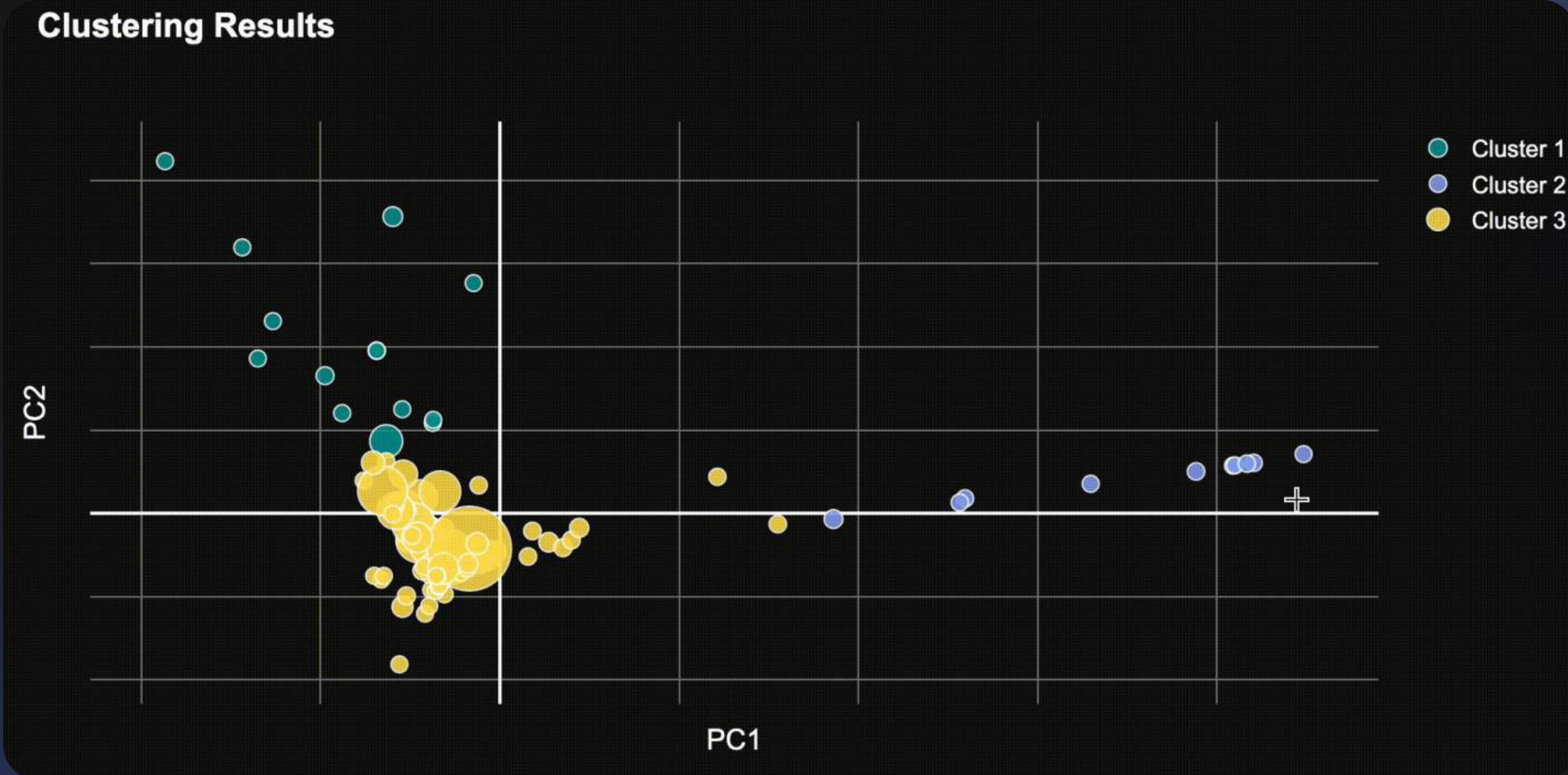
Which topics are currently dominating online media?

Which news sources are the leading publishers for high-interest topics?

How are different websites interconnected based on shared topics?

Which websites should be prioritized for ad placement to maximize reach?

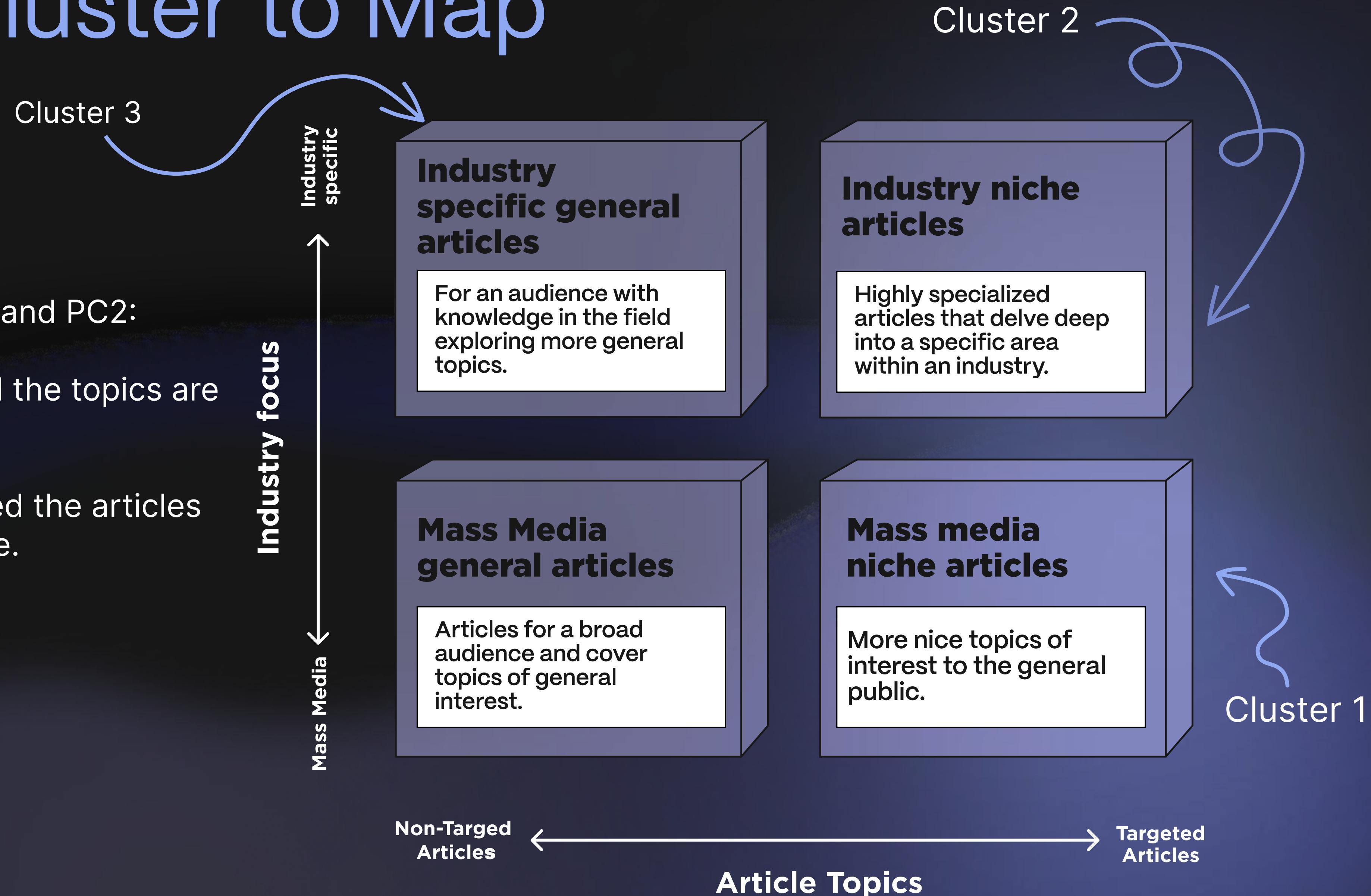
K-means clustering on our data



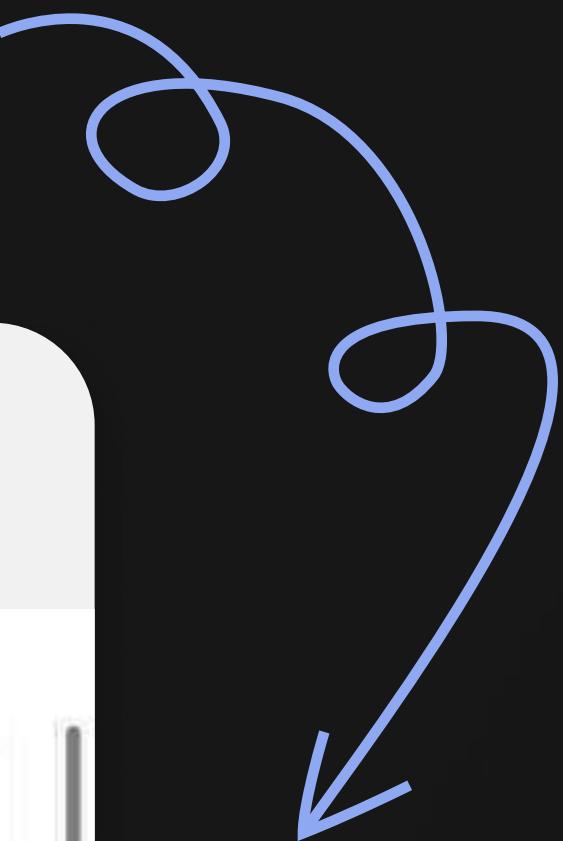
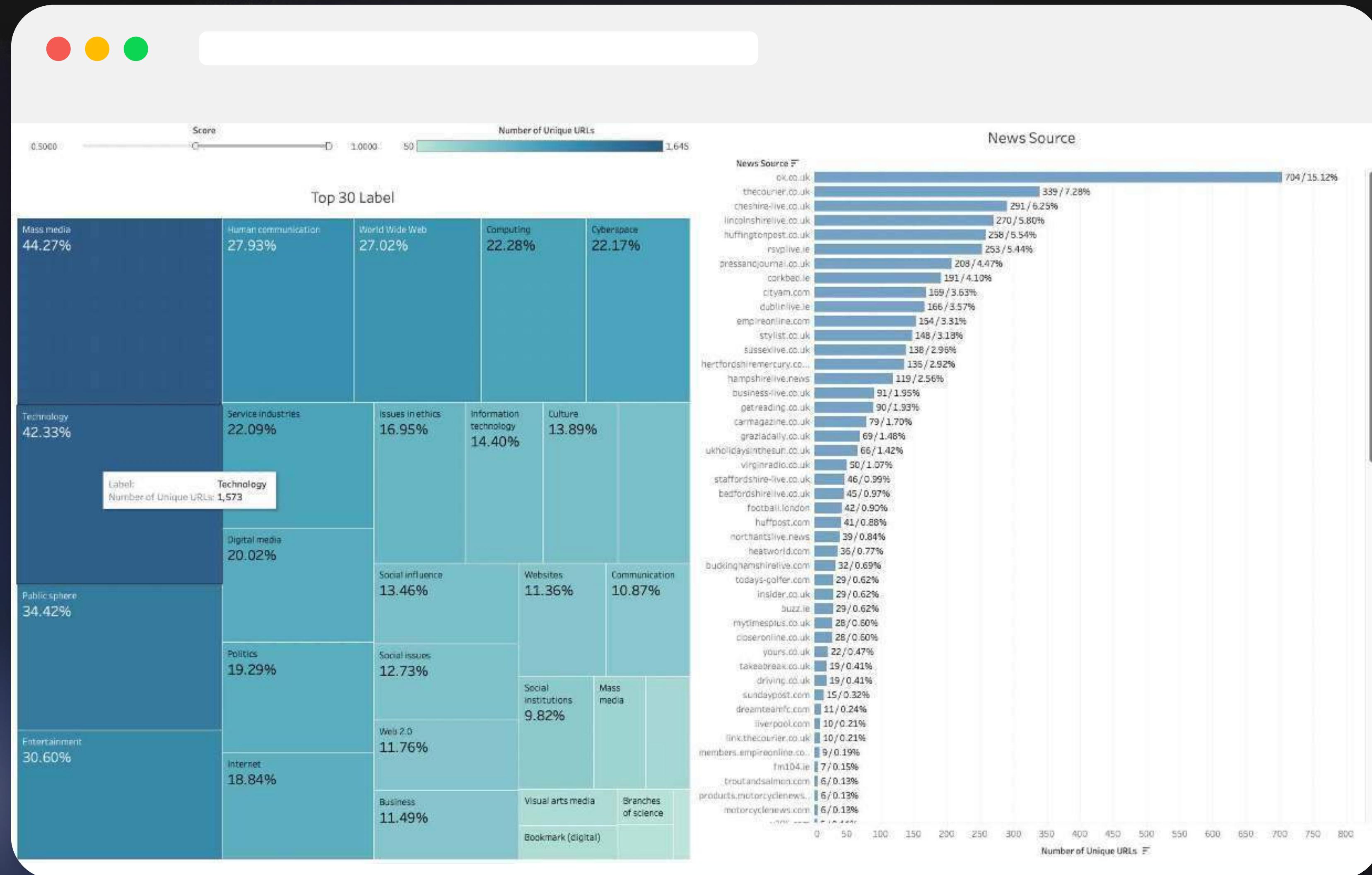
From Cluster to Map

Interpretation of PC1 and PC2:

1. PC1 - how general the topics are in a news page.
2. PC2 - how targeted the articles are in a news page.



Unlock Insights Now

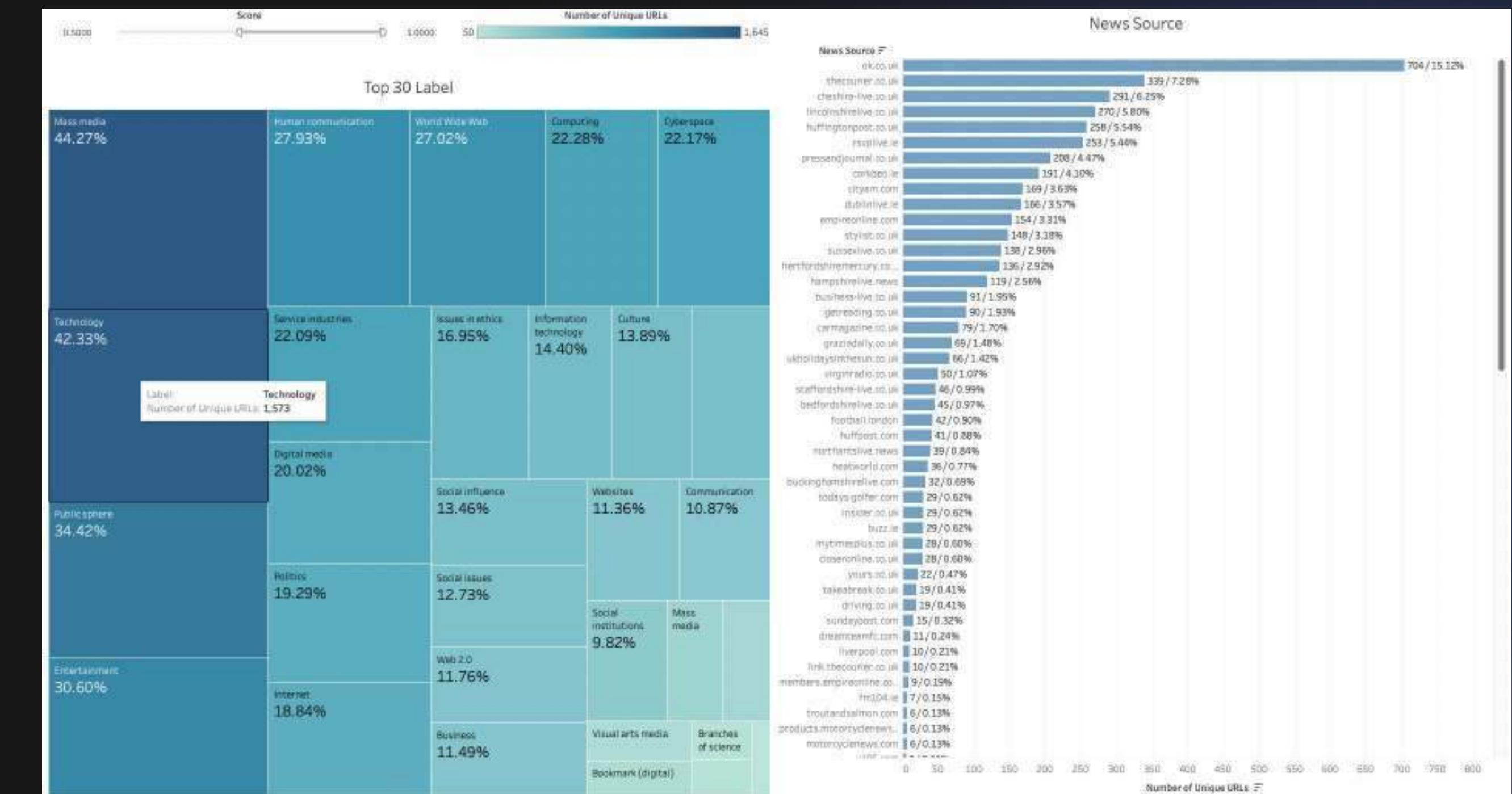


Navigate the Hottest Topics with Our Dashboard

A dashboard is here to help clients find out what are the trending topics and where they are being talked

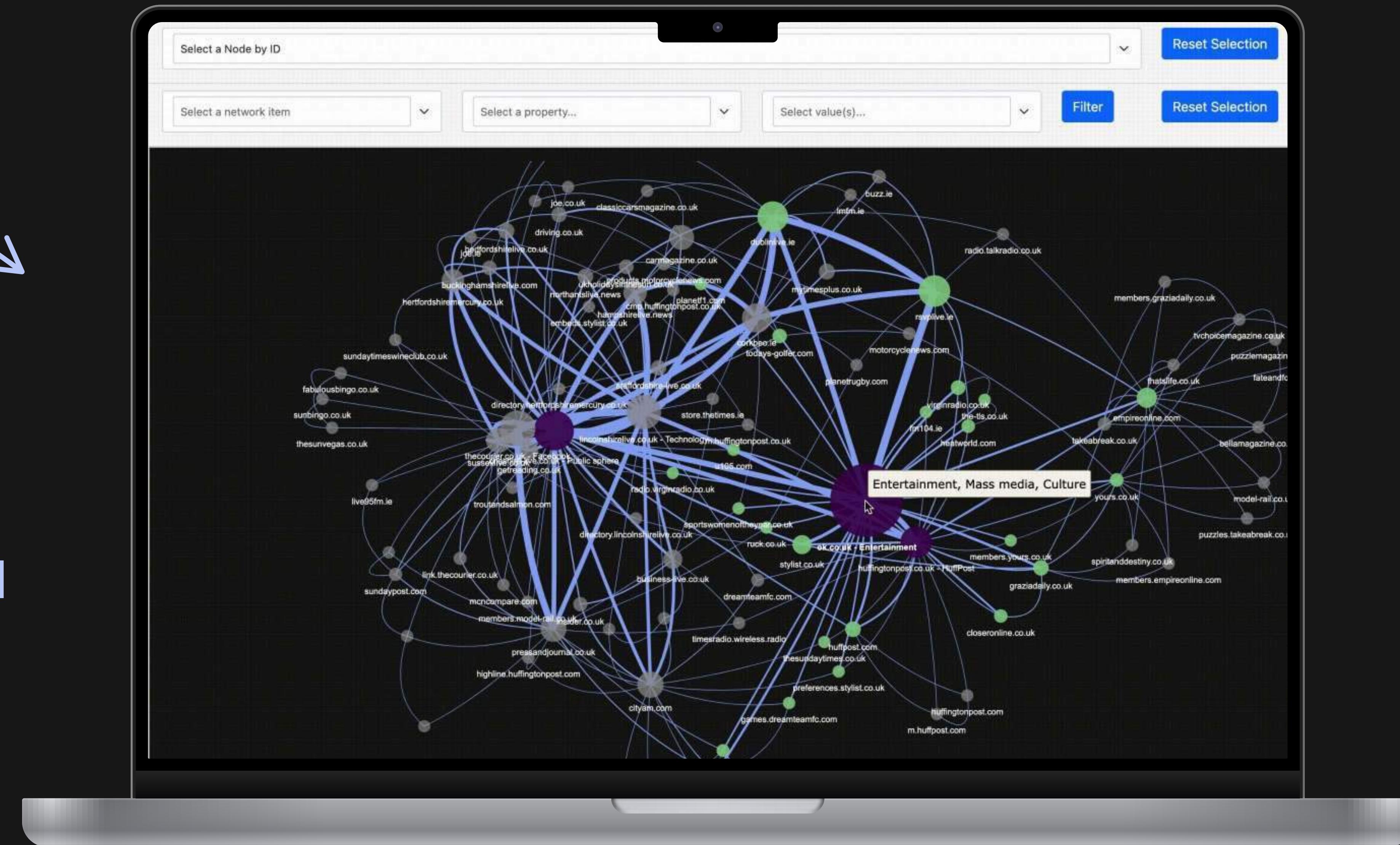
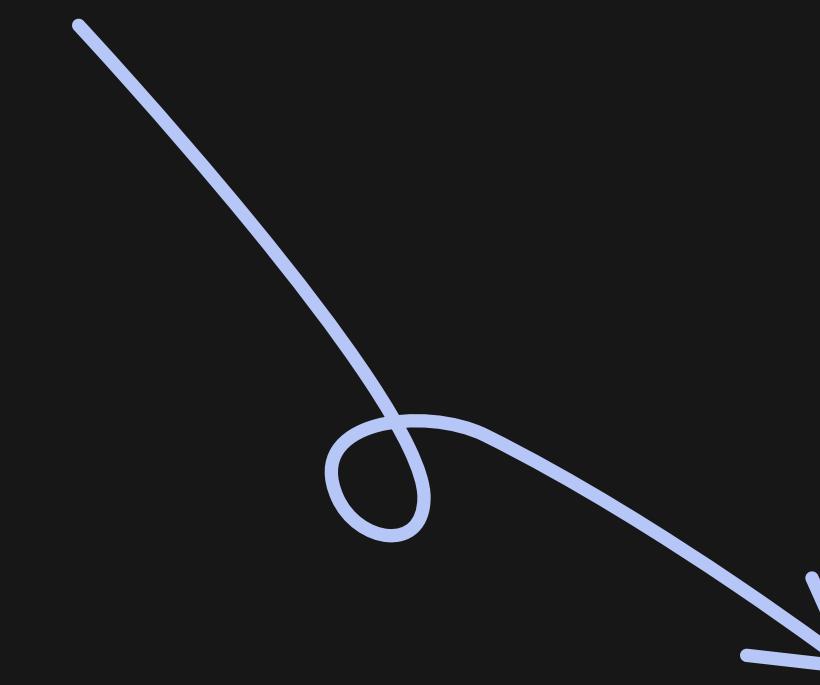
Key Features of Our Dashboard:

1. Visual Representation: Blocks size and colour based on the number of URLs associated with each category, making it easy to identify the most discussed topics.
2. Category Details: Category names and their respective percentages are displayed on each block, providing quick insights at a glance.
3. Source Details: A dynamic bar chart on the side showcases sources, ordered by the count of unique URLs
4. Filter Functionality: Control over relevance thresholds with the filter function, allowing client to customise the dashboard further.



Found the perfect website to advertise on?

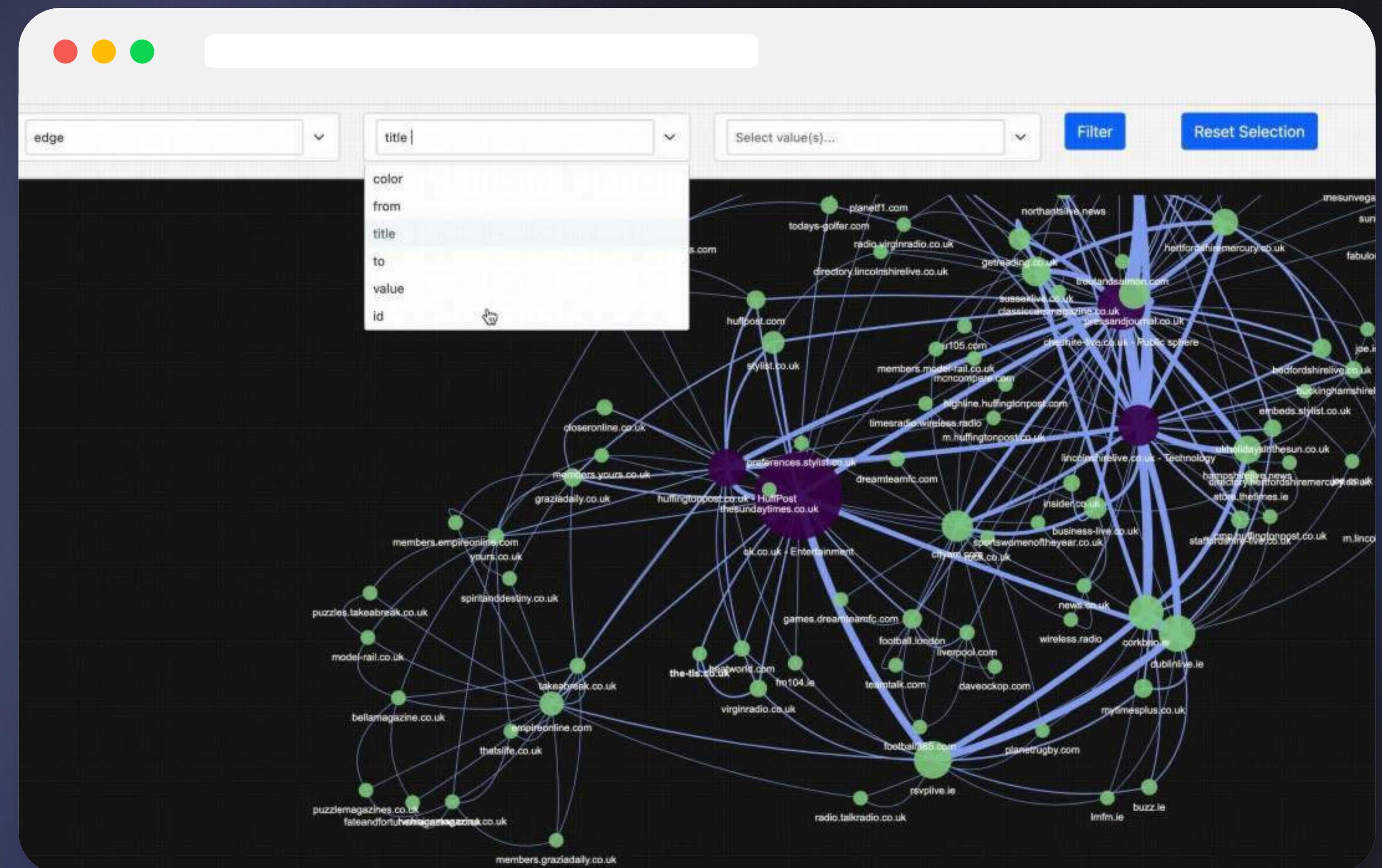
Well there's
plenty more
out there. So
why don't you
have a look?



Navigate through a network of news publishers

In our platform, each node represents a publisher, with larger nodes indicating more articles published. Publishers are interconnected based on the number of articles they share on common topics.

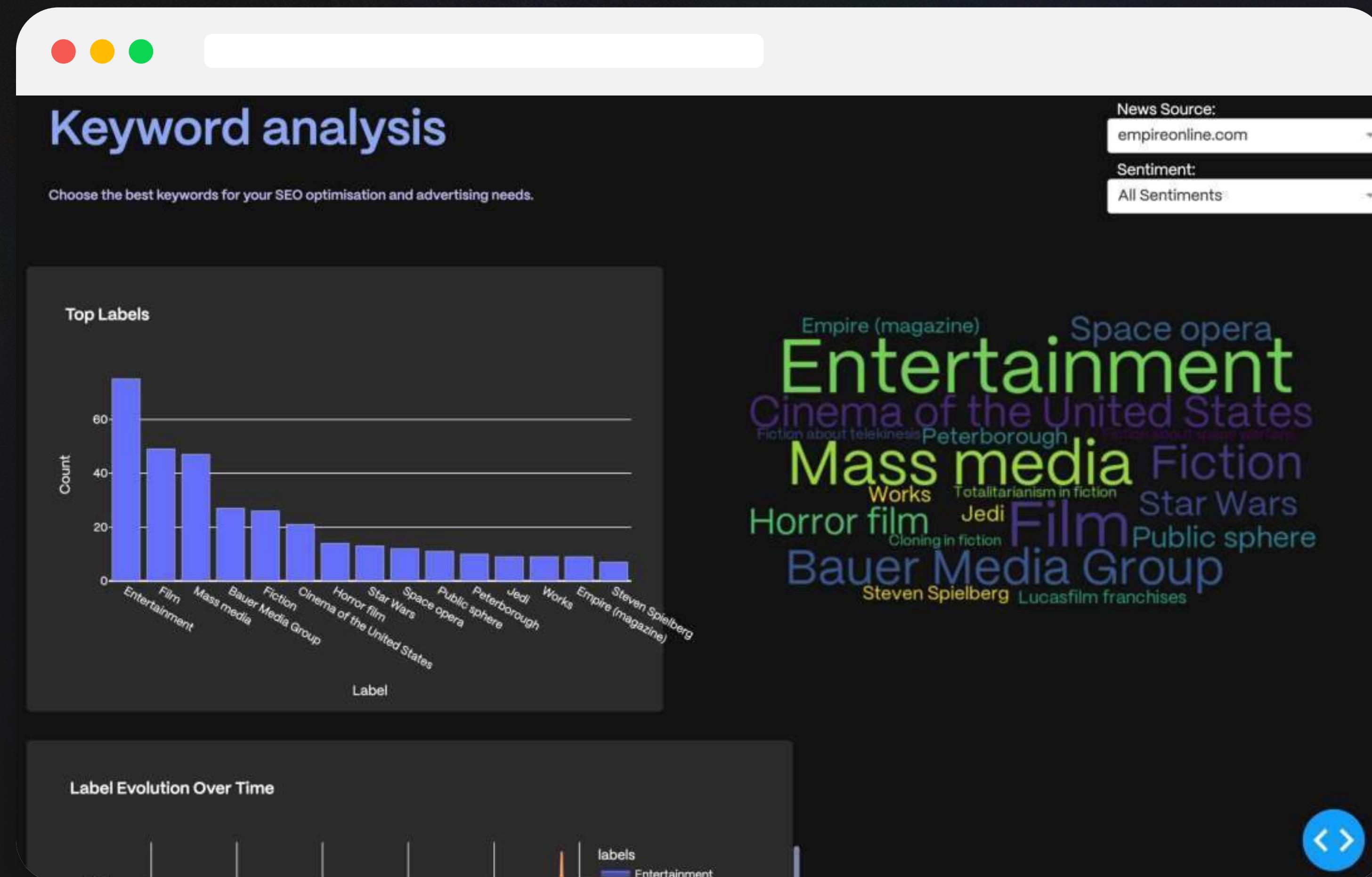
By filtering topics on both edges and nodes, you can identify the best website for your advertising needs.



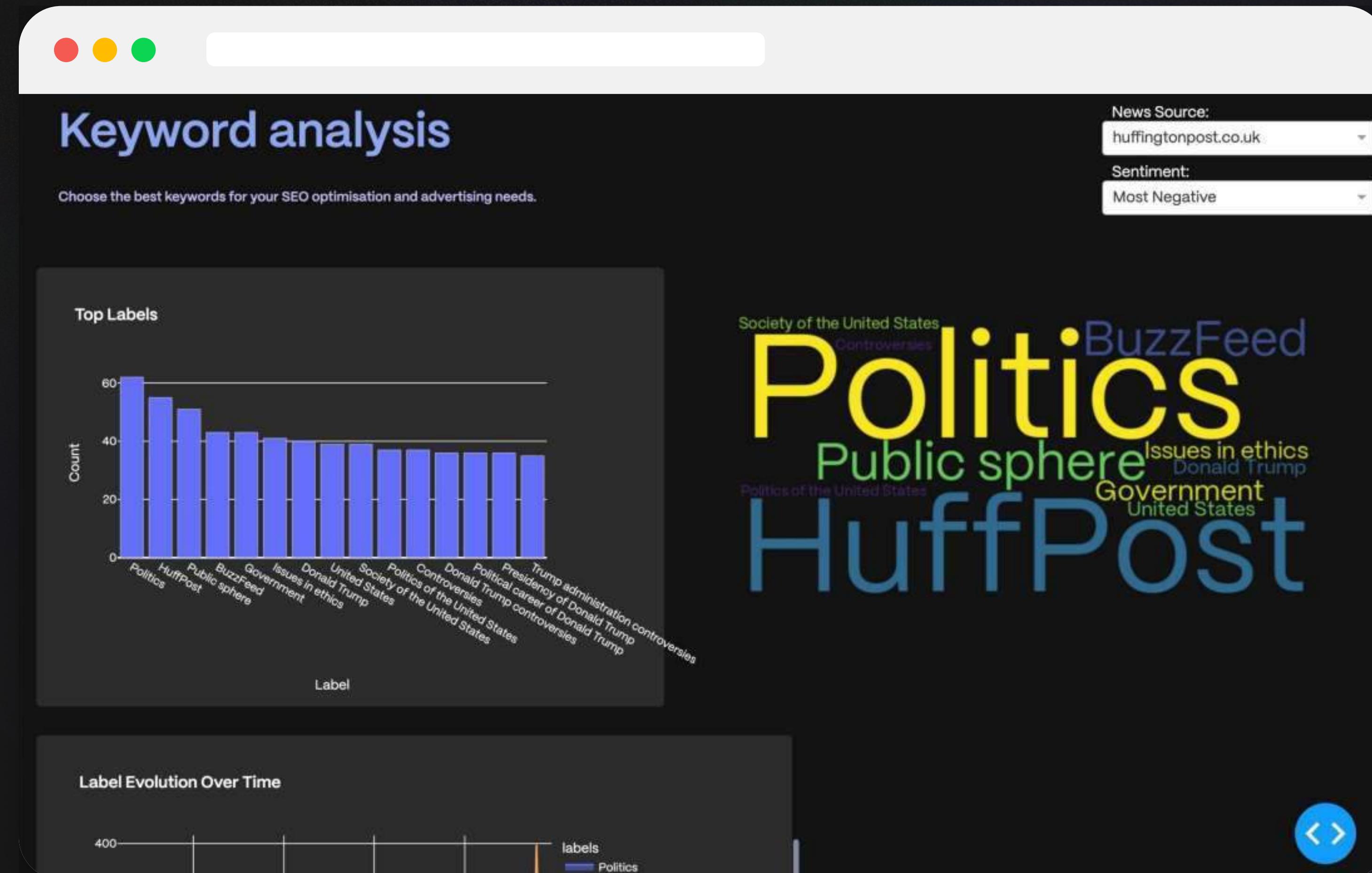
Are you struggling to choose the right keywords for your SEO strategy?



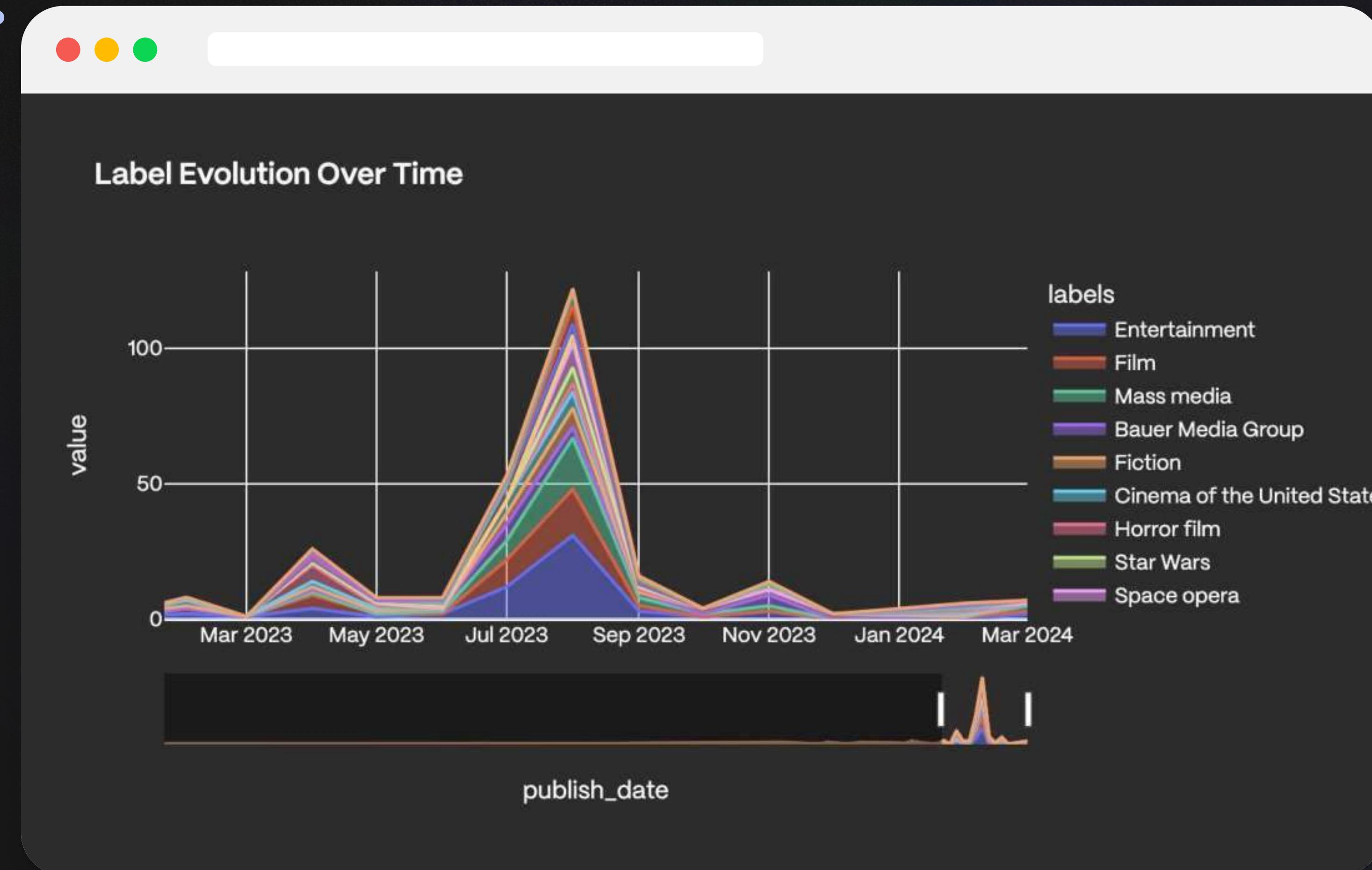
Visualise keywords for each website.



Maybe you need to evaluate keywords associated with positive or negative sentiment.



Visualise Your Opportunities. Now and in the past.



Stay ahead of the competition with real-time insights and data-driven decisions.

