Bellarmine MSA Program Term III Project

# Group 4 Members:

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# Business Case:

Company XYZ is a consults with freelance writers and journalists to help them succeed in getting their material published to the most reputable sources in the United States. Through review of a publications historical documents, we provide recommendations on which sources are most likely to publish your material. We can also provide a view into the type of content that a sources typically publishes to assist writers in gearing material to a specific publication.

# Methods:

* Classification of Sources
* Platform economics – production of content to zero
* Relation of articles for advertising – aggregate news articles
  + Advertiser to content matching

# Datasets:

* New York Times: <https://developer.nytimes.com/>
* USA Today:
* Chicago Tribune
* Wall Street Journal
* Other periodicals

# Approaches:

* Topic Modeling (Classification)
* Sentiment Analysis
* Clustering
* Term Frequency – Inverse Document Frequency
* K-folds

# Workload Distribution

# Project Concerns