

# Finshots - Compiled Report

## Who am I?

I am Riddhi Rajput, a third-year Computer Science student from Nirma University, Ahmedabad. I am passionate about business storytelling, data analytics and I love simplifying complex news into easy to understand articles and infographics.

## Why did I make this report?

I did this analysis as a self-initiated project because I wanted to understand Finshots articles at a deeper level. I scraped Finshots public data, cleaned it and ran multiple analyses to derive meaning from the raw numbers.

The goal is simple: to combine my analytical skills with my interest in Finshots articles to derive actionable insights.

## Scope of this project?

In this analysis, I have tried to cover around 150 latest articles of Finshots. I have tried to find various patterns in the raw numbers.

## Introduction

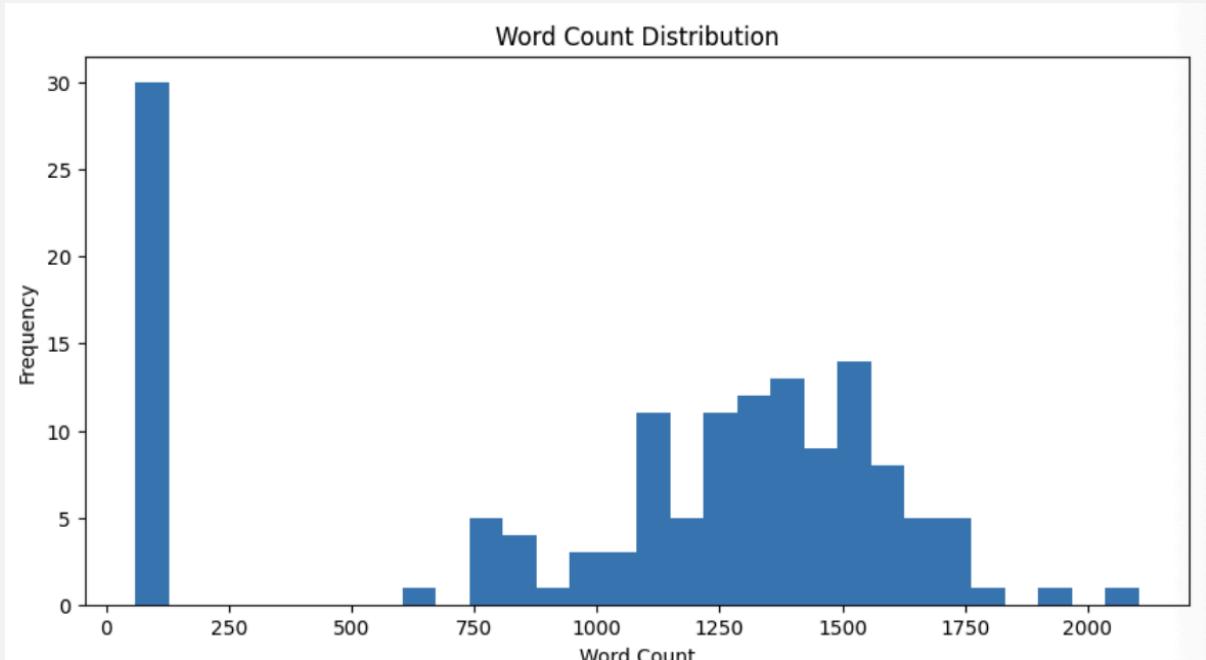
This report provides a detailed analysis of Finshot's Articles dataset (n=143 articles, 2023-2025). I analysed data on the basis of various attributes like word count, sentiment score, reading time, Flesch reading score, published date and words in the title. I analysed duration patterns, sentiment metrics and posting rhythms.

## Dataset summary

Number of articles	143 articles
Average reading time	5.34 minutes
Average Flesch reading score	61.86
Average word count	1067.54 words
Average sentiment score	0.26
Average sentiment	Positive
Number of themes	10

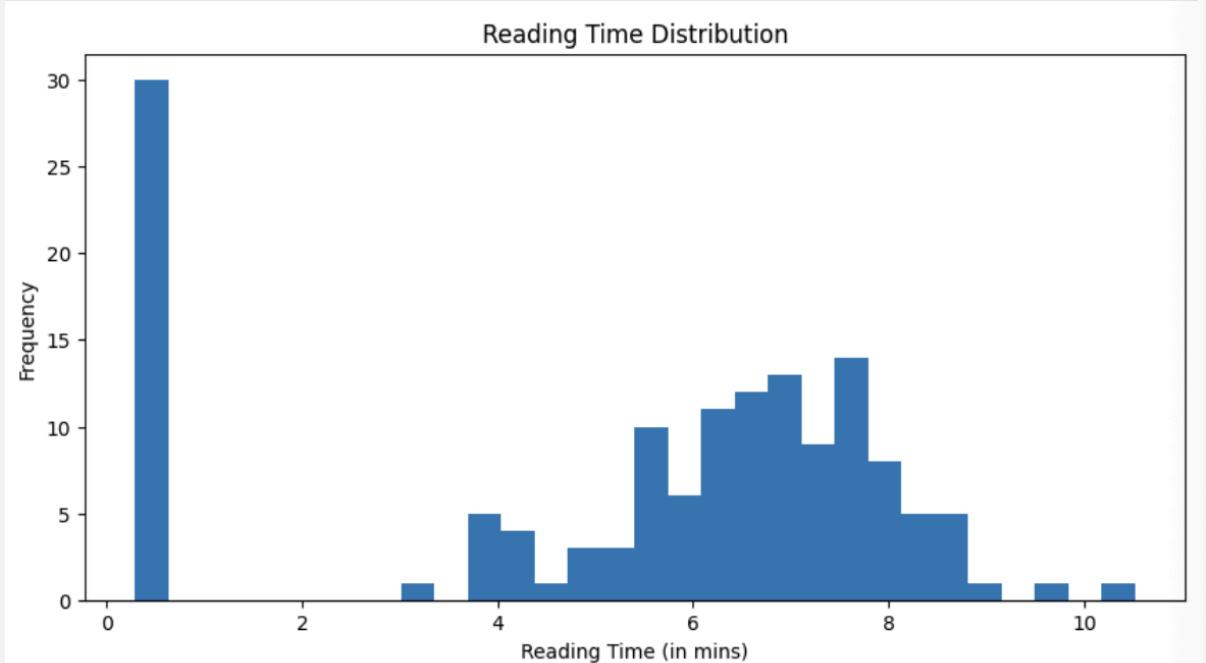
## Descriptive Statistics:

### 1) Word count distribution



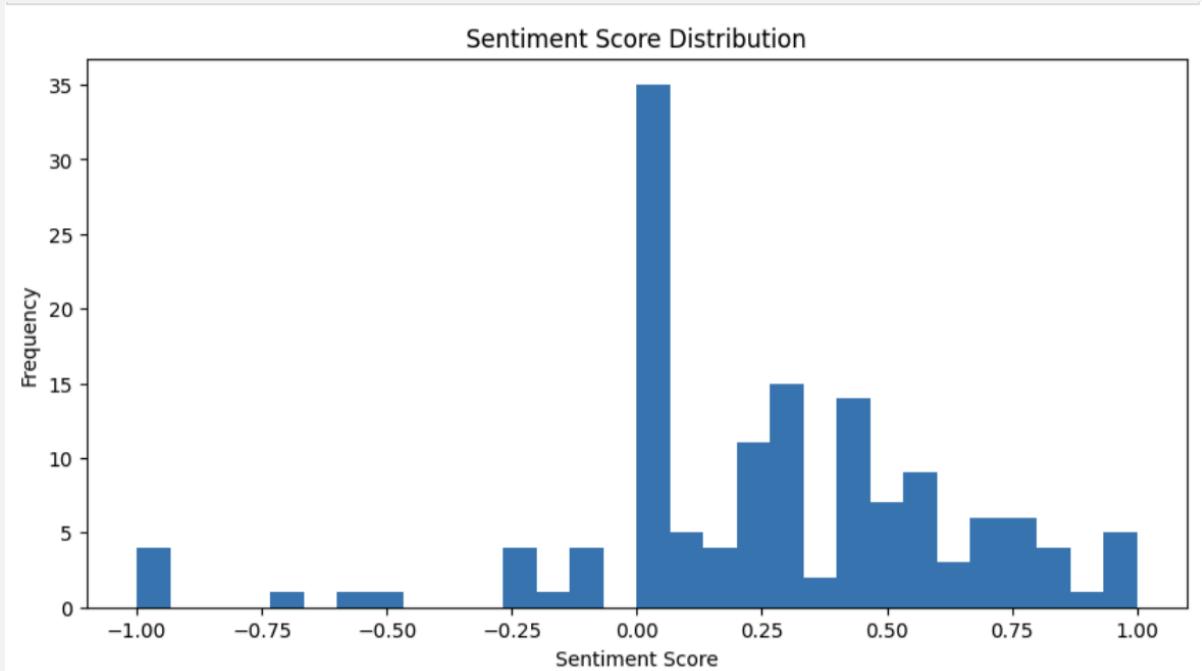
Most articles are around 1200-1500 words.

### 2) Reading time distribution



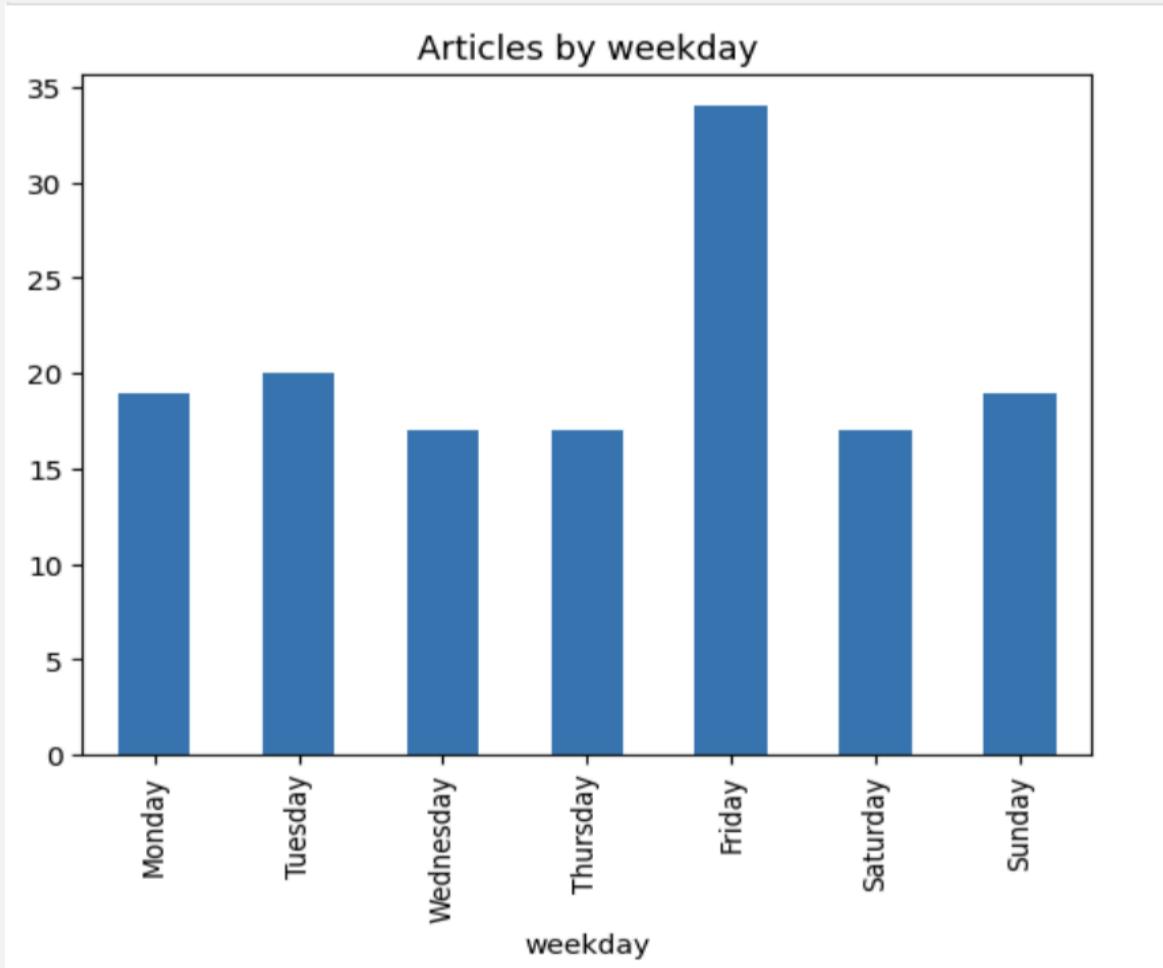
Most articles are 6-7 minutes long assuming 200 words/min.

### 3) Distribution of sentiment score



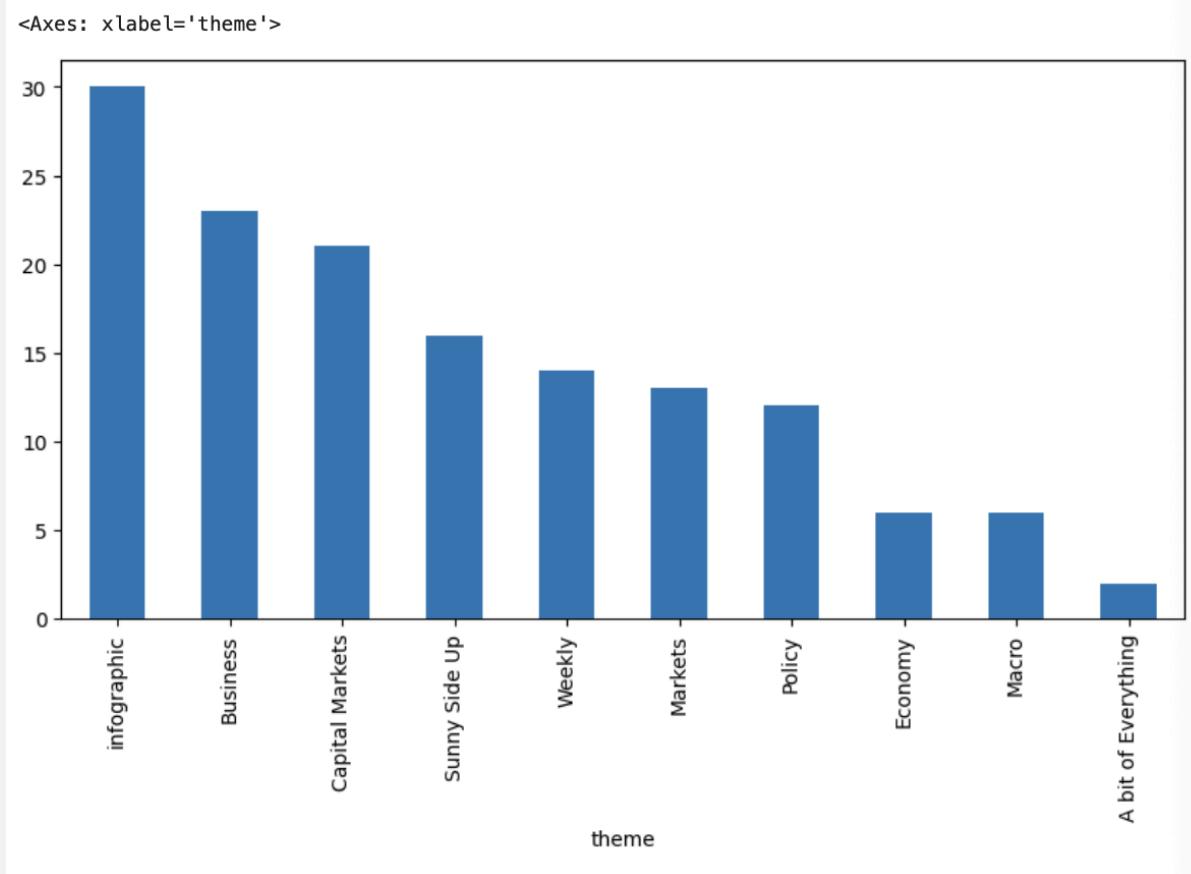
Most articles are of neutral sentiment.

### 4) Weekday publishing pattern



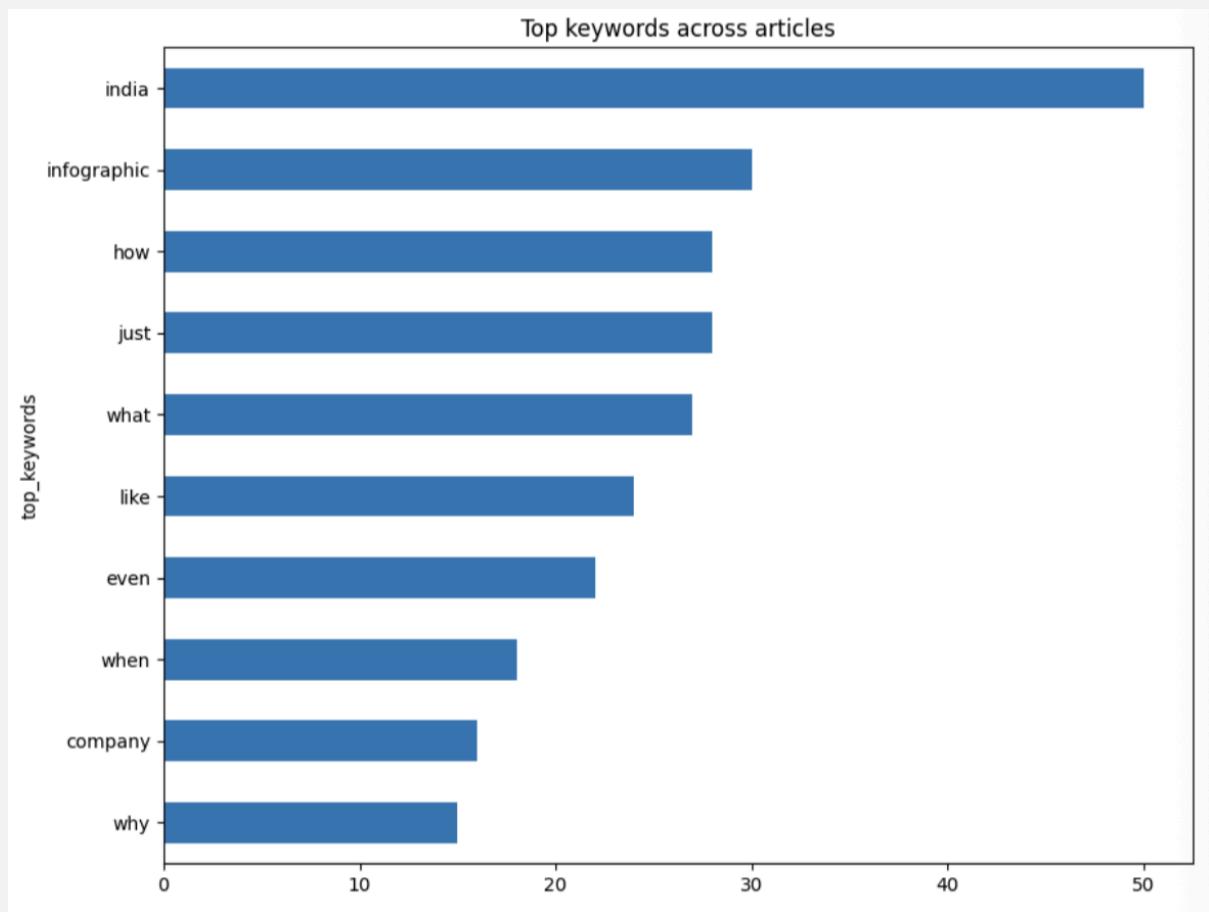
Most articles are published on Friday.

## 5) Top themes by article count



Most articles published are infographics.

## 6) Top keywords across articles



India was the most used keyword across articles.

## 7) Longest articles

	Longest articles			
	date	theme	title	word_count
130	2025-09-09	Capital Markets	The Urban Company IPO explained	2104
76	2025-10-17	Markets	Should you just 'index and chill'?	1924
4	2025-12-02	Capital Markets	DroneAcharya Aerial Innovations has landed its...	1768
89	2025-09-23	Macro	The \$100,000 H1-B visa shock	1746
5	2025-12-05	Business	The economics of Pantone and its colours	1731
59	2025-11-04	Capital Markets	The Groww IPO explained	1726
70	2025-10-24	Markets	RBI breaks down the SME IPO hype	1711
127	2025-09-12	Markets	What's driving the Prime Focus re-run?	1707
90	2025-10-09	Macro	Gold is cool, but what about Platinum?	1687
32	2025-11-11	Capital Markets	The PhysicsWallah IPO explained	1677

Most long articles are of the Capital Markets theme.

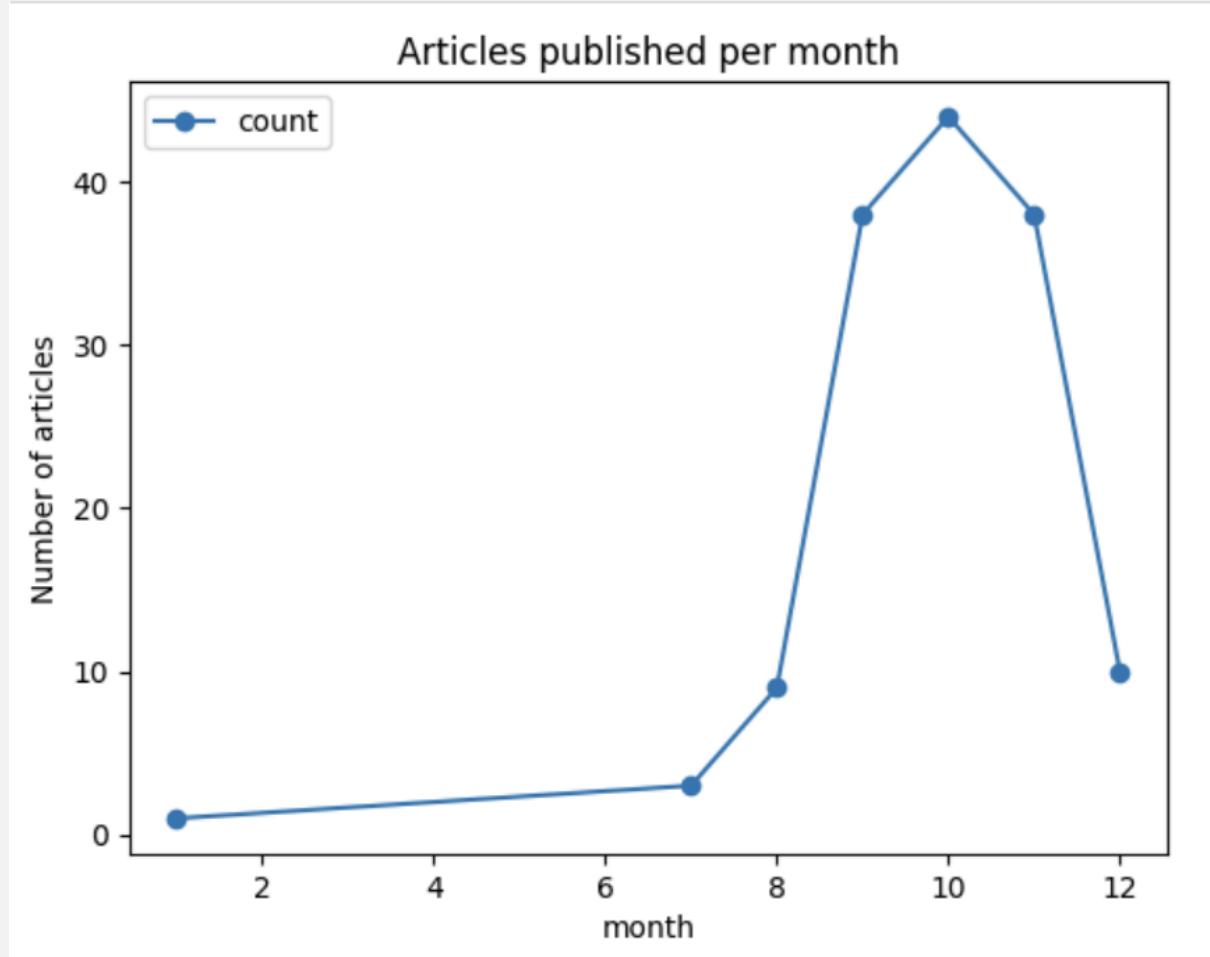
## 8) Shortest articles

Shortest articles				
	date	theme	title	word_count
34	2025-11-08	infographic	Adani Group Ownership	59
113	2025-08-20	infographic	How Emami Makes Money	59
114	2025-08-21	infographic	How ITC Makes Money	59
36	2025-11-06	infographic	Alcohol Taxes Across Indian States	60
42	2025-10-20	infographic	State-Wise Investor Penetration	60
47	2025-10-10	infographic	Top 10 Richest NRIs	61
48	2025-10-07	infographic	Highest Earning CEOs in India	62
112	2025-09-07	infographic	GST 2.0 Rate Cuts	62
44	2025-10-22	infographic	Top 10 Richest Indian Families	63
118	2025-08-20	infographic	Paint Market Share in India	63

All short articles are of infographic theme.

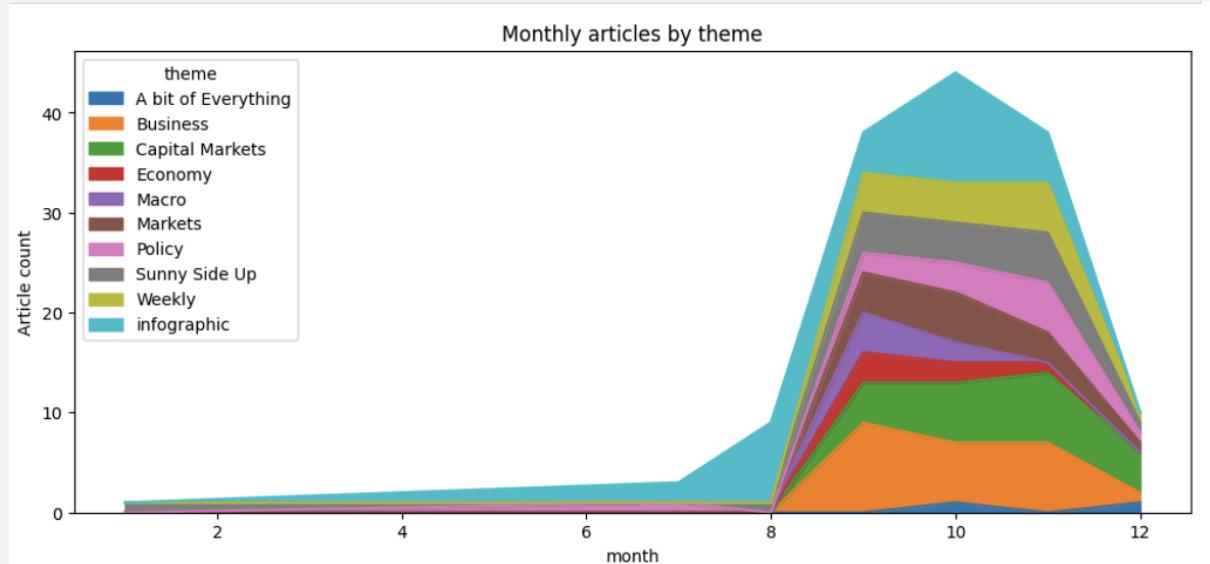
## Temporal Trends:

## **1) Articles published per month**



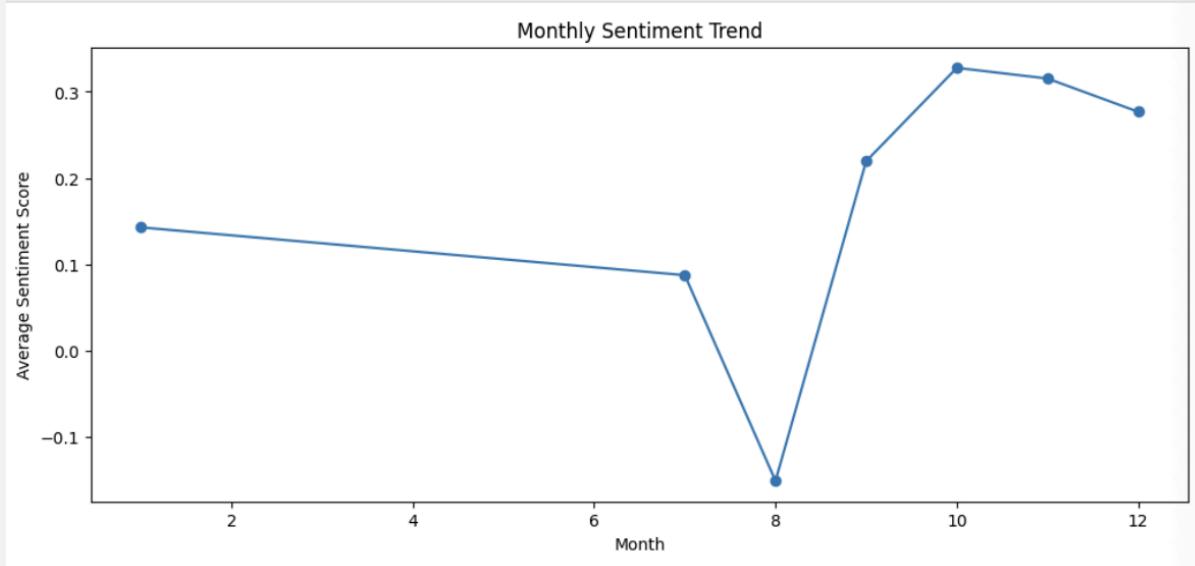
Most articles are published in the October month.

## 2) Monthly articles by theme



Most monthly articles published are of Infographic or business or capital markets themes.

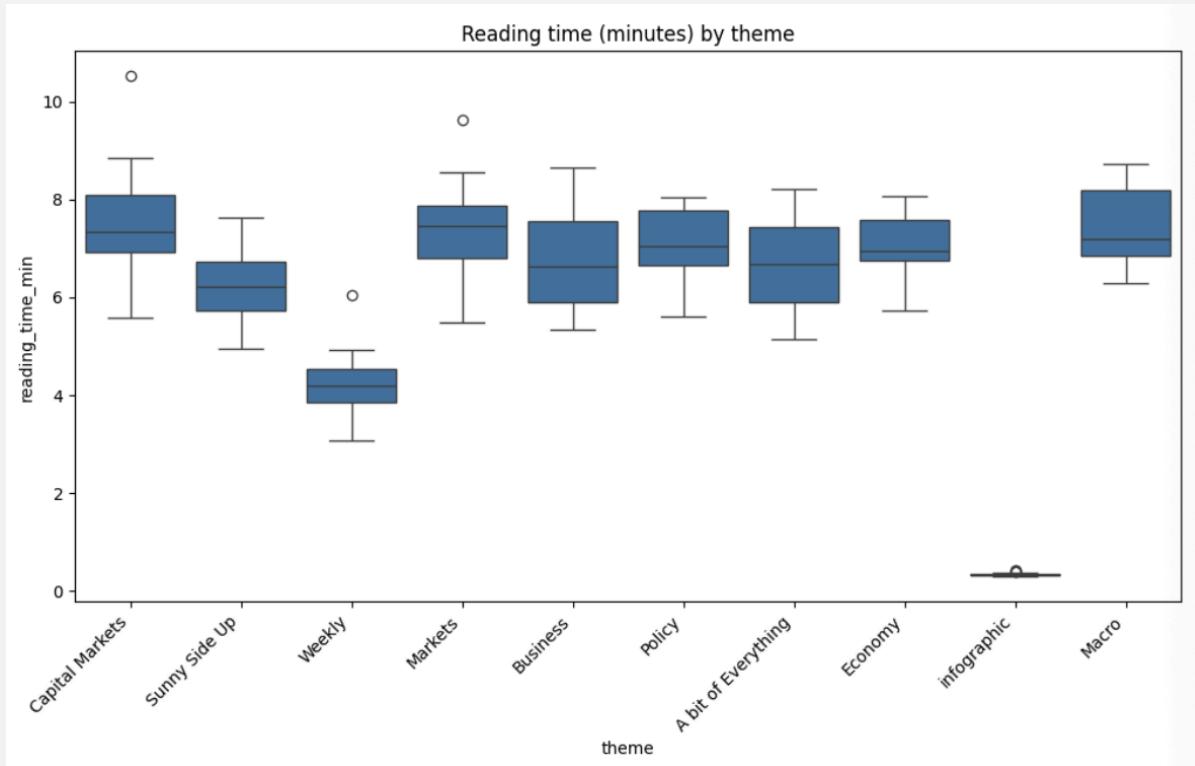
### 3) Average monthly sentiment trend



More positive sentiment articles are published during the year end.

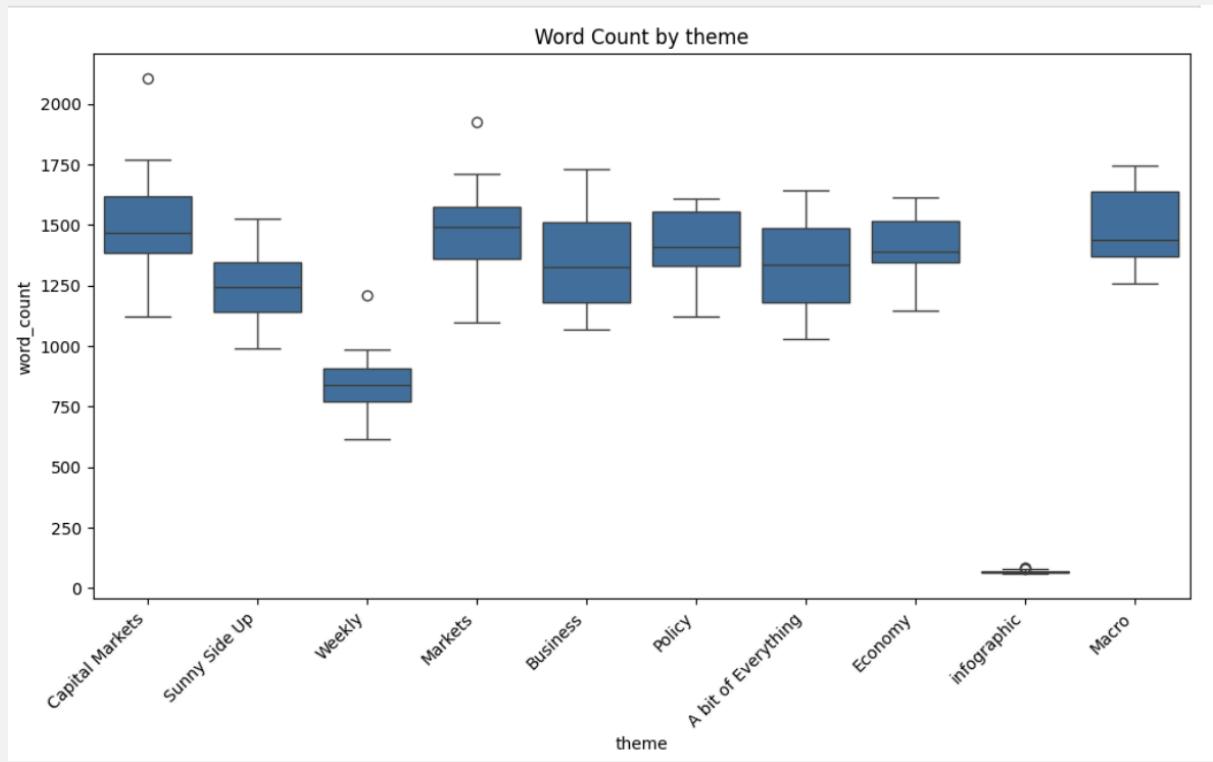
## Performance Analysis:

### 1) Reading time by theme



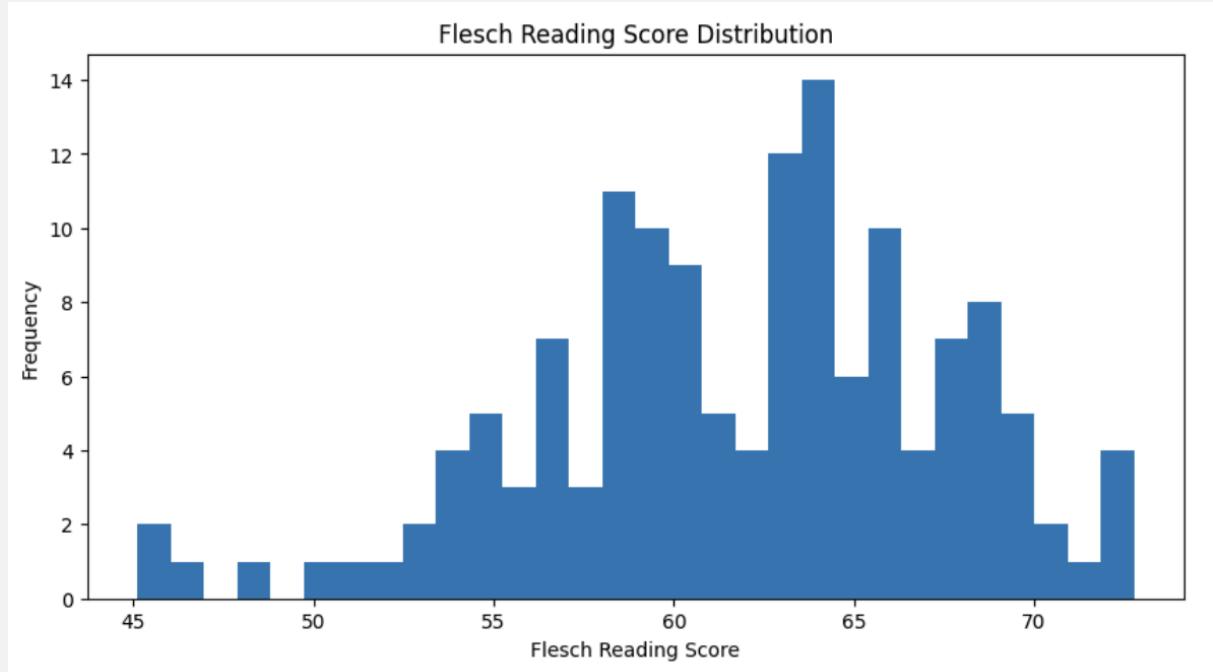
Themes like Capital Markets, Markets, and Macro consistently require the highest reading time.

## 2) Word count by theme



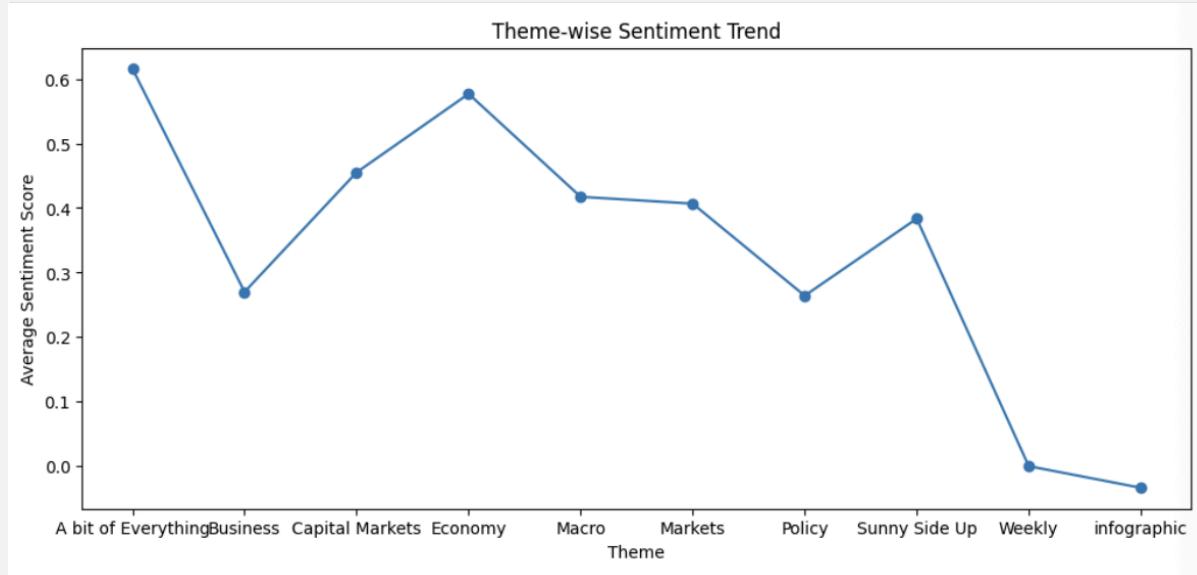
Business themed articles are the most wordy.

## 3) Flesch readability distribution



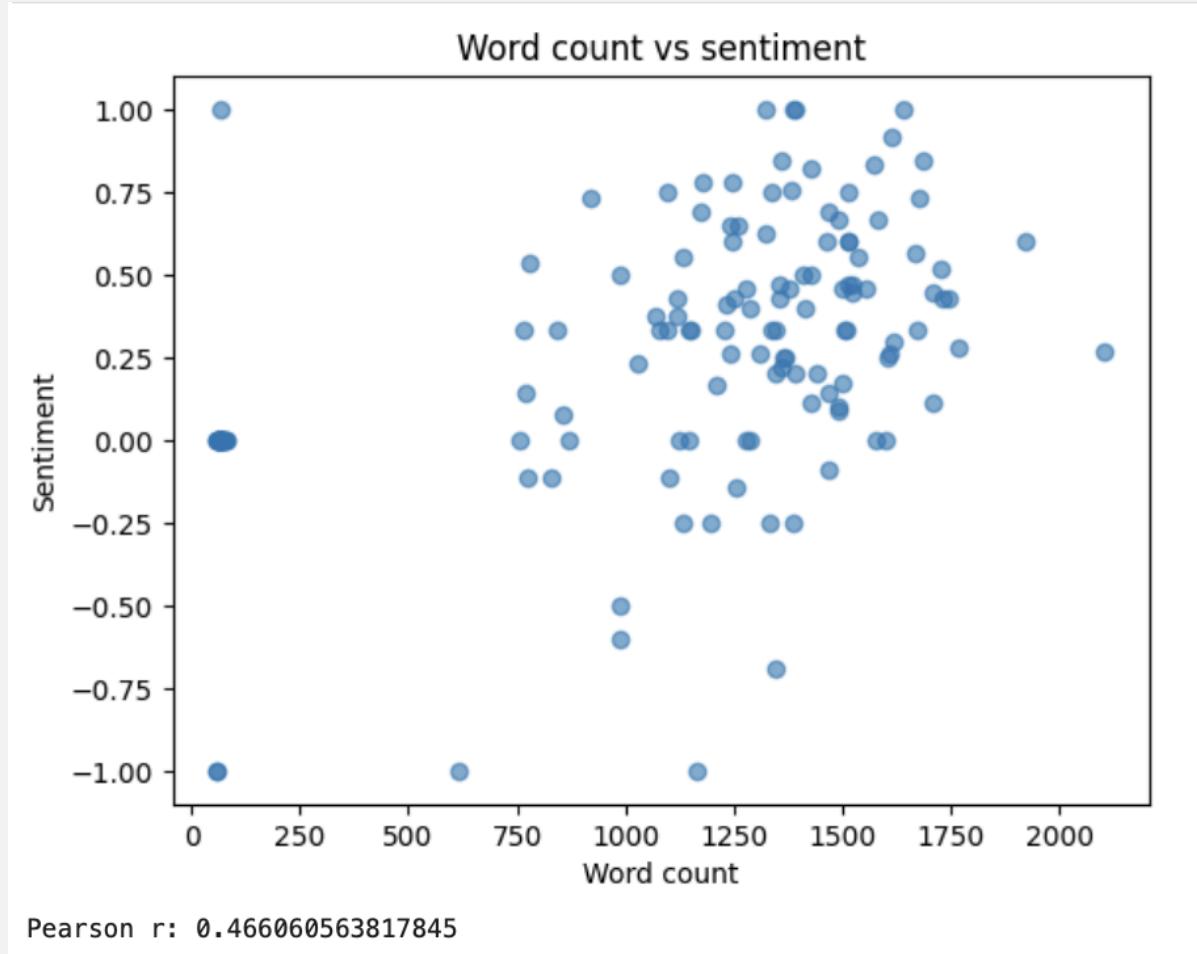
Most articles are in plain English and have good readability.

#### 4) Sentiment by theme



The theme of 'A bit of everything' has the most positive sentiment.

#### 5) Word count vs sentiment



Word count and sentiment score have a correlation of 46.6%.

## **Recommendations:**

- 1) Since capital markets and business are high-reading time pieces, Finshots can **merge these with infographic themes.**
- 2) Add more positive sentiment stories throughout the year and not just year-end e.g., startup wins, policy improvements.
- 3) "India" is the most-used keyword, Finshots can **branch into India-focused mini-sections like "India Money Trends," "India Markets Pulse," or "India Macro Markets".**
- 4) Finshots can **include micro-summaries or key takeaways to maintain clarity without reducing depth.**
- 5) Finshots can **start a bi-weekly magazine or newsletter** where the past 15 days news are summarised in the form of infographics to educate the end-users.

## **Link to my Github Repository (Data + Code + Notebooks) :**

[https://github.com/riddhi-rajput/Finshots\\_Analysis](https://github.com/riddhi-rajput/Finshots_Analysis)

## **Link to my Power BI dashboard :**

 finshots\_dashboard.jpeg

## **Conclusion:**

Finshots has a clear and accessible editorial style, with mid-length, neutral-toned articles that readers can finish in 6–7 minutes. The strong content mix on the platform is driven largely by themes of Infographics, Business, and Capital Markets, while longer and more analytical pieces have concentrated in the categories of Capital Markets, Macro, and Markets.

## **Contact Details**

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**Thank You**