

MASHABLE ONLINE POPULARITY DATA ANALYSIS

DATA VISUALIZATION USING POWER BI

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ONLINE NEWS POPULARITY ANALYSIS

PRESENTED BY
SHIJI SHAJI

shares by NEWS CATEGORY

viral 36467793

technology 22568993

entertainment 209627



MASHABLE DATA ANALYSIS

TOTAL SHARES
135M

TOTAL KEYWORDS
286K

TOTAL PUBLICATIONS
39.64K

TOTAL WORDS
22M

TOTAL DATA CHANNEL
7

num_videos

0 90

num_imgs

0 126

Qtr 1

Qtr 2

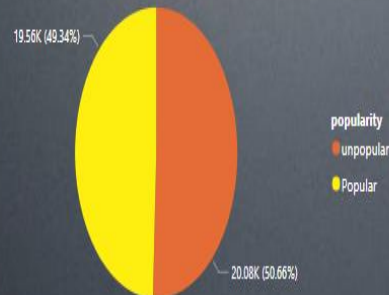
Qtr 3

Qtr 4

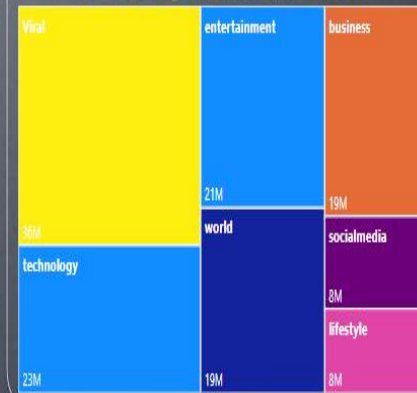
num_keywords

1 10

Count of shares by popularity



shares by NEWS CATEGORY



shares by weekday



shares by Year and Quarter



Year

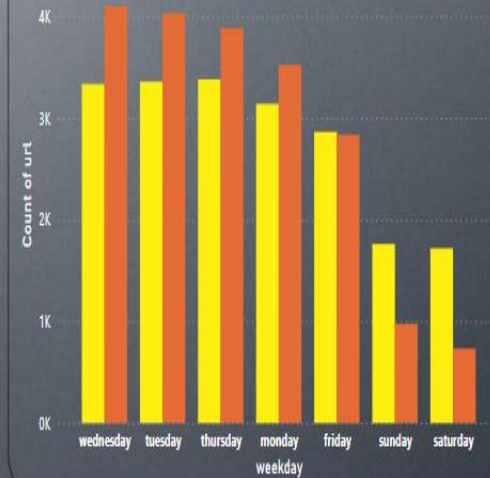
☐ 2013☐ 2014

num_keywords

URL BY TEXT RANGE



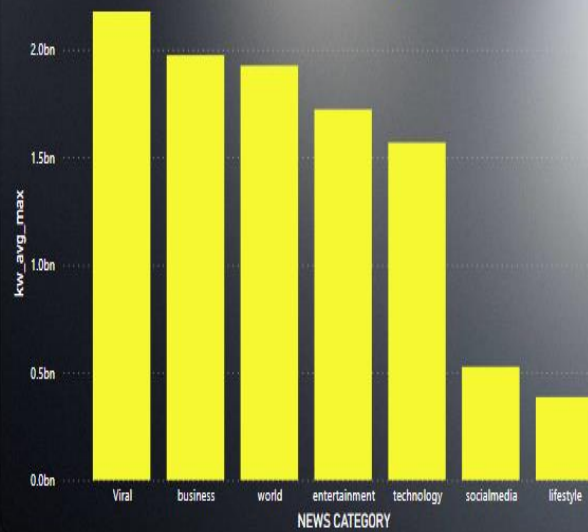
URL BY WEEKDAY



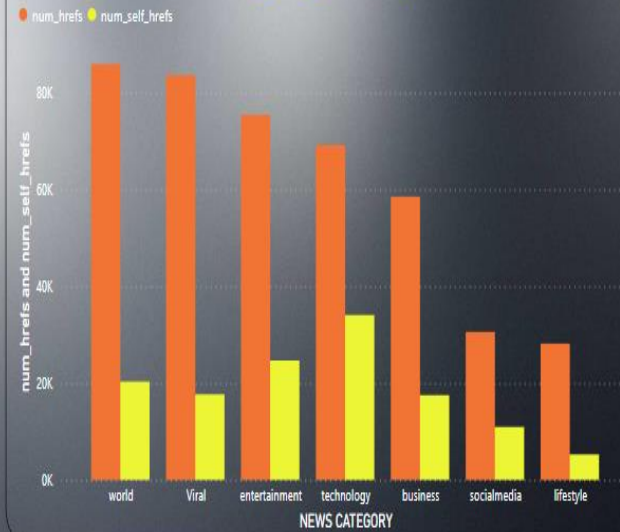
URL, SHARES & IMAGES BY DATA CHANNEL



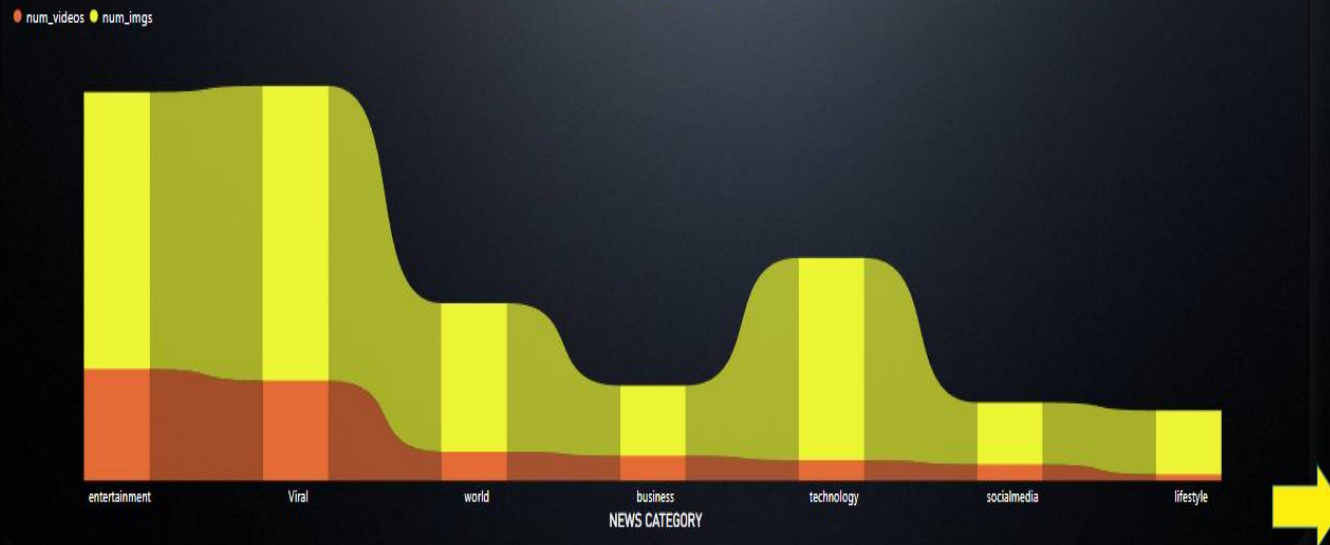
Average shares of best kw by data channel



num_hrefs and num_self_hrefs by NEWS CATEGORY



num_videos and num_imgs by NEWS CATEGORY



Count of n_tokens_content by NEWS CATEGORY

● Count of n_tokens_content

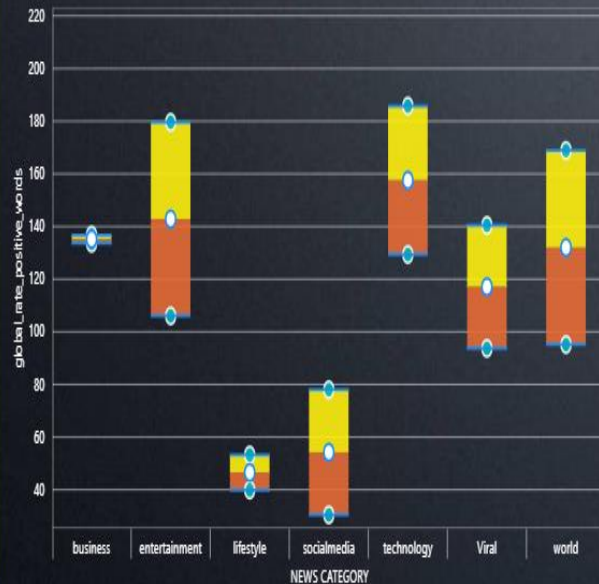


title_subjectivity by NEWS CATEGORY and popularity

● Popular ● unpopular



POSITIVE WORDS IN NEWS CATEGORY



BEST KEYWORD SHARES BY NEWS CATEGORY

Legend

