PROBLEM STATEMENT

Domain : Social Media
FOCUS –PREDICT NO.OF SHARES OF AN ARTICLE

Mashable (www.mashable.com) -- is a global, multi-platform media and entertainment company. Powered by its own proprietary technology, Mashable is the go-to source for tech, digital culture and entertainment content for its dedicated and influential audience around the globe.

Just like any other media company its success depends on the popularity of articles. And one of the key metrics to measure popularity is no. of shares done on article.
Over period of few years Mashable has collected data on around 40,000 articles.
You as ML expert have to do analysis and modelling to predict number of shares of an article given the input parameters.

KEY ISSUES
• Data contains large number of features
• Prediction is of continuous value (shares)

CONSIDERATIONS
NONE

DATA VOLUME
   - 39797   records – file
   - OnlineNewsPopularity.csv
Fields in Data
   • Details in Module -12-Project-Popularity-Analysis.ipynb notebook

ADDITIONAL INFORMATION
-NA

BUSINESS BENEFITS

Mashable's entire business is dependent on popularity of articles. With accurate prediction of shares, company can choose which articles to publish hence driving higher user engagement and profits. Rough estimate is 1% increase in engagement time (minutes) increases profit by up to 5%.