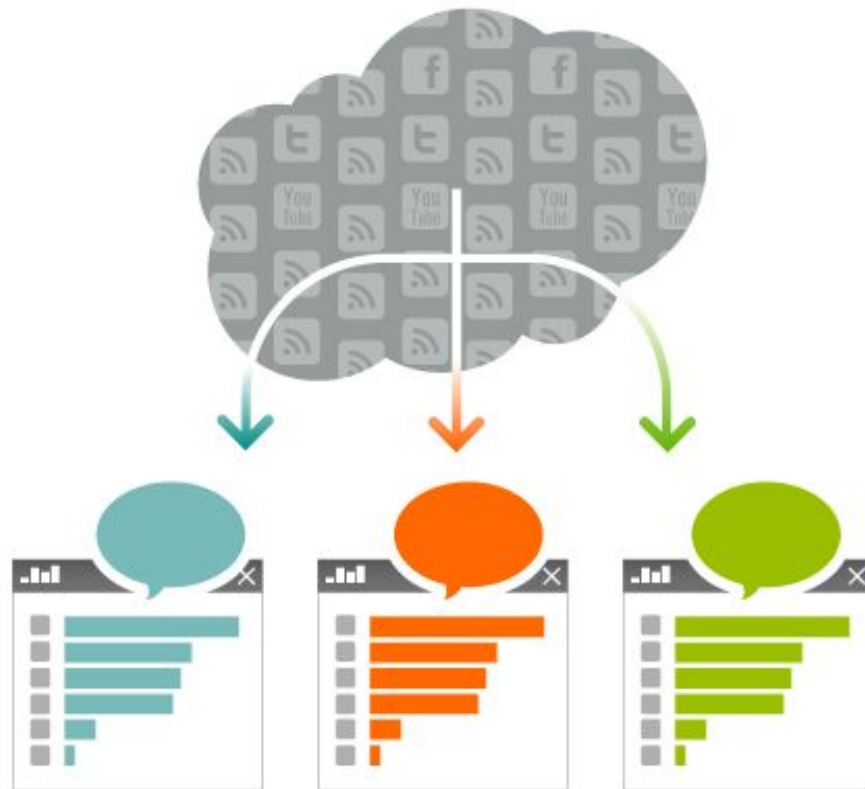


# Homework 2: News Analytics



**Vinit Shah**

ADE

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## Step 1. Fit a topic model to the existing news data archive

	Technology	Capital Markets	Healthcare	Cars	Savings and Lending	Municipal	Equities	Election	Housing	Environment	Macroeconomics	Telecom
1	company	investors	health	read	financial	business	billion	president	percent	water	percent	million
2	apple	market	people	news	retirement	city	percent	read	home	years	rate	time
3	companies	stocks	costs	car	percent	york	company	obama	market	read	growth	deal
4	million	capital	report	people	years	small	share	states	year	california	year	company
5	business	fund	insurance	tweet	money	including	sales	bill	prices	make	april	cnbc
6	read	funds	plans	officials	americans	businesses	year	state	higher	industry	economy	bank
7	online	rates	year	told	work	food	revenue	trade	price	companies	fed	business
8	consumers	companies	program	cars	workers	cities	earnings	dont	rates	technology	quarter	cable
9	service	investment	risk	safety	college	texas	shares	american	week	energy	month	dow
10	tech	markets	care	nbc	income	local	quarter	people	housing	power	data	comment

Topic Number	Category
1	Technology
2	Capital Markets
3	Healthcare
4	Cars
5	Savings and Lending
6	Municipal
7	Equities
8	Election
9	Housing
10	Environment
11	Macroeconomics
12	Telecom

## Step 2. Retrieve new articles

List of URLs:

	html_attr(page, "href")
1	/2016/11/28/billionaires-richard-branson-tilman-fert...
2	/2016/11/28/anti-trump-trolls-take-aim-at-amazon-o...
3	/2016/11/28/media-companies-to-lobby-trump-for-l...
4	/2016/11/28/nrf-ceo-selling-online-used-to-be-risky-...
5	/2016/11/28/ex-best-buy-ceo-urges-big-box-chains-...
6	/2016/11/28/why-a-weekend-of-raging-trump-tweets...
7	/2016/11/28/cyber-monday-works-to-keep-its-crown...
8	/2016/11/28/trump-shifts-from-wall-st-villain-to-savi...
9	/2016/11/28/moana-sails-to-second-best-thanks-givi...
10	/2016/11/28/ohio-state-tweets-that-active-shooter-is...
11	/2016/11/28/iphone-is-still-number-one-on-holiday-...
12	/2016/11/28/apple-may-have-finally-gotten-too-big-f...
13	/2016/11/28/a-trump-white-house-preview-feuds-tur...
14	/2016/11/28/trump-threatens-to-terminate-us-cuba-...
15	/2016/11/28/trump-furious-over-kellyanne-conway-c...
16	/2016/11/28/cognizant-technology-shares-rise-after...
17	/2016/11/25/brick-and-mortar-retailers-face-key-test...
18	/2016/11/28/what-you-need-to-know-about-presiden...
19	/2016/11/28/where-does-donald-trump-stand-on-syr...
20	/2016/11/25/what-to-do-when-your-tax-preparer-scr...
21	/2016/11/25/retailers-with-the-best-and-worst-retur...
22	/2016/11/28/now-you-can-donate-to-charity-throug...
23	/2016/11/28/for-some-in-middle-class-trump-plan-w...
24	/2016/11/28/this-is-your-holiday-season-reminder-t...
25	/2016/11/28/five-decades-of-super-bowl-tickets-in-o...
26	/2016/11/27/standing-rock-pipeline-protesters-vow...
27	/2016/11/26/donald-trump-blasts-jill-stein-scam-rec...

## Article Content

	article
1	To make it in the entrepreneurial world you need to lis...
2	Donald Trump supporters perusing Amazoncom for ...
3	Count local TV station owners among the industries e...
4	Online sales strategies paid off for major retailers ove...
5	The likes of traditionally brickandmortarcentric Best B...
6	Donald Trump closed out the Thanksgiving holiday w...
7	Black Fridays blockbuster online sales dont appear to ...
8	How did Donald Trump go from a scary presidenttobe...
9	Disneys latest animated film Moana cruised to the top ...
10	A car rammed into a crowd at Ohio State University on...
11	Despite concerns about waning demand for Apples iP...
12	Mark Gurman reported for Bloomberg on Monday that...
13	Sunday summed up what a Trump presidency will pro...
14	Donald Trump warned in a tweet on Monday that he w...
15	Two sources at the top of the Donald Trump transitio...
16	Shares of Cognizant Technology Solutions rose more ...
17	Its time for traditional retailers to prove that one of th...
18	Interest rates have gone up over the course of the last...
19	Will Donald Trump go for that burger with North Kore...
20	When one of Laurie Zieglers clients came to her with a...
21	Not so fond of that fondue pot Even with the best inte...
22	With the arrival of Thanksgiving comes the start of the...
23	Presidenelect Donald Trumps proposals would mode...
24	Amazons prices are often great But they are not alway...
25	This golden ticket isnt in a chocolate bar its in a can o...
26	Dakota Access oil pipeline protesters will not follow a ...
27	Presidenelect Donald Trump denounced the effort to ...

### Step 3. Classify news articles using your topic model

Article Content	Category Assigned
To make it in the entrepreneurial world you need to listen more than you talk says selfmade billionaire Richard Branson Nobody learned anything by hearing themselves speak the Virgin Group founder writes in a LinkedIn post Wherever I go I try to spend as much time as possible listening to the people I meet I am endlessly surprised by what new and useful information I can gather just by keeping my ears open Branson isnt the only billionaire who says the most successful entrepreneurs have excellent listening skills CNBCs Billion Dollar Buyer host Tilman Fertitta agrees	Technology
Donald Trump supporters perusing Amazoncom for Make America Great Again holiday ornaments will encounter some notso great reviews on Cyber MondayTheyre jokes for the most part But they hurt a products ratingFor example a Christmas tree ornament from FunnyShirtsorg promoting Trumps iconic slogan has a twostar rating out of a possible five thanks to 90 onestars reviews left during the preceding five days Some comments with respect to the presidentelect are far too offensive for printHere are some of the safer nonreviews	Technology
Count local TV station owners among the industries emboldened by Donald Trump In changing of the guards at the White House the local TV industry sees an opportunity in their ongoing quest to toss out the Federal Communication Commissions rules on media crossownership that bar media	Technology

companies from owning newspapers and TV stations in the same market	
Online sales strategies paid off for major retailers over Thanksgiving weekend as millions of shoppers took to the web to shop holiday deals National Retail Federation CEO Matthew Shay told CNBC on Monday What we saw is that bricksandmortar retailers who made massive investments in their online strategies really had a great weekend and thats really starting to pay off Shay told CNBCs Squawk on the Street Shay said that eight of the top 10 largest ecommerce platforms are operated by brickandmortar stores a testament to the record number of internet sales that took place over the weekend	Equities
The likes of traditionally brickandmortarcentric Best Buy and WalMart have made great strides to compete more effectively online but they need to continue to evolve in order to close the gap with ecommerce powerhouse Amazon said former Best Buy CEO Brad Anderson Appearing on CNBCs Squawk on the Street on Cyber Monday he said Amazon is an incredible company built for innovation in the digital age In its core culture Amazon is constantly making changes adapting making mistakes using the bottom of the organization as well as the top of the organization Companies like Best Buy and WalMart	Technology
Donald Trump closed out the Thanksgiving holiday weekend by tweeting an outrageous lie about the 2016 election In addition to winning the Electoral College in a landslide I won the popular vote if you deduct the millions of people who voted illegally the presidentelect tweeted on Sunday He went on to directly target states he lost	Election

<p>Serious voter fraud in Virginia New Hampshire and California so why isnt the media reporting on this Serious bias big problem To begin with the obvious There is no evidence whatsoever that any of this happened The claim of millions voting illegally appears to have come from a story published by conspiracy website Infowars which has also promulgated claims that the Sandy Hook massacre was faked and Hillary Clinton is a demon from hell</p>	
<p>Black Fridays blockbuster online sales dont appear to have come at Cyber Mondays expense As of 10 am Eastern retail websites had raked in 540 million on the reigning champion of digital shopping days That level of spending puts Cyber Monday on pace to reach a record 336 billion on growth of 94 percent according to Adobe Digital Insights The firms update comes fresh off the heels of a largethanexpected lift in Black Friday online revenue which some had worried might eat into Cyber Mondays sales Digital revenue on Black Friday rose 216 percent to 334 billion easily topping Adobes forecast for 305 billion</p>	Equities
<p>How did Donald Trump go from a scary presidenttobe in the eyes of Wall Street on election night to a bullish catalyst that has propelled the US stock market to a series of record highs in a surge investors dubbed the Trump Rally Turn the clock back to late October and early November when the Dow Jones industrial average tumbled seven straight sessions as investors reacted to tightening polls that hinted that the longshot Trump had a shot at the White House Recall election night when the Dow plunged 900 points in afterhours futures trading as it became clear the exreality star and combative presidential</p>	Capital Markets

campaigner had upset Hillary Clinton	
<p>Disneys latest animated film Moana cruised to the top of the domestic box office over the weekend clinching the secondhighest Thanksgiving weekend opening of all time Garnering an estimated 811 million the film which features a female Pacific Islander fell shy of the 936 million fiveday opening that Frozen earned in 2013 Disney currently holds the top six fiveday Thanksgiving debuts of all time Moana pulled in 555 million on Friday Saturday and Sunday helping Disney secure the top eight threeday Thanksgiving debuts of all time</p>	Telecom
<p>A car rammed into a crowd at Ohio State University on Monday and a knifewielding attacker got out and cut people before being shot to death authorities said Nine people were reported injured NBC News reports the attacker has been identified as Abdul Razak Ali Artan citing multiple law enforcement sources Ali Artan was believed to be an Ohio State student a Somali refugee who lived near campus NBC News reported It said he was a legal permanent resident of the US The attack on campus in Columbus had initially had been described as an active shooter on the loose The school declared the situation under control after about an hour but classes were suspended for the day As of last year the school had more than 65000 students that were enrolled</p>	Cars