Predicting Most Shared NYT Articles on Facebook
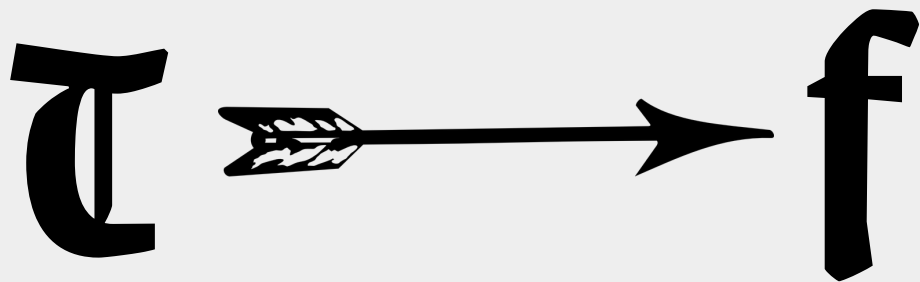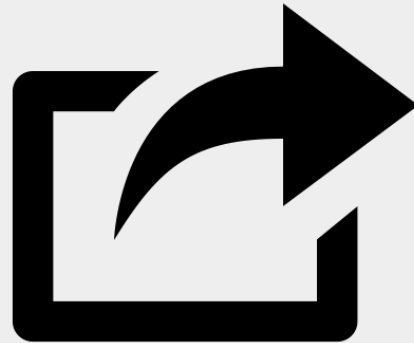
Business Problem

- How to predict what articles will be the most shared on social media, tomorrow?
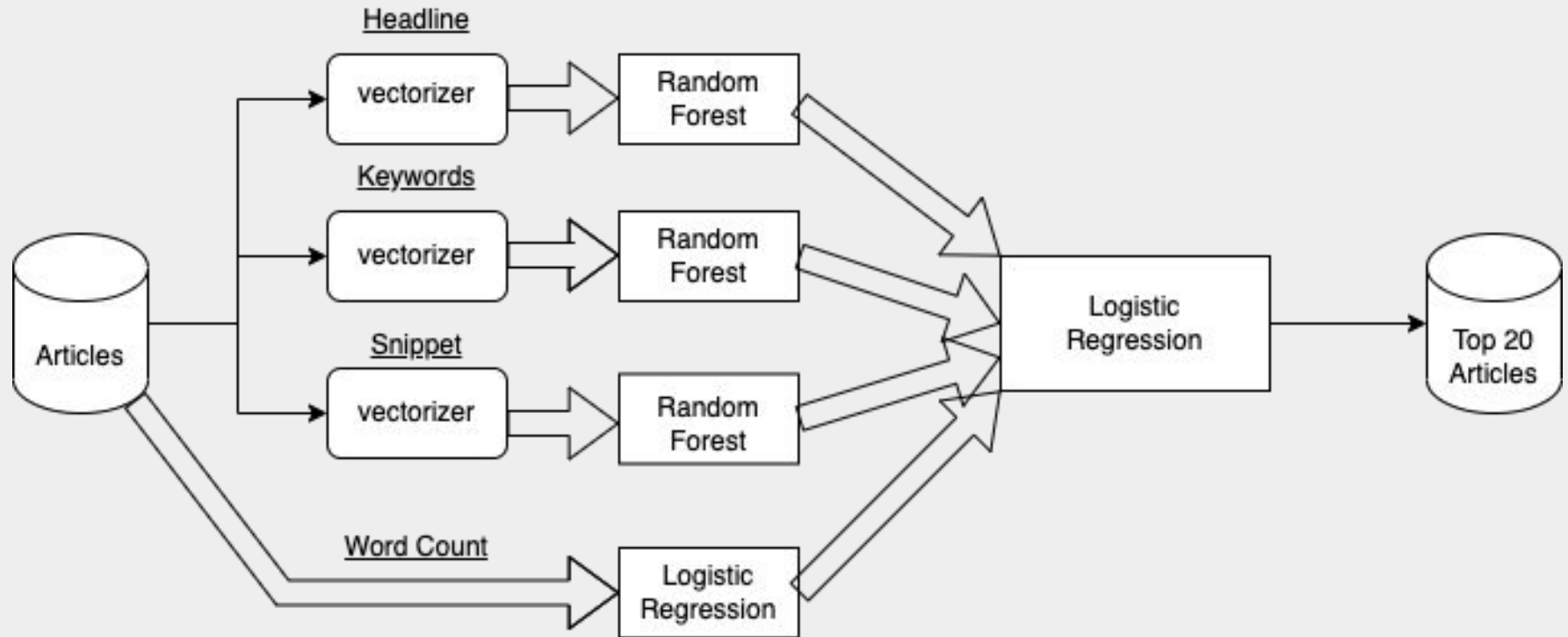
Data Understanding

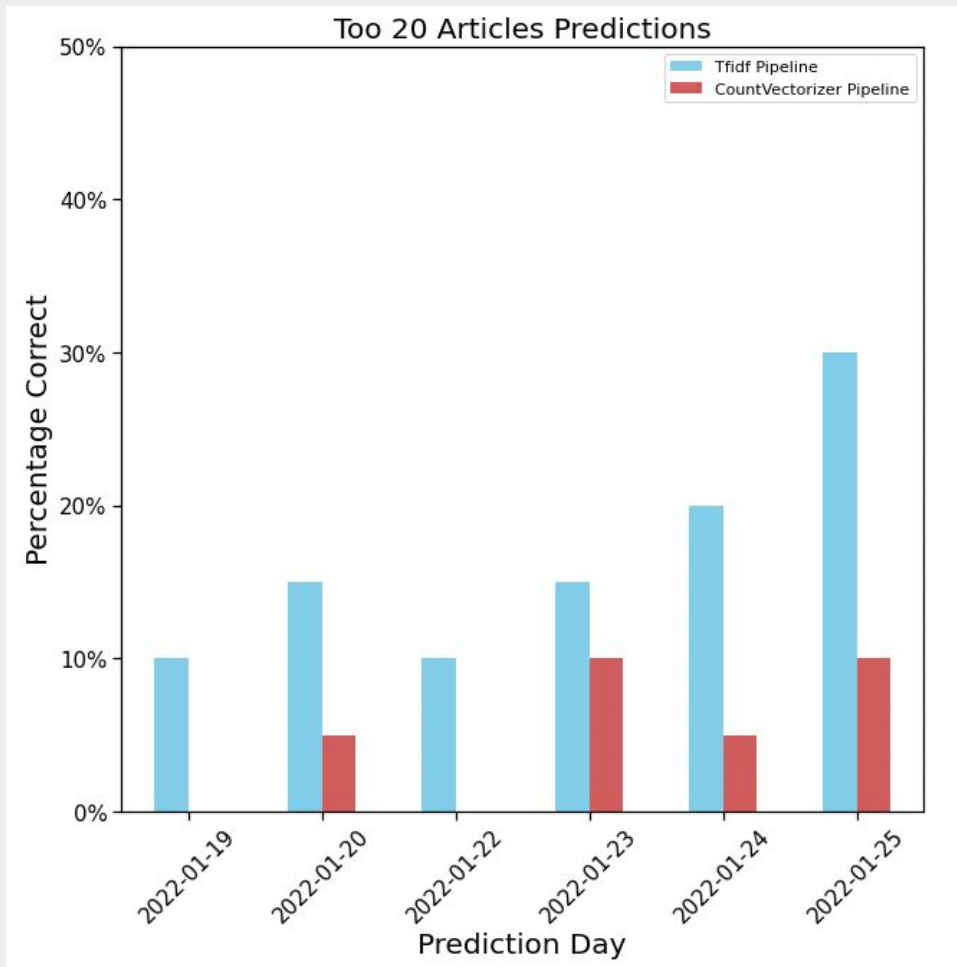NYT API's:

- Archive

- Most Popular

Modeling

Results

Pipeline Mean Accuracy:

- TfidfVectorizer
  - 17%

- Countvectorizer
  - 5%

Conclusion

- NLP can be used to predict what articles will be shared on Facebook, but longer training periods are needed.

Next Steps

- Train models on longer period of time

- Drop Countvectorizer to try different TfidfVectorized models

- Explore adding weights to trending words in features

Questions?

Zach Hanly - [Linkedin](), [GitHub]()

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