



ONLINE NEWS PERFORMANCE ANALYSIS

Content Features, Publishing Patterns,
and Article Popularity Insights from Mashable Articles



A Media Analytics Case Study using the
UCI Online News Popularity Dataset



Prepared by
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Online News Performance Analysis Dashboard

Content features, publishing patterns, and article popularity insights from Mashable articles



Calendar icon All

Globe icon All

Monitor icon All

Document icon All

Tag icon All

People icon All



Total Articles Analyzed

40K



High Popularity Articles

21K



Median Shares

1.40K



Best Publishing Day

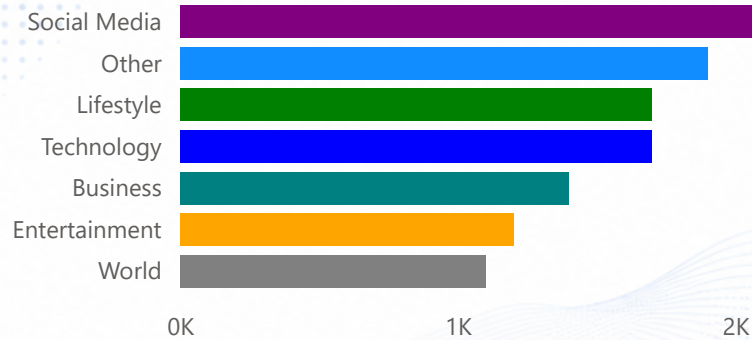
Saturday



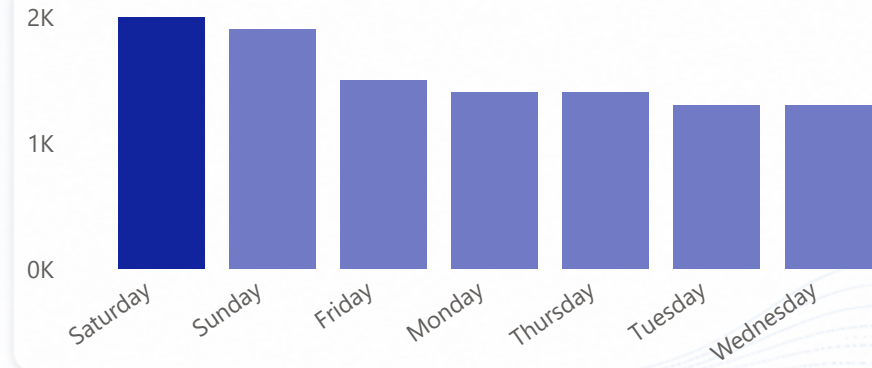
Total Shares

135M

Median Shares by Content Category



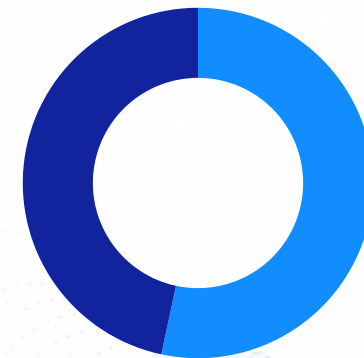
Median Shares by Publishing Day



Top 10 Articles by Shares

URL	Content Category	Publishing Day	Shares	Images	Videos
http://mashable.com/2013/04/15/dove...	Business	Monday	690400	0	11
http://mashable.com/2013/11/18/kany...	Business	Monday	652900	0	2
http://mashable.com/2014/01/14/aust...	Business	Tuesday	310800	0	2
http://mashable.com/2013/03/28/blac...	Business	Thursday	306100	21	0
http://mashable.com/2013/11/14/ibm-...	Business	Thursday	298400	14	1
http://mashable.com/2013/11/12/room...	Other	Tuesday	441000	18	1
http://mashable.com/2013/07/03/low-...	Other	Wednesday	843300	15	1
http://mashable.com/2013/03/02/weal...	Other	Saturday	617900	11	1
http://mashable.com/2014/04/09/firs...	Technology	Wednesday	663600	1	1
http://mashable.com/2014/10/22/ebol...	World	Thursday	284700	0	1

Total Articles by Popularity Segment



Popularity Segment

High Popularity

Low Popularity



Content Category Performance

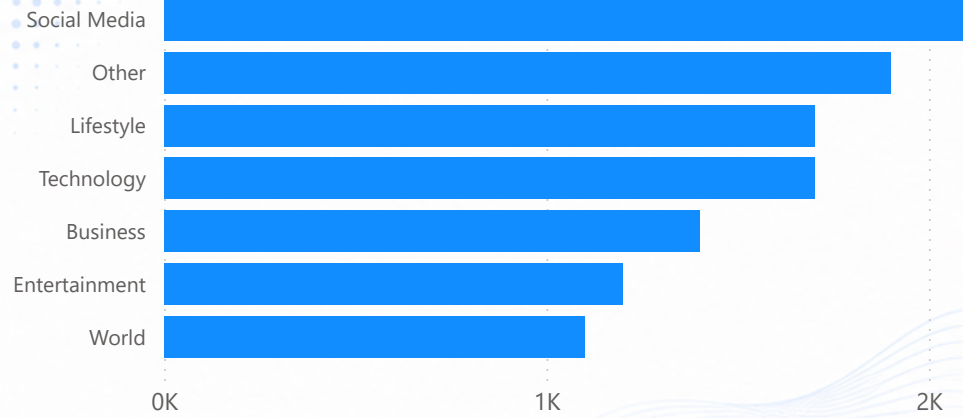
Deep dive into category performance and content strategy insights

Online News Performance Analysis Dashboard

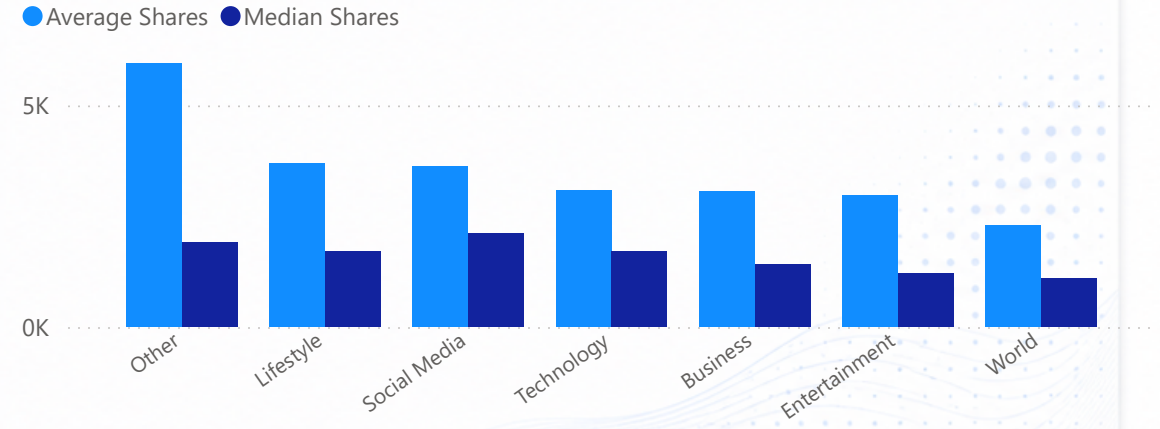
Content features, publishing patterns, and article popularity insights from Mashable articles



Typical Article Performance by Category

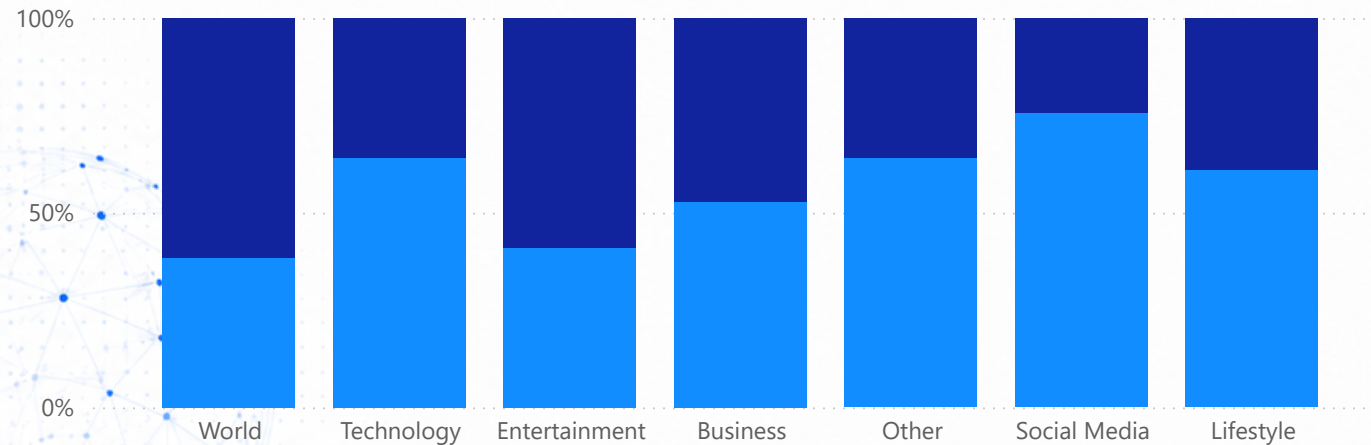


Average vs Typical Shares by Category

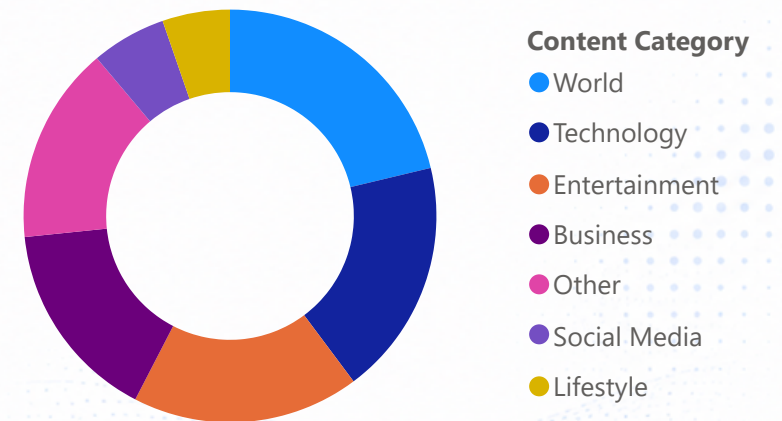


High-Popularity Rate by Category

Popularity Segment ● High Popularity ● Low Popularity



Article Count by Category





Publishing Pattern Analysis

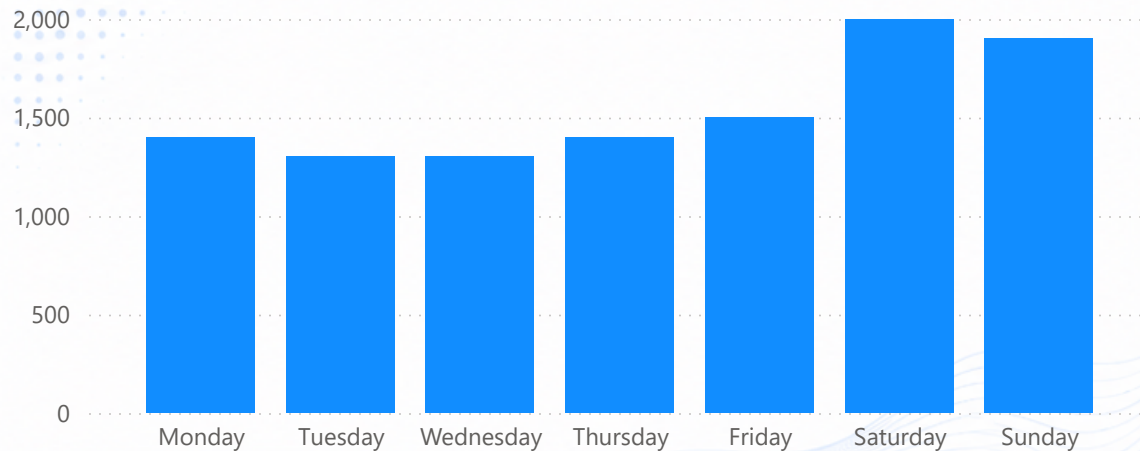
Exploring weekday and weekend performance patterns

Online News Performance Analysis Dashboard

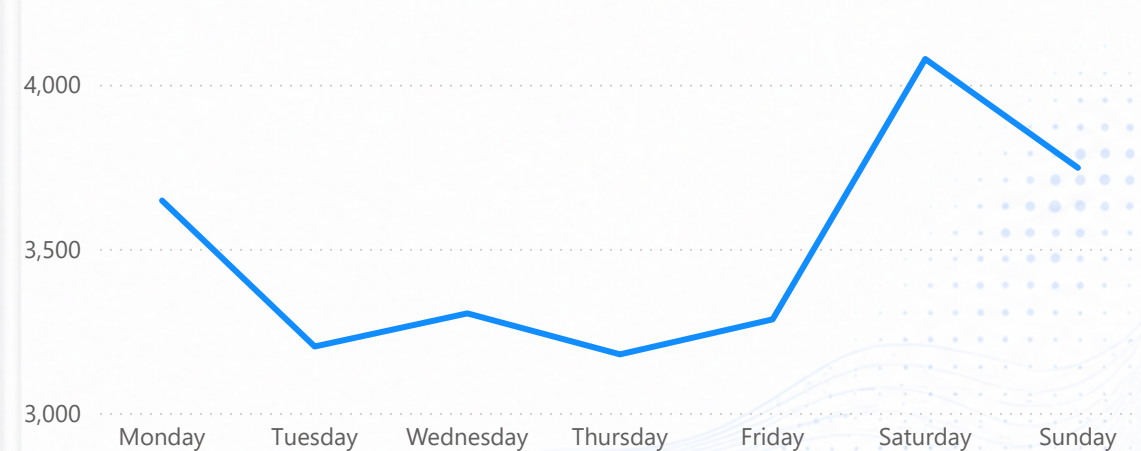
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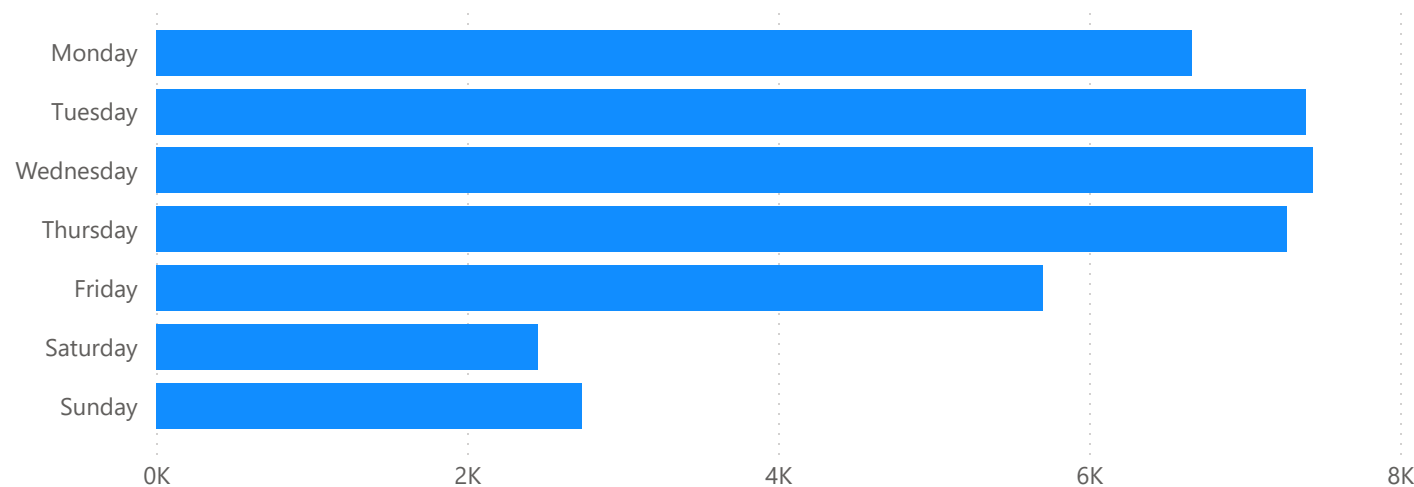
Typical Article Popularity by Publishing Day



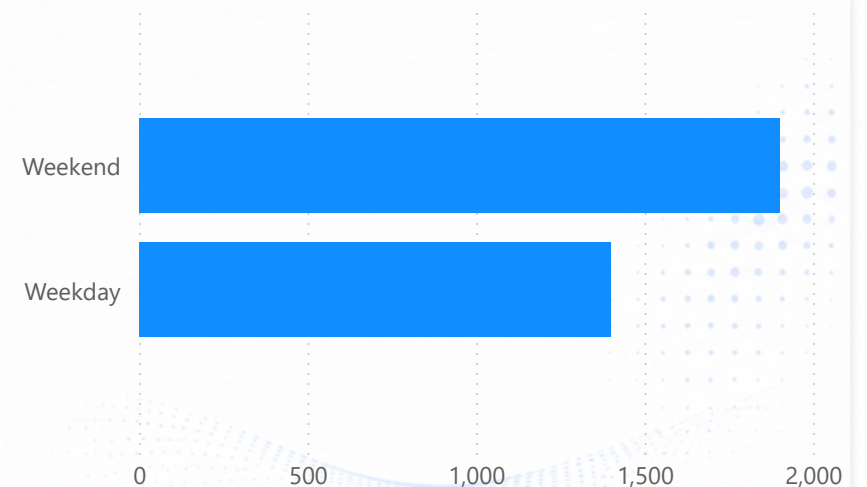
Average Shares by Publishing Day



Publishing Volume by Day



Weekday vs Weekend Article Performance





Content Features & Popularity Drivers

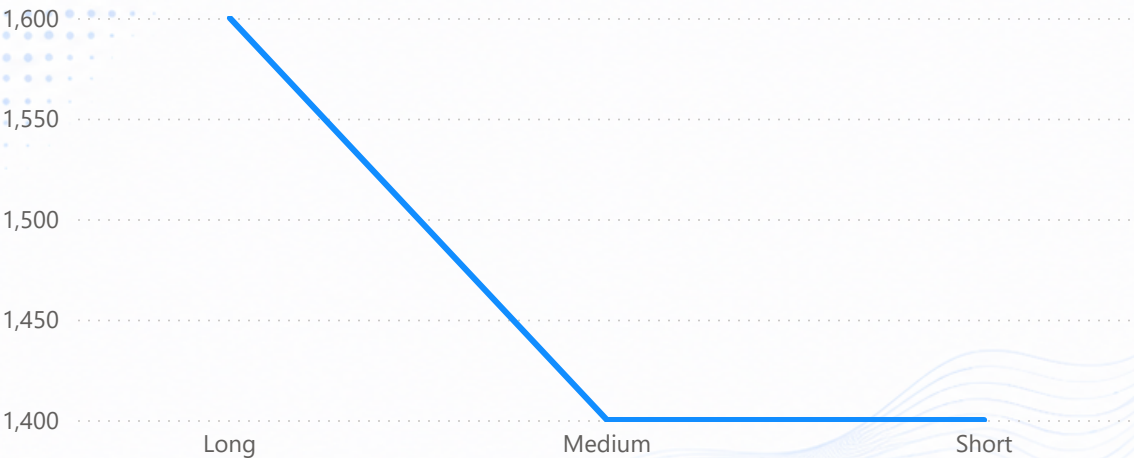
Exploring article length, media richness, links, and sentiment signals

Online News Performance Analysis Dashboard

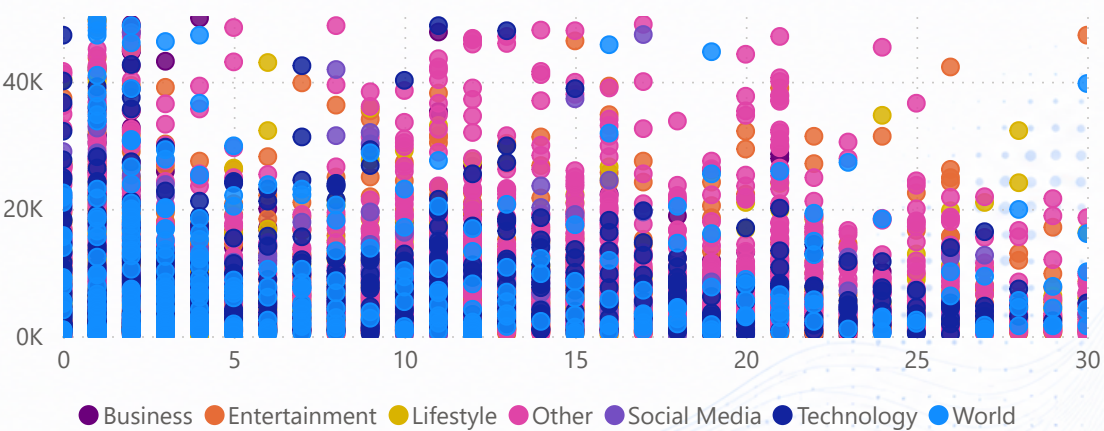
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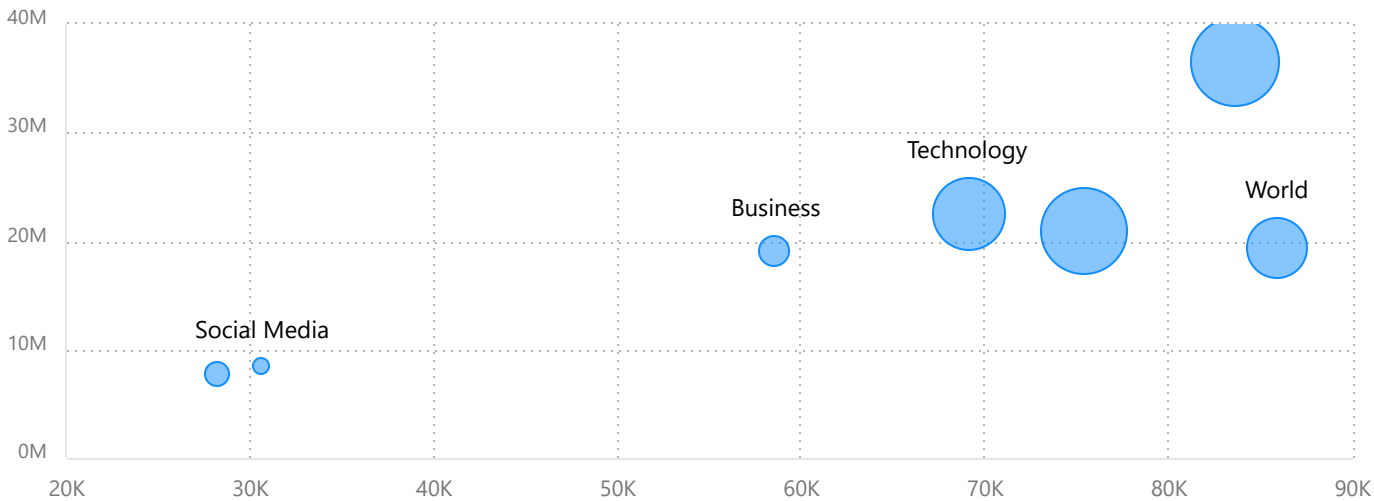
Typical Shares by Article Length



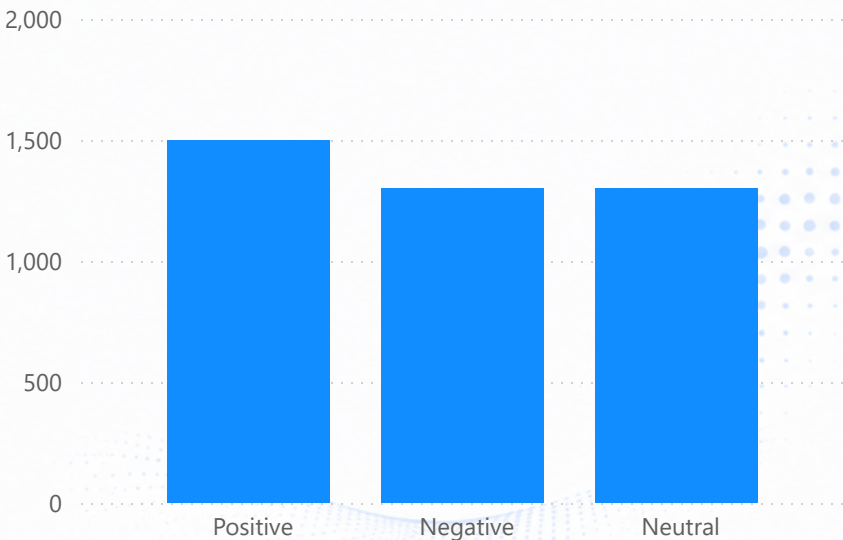
Media Richness vs Article Shares (Excluding Viral Outliers)



Links, Visual Content and Article Popularity



Typical Shares by Sentiment Group





Key Insights & Editorial Recommendations

Turning content performance findings into actionable media strategy

Key Insights

1. Article popularity is highly skewed.

The median article received about **1,400 shares**, but a small number of viral articles received far more. This means average shares alone can be misleading, so editorial decisions should use median shares alongside averages.

2. Social Media content had the strongest typical performance.

Social Media articles had the highest median shares at about **2,100**, followed by Other, Lifestyle, and Technology content.

3. World and Entertainment content had weaker typical share performance.

World articles had the lowest median shares at about **1,100**, while Entertainment articles had a median of about **1,200**.

4. Weekend publishing performed better than weekday publishing.

Saturday had the highest median shares at about **2,000**, followed by Sunday at about **1,900**. Saturday also had the highest proportion of high-popularity articles.

5. No single article feature strongly explains popularity.

Article length, images, videos, links, keywords, and sentiment each had only weak relationships with shares. Popularity is likely influenced by a combination of topic, timing, audience interest, distribution, and headline appeal.

Editorial Recommendations

• Prioritize high-performing categories strategically.

Increase experimentation and content investment in Social Media, Technology, Lifestyle, and other high-performing themes, especially when the goal is social reach and shareability.

• Test a deliberate weekend publishing strategy.

Schedule selected high-potential articles for Saturday and Sunday, then compare results against weekday publishing using controlled tests rather than assuming weekends always cause better outcomes.

• Use median shares as a core editorial KPI.

Track median shares by category and publishing day alongside average shares to reduce the influence of viral outliers.

• Review underperforming categories.

For World and Entertainment content, test stronger headlines, alternative article formats, richer visual storytelling, and improved social distribution.

• Avoid one-size-fits-all content rules.

Do not assume longer articles, more images, more links, or more positive sentiment automatically lead to better results. Combine topic, timing, format, and distribution insights when planning content.

• Expand future tracking.

In a real newsroom, add page views, read-through rate, scroll depth, returning readers, newsletter clicks, SEO traffic, and subscription conversion to measure true audience value beyond social shares.