Social Buzz

Today’s Agenda

- ❑ Introduction and Project Objectives
- ❑ Project Recap
- ❑ Problem Statement
- ❑ Team Introduction
- ❑ Process
- ❑ Findings and Insights
- ❑ Summary
- ❑ Q&A Session

Project Recap

Client: Social Buzz, a social media & content

Founded: 2010, HQ in San Francisco, 250 employees.

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it’s global scale.

Engagement Objectives: Big data audit, IPO recommendations, content category analysis

Problem

Over the 100000 post per day

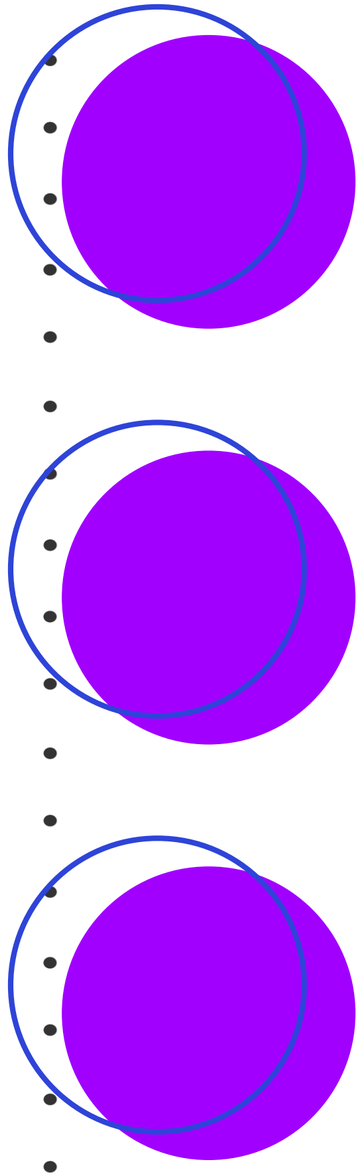
36,500,000 pieces of content per year!

But how to capitalize on it when there is so much?

Analysis to find Social Buzz's top 5 most popular categories of content

Team Members:

- **Andrew Fleming**: Chief Technical Architect
- **Marcus Rompton**: Senior Principal
- **Astha Chourasiya**: Data Analyst



Process

1

Data Collection:

Extracted and cleaned data from Social Buzz's databases.

2

Data Analysis:

Performed exploratory data analysis to understand content trends and user engagement.

3

Content Category Analysis:

Identified the top 5 content categories with the highest aggregate popularity.

4

Big Data Audit:

Evaluated Social Buzz's current big data practices.

5

IPO Preparation

Prepared best practice documents and recommendations for a successful IPO.

Insights

Here are some interesting findings about Social Buzz's categories.

16

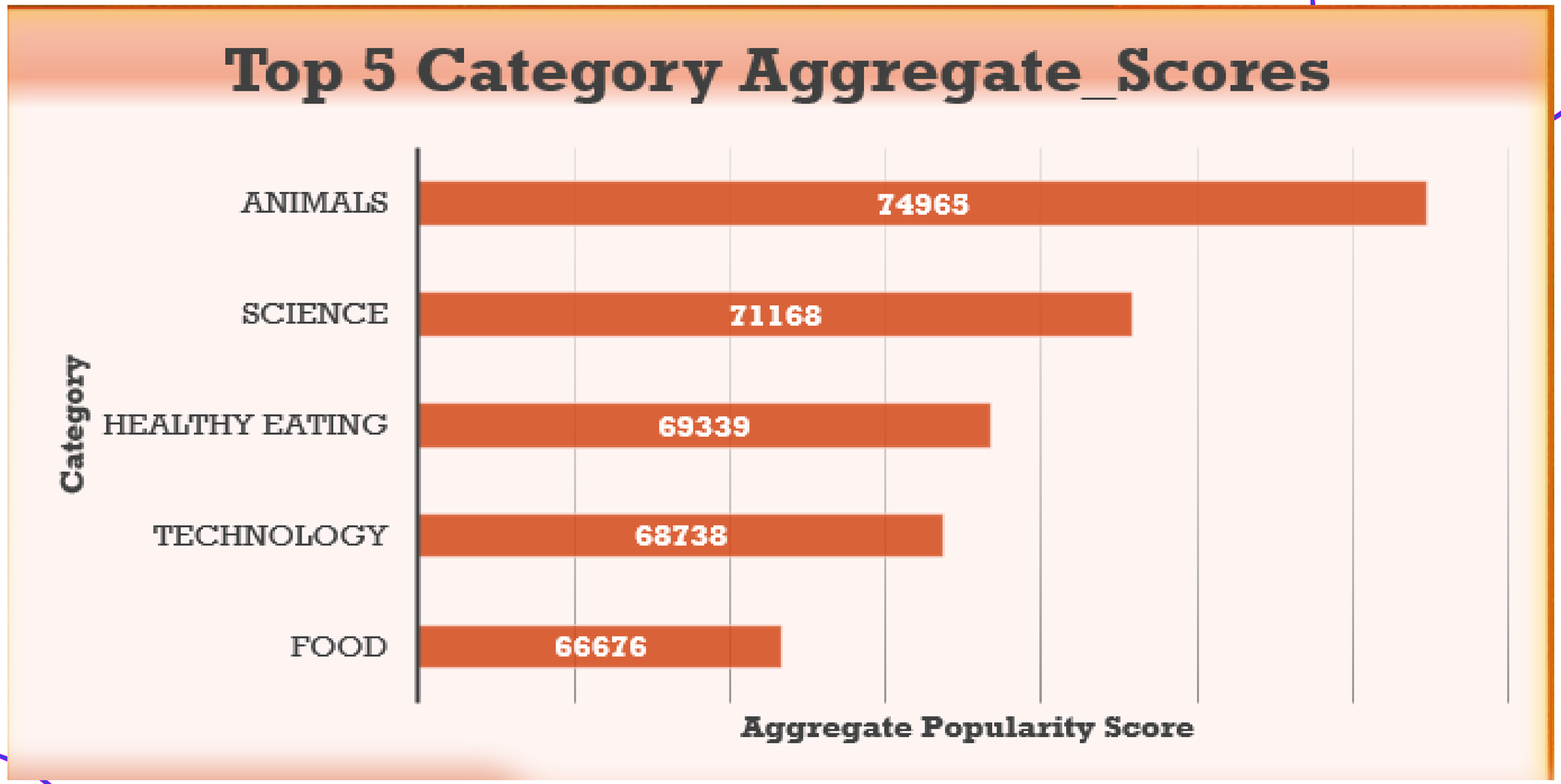
Unique Categories

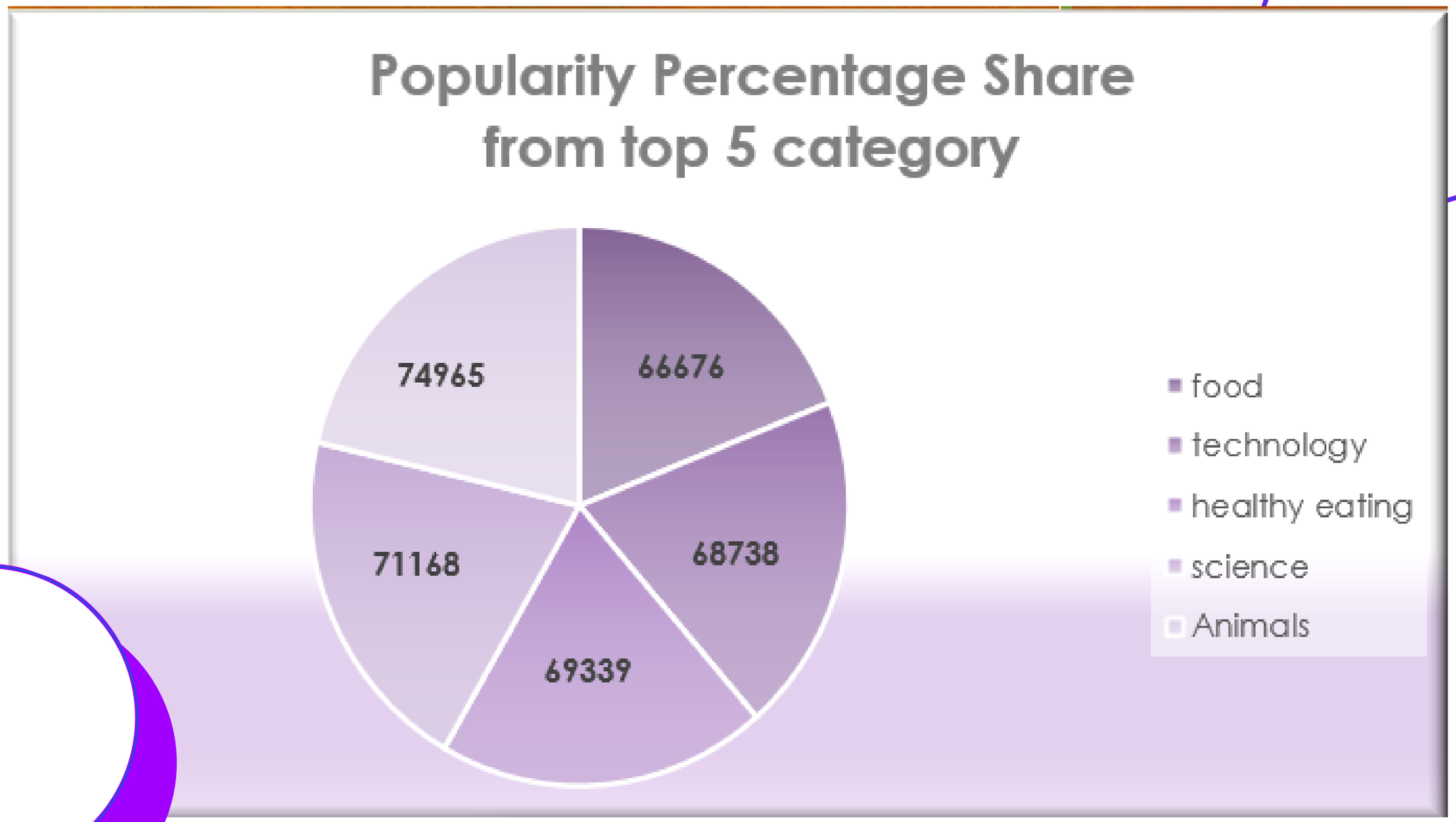
1897

Reaction to 'Animal' Posts

May

Month with Most Post


Top 5 Category Aggregate_Scores
ANIMALS
SCIENCE
HEALTHY EATING
TECHNOLOGY
FOOD
74965
71168
69339
68738
66676
Category
Aggregate Popularity Score


Popularity Percentage Share from top 5 category
66676
68738
69339
71168
74965
food
technology
healthy eating
science
Animals

Summary

Analysis: :

Animal and Science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

Insight:

Animal is a common theme with the top 5 categories with “Healthy Eating” ranking the highest.

Next Step:

This ad-hoc analysis is insightful, but it’s time to take this analysis into large scale production for real-time understanding of business.

Question and Answer Session

Thank you!

ANY QUESTIONS?