Social Buzz

Today's agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

- Social media Platform.
- Established in 2008 at San Francisco.
- 500 million active users each month.
- Need to scaling process effectively.

Problem

- 100k Daily Post – **3.6M** Annual**.**
- Difficult to handle Big data.
- Identify **Top 5** Categories with Largest Aggregate Popularity.

The Analytics team

Marcus Rampton
Senior Principle

Andrew Fleming
Chief Technical Architect

Ajay Negi
Data Analyst

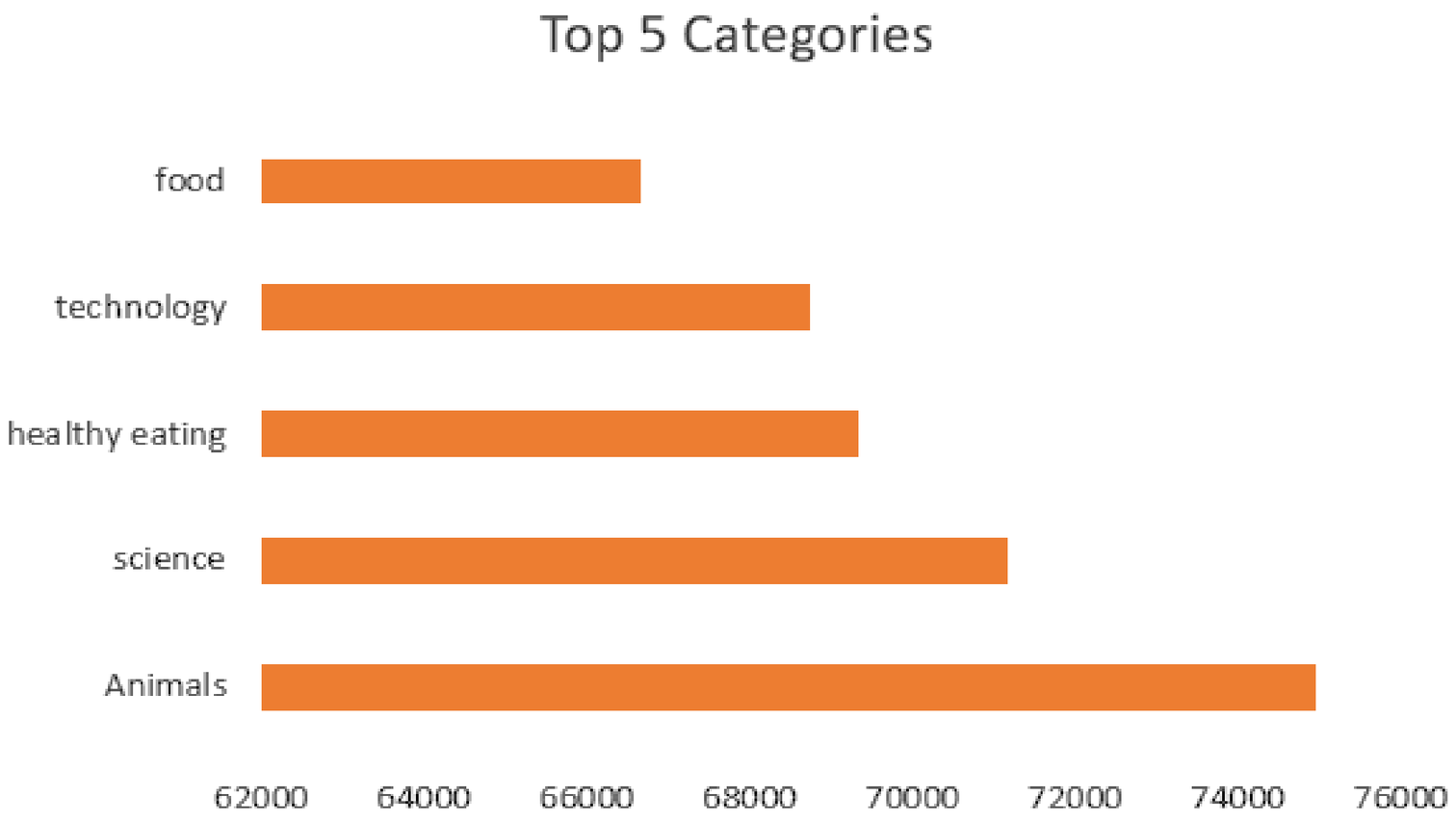
Process

1. Requirement Gathering
2. Data Collection + Understanding
3. Data Cleaning
4. Data Modeling + Analyzing
5. Generate Insights

Insights

Top 5 Categories

Total Reaction score in Each Category



Summary

Top 5 Categories were Found.

- Animals
- Technology
- Healthy eating
- Science
- Food

Food appears to be prominent.

This Analysis is Limited due to small sample provided and shorts frame

But if given more data we can demonstrate how to better leverage such Big Data.

Thank you!

ANY QUESTIONS?