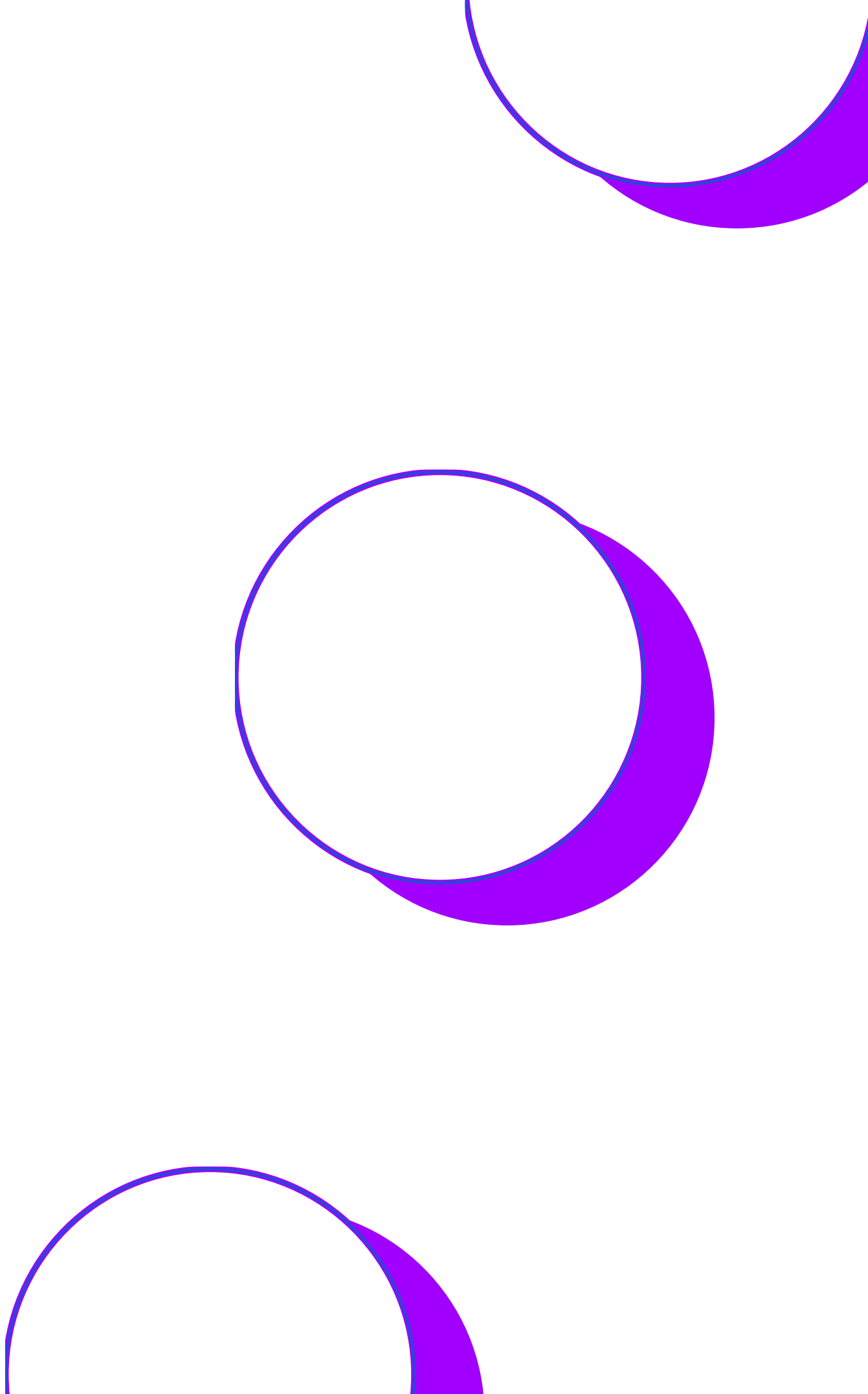




# Social Buzz

A decorative grid of small black dots arranged in 5 columns and 20 rows on the left side of the slide.

# Today's agenda

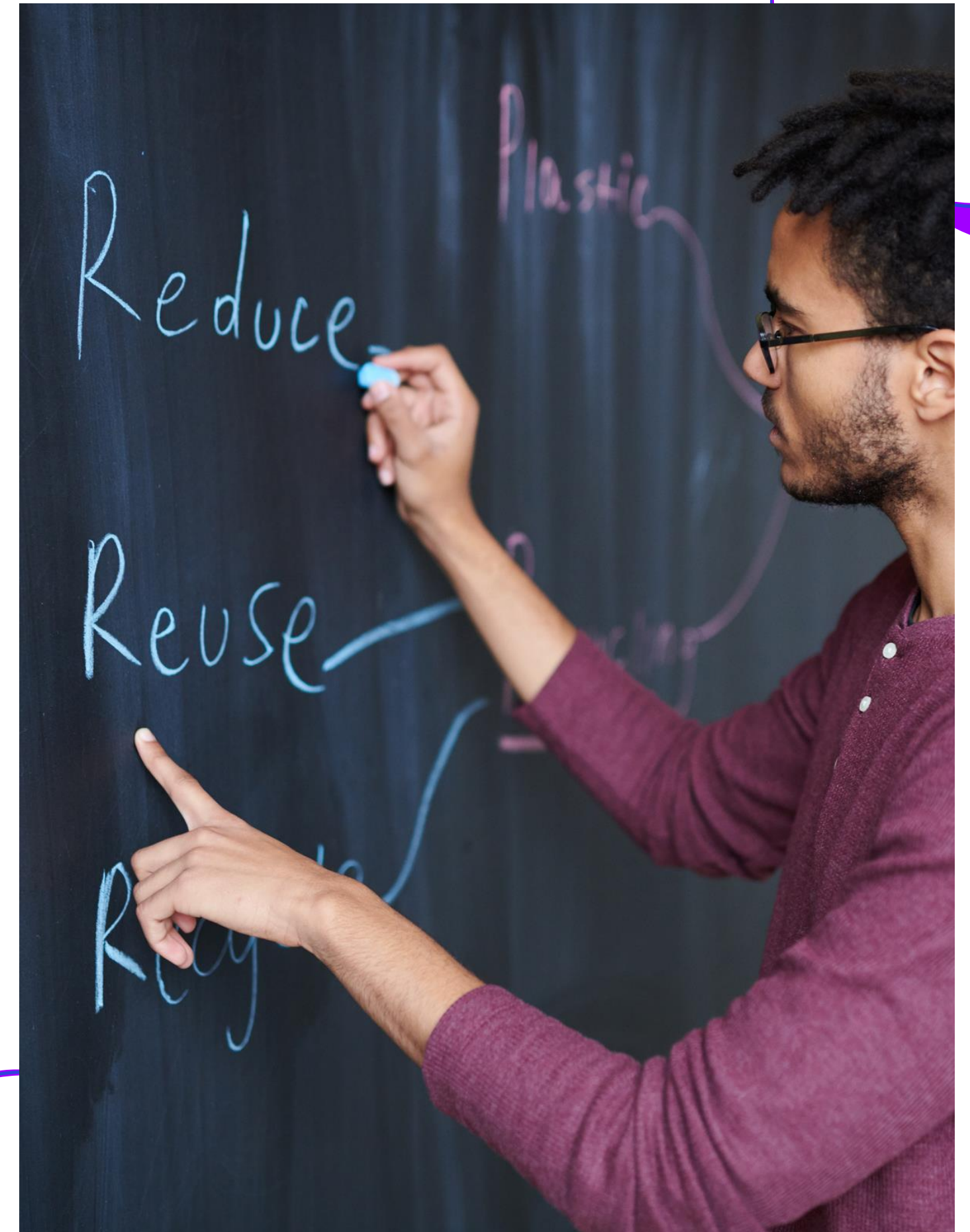
- Project recap
  - Problem
  - The Analytics team
  - Process
  - Insights
  - Summary
- 
- Three large, stylized purple circles are positioned on the right side of the slide. Each circle is partially cut off by the edge of the frame, creating a sense of continuity or a larger pattern.

# 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

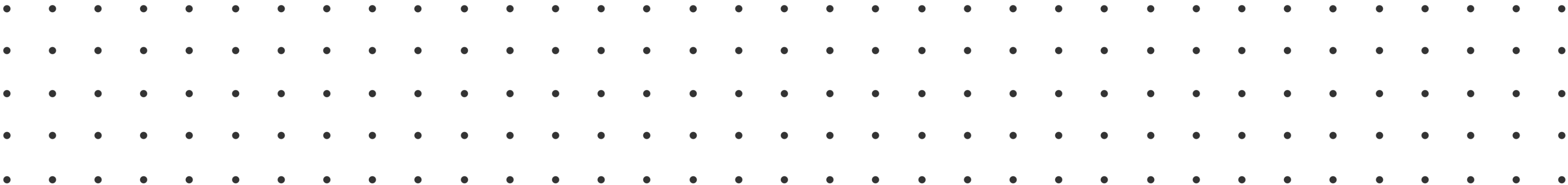
Data Cleaning

4

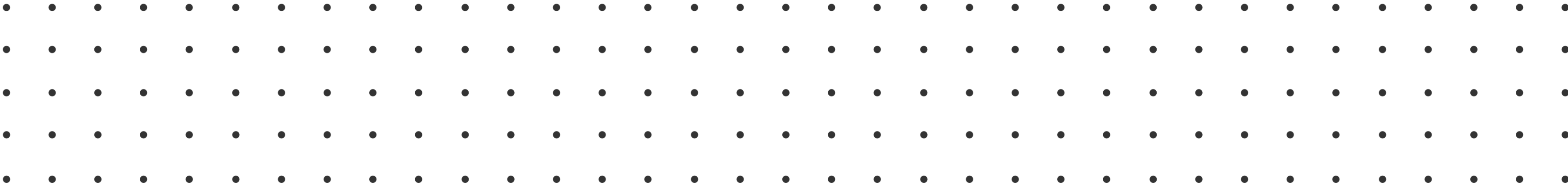
Data Modeling + Analyzing

5

Generate Insights



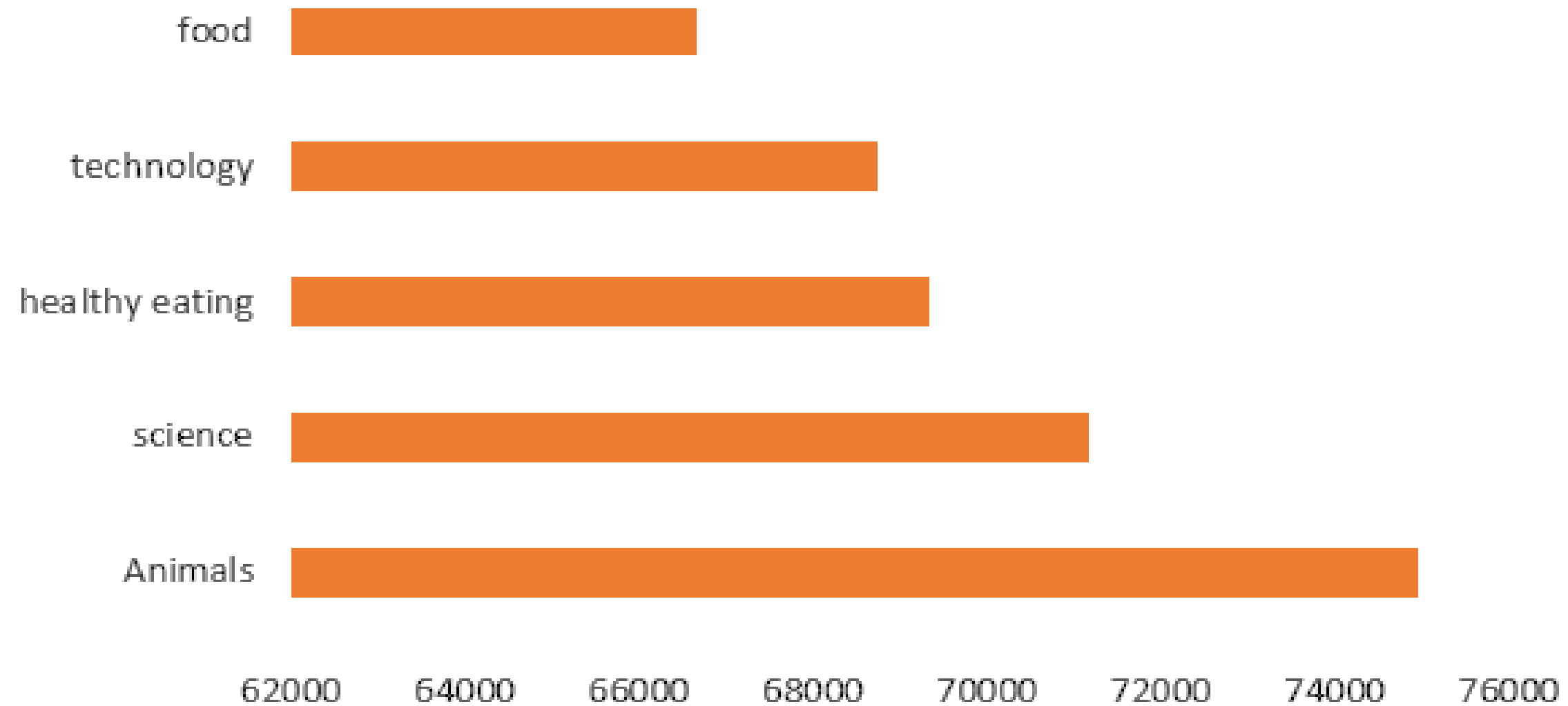
# Insights



## Top 5 Categories

Total Reaction score in Each Category

### Top 5 Categories





# 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?