**PROJECT NAME:** TOP 5 CONTENT CATEGORIES ANALYSIS FOR SOCIAL BUZZ

**Overview:**  
The project aimed to analyze Social Buzz's content categories to highlight the top 5 categories with the largest aggregate popularity. This involved auditing their big data practices, analyzing content engagement, and providing actionable insights to support their upcoming IPO and scaling efforts.

**Problem**

Social Buzz has experienced rapid growth, creating a vast amount of unstructured data daily. They need to:

1. **Understand Content Performance:** Determine which content categories are the most popular based on engagement metrics.
2. **Prepare for IPO:** Ensure they have the right data practices and insights to support a successful IPO.
3. **Manage Scaling Challenges:** Implement best practices for handling large volumes of data efficiently.

The challenge was to process and analyze extensive data to identify top-performing content categories and provide actionable insights amidst rapid scaling and impending IPO preparation.

**The Analytics Team:**

Here is my managing director and our client lead (mae mulligan) and our Lead IPO strategist (florian Henry) and my cowoker (michelle grove) he is a data scientist and iam a data analys**t.**

**Process( involves 5 steps)**

**1. Requirements Gathering**

* Identified 3 relevant datasets namely Reaction, Content, and Reaction Types.
* Defined business objectives: Analyzing top 5 content categories by popularity.

**2. Data Cleaning**

* **Remove Irrelevant Rows and Columns:** Focused on rows with complete data and relevant columns.
* **Data Type Adjustments:** Ensured correct data types for analysis.
* **Cleaned Data Sets:** Prepared Reaction, Content, and Reaction Types datasets for merging.

**3. Data Modelling**

* **Merge Data Sets:** Combined the Reaction, Content, and Reaction Types tables to create a comprehensive dataset.
* **Calculate Popularity:** Aggregated scores to identify the top 5 content categories.

**4. Data Analysis**

* **Visualizations:** Created bar charts and pie charts to represent content performance.
* **Insights Extraction:** Identified trends such as highest engagement months and most popular content types.

**5. Presentation Preparation**

* **Developed Visuals:** Created impactful charts (bar charts for monthly trends and content type analysis, pie chart for top categories).
* **Crafted Narrative:** Explained insights in business-friendly language, emphasizing key findings and recommendations.

**Example Insights and Recommendations:**

**I just performed the visualization in power BI**

1. **Top Performing Categories:** The Animals category received the highest score among the top 5 categories, indicating strong audience engagement. Leverage this insight to optimize content strategy in this category.
2. **Monthly Trends:** January exhibited the highest count of reactions, suggesting a peak in engagement during this month. Consider focusing content strategies around this period to maximize impact.
3. **Content Type Analysis:** Photos from the Animals category were the most used and well-received, while videos from the Technology category were the least engaging. Adjust content focus to enhance user interaction and satisfaction.

**SUMMARY:**

In this project, we have effectively addressed Social Buzz's key requirements. We conducted a comprehensive audit of their big data practices and provided detailed recommendations to facilitate a successful IPO. Our analysis identified the top 5 content categories by aggregate popularity and delivered insights into engagement trends, highlighting the Animals category as the highest performer. Additionally, we created an up-to-date big data best practices presentation, prepared a best practice document for the IPO, and provided visualized analysis of sample data sets. Our work aligns with the client’s goals and supports their strategic initiatives for growth and preparation for the IPO.