Social Buzz

-

Content Analysis

Today's agenda

Project recap

Problem

The Analytics team
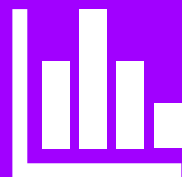
Process

Insights

Summary

Project Recap

- **Social Buzz** is a social platform that emphasizes content by keeping the users anonymous and tracking only their reactions to every piece of content

- Over the past 5 years Social Buzz reached **500 million active users** each month and over **100,000 pieces of content** posted every day, producing a huge quantity of highly unstructured data

- Their growth happened quicker than expected and now they are looking for assistance to assist their **scaling process** and complete an **IPO** by the end of the next year

- The guidance they look for will cover **three tasks**:

  - ✓ Audit of Social Buzz **Big Data** practice
  - ✓ **Financial** consulting: recommendations for a successful IPO
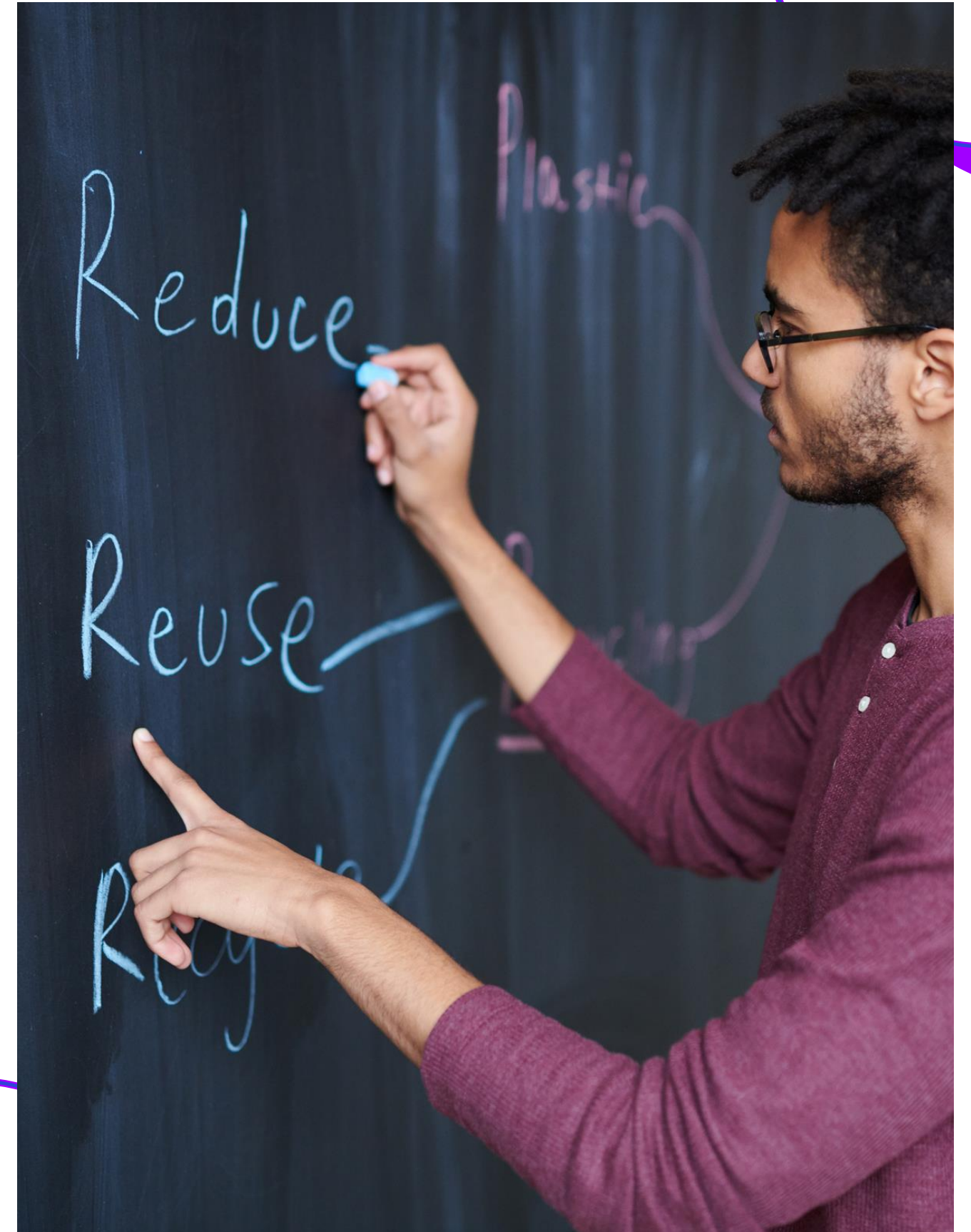 - ✓ **Data analysis** to find Social Buzz's **top 5 content categories**

Problem

Analyze Social Buzz complex database

↓

Find insights and highlight the top 5 categories with the largest popularity

The Analytics Team

Andrea Fleming
(Chief Technical
Architect)

Marcus Rompton
(Senior Principle)

Angelo Lambertini
(Data Analyst)

Process

1 Data Exploration

2 Data cleaning and creation of the final dataset to analyze

3 Data aggregation and creation of the analytical tables

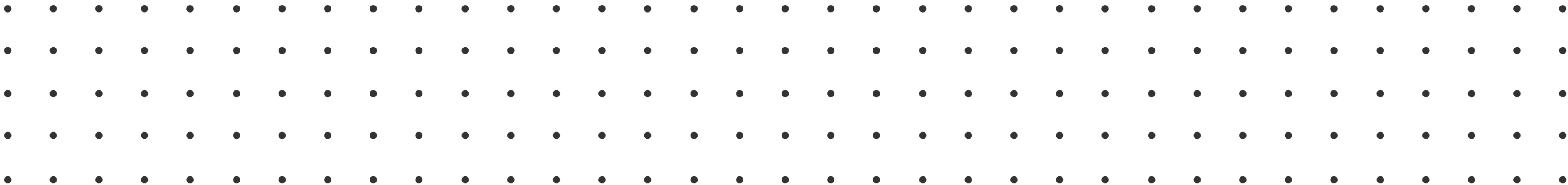**4** Creation of the visualizations (Graphs and Charts)
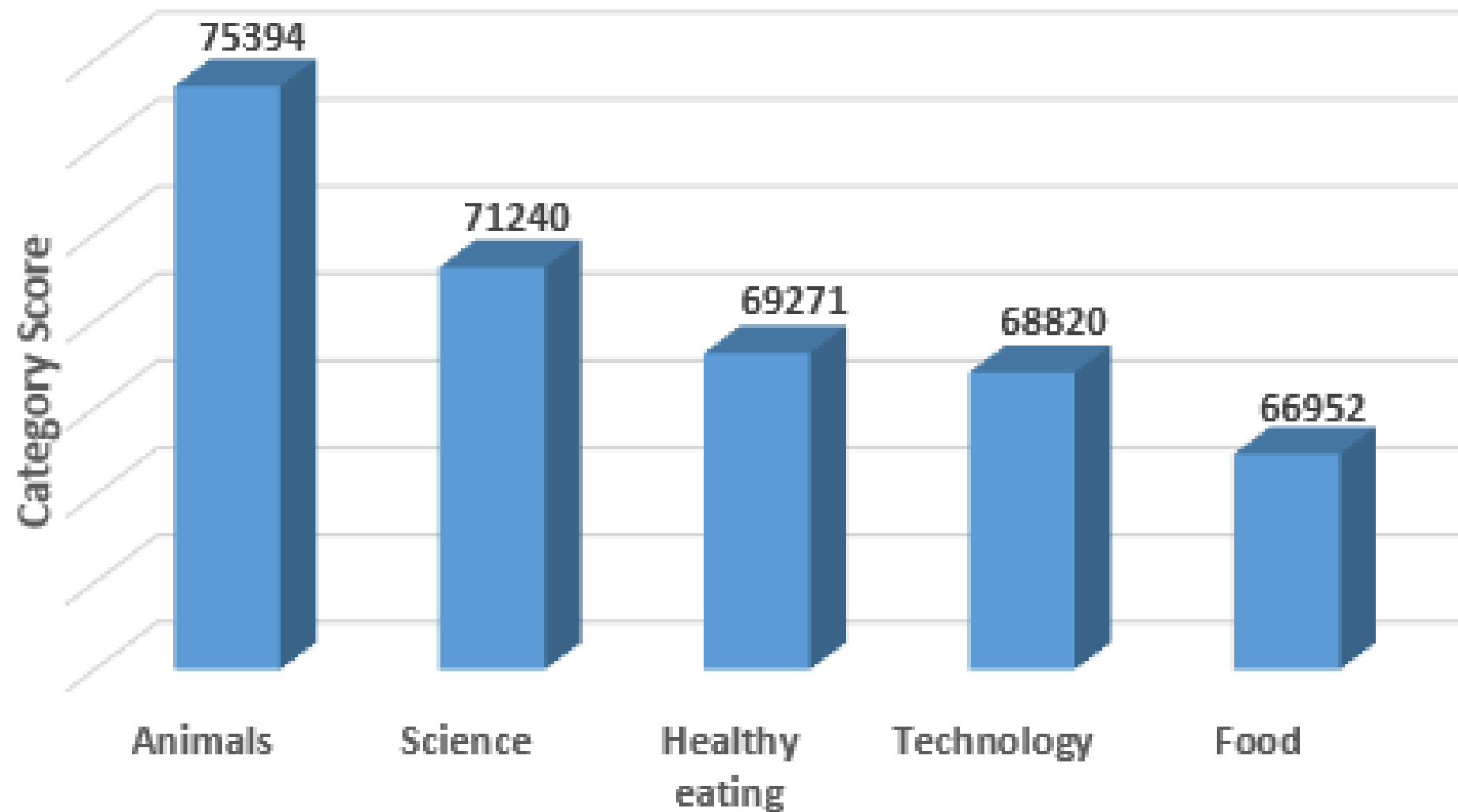
5 Report of insights

Insights

We analyzed and cleaned the data provided and identified **16** unique **content categories**

Unique Categories

Top 5 Categories Aggregate Score

Category Score

- Animals: 75394
- Science: 71240
- Healthy eating: 69271
- Technology: 68820
- Food: 66952

Overall, the 16 categories' aggregate scores range between 48,000 and 76,000

The bar chart highlights the top 5 most popular content categories

Animals is by far the most popular category with over 4,000 points more than the second, Science

On average, the score difference between one category and the next one in the top 5 is a little over 1,200 points
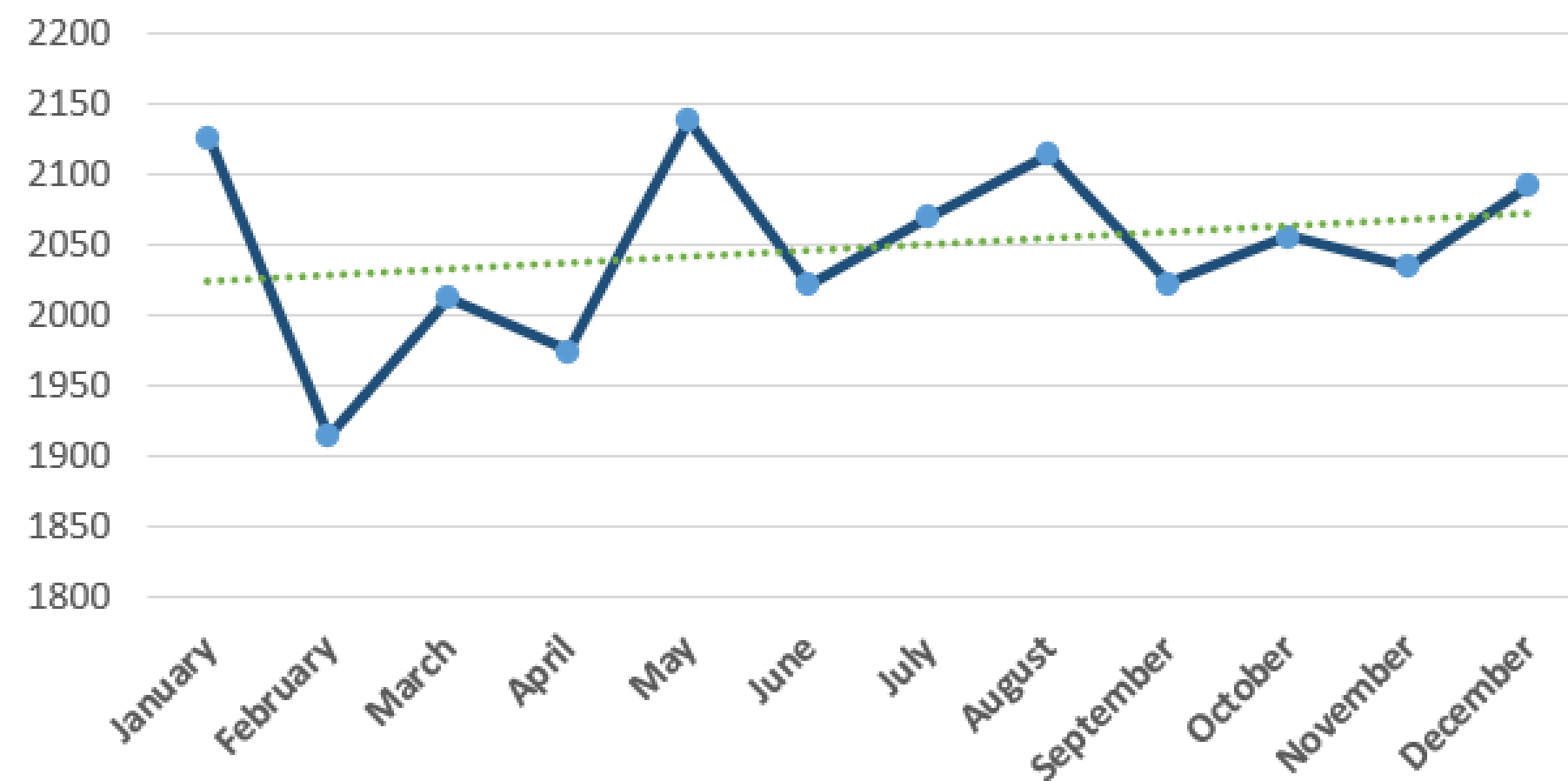
SENTIMENT ANALYSIS - OVERALL

Legend: ■ Positive ■ Neutral ■ Negative

31%

56%

13%
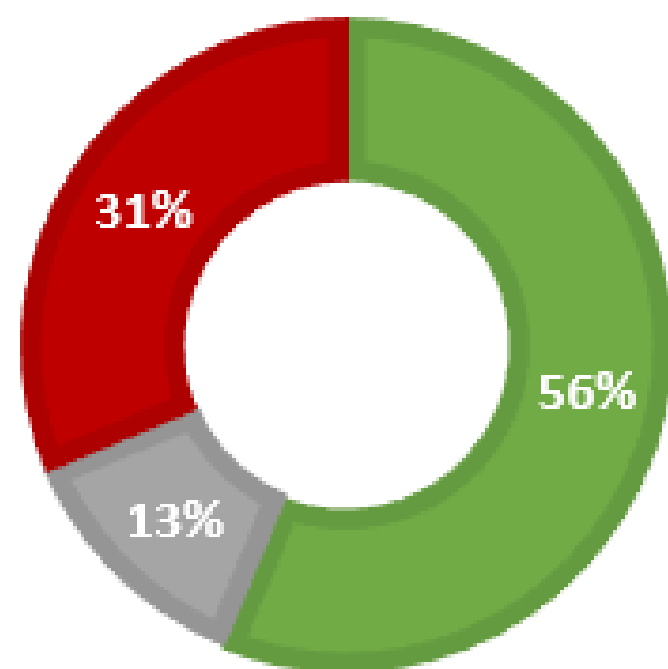
The sentiment analysis highlights a generally positive attitude in the reactions (56% of the total)

The month-by-month analysis shows a general positive trend with the number of reactions growing throughout the year, with the best-performing months being January, May, and August

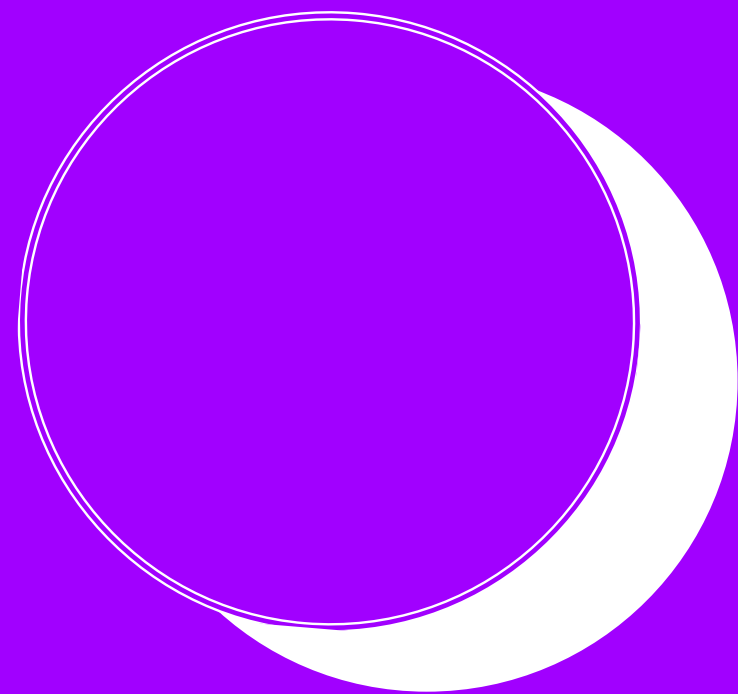### Reactions Trend by Month

Summary

There are 16 unique content categories, the 5 most popular ones are: **Animals, Science, Healthy Eating, Technology, and Food**

The content sentiment analysis shows 56% of positive reactions, indicating a **generally positive attitude** on the social platform.

The months with the most reactions are **January, May, and August.** The trend analysis shows a growth in the total number of content through the year

Thank you!

ANY QUESTIONS?