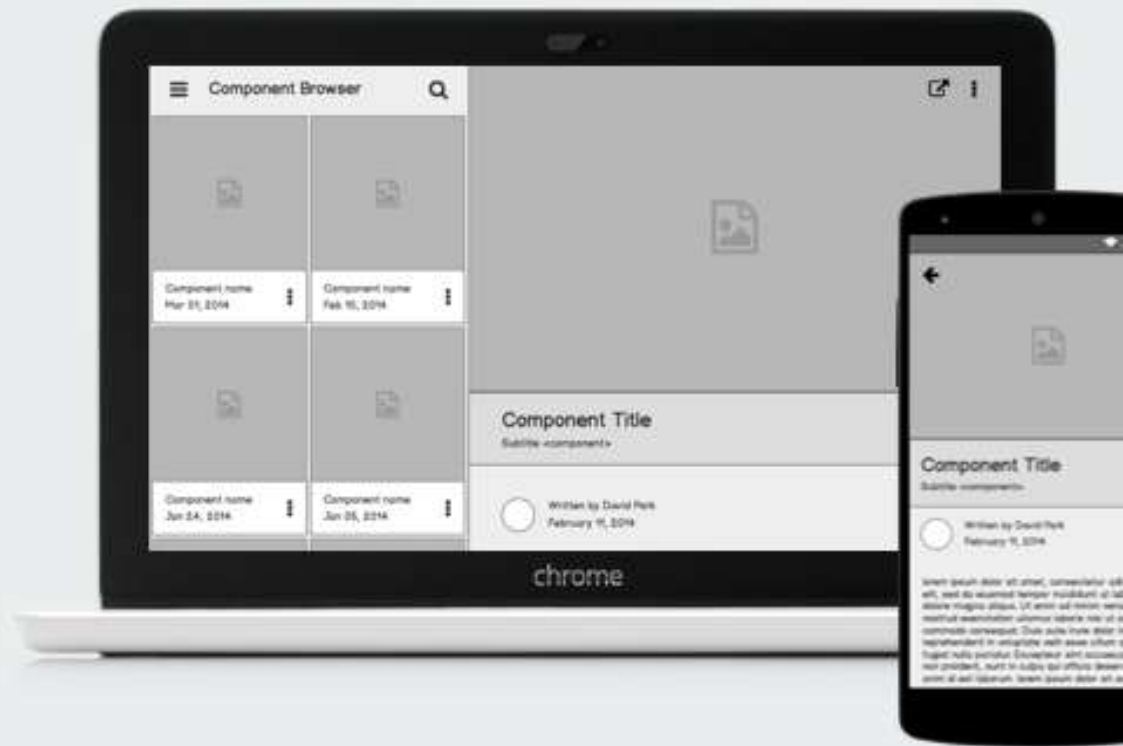




Performance Analytics: Social Buzz



Outline

Agenda

Project Recap

The Problem

The Analytics Team

Process

Insights

Summary

The Problem

- Over 2.5K Posts per Month
- More than 15 Categories of content to be Analyzed.

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

Analysis to find Social Buzz's Top 5 performing Categories of Content





Analytics Team



Andrew Flemming
Chief Technical architect



Marcus Rompton
Senior Principle



Anshika Tomar
Data Analyst



Process



Analytics

Total Number of Categories.

**Number of
Categories**

16

Summary

- The top performing Category is "Animals" followed by "Science".

The analysis reveals that attracting the most engagement due to its broad appeal and emotional impact. It is closely followed by the "**Science**" category, which draws in audiences with its informative and educational content.

- This trend highlights a preference for content that is either emotionally engaging or intellectually stimulating, providing valuable insights for future content strategies.
-



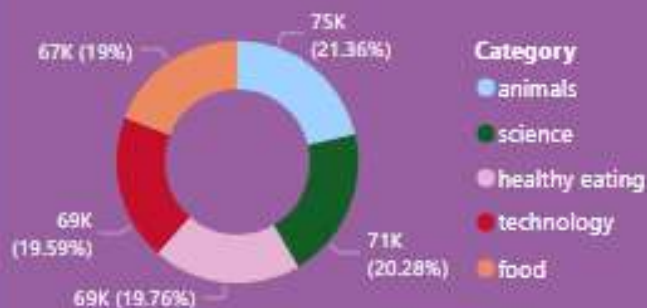
Thank You

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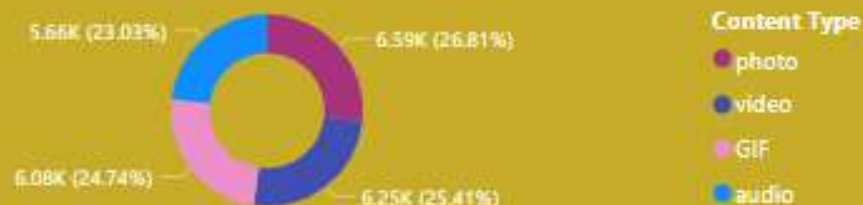
Performance Analytics: Social Buzz

Forage Accenture Navigating Numbers
By Anshika Tomar

Top 5 Category by Score



Type of Content



Number of Categories

16

Number of Post by Month



Count of Reaction Type of Top Category



Score by Month





Analytics

Month with Most
Posts



Analytics

Top 5 Performing categories

Top 5 Category by Score

