

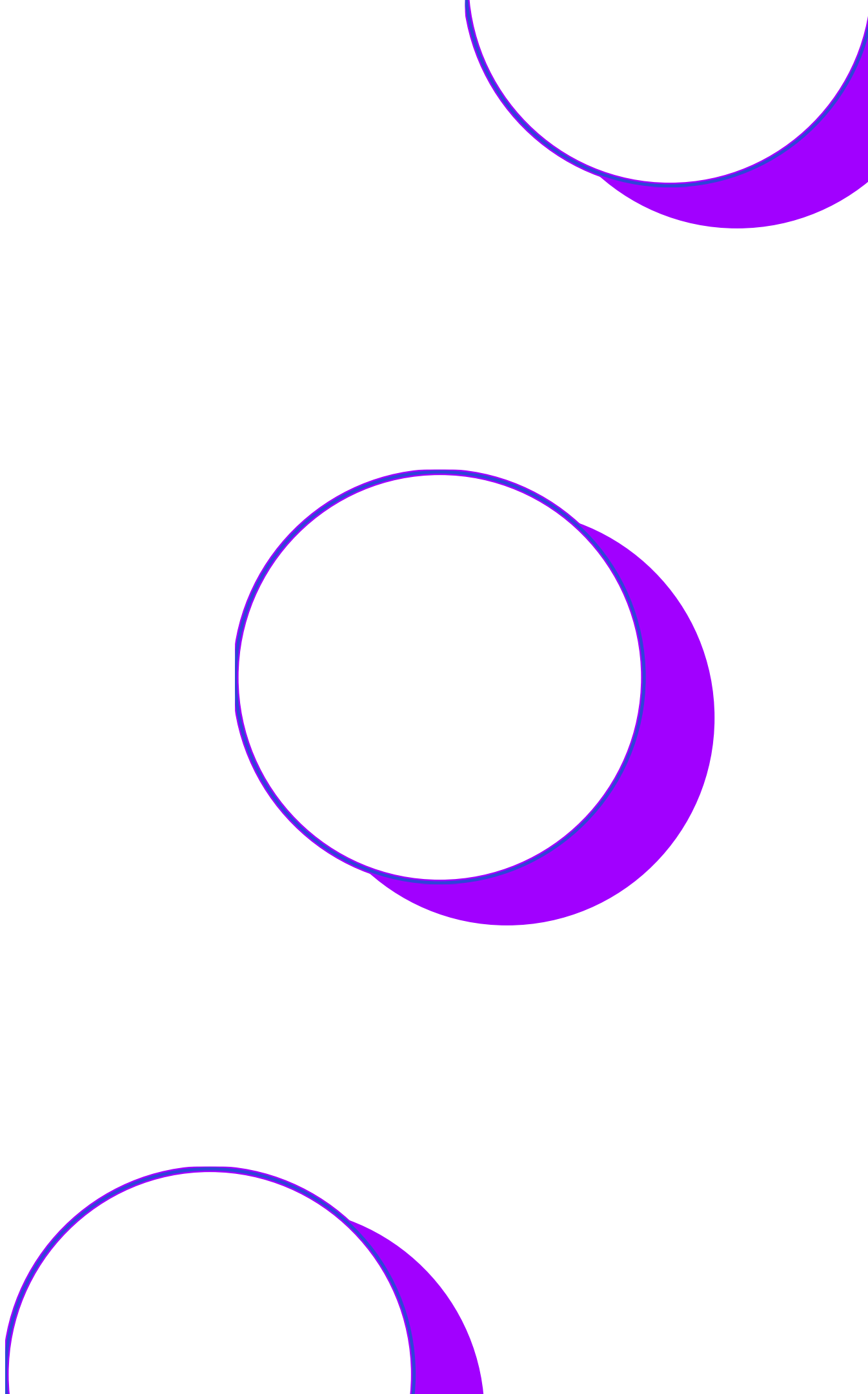


Data Analysis of Content Categories of Social Buzz



Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary



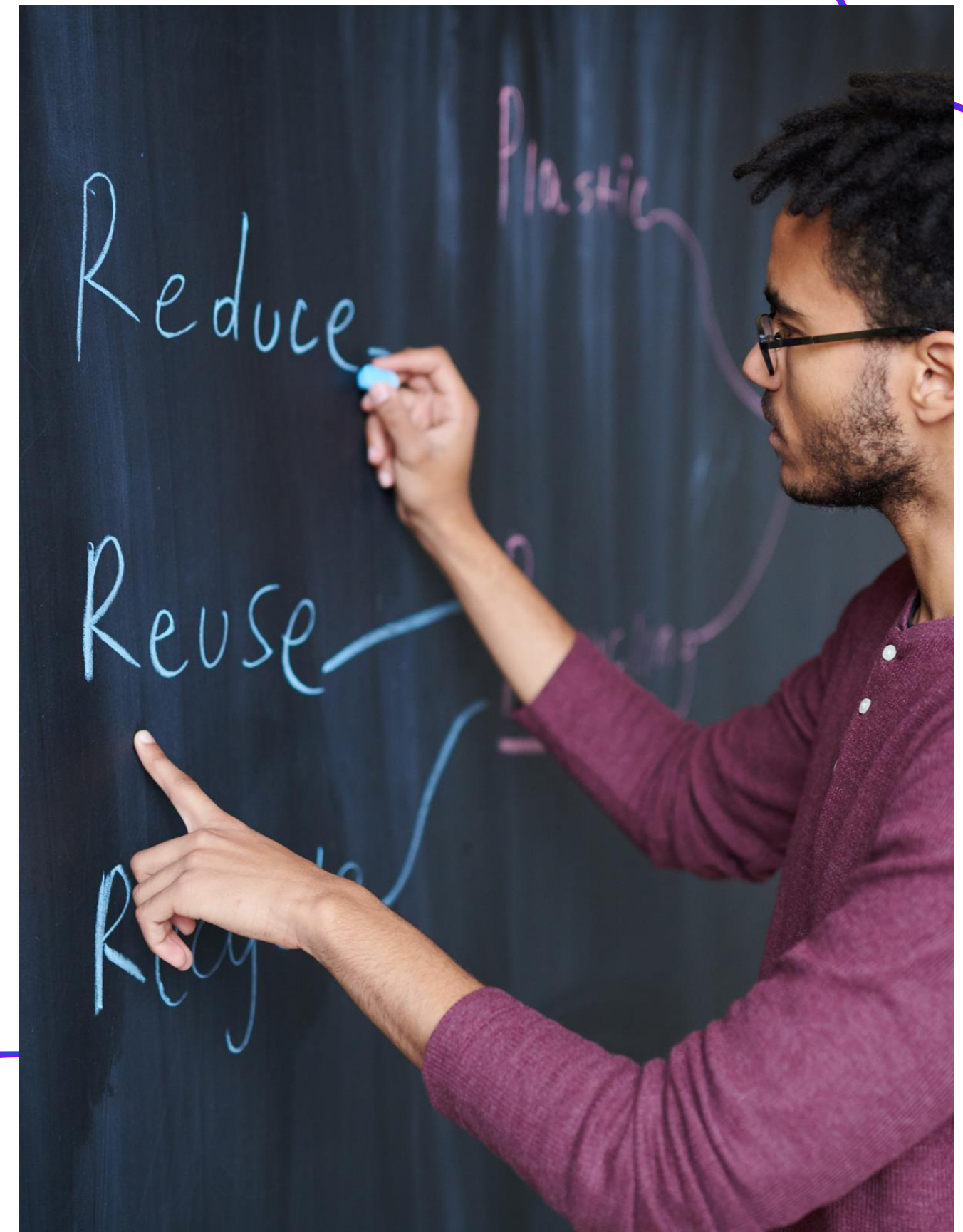


Project Recap

- An audit of Social Buzz big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

- Over the past 5 years, Social Buzz has reached over 500 million active users each month. They have scaled quicker than anticipated and need the help of an advisory firm to oversee their scaling process effectively
- Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted. All of this data is highly unstructured and requires extremely sophisticated and expensive technology to manage and maintain



The Analytics team





1

Extraction of sample data sets using SQL

2

Merging of sample data set tables

3

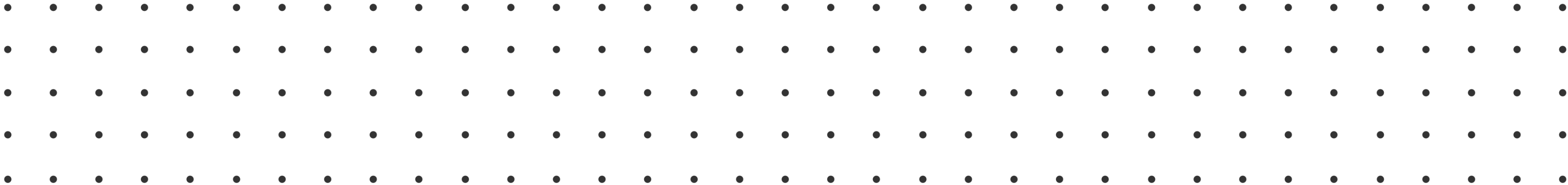
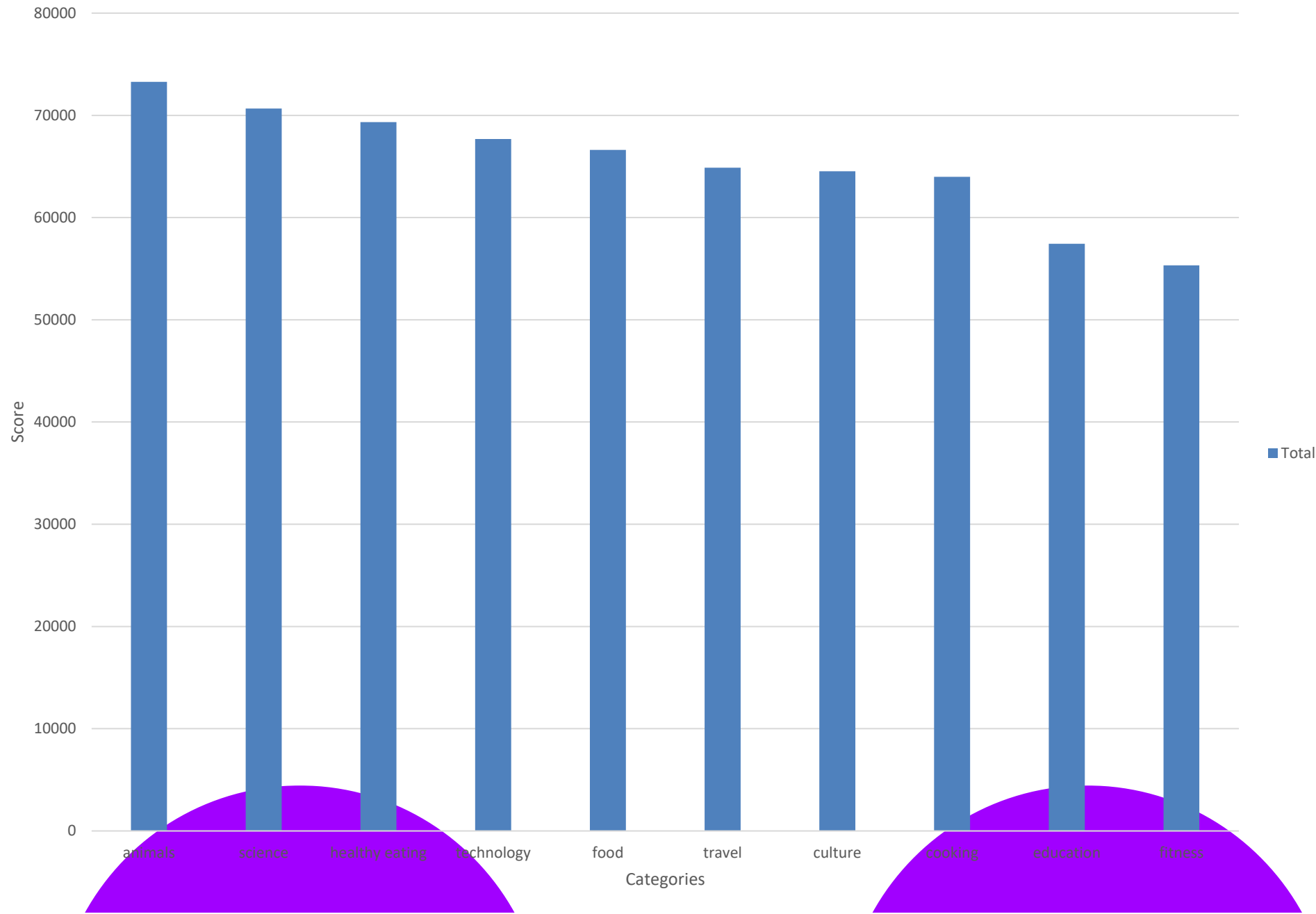
Analysis of sample data sets with visualizations

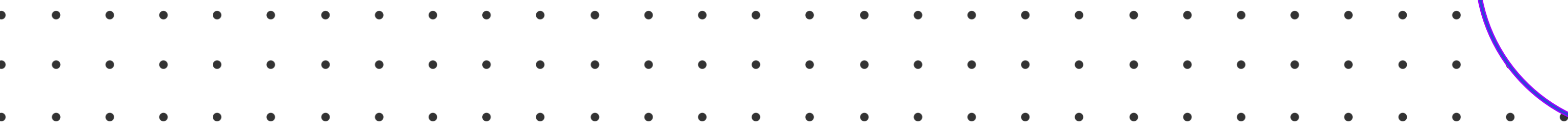
4

Reporting

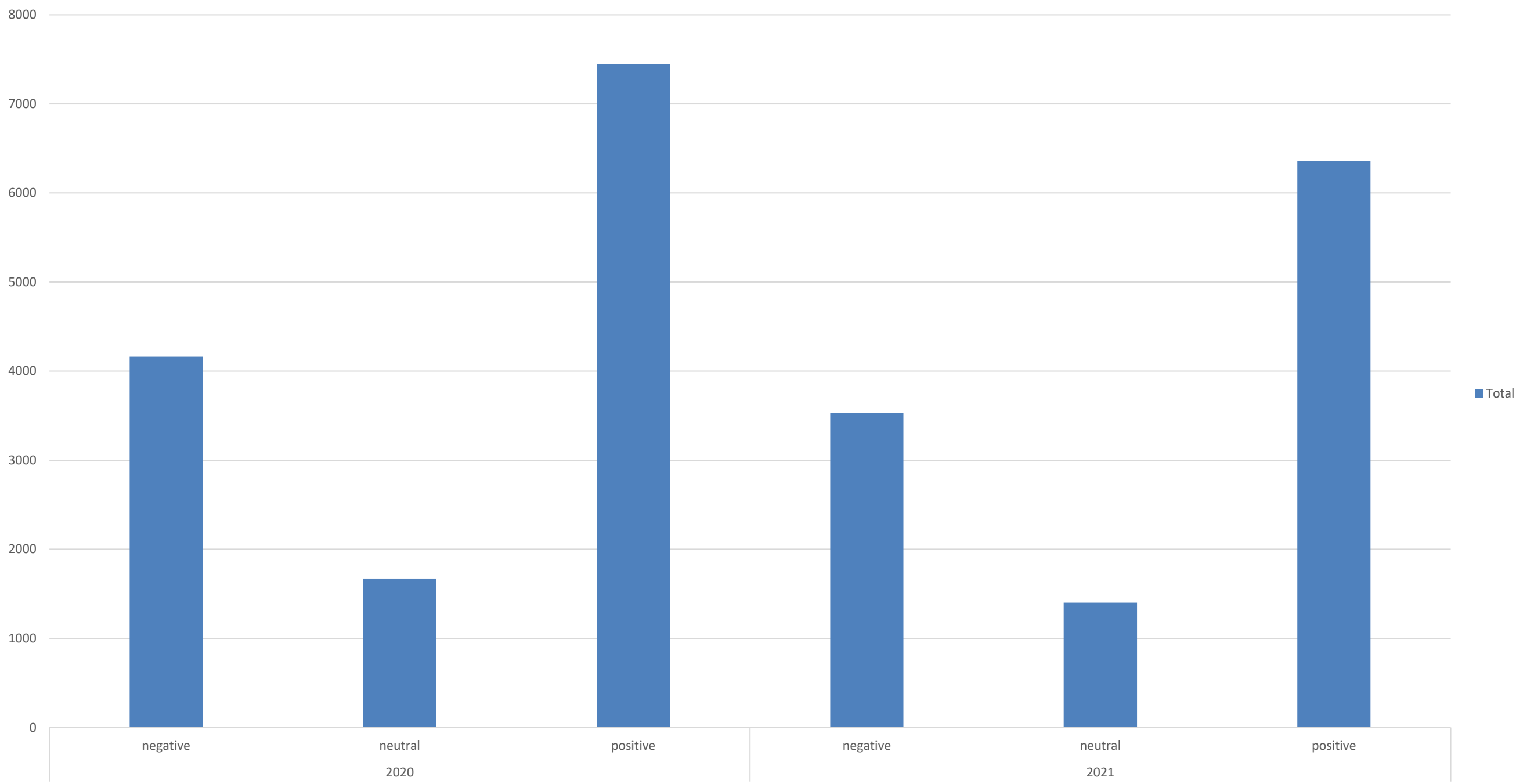
Insights

Score Vs Categories (top 10 categories)

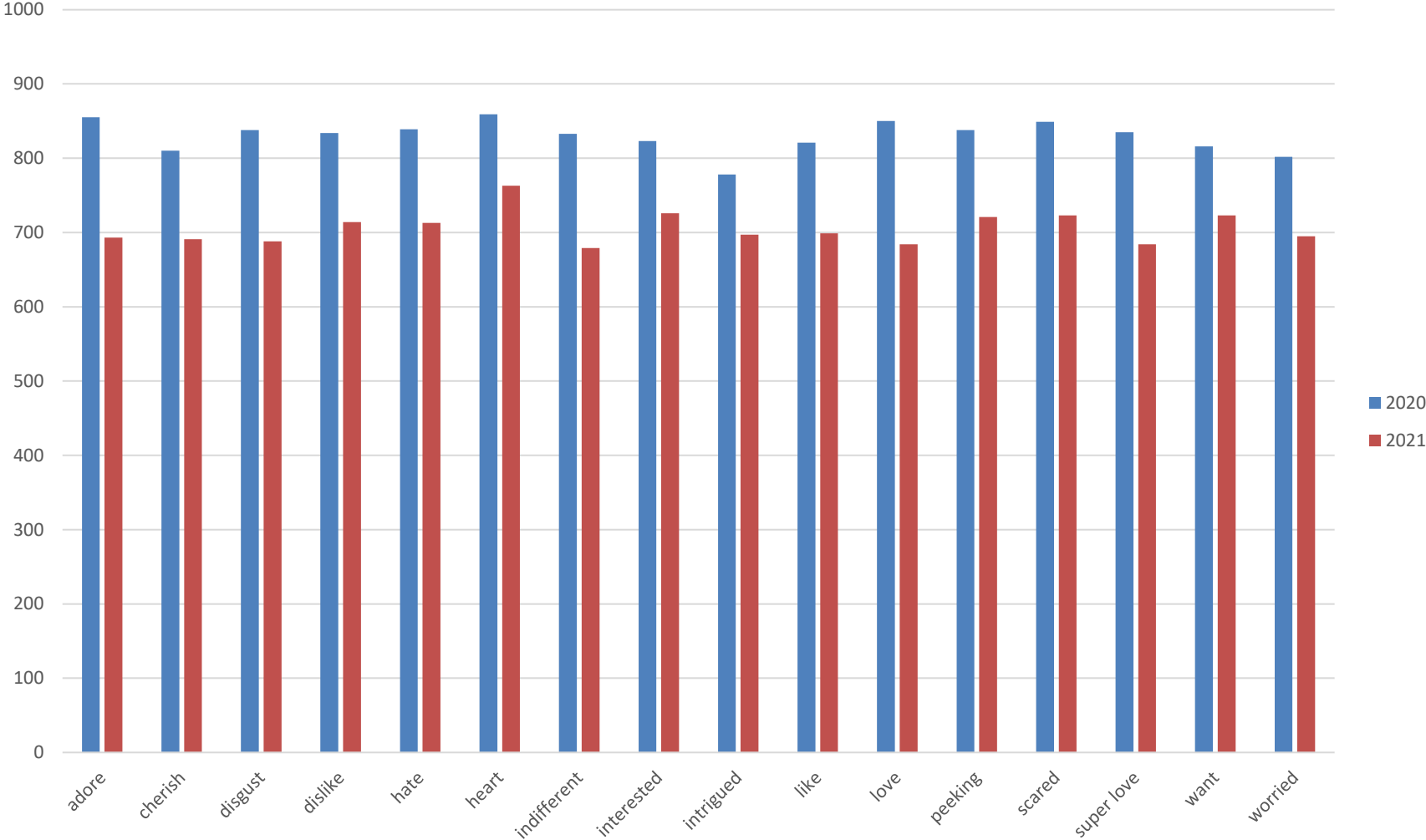
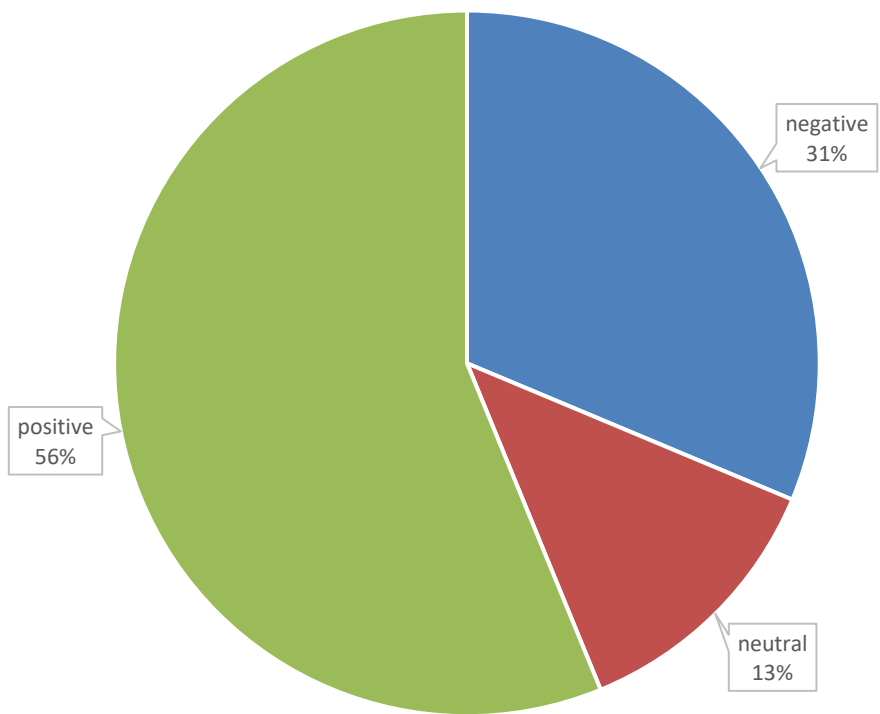




Count of sentiments in each year



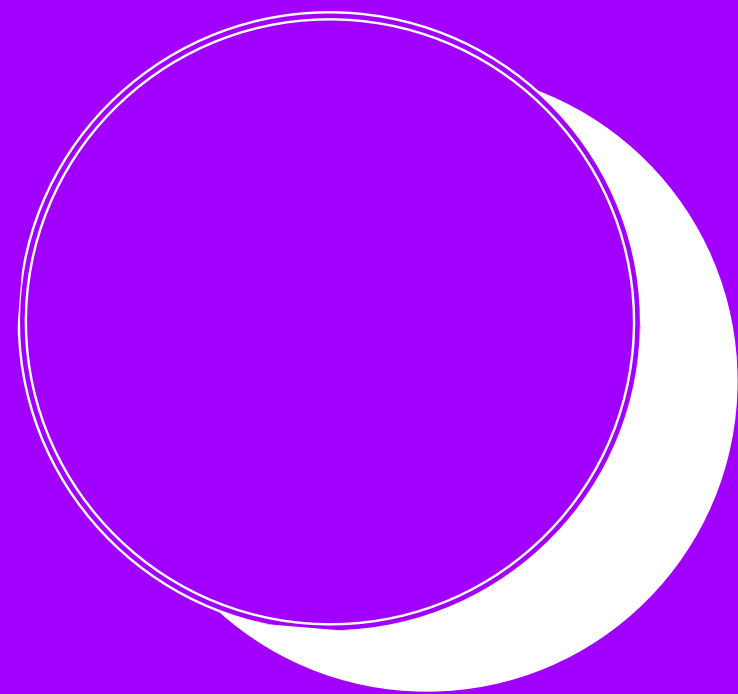
Sentiment Distribution



Summary



- Animals, Science, Technology, Healthy eating, and food are the top content categories
- When analysing sentiment distribution, most people (56%) used positive sentiments followed by negative (31%)
- The month that saw largest number of posts was May



Thank you!

ANY QUESTIONS?