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Social Buzz's content performance

Today's agenda

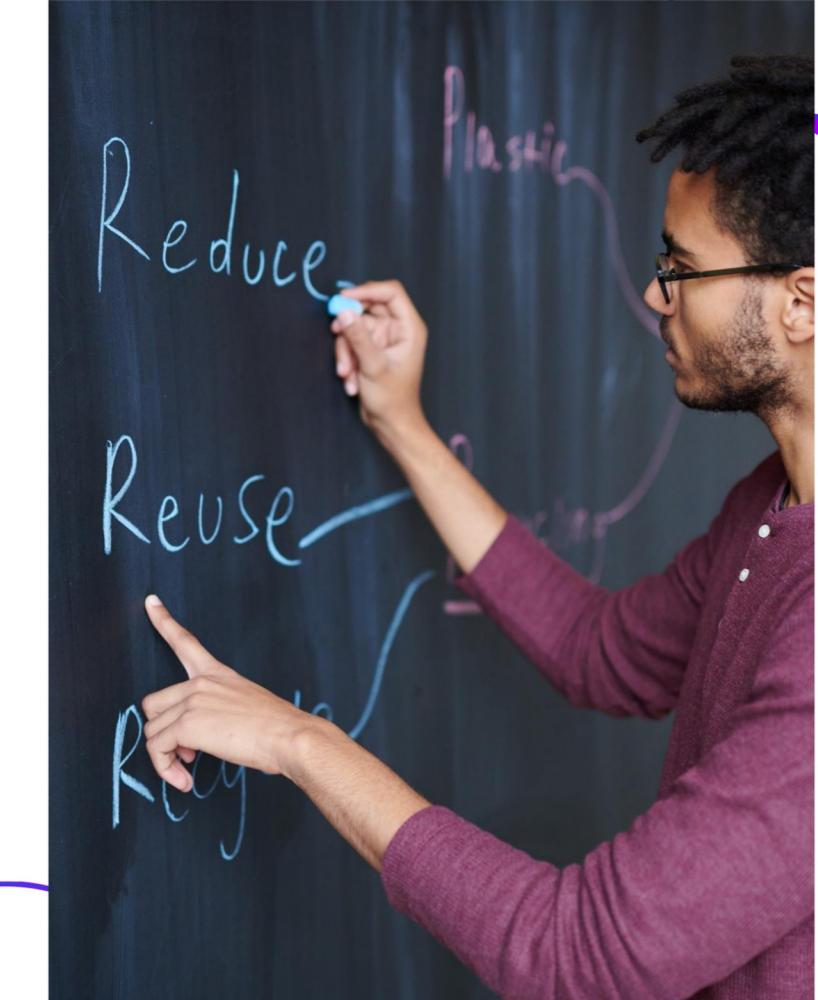
- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

- **Client:** Social Buzz, a San Francisco-based social media platform with 250 employees and over 500 million monthly active users, preparing for an IPO.
- **Project Goals:** Audit big data practices, provide IPO recommendations, and analyze content categories for aggregate popularity.
- **Data Analyst Focus:** Extract and analyze data sets, create visualizations, and identify the top 5 content categories to support strategic decisions.

Problem

Social Buzz, a rapidly growing social media and content creation platform founded in 2010 by former engineers from a major social media conglomerate, is based in San Francisco with 250 employees. Emphasizing anonymous user interactions with over 100 reaction types, Social Buzz has scaled to 500 million active users monthly. This growth has resulted in massive amounts of unstructured data that require sophisticated and expensive technology to manage. As they prepare for an IPO by the end of next year, they seek external expertise to oversee their scaling process, implement data best practices, and analyze their content categories for the most popular trends.



The Analytics team



Andrew Fleming

Chief Technical Architect



Marcus Rompton

Senior Principle



Dhruvilkumar Suthar

Data Analyst

Process

1

Data Cleaning

2

Data Integration

3

Data Analysis

4

Data Visualization

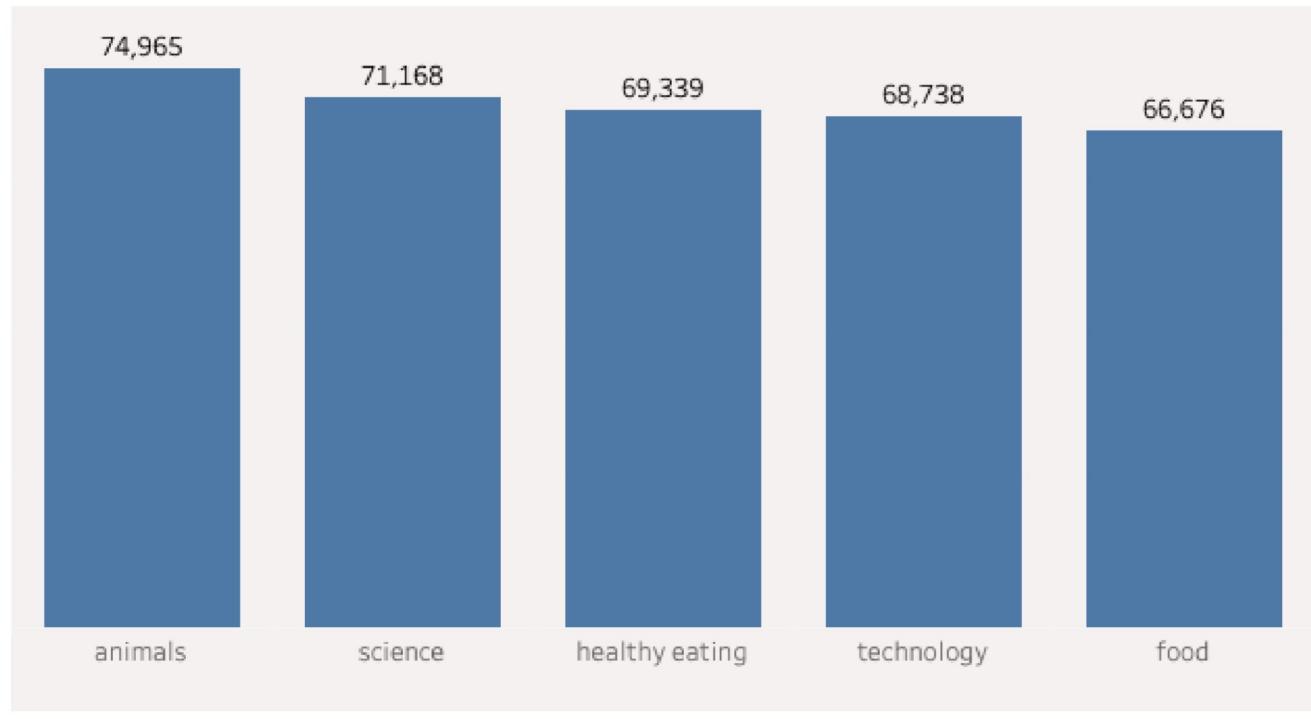
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Documentation

Insights

- **Diverse Interests:** The 16 unique categories indicate a broad range of interests among the audience, allowing for targeted content creation.
 - **High Engagement:** Categories like animals and science receive high engagement, with reactions ranging from 1,698 to 1,898, highlighting their popularity.
 - **Leading Category:** Animals lead with 74,965 posts, showing a strong interest and engagement in this category.
 - **Data-Driven Decisions:** Use insights to make informed decisions about content creation and marketing strategies to enhance audience engagement.

Top 5 categories



Unique Categories

16

Numbers of Reaction

animals	1,897
science	1,796
healthy eating	1,717
food	1,699
technology	1,698

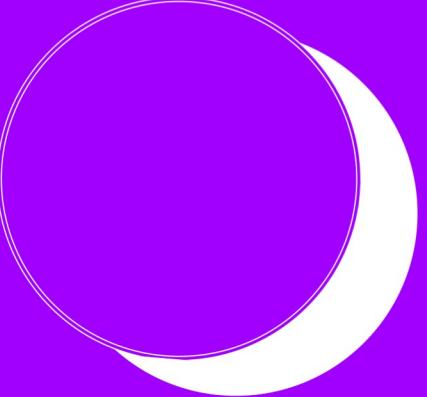
Posts

July	278
March	273
August	273
January	273
October	272
May	271
November	268
April	264
February	264
September	263
June	262
December	257

Summary



Social Buzz, a San Francisco-based social media platform with 250 employees and over 500 million monthly active users, is preparing for an IPO and needed an audit of their big data practices. The project, conducted by a team including a Chief Technical Architect, Senior Principal, and Data Analyst, aimed to provide IPO recommendations and analyze content popularity. The process involved data cleaning, integration, analysis, visualization, and documentation. Key insights revealed diverse audience interests across 16 categories, high engagement in categories like animals and science, with animals leading at 74,965 posts. These insights support data-driven content creation and marketing strategies, aiding Social Buzz's IPO preparations.



Thank you!

ANY QUESTIONS?