Social Buzz Content Analysis

Project Overview

In this project, I conducted a **content analysis** for Social Buzz, a rapidly growing social media platform with over **500 million monthly users**. The platform generates more than **100,000 pieces of content** daily, including text, images, videos, and GIFs. The goal of the project was to identify the **top 5 most engaging content categories** to help Social Buzz optimize its content strategy and improve user engagement.
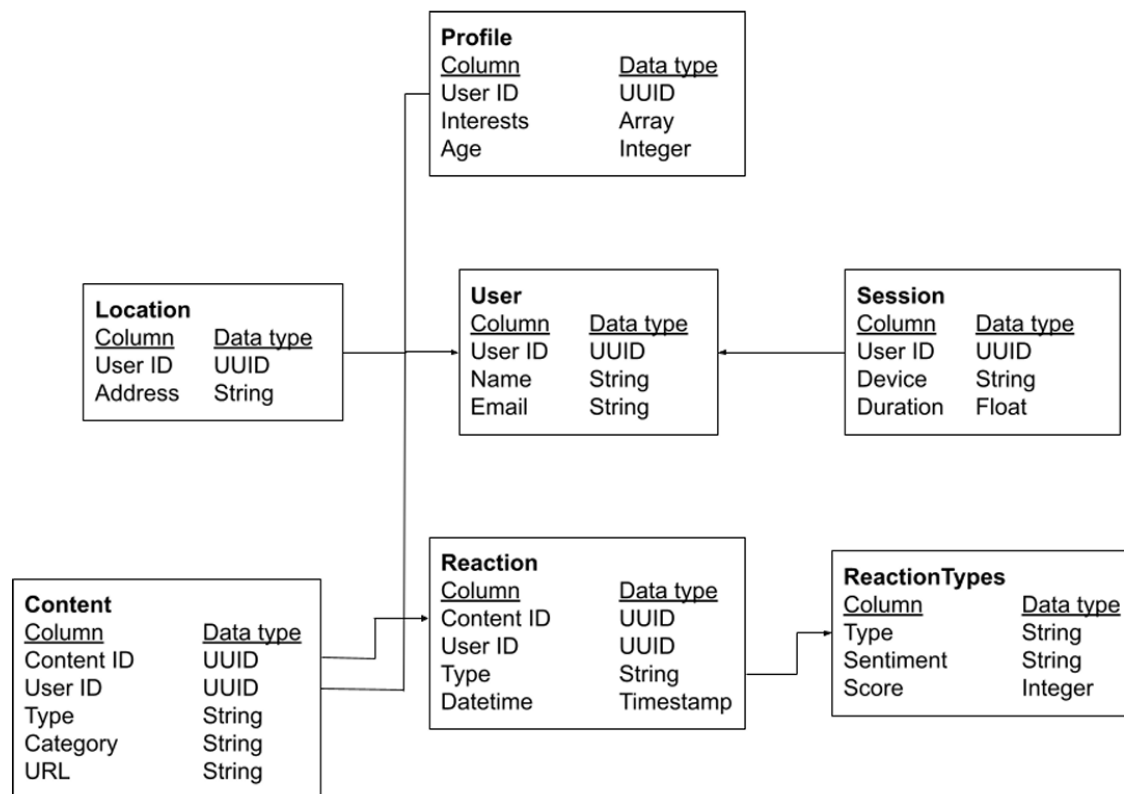
Key Tasks:

- Extracted and cleaned user interaction data from Social Buzz's database.

- Conducted exploratory data analysis (EDA) using Excel functions and pivot tables.

- Visualized findings using charts and graphs to highlight the most engaging content categories.

- Delivered insights and recommendations based on user reactions and engagement scores.

Process of Content Analysis:

- Data Understanding

- Data Cleaning

- Data Analysis

- Visualization

- Reporting Insights

Profile

Column	Data type
User ID	UUID
Interests	Array
Age	Integer

Location

Column	Data type
User ID	UUID
Address	String

User

Column	Data type
User ID	UUID
Name	String
Email	String

Session

Column	Data type
User ID	UUID
Device	String
Duration	Float

Content

Column	Data type
Content ID	UUID
User ID	UUID
Type	String
Category	String
URL	String

Reaction

Column	Data type
Content ID	UUID
User ID	UUID
Type	String
Datetime	Timestamp

ReactionTypes

Column	Data type
Type	String
Sentiment	String
Score	Integer

Key Data Tables:

- **Content Table:** Stores information about the content uploaded by users on Social Buzz.

- **Reaction Table:** Captures user interactions with the content.

- **Reaction Types Table:** Categorizes the different types of reactions and their significance.

Field	Description
ID	Unique ID of the content (auto-generated)
User ID	Unique ID of the user who uploaded the content
Type	Type of content (e.g., text, image, video)
Category	Category to which the content belongs (e.g., Animals, Science)
URL	Link to the content

Field	Description
Content ID	Unique ID of the content being reacted to (linked to Content table)
User ID	Unique ID of the user reacting to the content
Type	Type of reaction (e.g., like, comment)
Datetime	Timestamp of the reaction

| Field	Description
Type	Type of reaction (e.g., like, share, comment)
Sentiment	Sentiment of the reaction (positive, negative, neutral)
Score	Numeric score representing the popularity of the reaction

Data Cleaning Actions:

- Removed duplicates, filled missing values, and standardized content types across the dataset.

- Cleaned user reaction data from the **Reaction** table, ensuring every reaction is linked to the appropriate content.

- Ensured consistency in content types (e.g., text, images, videos) in the **Content** table to avoid analysis errors.

Data Analysis Actions:

- Analyzed user engagement and reactions across different content categories to find patterns and trends.

- Conducted analysis using **pivot tables** and **VLookup** in Excel to summarize user reactions and calculate the total engagement scores for each content category.

- Analyzed the **Reaction** table to calculate how many reactions each content type received, and scored each reaction based on its sentiment.

- Cross-referenced reactions with the **Content** table to identify top-performing categories.
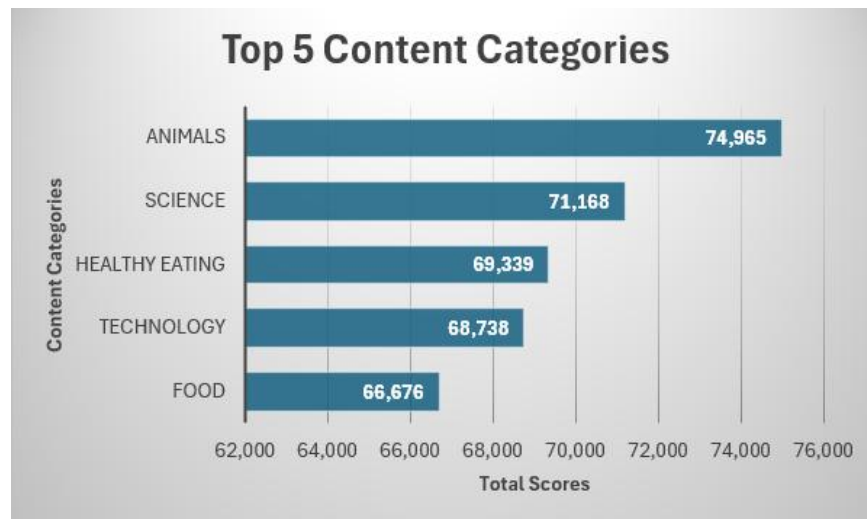
Top 5 Content Categories Ranked by Total User Engagement
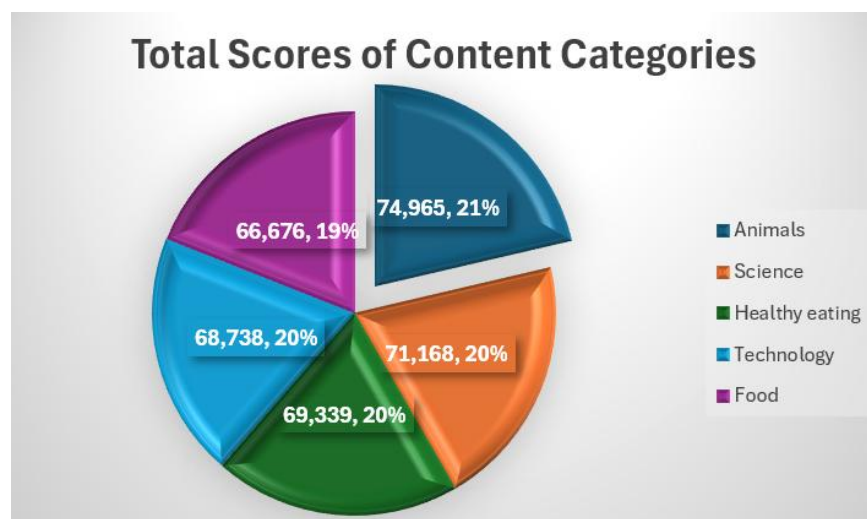
Percentage Distribution of Total Engagement Across Content Categories

Data Insights:

- The top 5 content categories, based on total user reactions, are:

  - **Animals**: 74,965 total score (21%)

  - **Science**: 71,168 total score (20%)

  - **Healthy Eating**: 69,339 total score (20%)

  - **Technology**: 68,738 total score (20%)

  - **Food**: 66,676 total score (19%)

- **Animals** emerged as the most engaging category.

- **January** saw the highest volume of posts with 2,138 content uploads.

- Social Buzz supports **16 unique categories**, showcasing diverse content preferences.

16

Unique categories

1897

Reactions to "Animal" posts

January

Month with most posts

Project Impact:

The insights provided helped Social Buzz understand which content categories resonated most with their audience, allowing them to align their content strategy with user preferences, ultimately driving better engagement and retention.