# 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.

A hand holding a pen over a pie chart

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**Process of Content Analysis:**

* Data Understanding
* Data Cleaning
* Data Analysis
* Visualization
* Reporting Insights

A diagram of a data flow

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**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.

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**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.

A graph with blue and white text

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Top 5 Content Categories Ranked by Total User Engagement

A pie chart with numbers and a few percentages with Crust in the background

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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.

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**16 1897 January**

Unique categories Reactions to "Animal" posts 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.