

The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Social Buzz" are written in a clean, white, sans-serif font. To the right of the blue circle, there is a dark blue, semi-transparent circular shape that overlaps with the blue circle, creating a layered effect. The background is a solid magenta color, which is covered by a grid of small, white dots. The dots are arranged in a regular pattern, with some dots appearing to be slightly offset or faded, giving the background a textured, digital feel.

Social Buzz



# Today's agenda

Project recap  
Problem  
The Analytics team  
Process  
Insights  
Summary



# Project Recap

**Social Buzz, explosive social platform with 500M users, needs help managing its massive data and preparing for IPO.**

**Seeking advisory firm for scaling, big data expertise, and IPO guidance.**

**Initial project includes data audit, top content analysis, and showcasing relevant client success stories. All to prove expertise and become their trusted advisor.**

# Problem

Over 100000 posts per day

36.500.000 peices of content per year

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

Analysis to find Social Buzz's top 5 most popular categories of content



# The Analytics team



**Andres Fleming**  
Chief Technical Architect



**Marcus Rompton**  
Senior Principle



**Hajar Nechbaoui**  
Data analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data analysis

5

Uncover Insights

# Insights

How many unique  
categories are  
there?



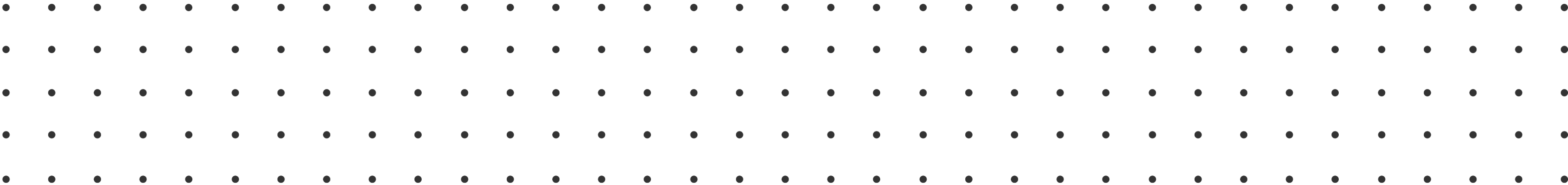
How many  
reactions are  
there to the most  
popular category?



What was the  
month with the  
most posts?



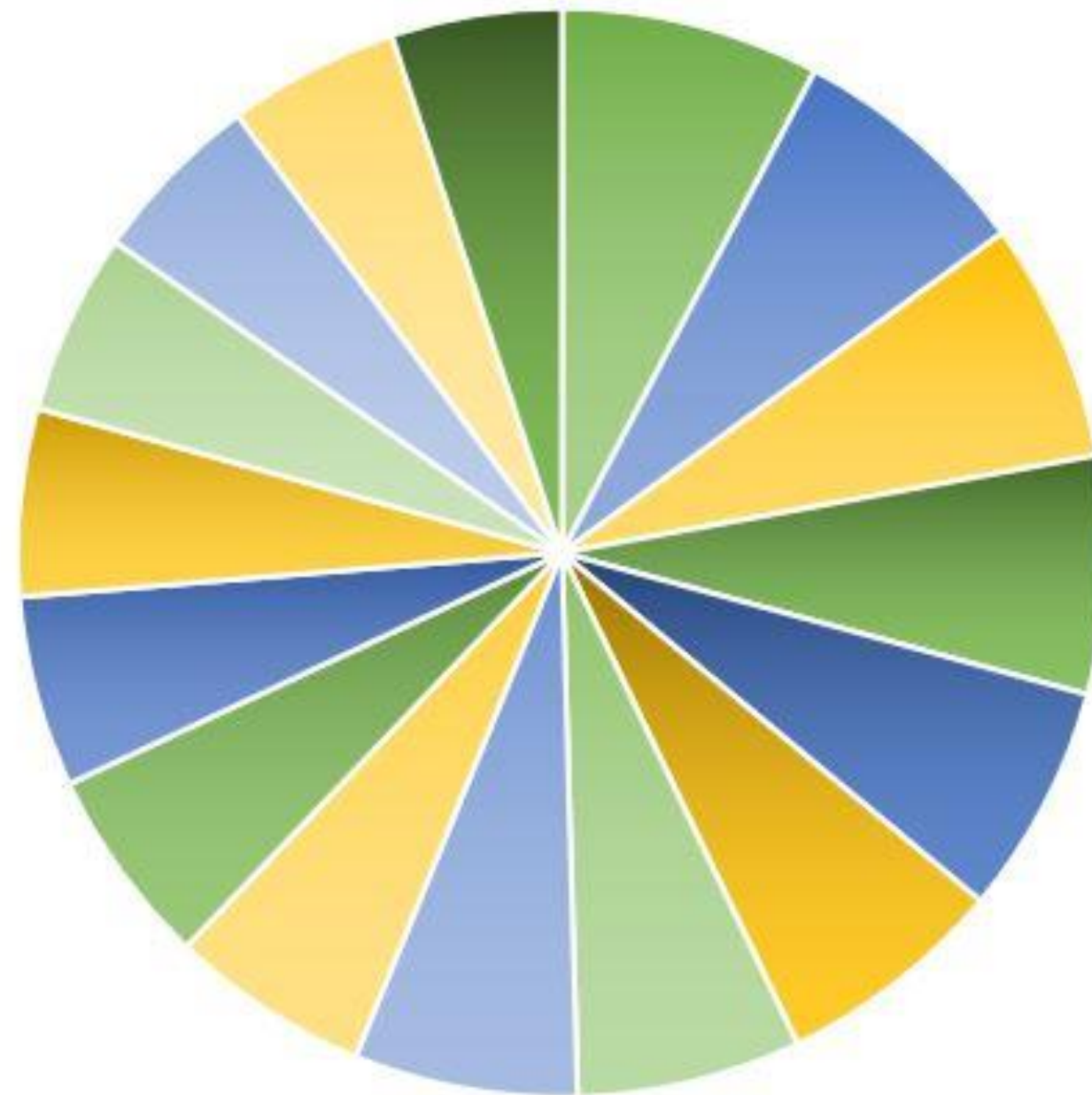
What is the top 5  
content  
categories?





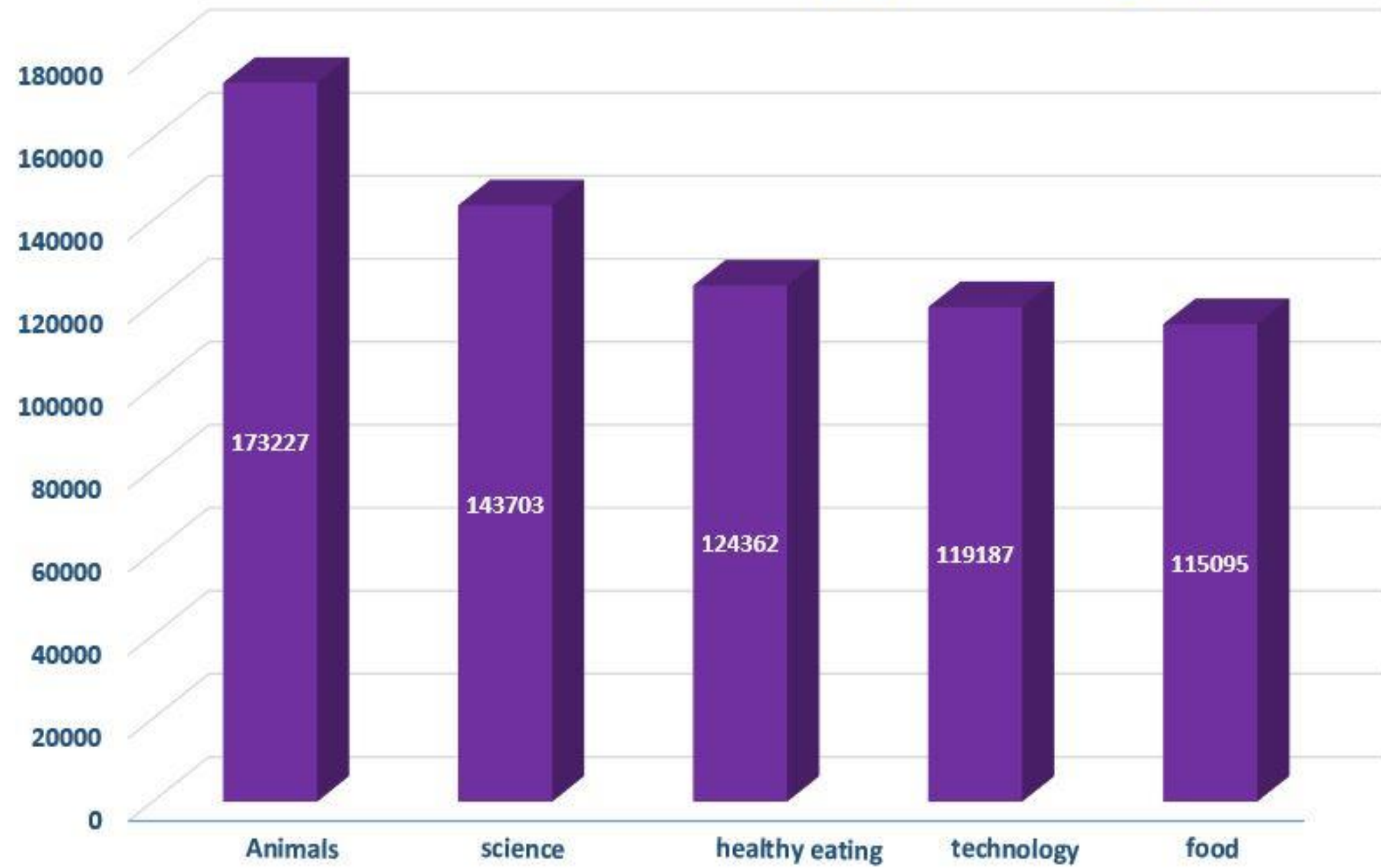
## Unique Different Categories

- Animals
- science
- healthy eating
- technology
- food
- culture
- travel
- cooking
- soccer
- education
- fitness
- Studying
- dogs
- tennis
- veganism
- public speaking



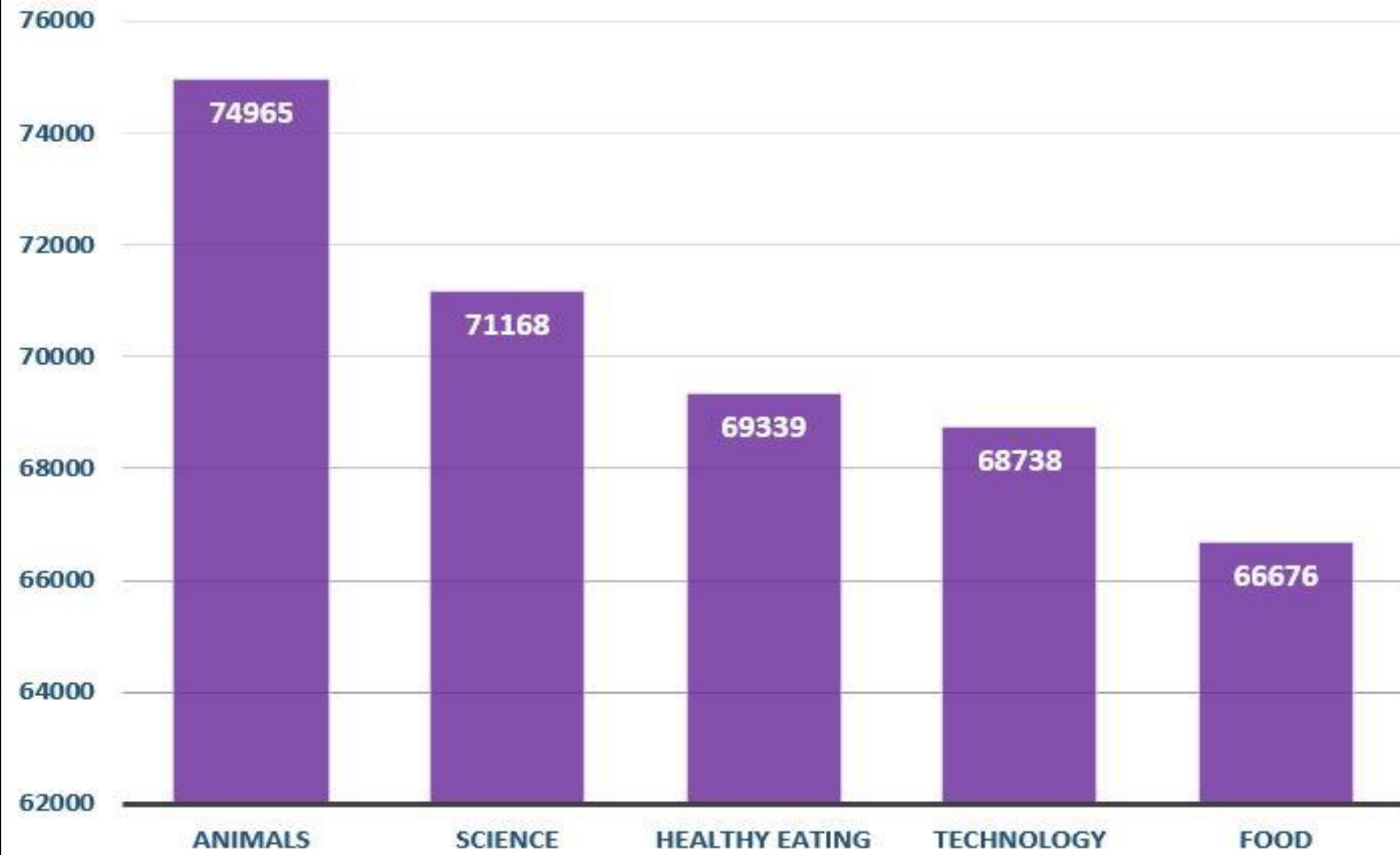


## Total Reaction To the most popular Category



Months	Sum of post
01	2965840
05	2818680
11	2756420
07	2756420
08	2745100
12	2705480
10	2637560
06	2620580
03	2609260
04	2563980
09	2439460
02	2416820
Grand Total	32035600

## Top 5 Categories by Sentiment



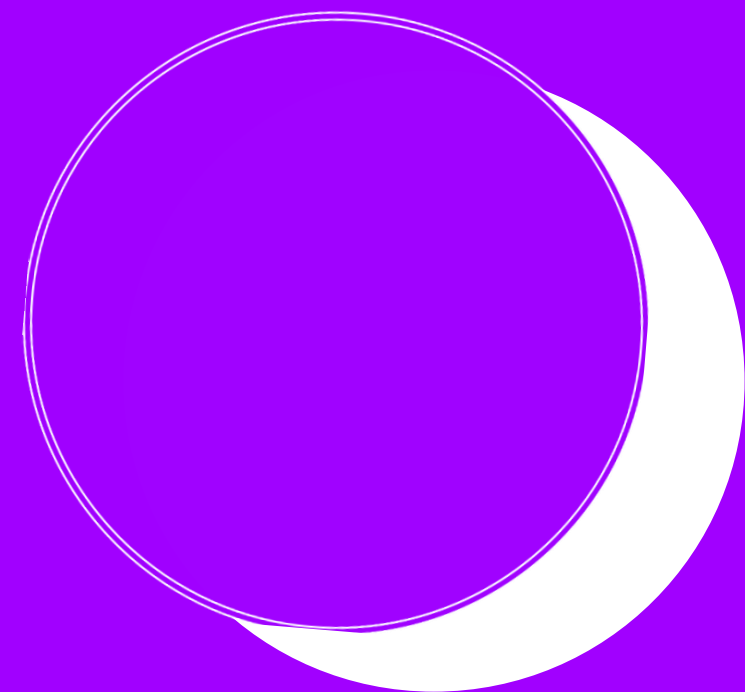
# Summary



**The top 5 categories are:  
Animal, Science, Healthy eating, Technology,  
Food.**

**Animals and science are the two most  
popular categories of content.**

**January was the month with the most  
posts .**



Thank you!