Data Analysis – Social Buzz

: Today's agenda

Project recap

Problem

Process

Insights

Summary





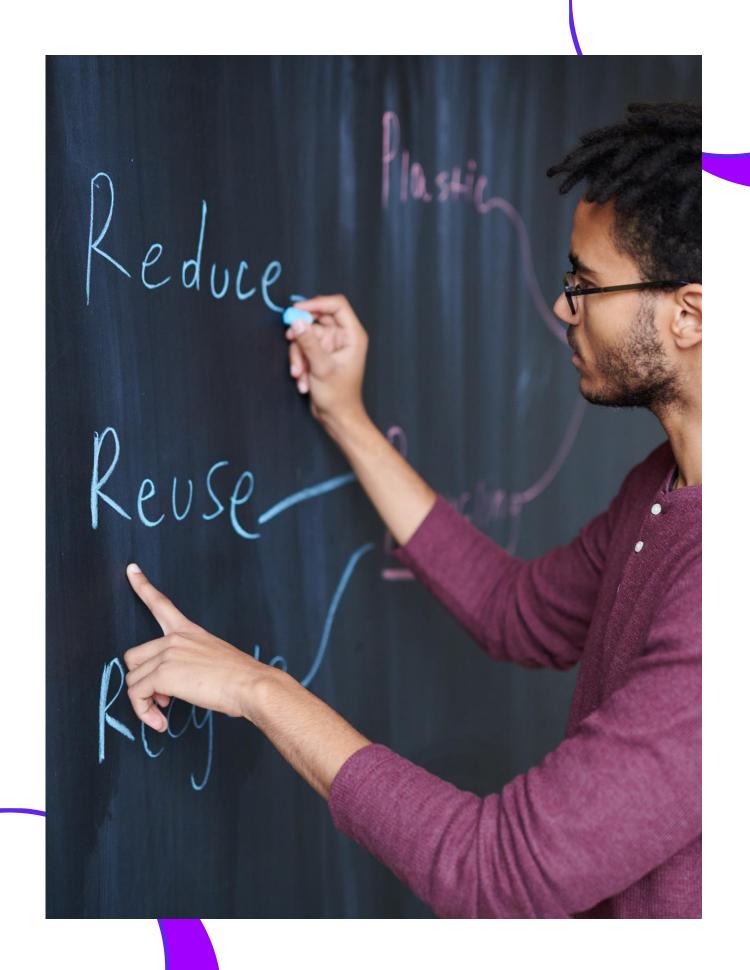
Social Buzz is a Social media & content creation industry, established in San Francisco in 2010 with 250 employees.

They are expecting:

- An audit of their 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

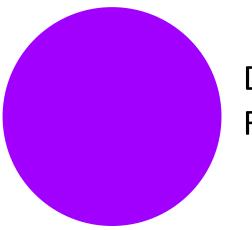
- Oversee Social Buzz's effectiveness of Saleability that has scaled quickly with over 500 million active users each month.
- Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted.



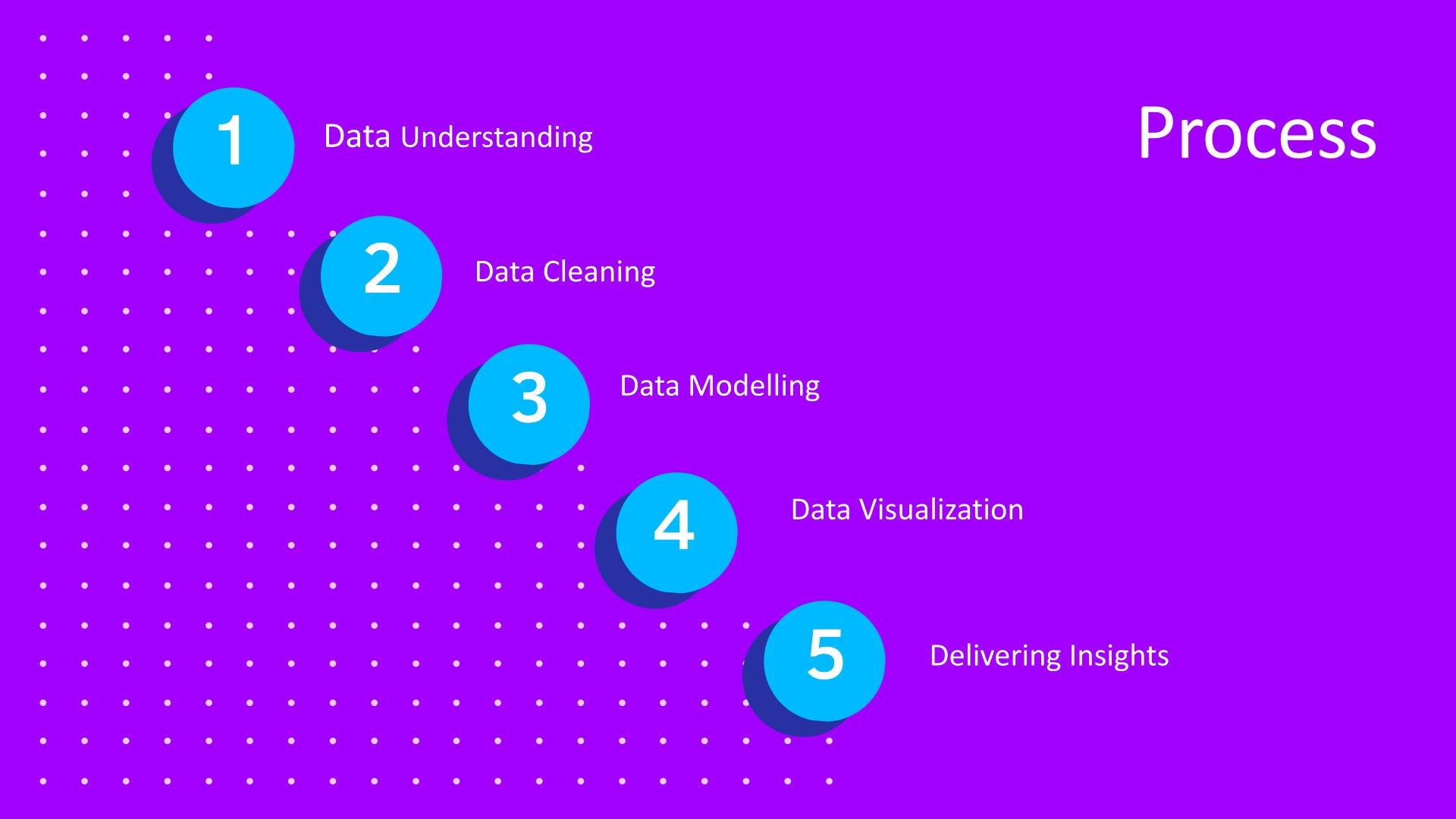
The Analytics team







Data Analyst, Ruchita Shah



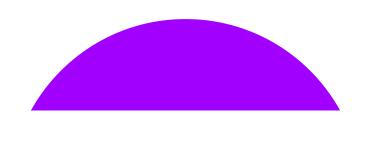
Insights

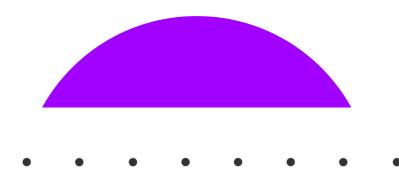
Data Analyzed from June 2020 to June 2021.

Total Content
Categories 16

Total Content
Type 4

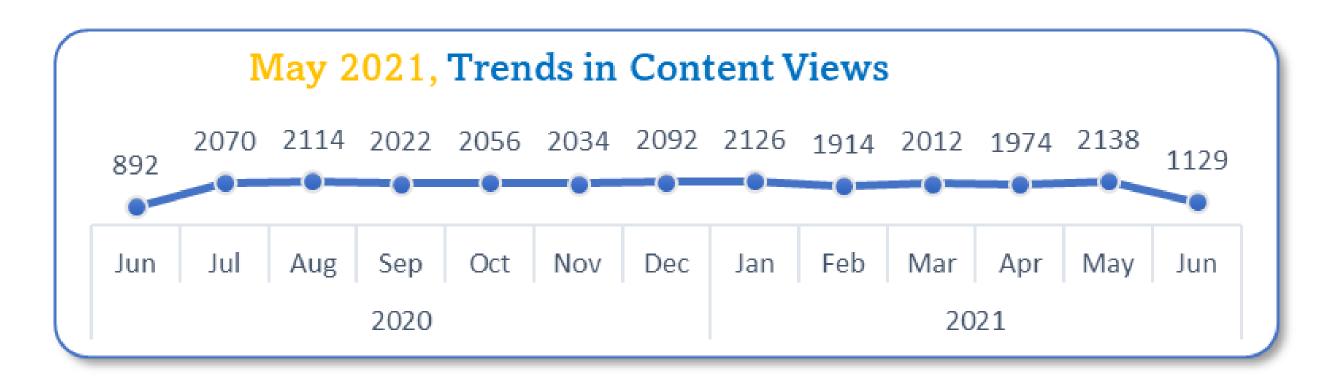
Total Content - 962

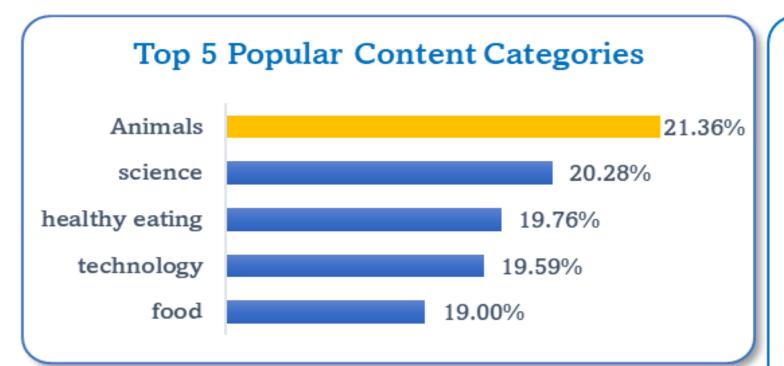




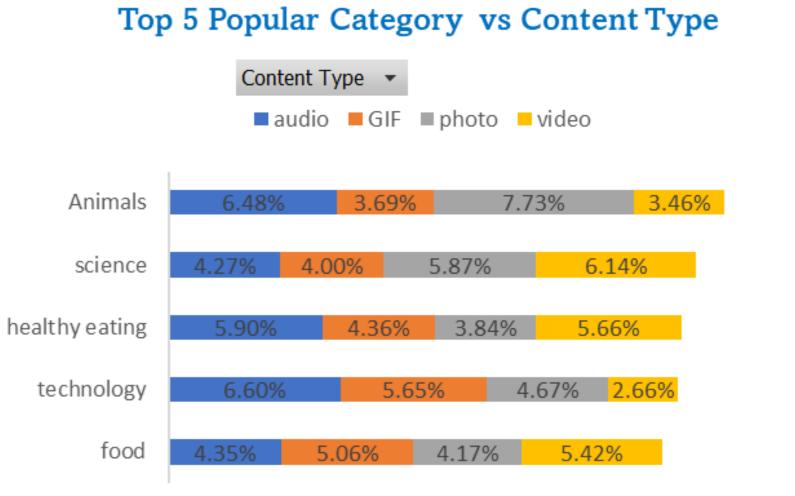


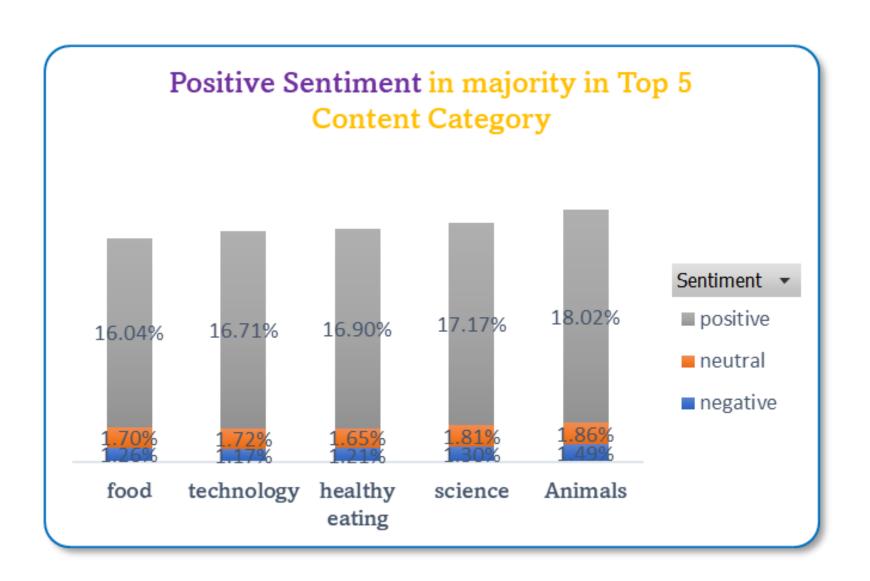
May 2021, has the highest Content Views of 2138



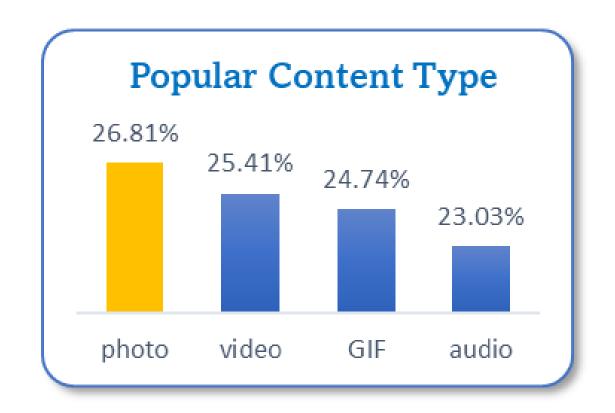


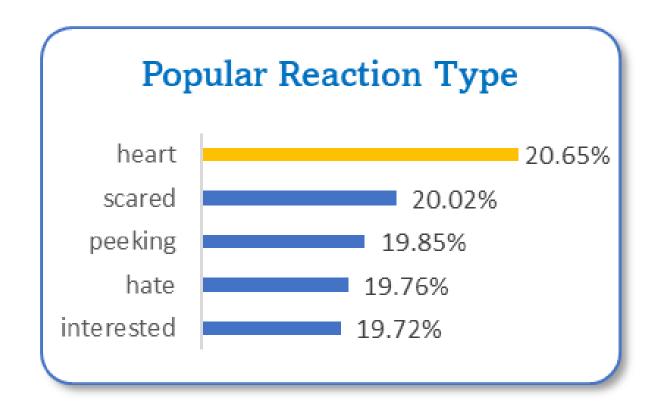
Popular Content Category Animal with 21.36% and Content Type Photos.





Popular Sentiment – Positive



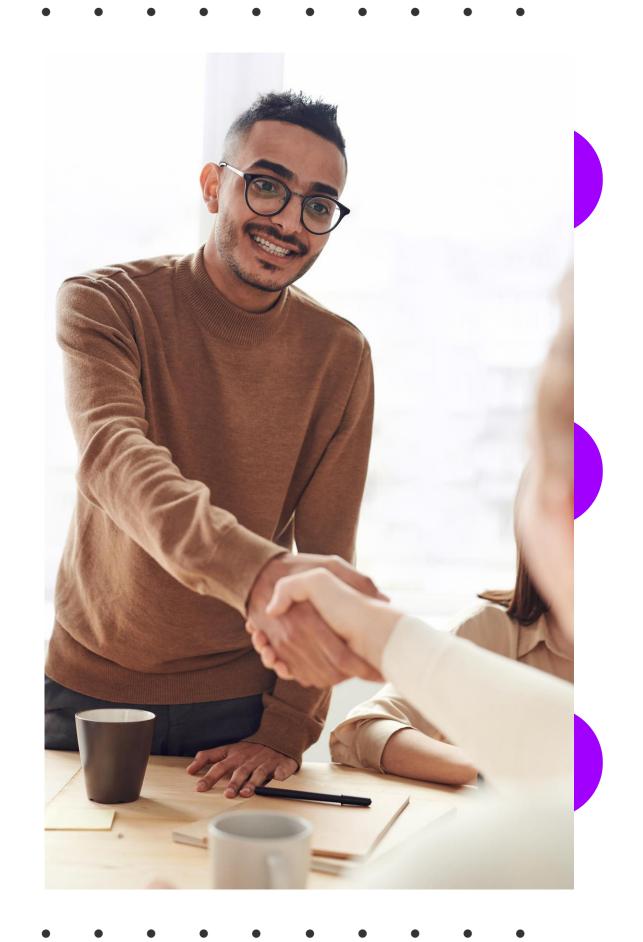


Popular Content Type Photos with 26.81%

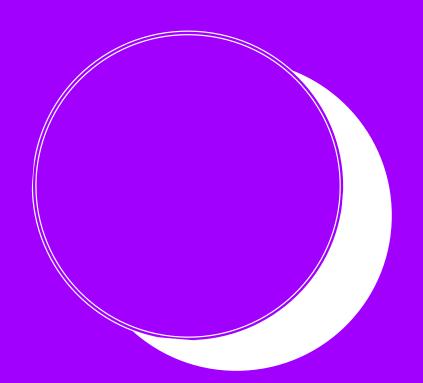
Popular Reaction Type Heart

SOCIAL BUZZ PERFORMANCE DASHBOARD May 2021, Trends in Content Views Year **Total Content Total Content** Total 2070 2114 2022 2056 2034 2092 2126 1914 2012 1974 2138 1129 Content Categories Types 2021 759 16 2020 Dec Jan Feb 2020 2021 **Top 5 Popular Content Categories** Month Popular Content Type Popular Reaction Type Animala Jan cooking 21.25% 26.38% 25.77% Feb 23.29% Mar healthy eating 18.51% 19.81% dislike 19.26% Apr 19.13% photo video May Jun Positive Sentiment in majority in Top 5 Content Top 5 Popular Category vs Content Type Jul Category Content Type Aug ■ audio ■GIF ■ photo ■ video Sep Oct Sentiment Nov positive 15.35% neutral Dec negative healthy 75% 4.27% 4.29% 4.53% cooking travel food Animala eating

Summary



- Focus Should be made in increasing Animal Photos.
- Increase the Content every Month.



Thank you!

ANY QUESTIONS?