



Data Analysis – Social Buzz



Today's agenda

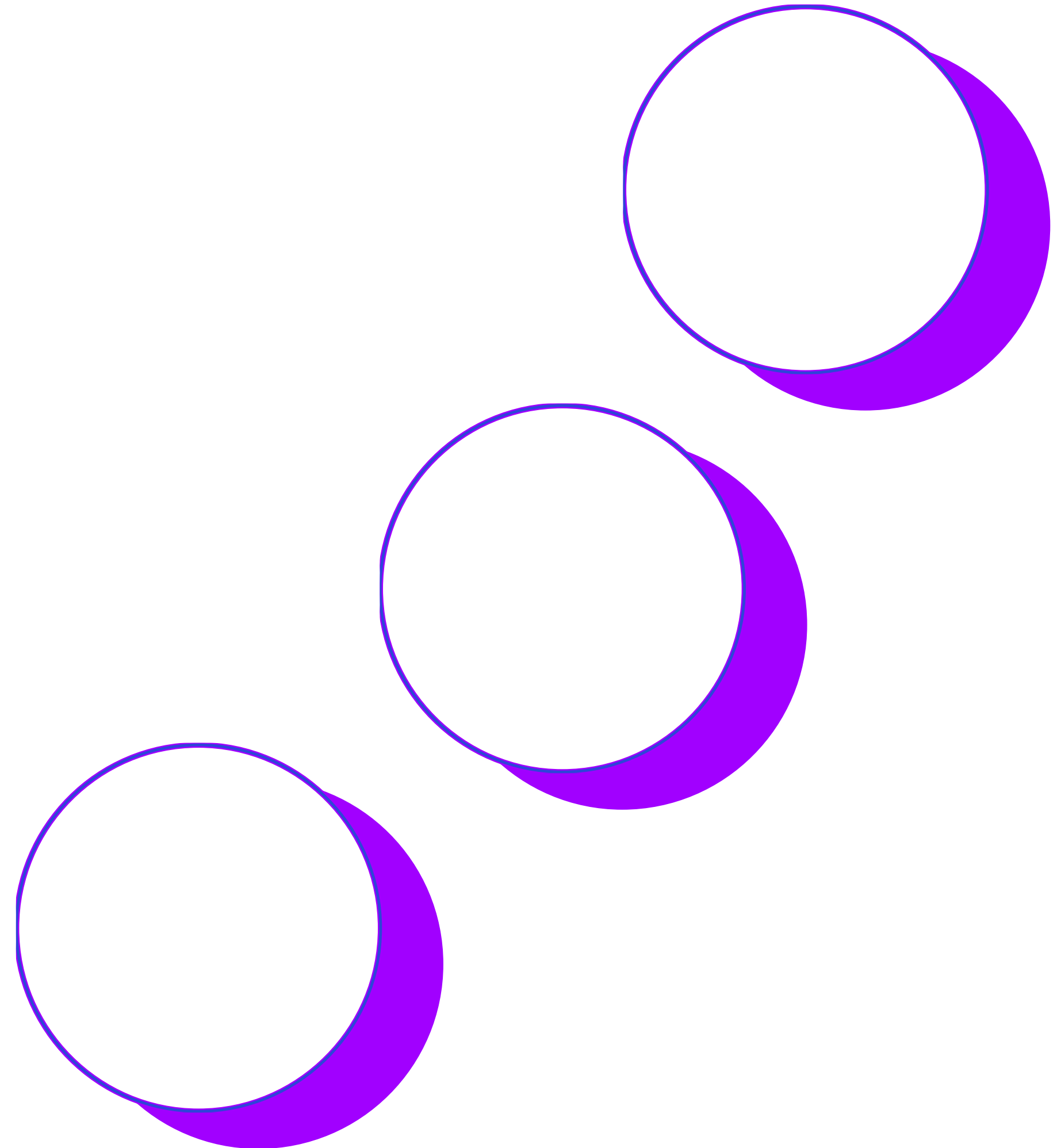
Project recap

Problem

Process

Insights

Summary



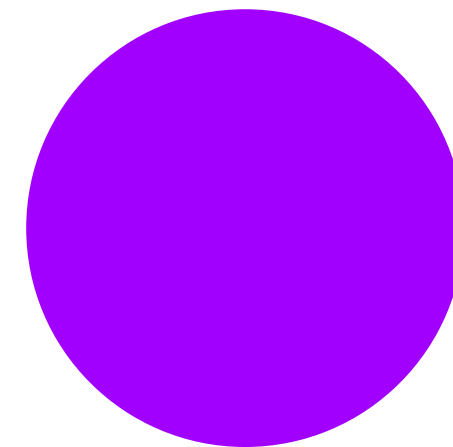
Project Recap

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

The Analytics team



Data Analyst,
Ruchita Shah

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Visualization

5

Delivering Insights

Insights

- Data Analyzed from June 2020 to June 2021.

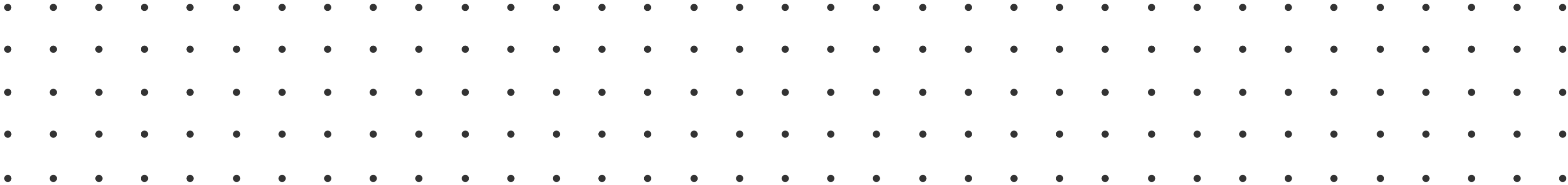
Total Content
Categories -
16



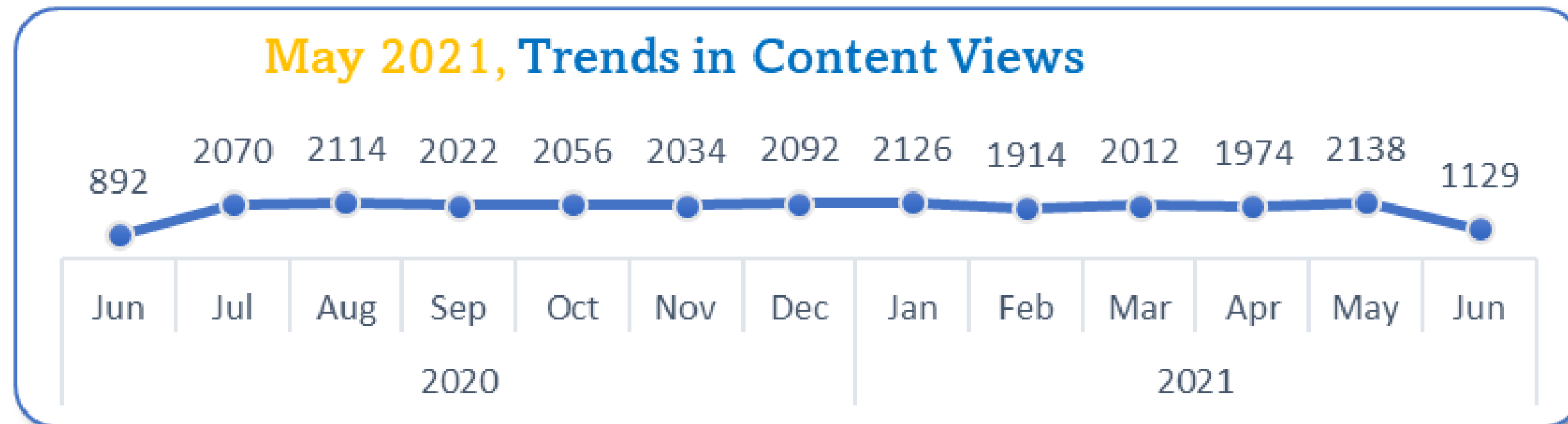
Total Content
Type -
4



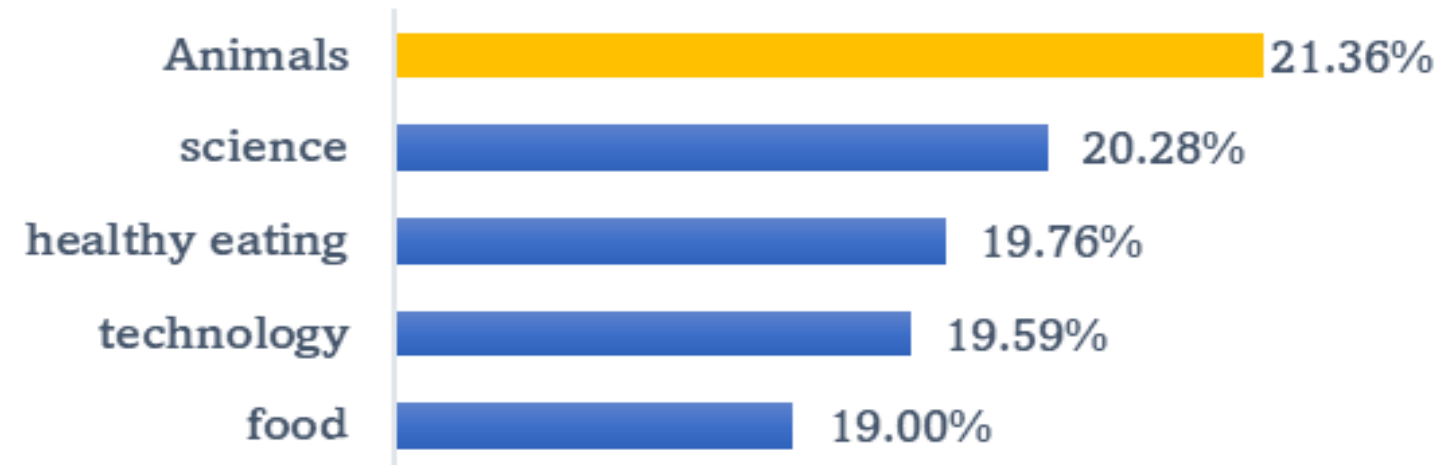
Total Content -
962



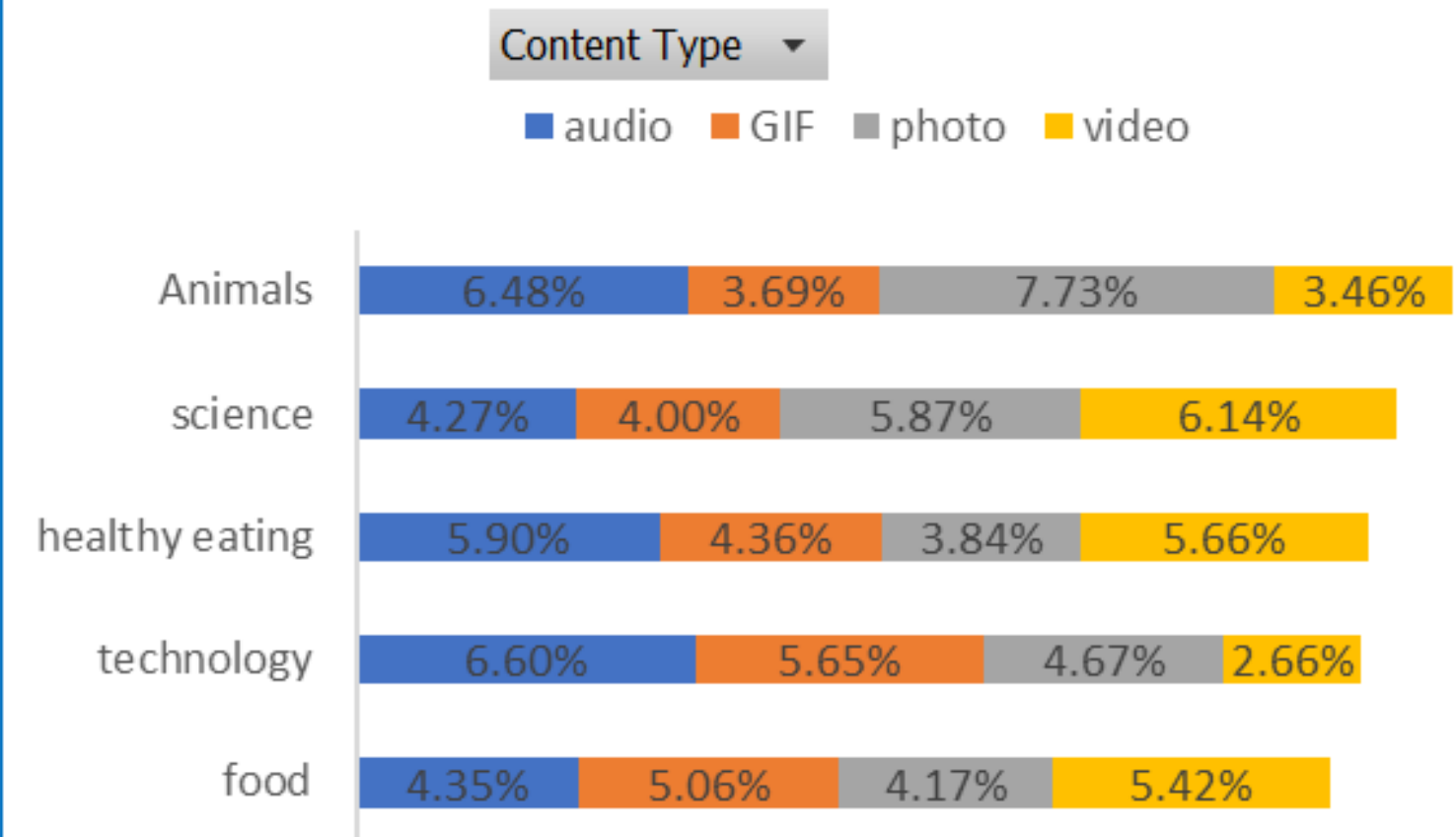
May 2021, has the highest Content Views of 2138



Top 5 Popular Content Categories



Top 5 Popular Category vs Content Type



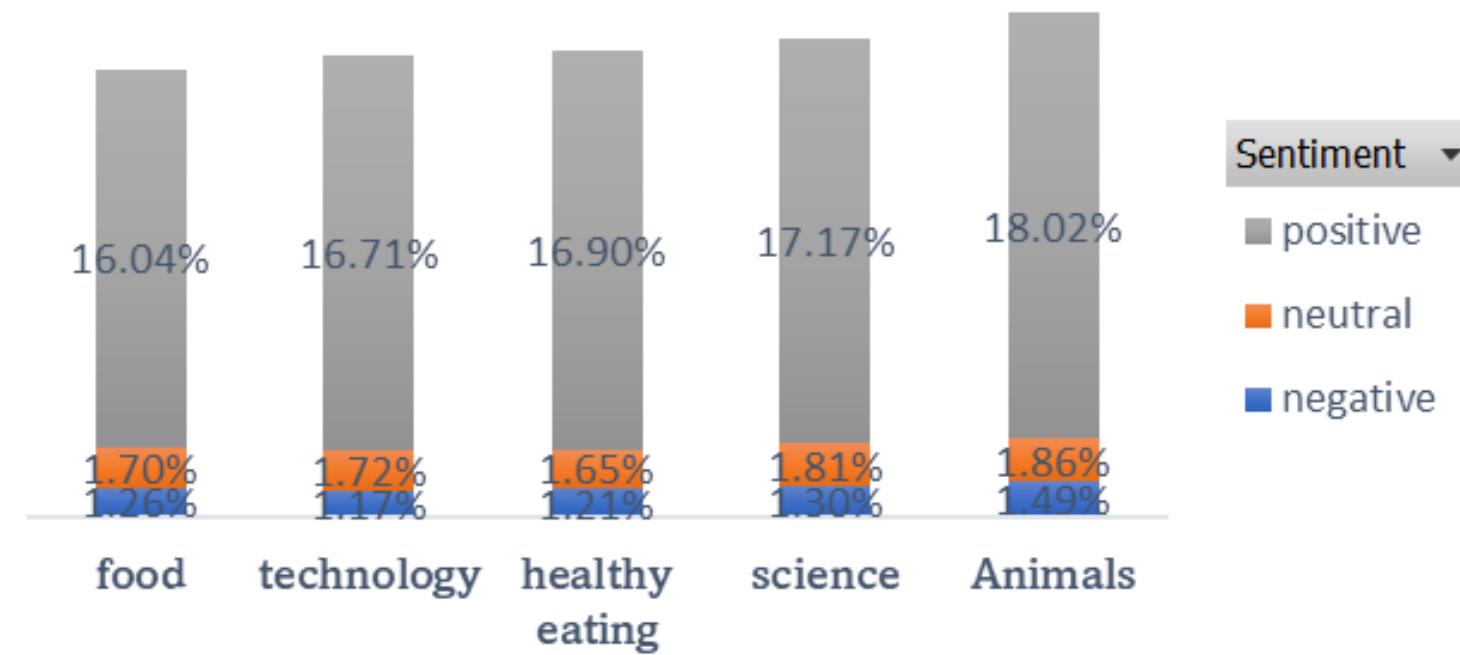
Popular Content Category

Animal with 21.36%

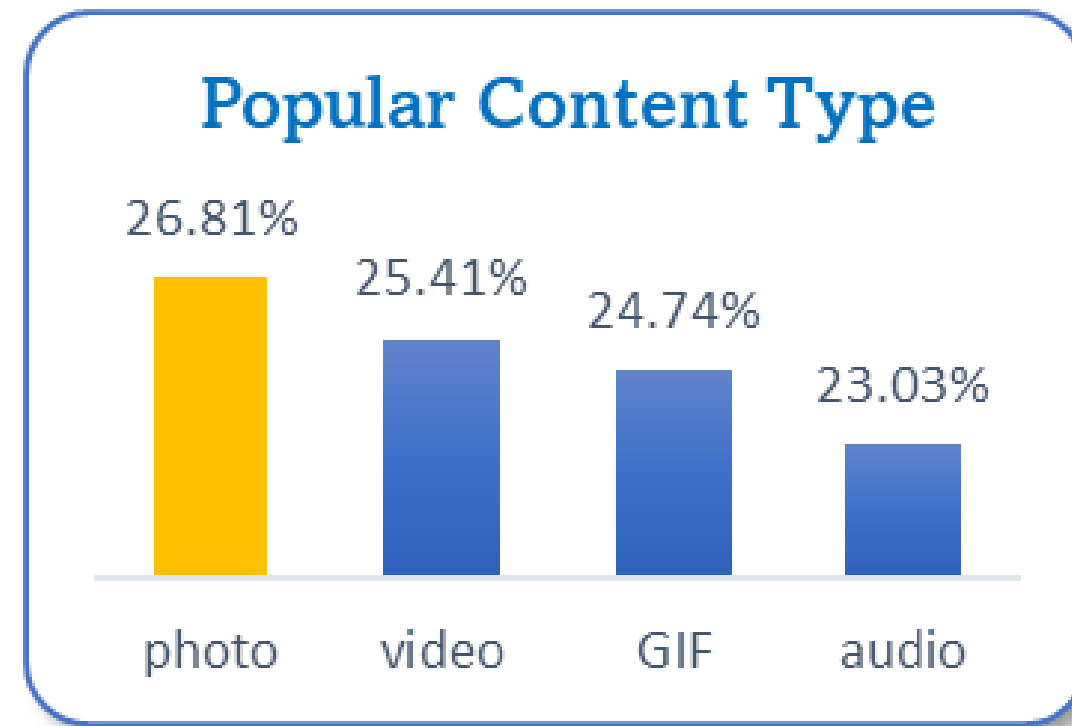
and **Content Type**

Photos.

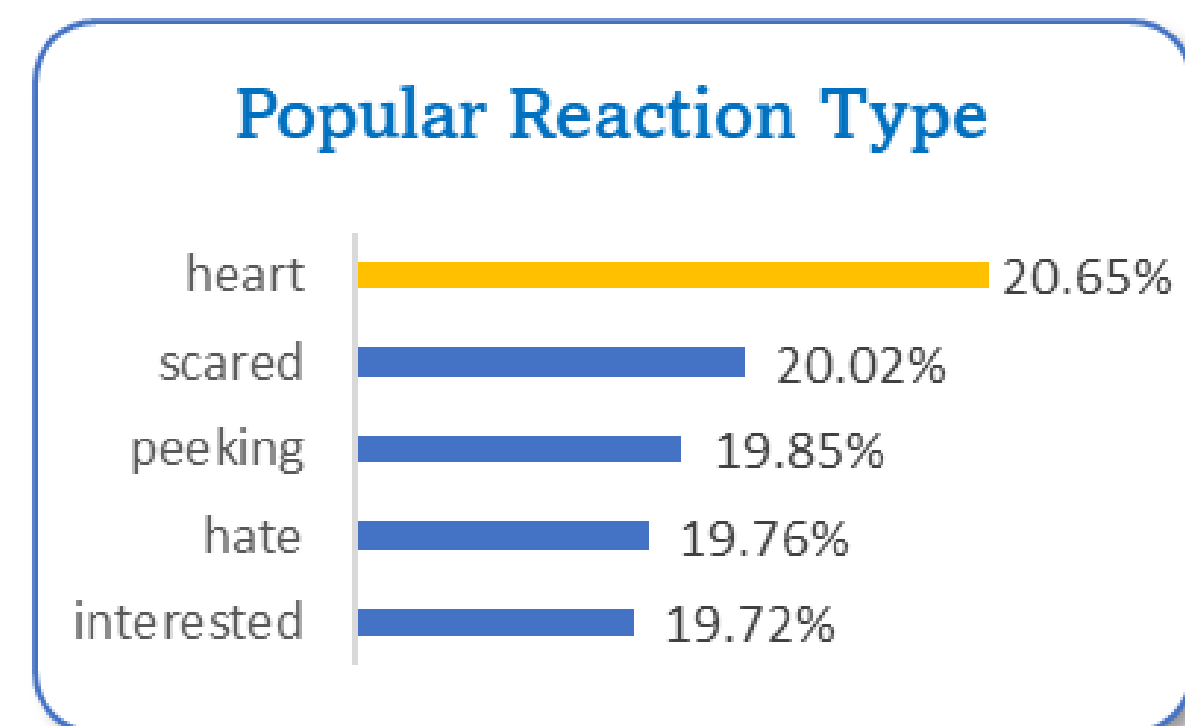
Positive Sentiment in majority in Top 5
Content Category



Popular Sentiment – Positive



Popular Content Type
Photos with 26.81%



Popular Reaction Type
Heart

SOCIAL BUZZ PERFORMANCE DASHBOARD

Year

2021

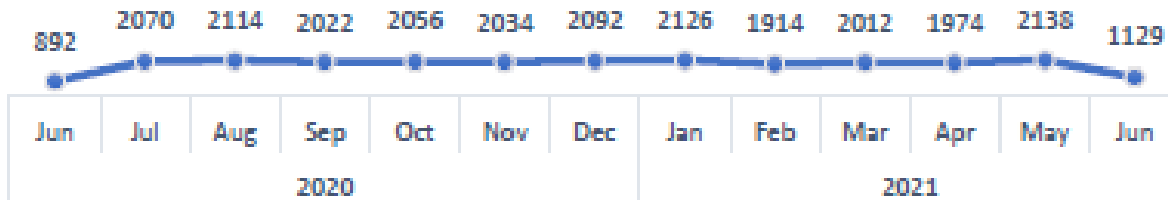
2020

Total Content
759

Total Content Categories
16

Total Content Types
4

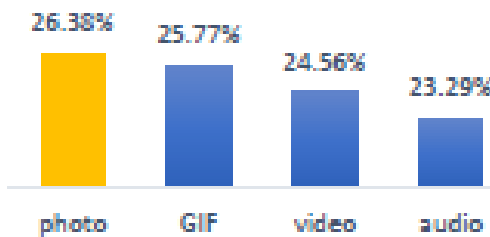
May 2021, Trends in Content Views



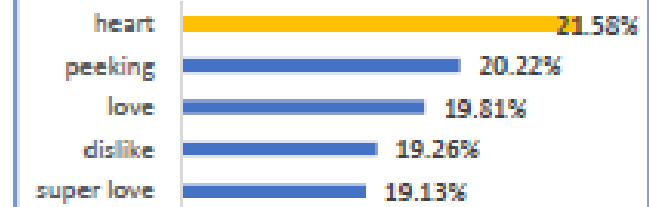
Top 5 Popular Content Categories



Popular Content Type



Popular Reaction Type



Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

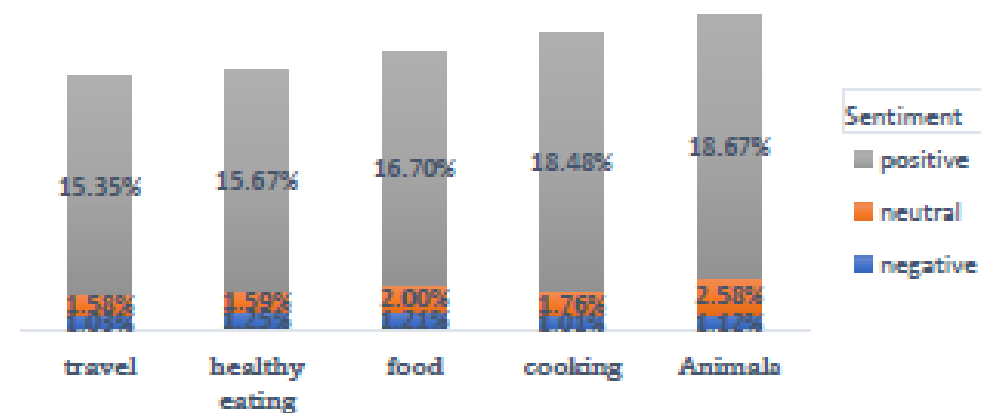
Sep

Oct

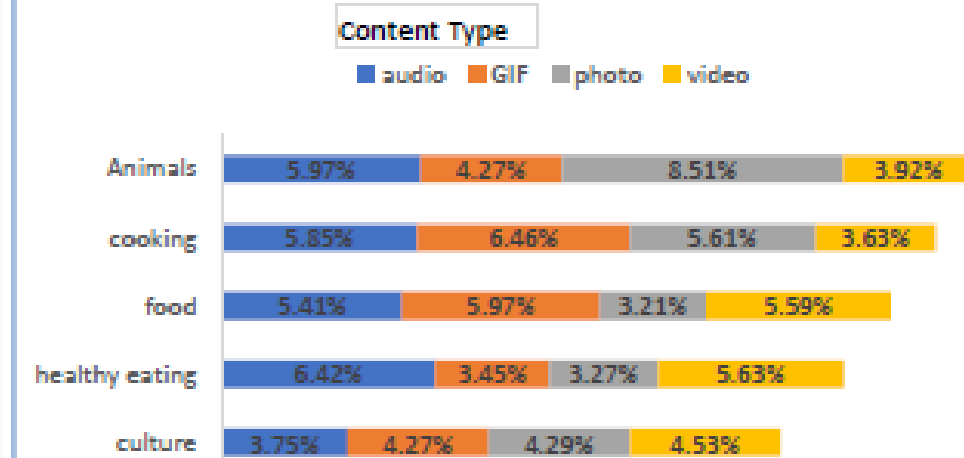
Nov

Dec

Positive Sentiment in majority in Top 5 Content Category



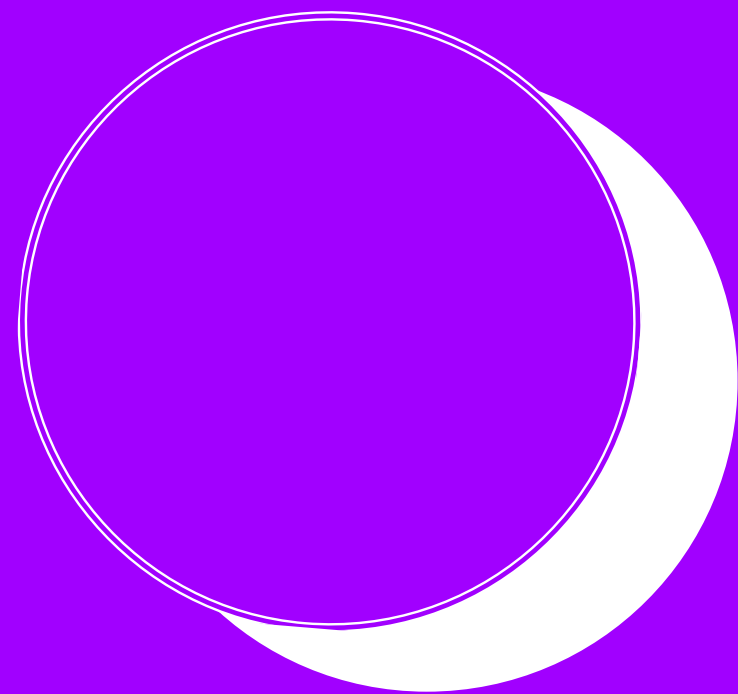
Top 5 Popular Category vs Content Type



Summary



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



Thank you!

ANY QUESTIONS?