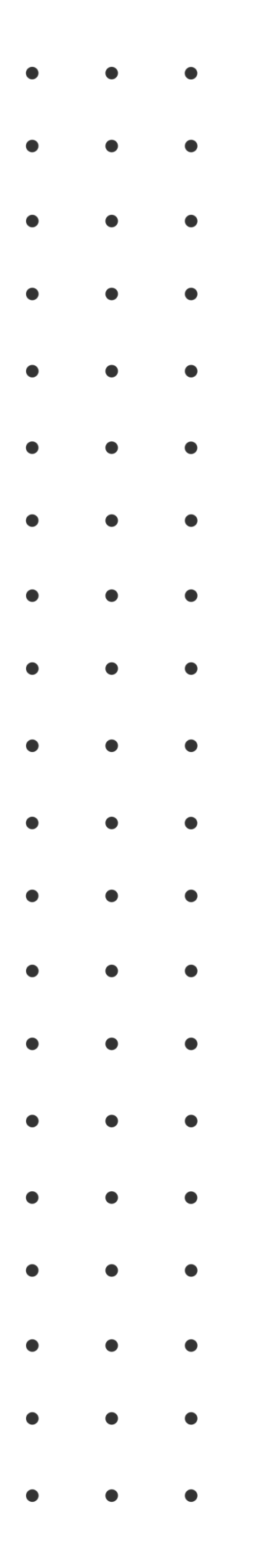
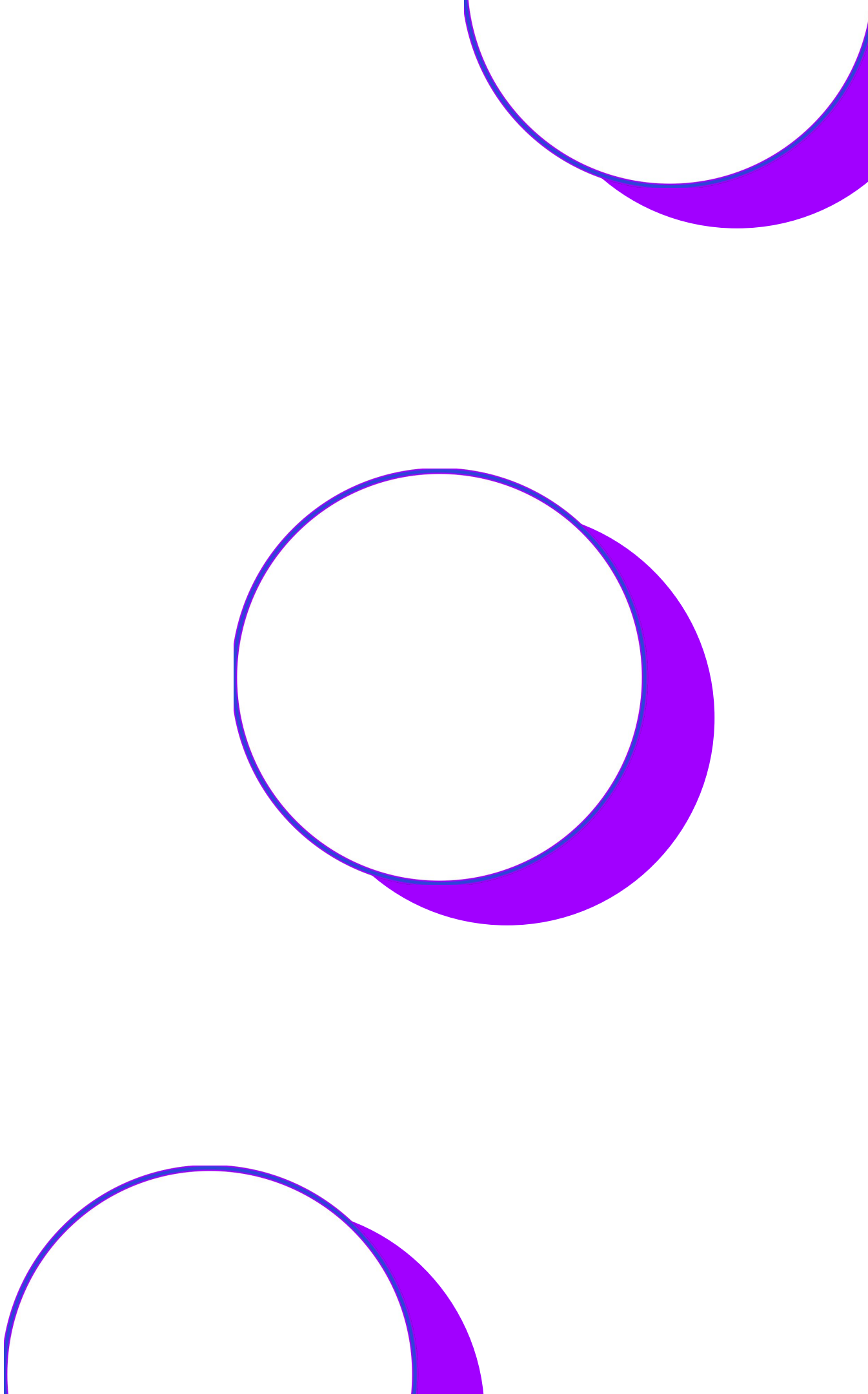


The logo features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Social", "Buzz", and "project" are stacked vertically in a clean, white, sans-serif font. The background of the entire image is a solid purple color, overlaid with a fine grid of small white dots. A dark blue shadow of the circle is cast onto the purple background, creating a sense of depth.

Social Buzz project



Today's agenda

- Project recap
 - Problem
 - The Analytics team
 - Process
 - Insights
 - Summary
- 

Project Recap

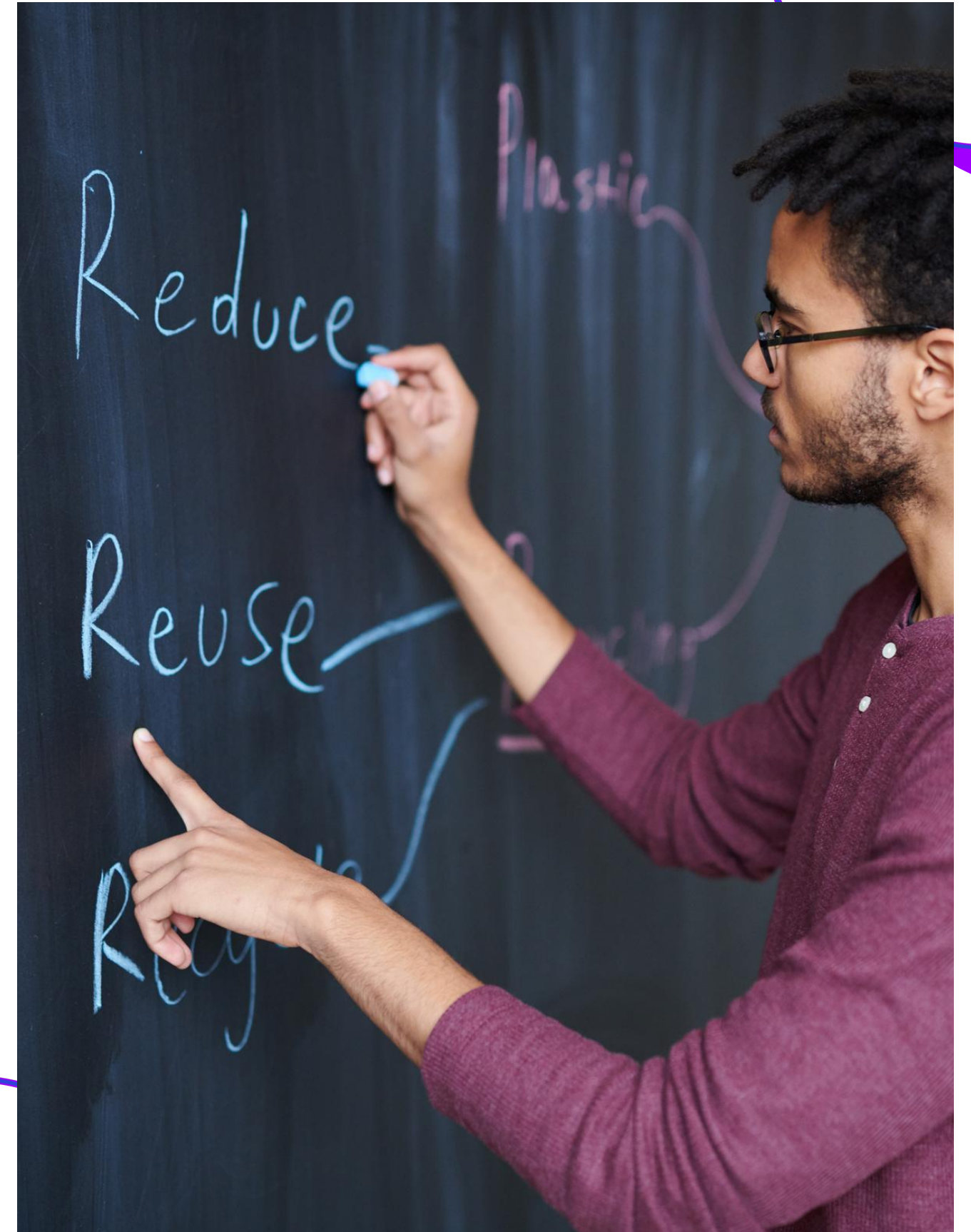
Client: Social Buzz is a social media platform, founded in 2010, emphasizes user reactions and anonymity. It's rapidly grown to over 500 million monthly active users.

Needs: Assistance with IPO preparation, managing growth, and adopting data best practices.

Objectives: 3-month project to audit big data practices, offer IPO recommendations, and analyze top-performing content categories.

Problem

1. **Rapid Growth Straining Resources:** Social Buzz's rapid expansion has outpaced the internal capabilities, creating difficulties in managing operations effectively.
2. **Data Management Challenges:** The vast amount of data generated daily poses challenges for Social Buzz's infrastructure, hindering ability to handle and analyze efficiently.
3. **Scale Management Struggles:** Social Buzz is grappling with the immense scale of operations, requiring external expertise to navigate and optimize processes.



The Analytics team



Ira Safonik
(Data Analyst)



Marcus Rompton
(Senior Principle)



Andrew Fleming
(Chief Technical
Architect)

Process

1

Data Selection: Identified the relevant datasets - Reaction, Content, and Reaction Types - based on the provided data model and the client's requirement for analyzing content categories.

2

Data Preparation: Cleaned the data by removing any missing values, ensuring consistency in data types, and selecting only the necessary columns for analysis. This involved filtering the datasets to include columns such as Content ID, Category, Content Type, Reaction Type, and Reaction Score.

3

Data Aggregation: Aggregated the data to calculate the total score for each content category. This was achieved by summing up the reaction scores for each content category across all reactions.

4

Ranking Categories: Identified the top 5 content categories with the largest total scores, indicating their popularity based on user reactions.

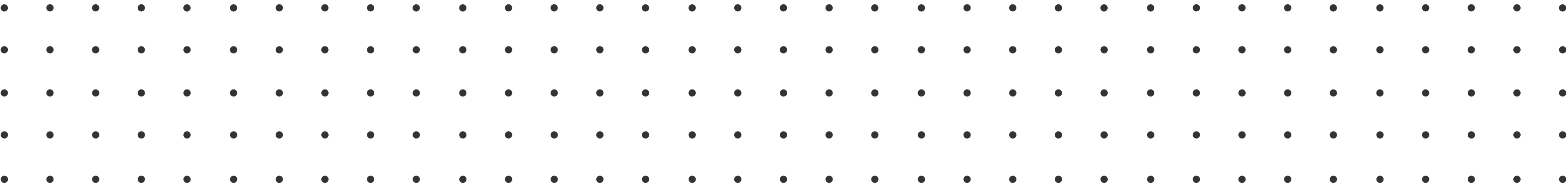
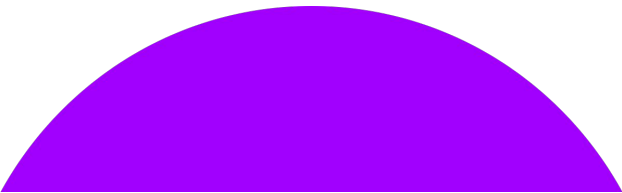
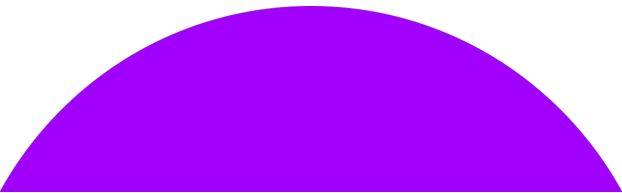
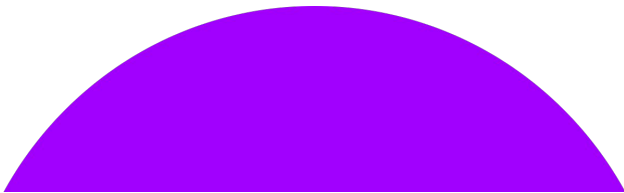
5

Visualization: Presented the findings using visualizations such as bar charts or tables to clearly illustrate the popularity of the top 5 content categories.

Insights

The insights gained from this analysis include:

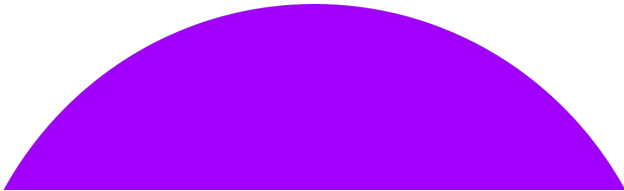
- **Top Performing Content Categories:** Identification of the top 5 content categories with the largest total scores, indicating which types of content are the most popular among users.
- **Understanding User Engagement:** Insights into which content categories receive the highest level of engagement from users, as measured by the total reaction scores.
- **Content Strategy Optimization:** Guidance for optimizing content strategy by focusing on the most popular categories that resonate the most with the audience.
- **Content Creation Prioritization:** Direction for prioritizing content creation efforts towards the identified top-performing categories to maximize user engagement and interaction.
- **Informing Business Decisions:** Data-driven insights that can inform strategic business decisions related to content creation, marketing campaigns, and overall platform development to better meet user preferences and drive growth.



Insights

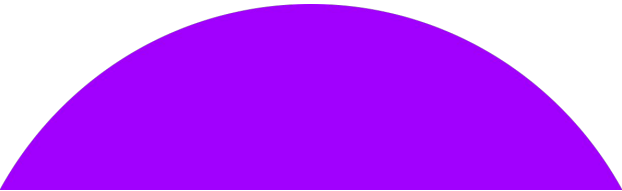
16

Unique
Categories



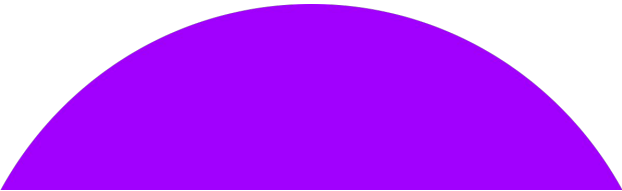
1897

reactions to
`Animals` post

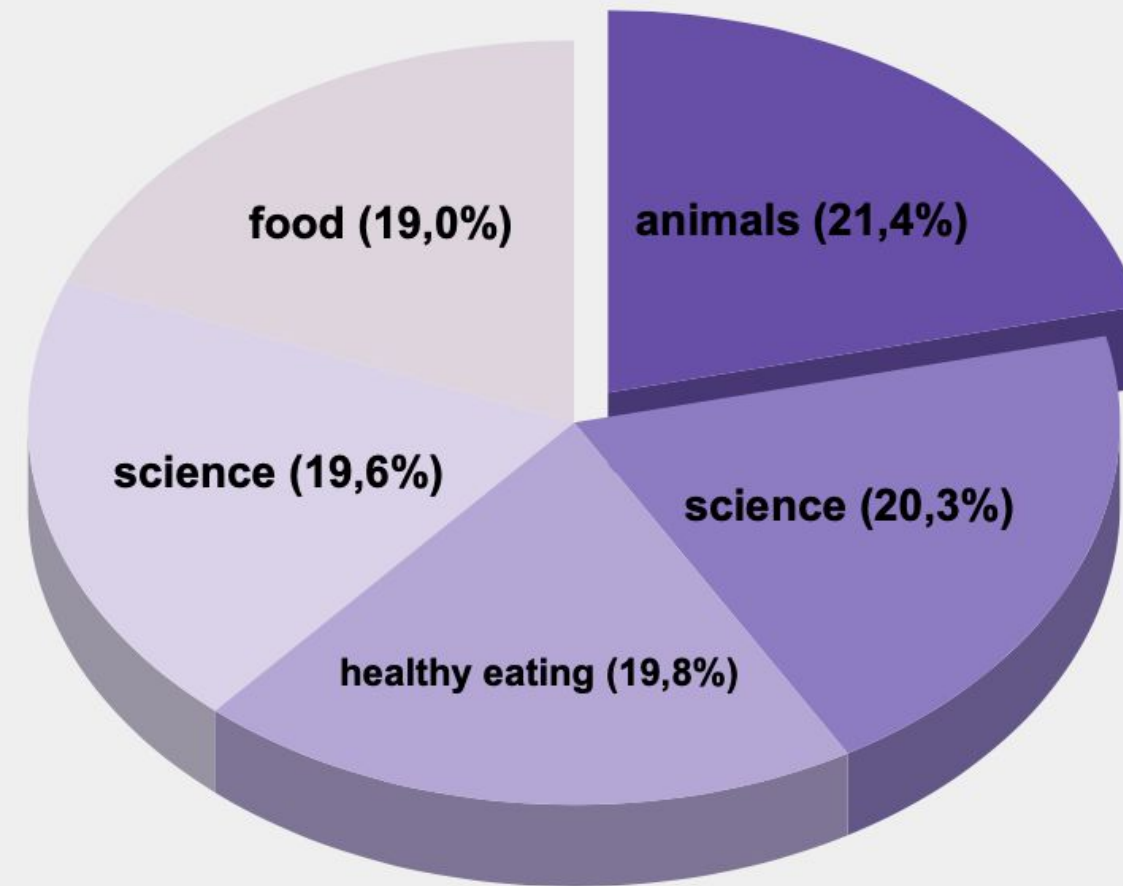


74 965

total score of
`Animals` post

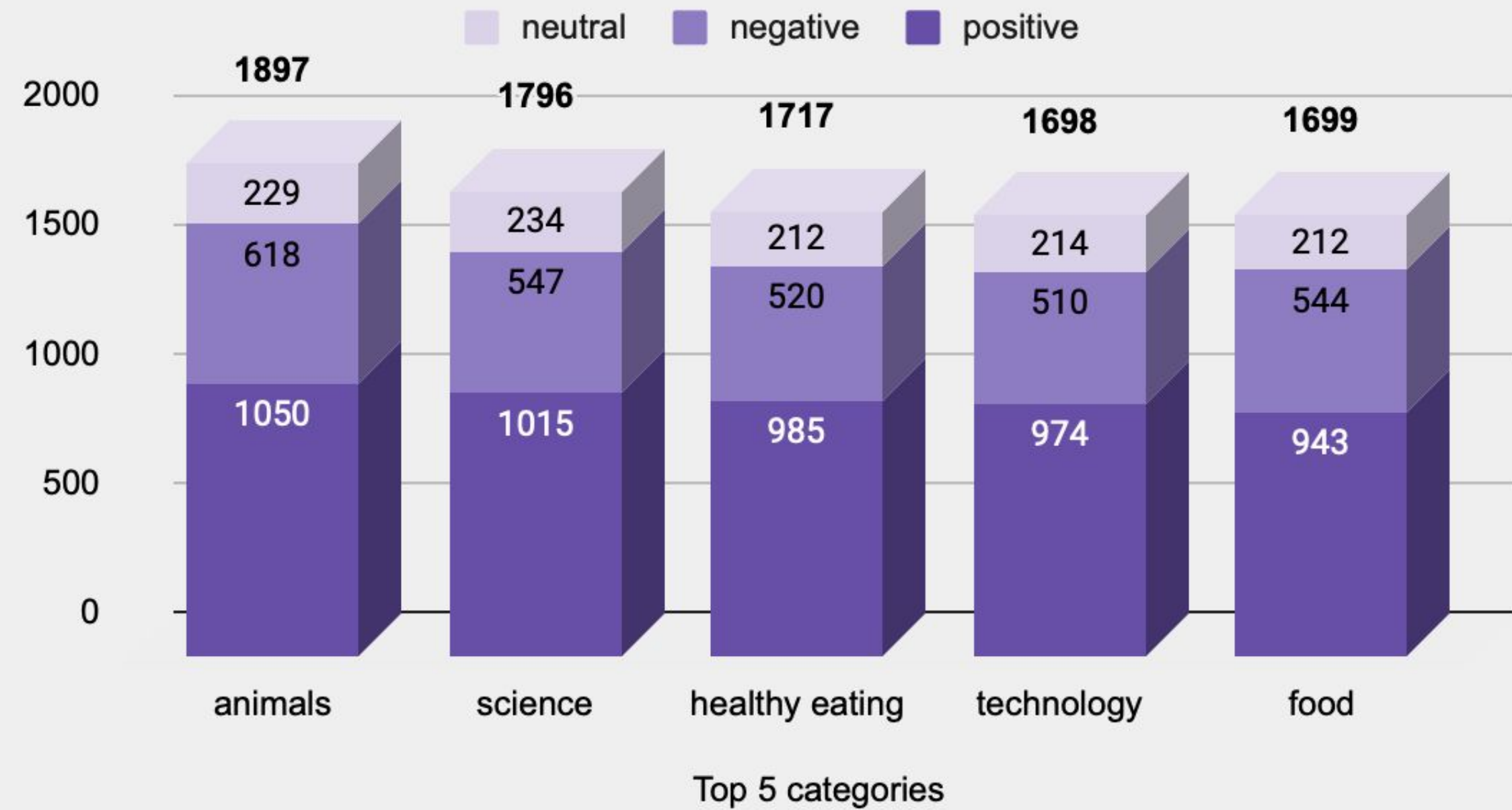


Percentage share of top 5 categories

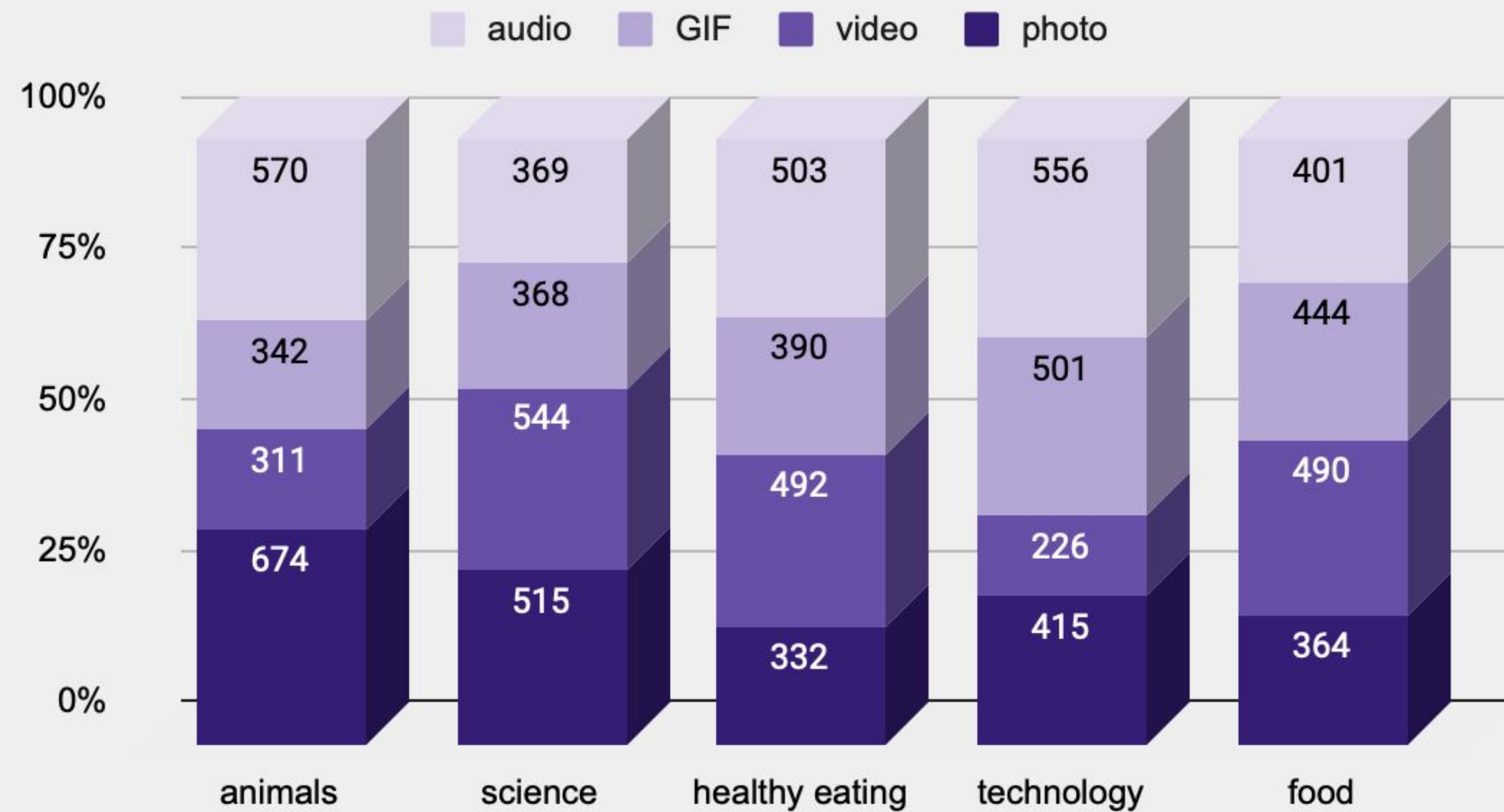


● animals ● science ● healthy eating ● technology ● food

Reactions for top categories



Content type of top categories



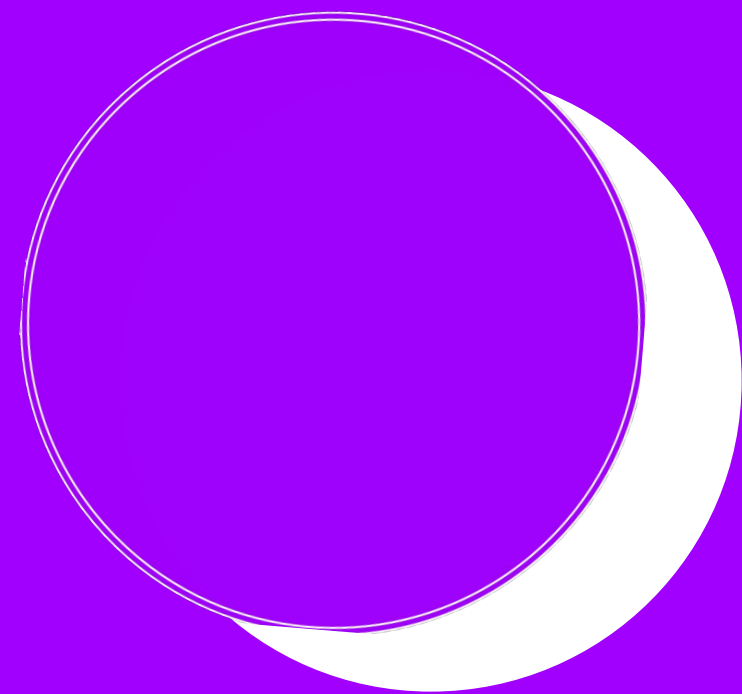
Summary



The analysis revealed the top 5 content categories with the highest popularity based on user reactions.

These insights provide guidance for:

- ❑ optimizing content strategy;
- ❑ prioritizing content creation efforts;
- ❑ informing strategic business decisions to enhance user engagement
- ❑ drive platform growth.



Thank you!

ANY QUESTIONS?