Data
nalytics
cial Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast growing technology
need to adapt quickly to it's global scale
has begun a 3 month POC focusing on
An audit of Social Buzz's big data

Recommendations for a success
Analysis to find Social Buzz's top 5 m
categories of content

roblem

Over 100000 posts per day
500,000 pieces of content per year!
t how to capitalize on it when there is so much?
ysis to find Social Buzz's top 5 t popular categories of content

The Analytics team

Chie

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S

Data Understanding

Pr

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Ins

ts

6

UE

DRIES

1897

REACTIONS TO "ANIMAL"

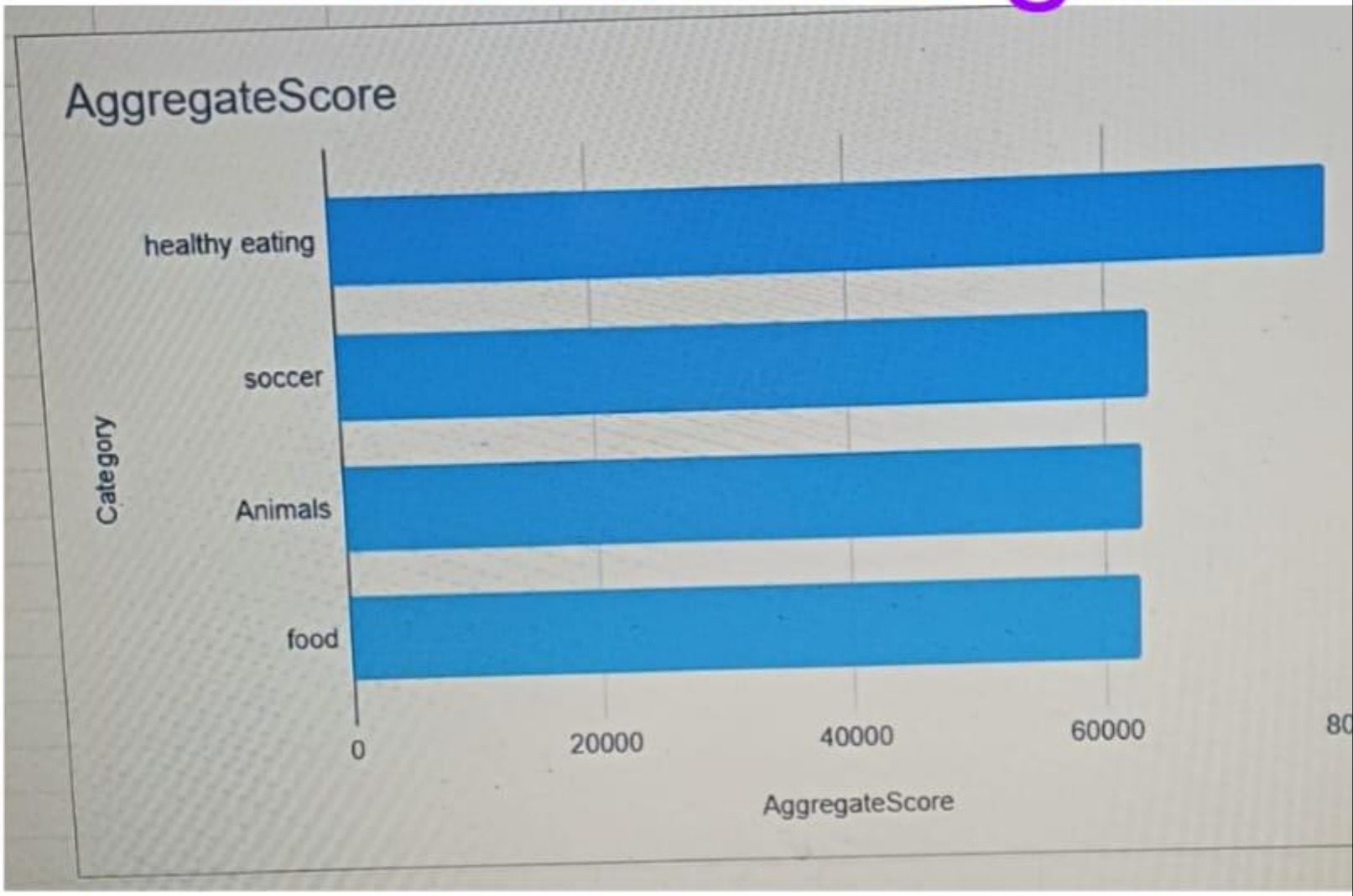
POSTS

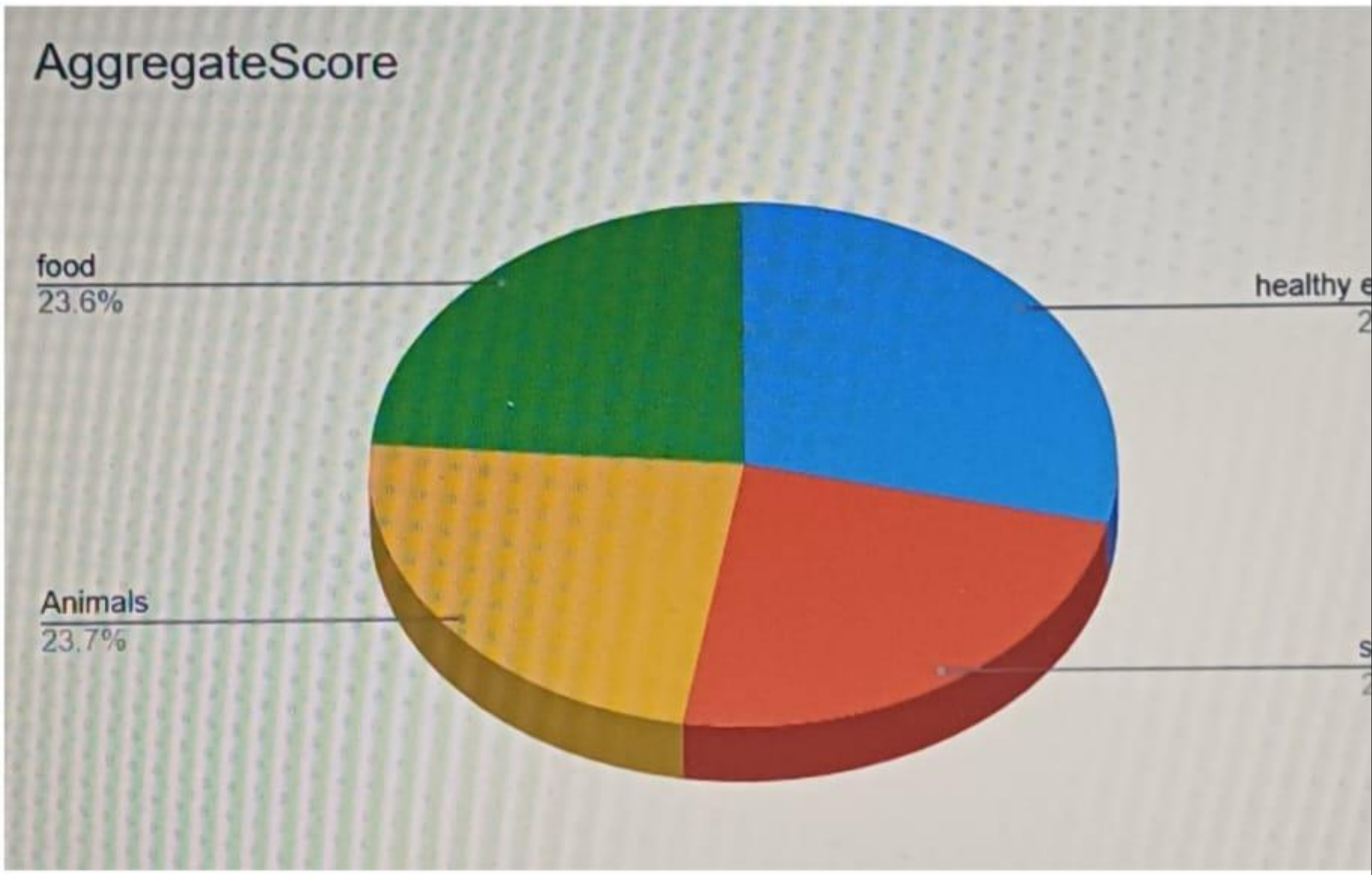
JANUA

MONTH WIT

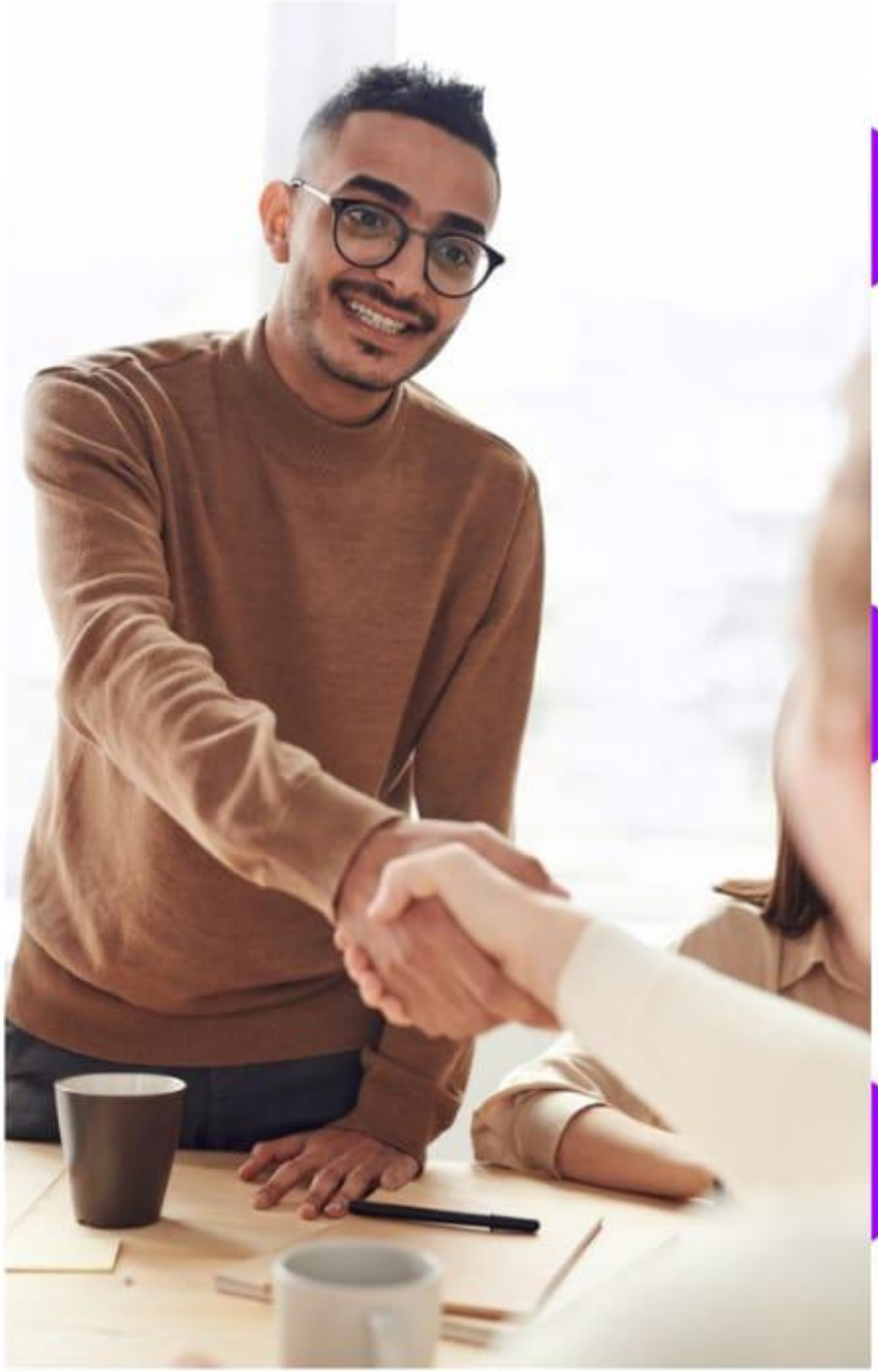
MOST POST

Uncover Insights




AggregateScore
food
23.6%
healthy e
2
Animals
23.7%
s
2

ary



ANALY
Animale and science p
content, showing that pe
"Mactual conte
INSIG
Food is a com Theme 5 c
Esting ranking the highe
indication to the audience
could use this insight to
work with healthy ca
engage
NEXT S
This ad-hoc analysis is in
take this analysis into lar
real-time understandin
We how to

Thank you!

ANY QUESTIONS?