

The graphic features a large, vibrant blue circle on the left side of a purple background. Inside this circle, the text 'SocialBuzz' is written in a large, white, sans-serif font, and 'Engagement Analysis' is written below it in a smaller, white, sans-serif font. To the right of the blue circle is a dark blue, semi-transparent circle that overlaps with it. The background is a solid purple color with a grid of small, white dots. The overall design is modern and clean.

# SocialBuzz

Engagement Analysis



# Today's agenda

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

# Project Recap

After SocialBuzz huge growth in recent year we provided 3 month pilot program.

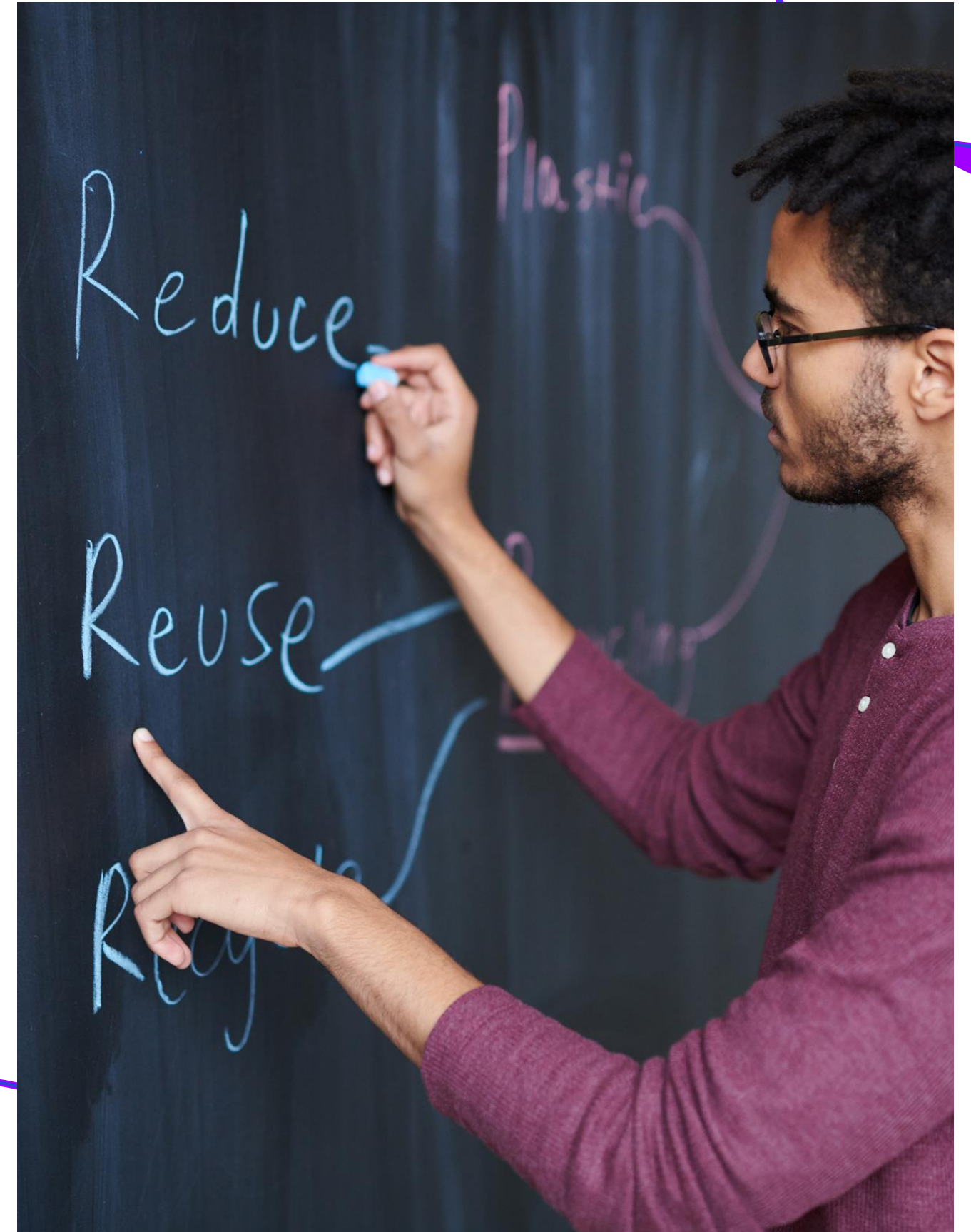
1. Audit of big data practice
2. Guiding through a successful IPO
3. Analysis of data to find insights

# Problem

- 100,000 post a day
- over 36,000,000 post per year!

How to capitalize this amount of data?

Find the 5 most popular categories



# The Analytics team



# Process

1

Problem Understanding

2

Gather the data

3

Modeling dataset

4

Analysis and Visualization

5

Recomandations

# Insights

16

Different content categories



MONDAY

Day with more post



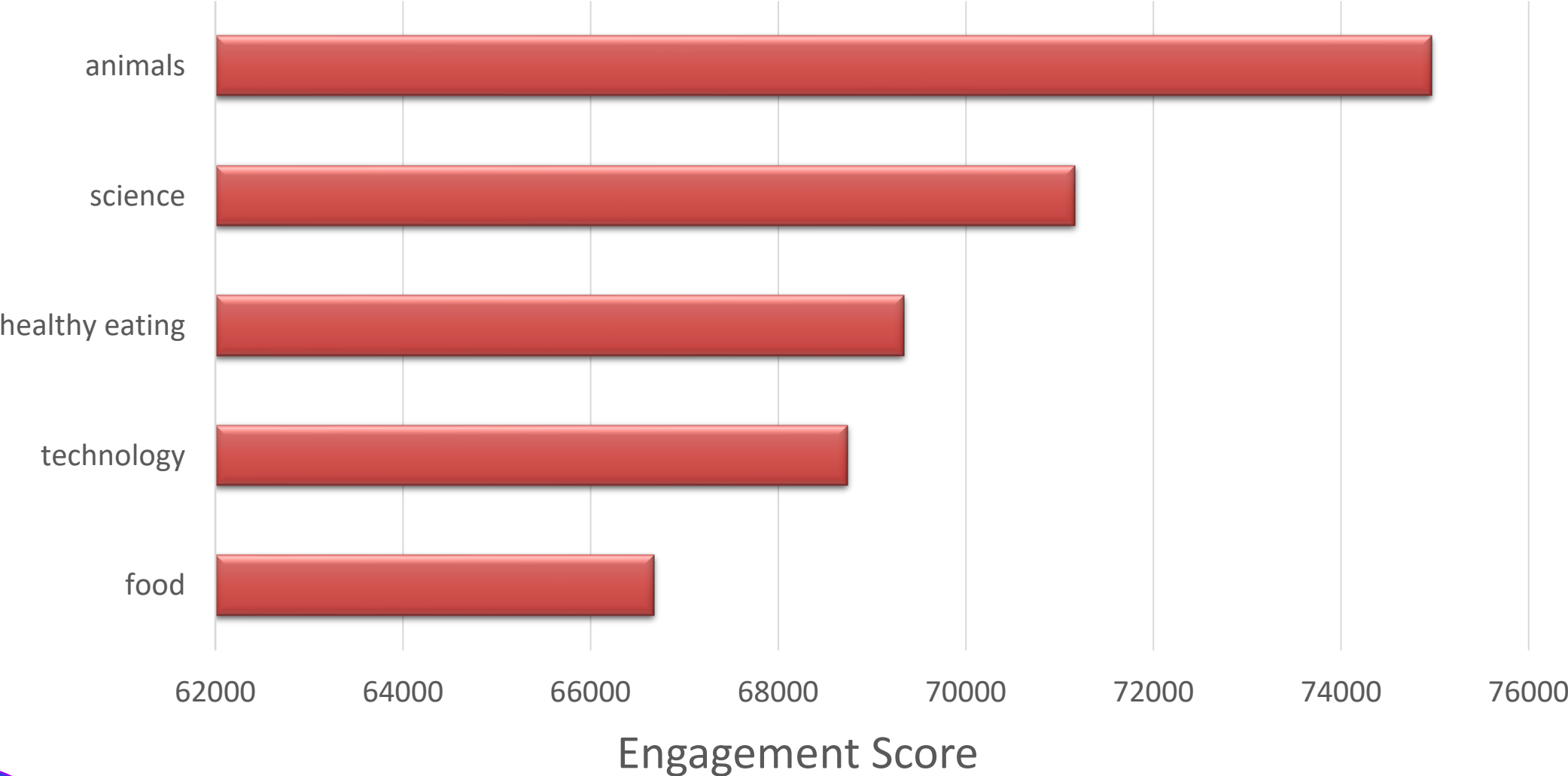
1897

Interactions with ANIMAL posts



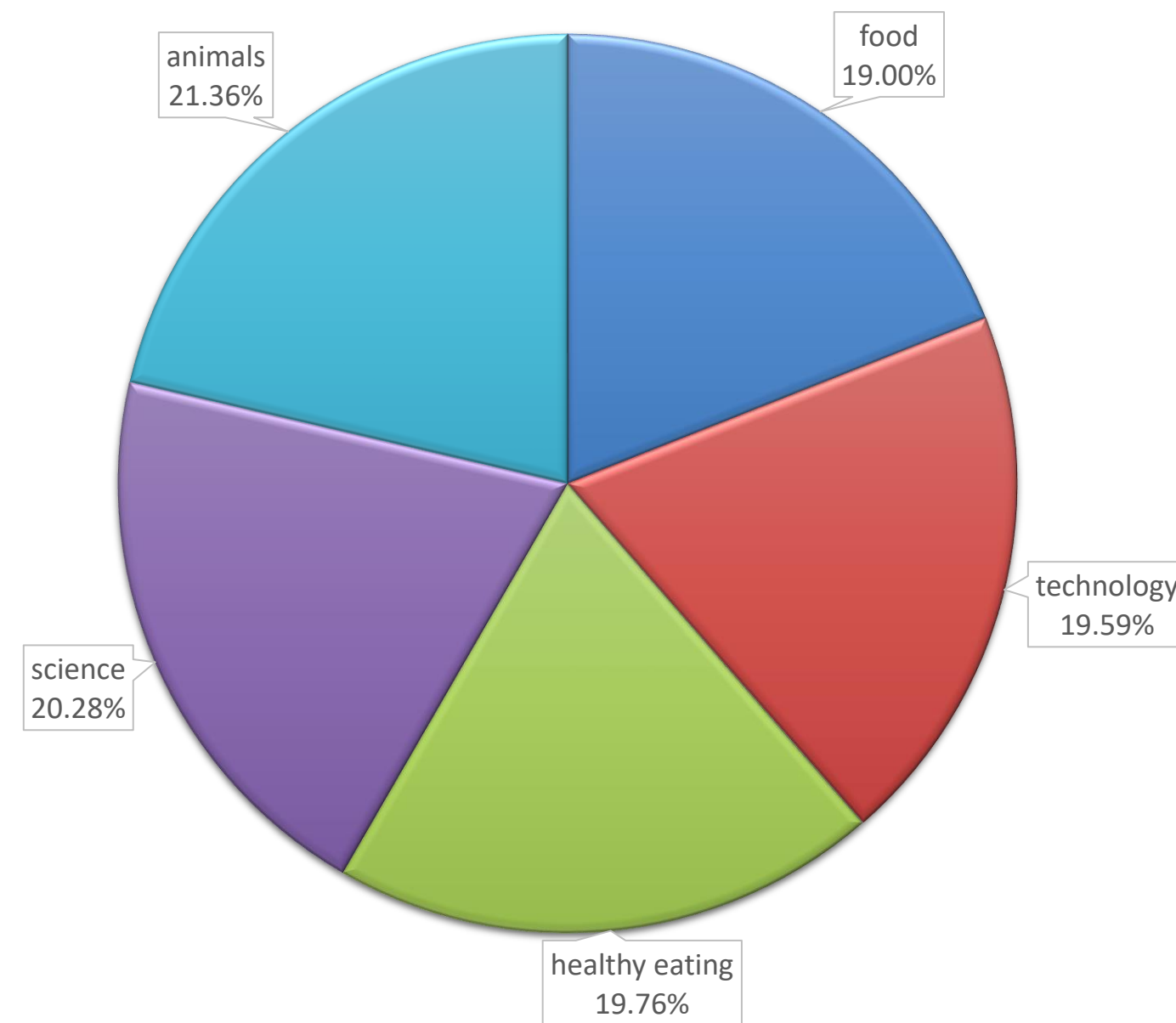
# Most Popular Categories

- Animals first category in respect to popularity
- Both science and technology are in the top 5
- Healthy Eating and Food are very popular





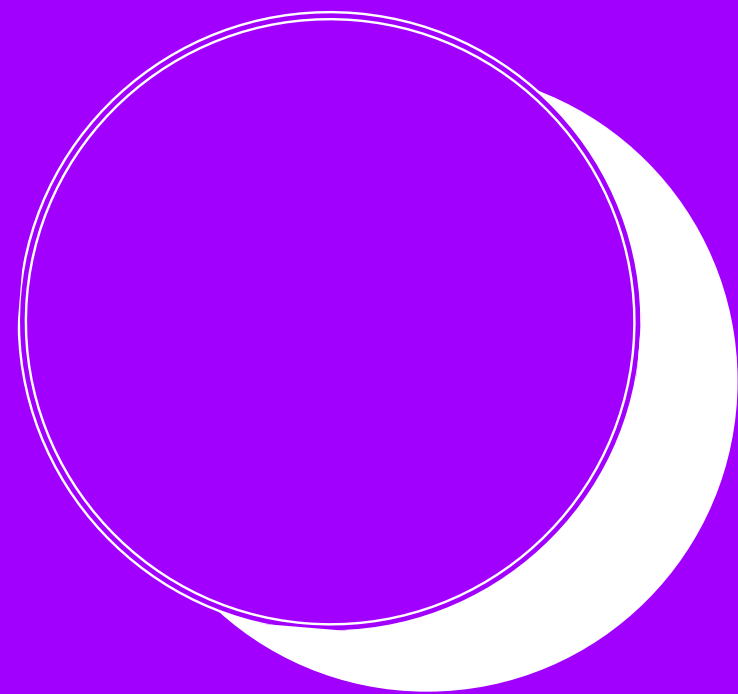
## Popularity Percentage ammong Top 5 Categories



# Summary



- **ANALYSIS**  
Animals and science are the most popular categories: 'real-life' content and divulgative content.
- **INSIGHT**  
Science and Technology are both in the top 5, we have to investigate deeply this type of content as well as for Food and Healty Eating
- **NEXT STEP**  
Large-scale analysis and more insights to implement better algorithm for suggetion and better understand the engagement.



# Thank you!

ANY QUESTIONS?