

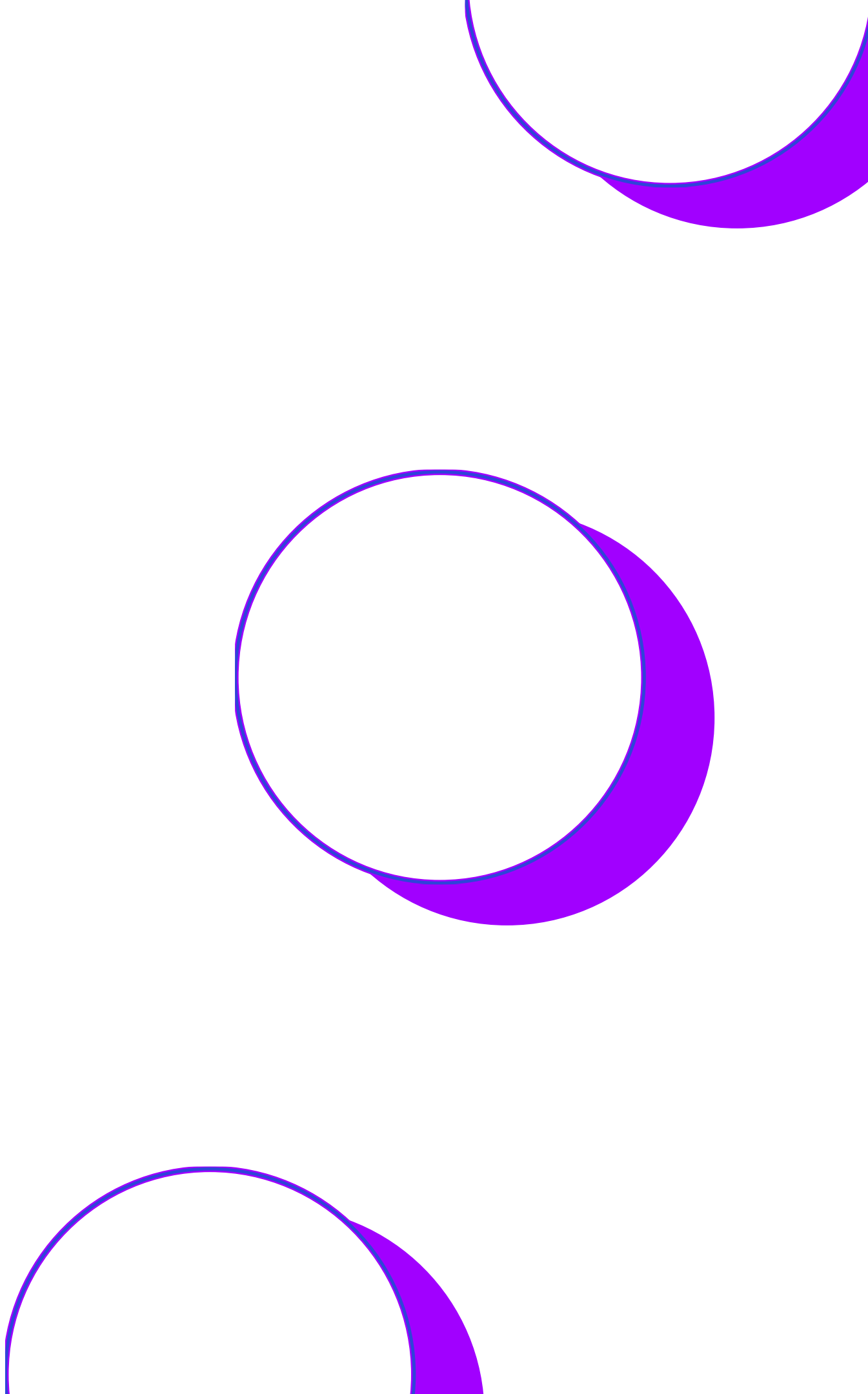
The graphic features a large, bright blue circle on the left side of a purple background. Inside this circle, the text 'SocialBuzz' is written in a large, white, sans-serif font, and 'Engagement Analysis' is written below it in a smaller, white, sans-serif font. To the right of the blue circle is a dark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

# 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

What are the most popular content on the platform?



# The Analytics team



# Process

1

Problem Understanding

2

Gather the data

3

Modeling dataset

4

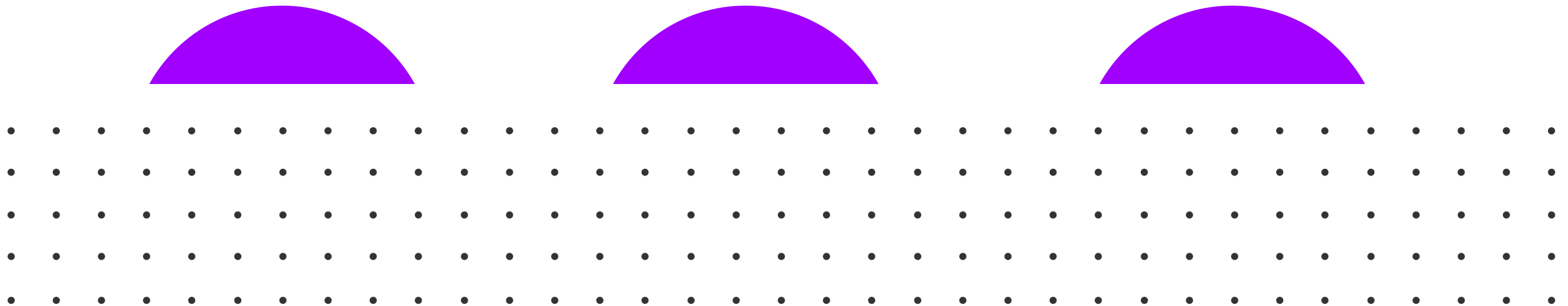
Analysis and Visualization

5

Recomandations

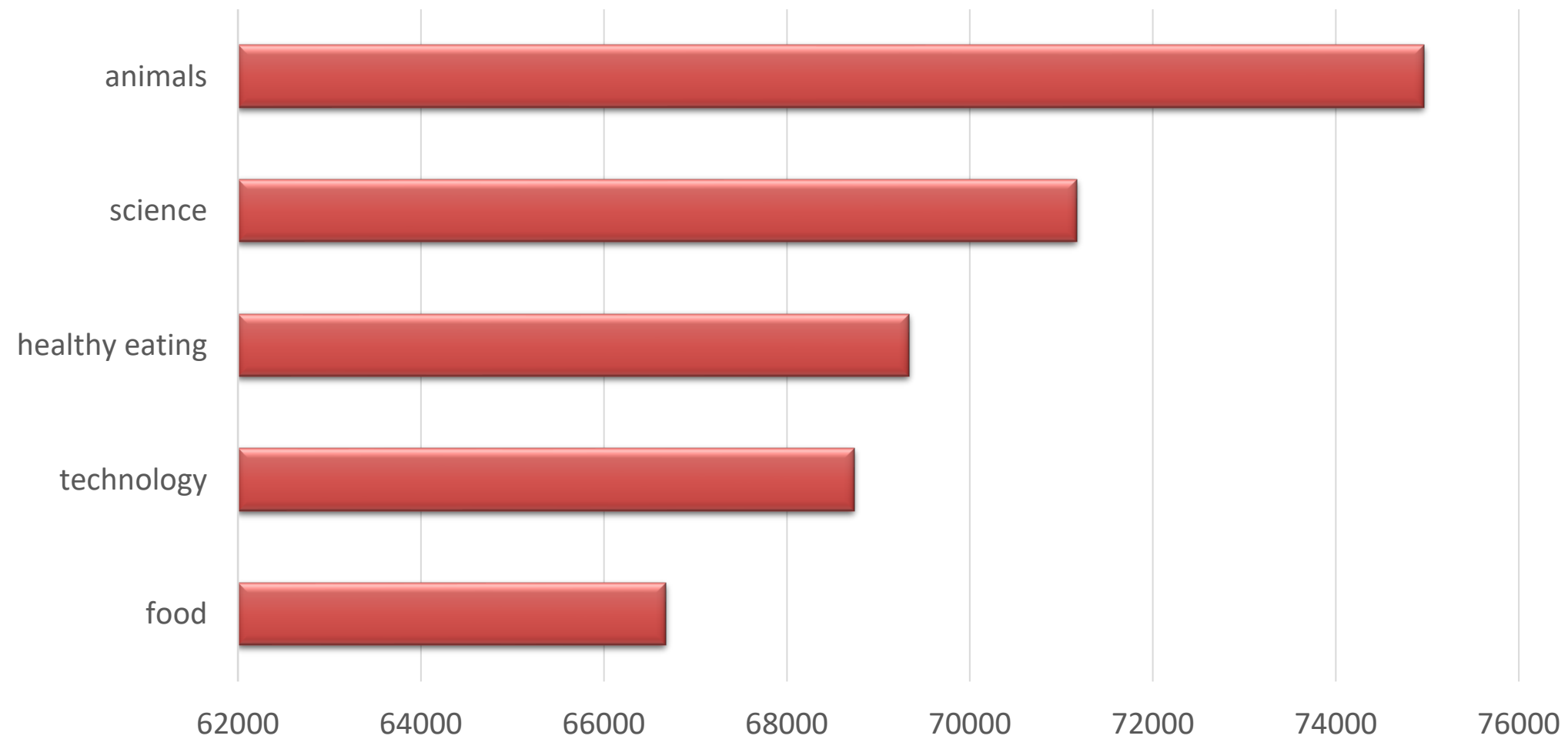
# Insights

- 16 different content categories:
  - 4 different content types
    - Post evenly distributed ammong time
    - 5 most popular categories.



## Most Popular Categories

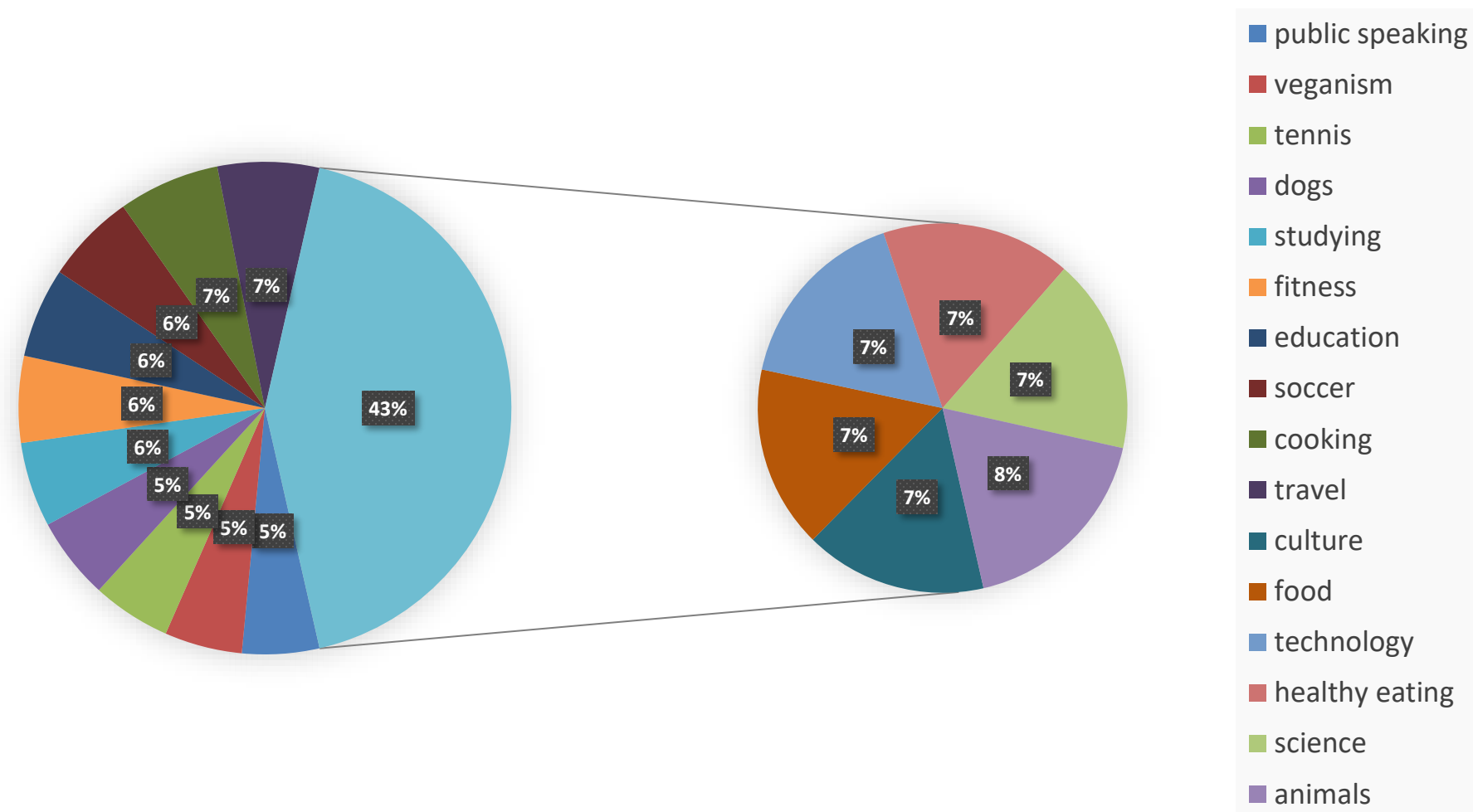
- Animals first category in respect to popularity
- Both science and technology are in the top 5
- Healthy Eating and Food are very popular





## Percentage of Popularity

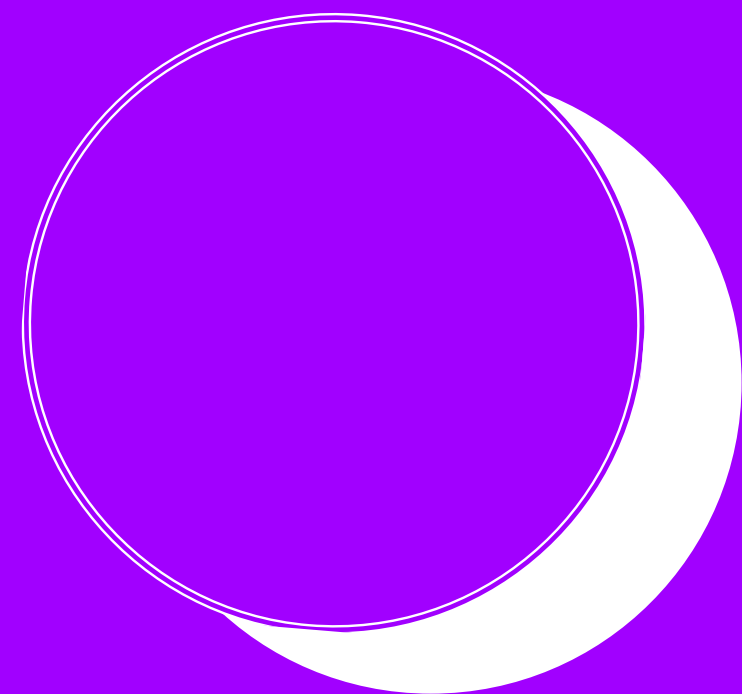
- Popularity evenly distributed among data.
- Top 5 categories are about 7% of the total score, with 'Animals' to 8%
- Top 5 categories have about 50% of popularity.



# Summary



- Food and Healthy Eating very popular: 'real-life' content
- Science is the second most popular category: more 'divulgate' contents
- We can provide with more insights and we are ready to take the next step.



# Thank you!

ANY QUESTIONS?