SOCIAL BUZZ ANALYTICS DASHBOARD **INSIGHTS** accenture **Posts by Category Top 5 Category By Score** Popularity % Share From Top 5 Category animals 1897 2020 animals 75K science 1796 19% 21.36% 2021 healthy ... 1717 science 71K food 1699 healthy eating 69K 19.59% Month technolo... 20.28% 1698 technology 69K culture 1676 All 19.76% food **67K** cooking 1664 ● animals ● science ● healthy ... ● technol... ● food travel 1647 **Content Type Posts by Sentiment Posts by Content Type** soccer 1457 All education 1433 12.5% fitness 1395 6.6K Sentiment 6.2K 6.1K studying 1363 5.7K dogs 1338 31.31% 56.19% All tennis 1328 veganism 1248 **Total Category** public s... 1217 positive negative neutral GIF photo video audio **Posts by Month** 2138 2126 2114 2092 2070 **Content Type** 2056 2012 2034 2022 2021

1914

February

March

January

1974 April

May

July

August

September

June

October

November

December

Insights:



- There are a total 16 distinct content categories.
- There are a total 4 content type.
- Animals and Science are two most popular content categories, showing that people enjoy "real-life" and "factual" content the most.
- The month of May has the highest number of posts with a total number of 2,138 posts, while February is the month with the lowest number of posts with 1,914 posts. May accounted for 8.70% of Total Post.
- Across all 12 Month, Total Post ranged from 1914 to 2138.