

The graphic features a large, bright blue circle on the left side of the frame. Inside this circle, the words "Social" and "BUZZ" are written in a white, sans-serif font, stacked vertically. The background of the entire image is a vibrant purple. Overlaid on the purple background is a grid of small, white dots. The dots are arranged in a regular pattern, with some dots appearing to be behind the blue circle, creating a sense of depth. The overall design is modern and eye-catching.

Social  
BUZZ



# Agenda

- Project Recap
- Problem
- The Analytics Team
- Process
- Insights
- Summary

# Project Recap

- Social Media Platform
- Established in 2010 at San Fransisco
- 500M active monthly users
- Need help to scale effectively

# Problem

- 100k+ daily posts – 3.6 M annual posts
- Difficult to handle such big data
- Identify top 5 categories with the largest popularity



# The Analytics team



**Andrew Fleming**  
Chief Technical Architect



**Marcus Rompton**  
Senior Principle



**Nenavath Manisha**  
Data Analyst

# Process

1

Requirements Gathering

2

Data Collection + Understanding

3

Data Cleaning + Modelling

4

Data Analysis

5

Insights Generation

# Insights

16

Unique Categories  
are Present



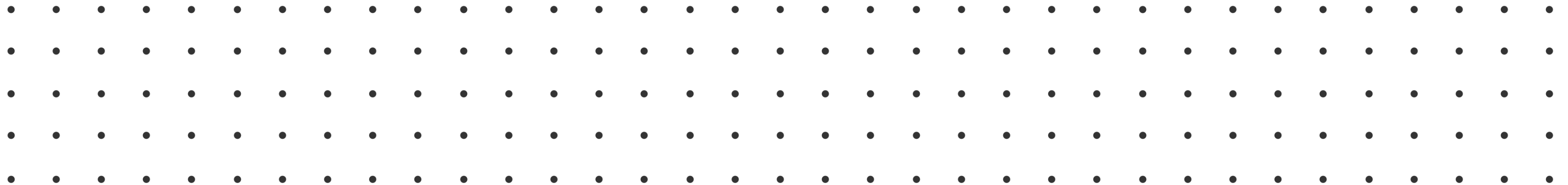
ANIMALS

The most Liked  
Category

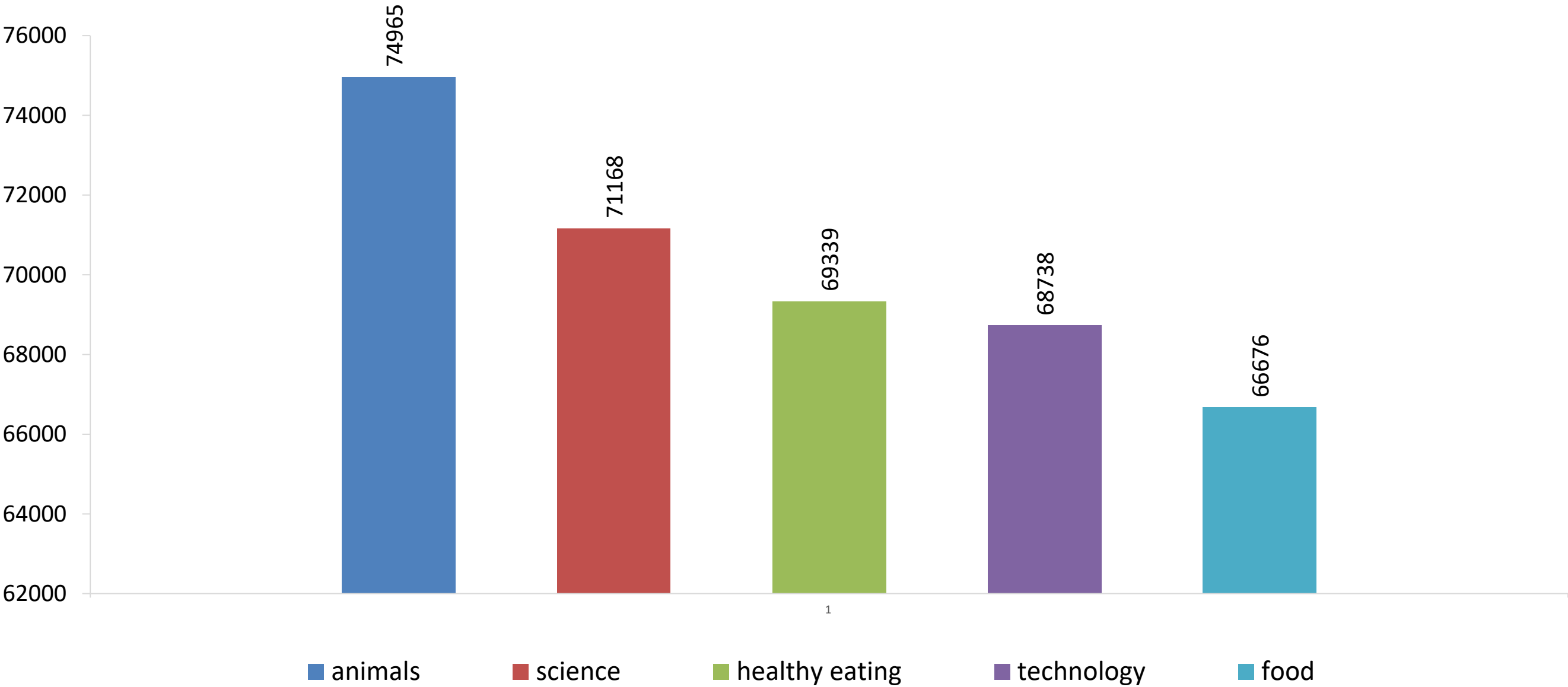


MAY

Have more  
number of Posts

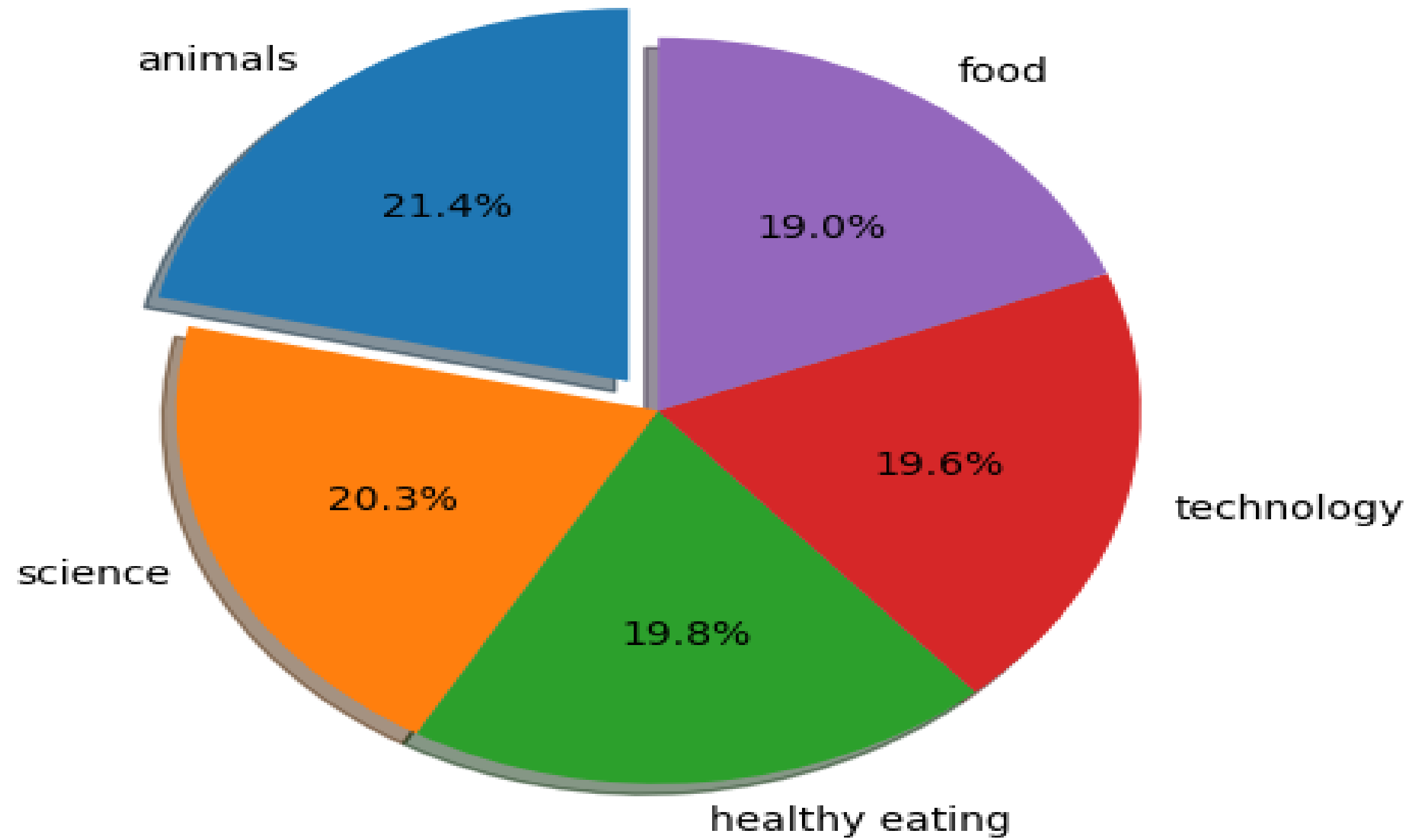


TOP 5 CATEGORIES





Popularity percentage share from top 5 categories



# Summary

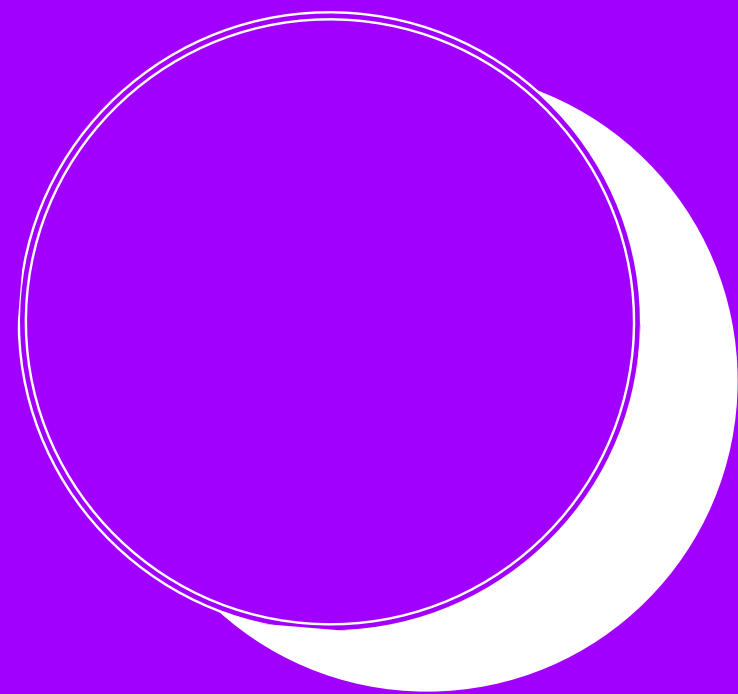


The Top 5 Categories are

- Animals
- Science
- Healthy Eating
- Technology
- Food

Food seems to be prominent

This analysis is limited due to small sample provided and short time frame



# Thank you!

ANY QUESTIONS?