Content Analysis: Spotlight on the Top 5 Most Popular Categories

Today's agenda

Project Recap
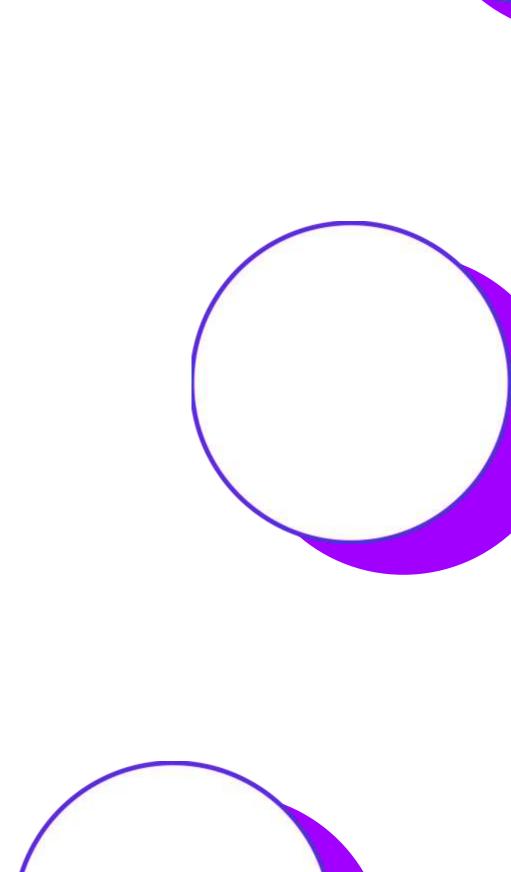
Social Buzz is a small social media company based in San Francisco looking to scale up. It is seeking advisory from an experienced company like Accenture on:

❏ An audit of their big data practice
❏ Recommendations for a successful IPO
❏ An analysis of their content categories that highlights the top 5 categories with the largest popularity

Problem

❏ Over 100 ways to react to content.
❏ 100000 pieces of content, ranging from text, images, videos and GIFs
❏ 500 million active users each month.

How do we make sense of this amount of data?
By an analysis of their content categories that highlights the top 5 categories with the largest popularity
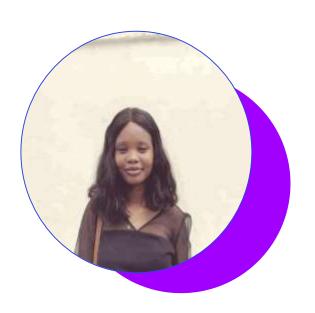
The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Eunice Odolokor
Data Analyst

Process

1 Define the Objective

2 Understanding the Data

3 Data Cleaning

4 Exploratory Data Analysis

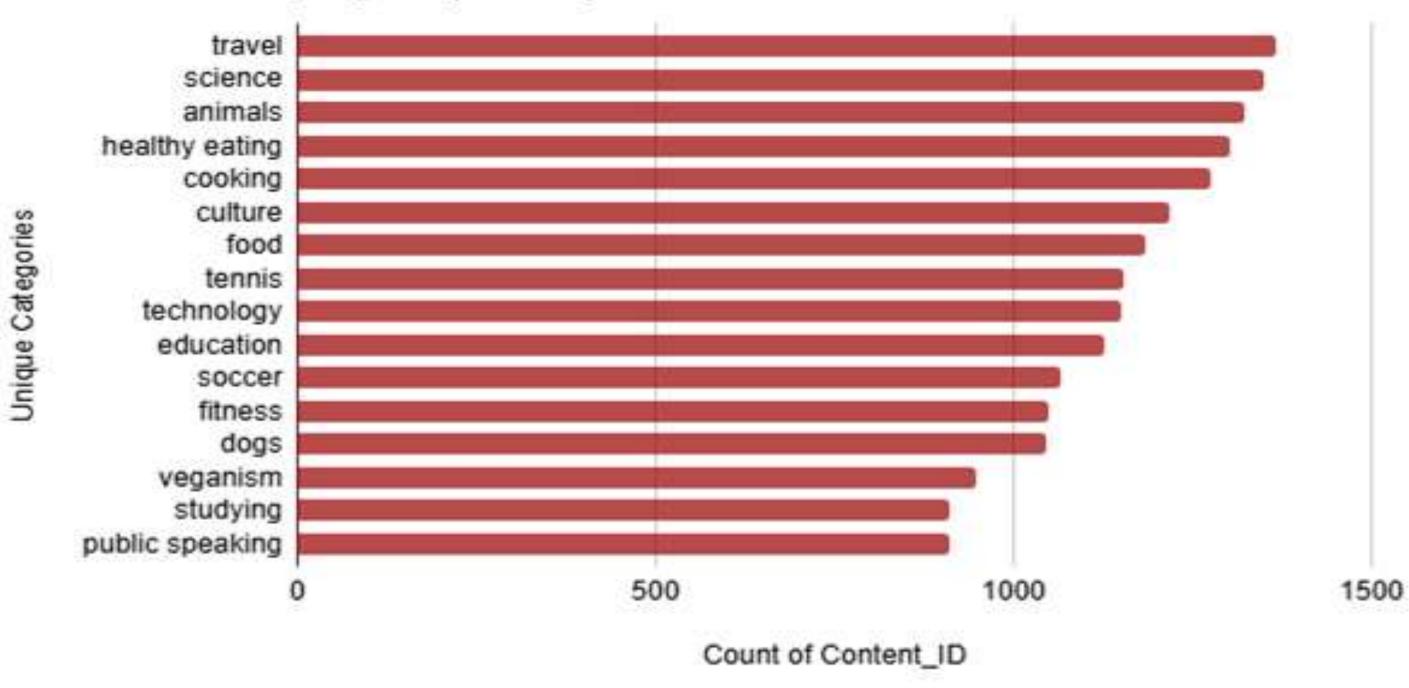**5** Present Visualizations and Insights

Insights

16
Unique
Content
Categories

1368
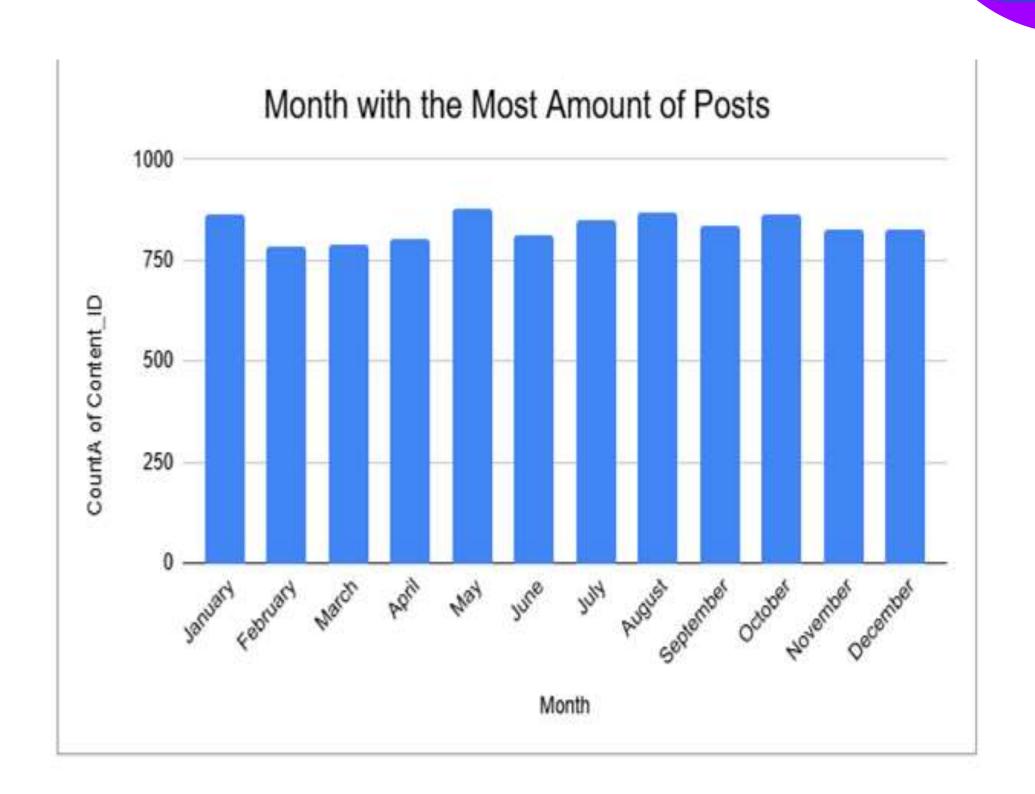Reactions to the
most Popular
Category

May
is the month with
the Most Amount
of Posts

Category Popularity Based on Number of Posts

Top 5 Categories

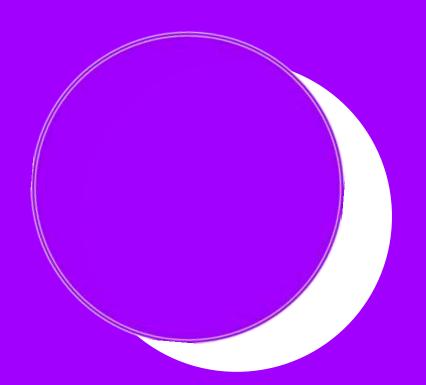|	Category	Score
1		
2	travel	53935
3	science	53657
4	healthy eating	52745
5	animals	52443
6	cooking	49681
7		

Month with the Most Amount of Posts

Summary

- There are 16 unique categories of content

- The five most popular content categories are travel, science, healthy eating, animals and cooking.

- Number of posts are highest in the month of May and lowest in the month of February

Thank you!

ANY QUESTIONS?