

Social Buzz Content Analysis - Report Overview

Report Overview: This report analyzes user engagement data from an online content platform, aiming to identify top-performing content types, categories, and sentiment trends. The data includes over 24,000 reactions across 1,000+ content pieces.

Key Insights:

- 1) Animal, Science, Healthy Eating, Technology and Food, are some of the most popular content categories among users.
- 2) Photo is the most popular content type, followed by Videos and GIF, and Audio being the least popular type.
- 3) Positive sentiment dominated user reactions, followed by Negative and then Neutral.
- 4) The average reaction score stands at 39.62 and 3.80 % of the contents has no reaction at all.
- 5) Users are mostly active between "5 AM and 9 AM" and between "10 PM and 11 PM", with 6 AM being the peak.

Interactive Elements (Other than slicers):

- 1) The "Top 5 Category" bar chart uses bookmark navigator at the top right corner to toggle between Top 5 and Bottom 5 Content Categories (Press CTRL + click), to select buttons accordingly.
- 2) The fields such as Content Category, Content Type and Sentiments, supports drill-through from "Executive Report" page to "Detail Page" (Select any data point from appropriate visuals -> right click -> "Drill Through" -> "Detail Page").
- 3) "Reactions by Month" line chart supports drill down from Months to Weekdays.

Page Navigation: Press CTRL + click on the page you want to navigate to, from the page navigator down below:

Overview

Executive Report

Detail Page

SOCIAL BUZZ CONTENT *ANALYSIS*

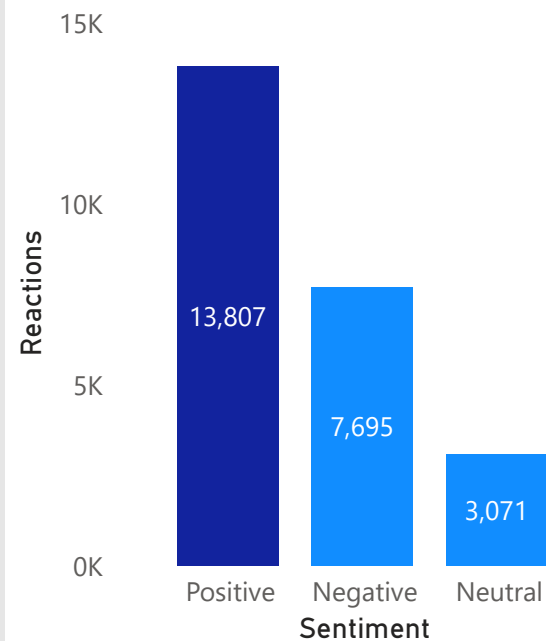
Contents

Reactions

Avg Score

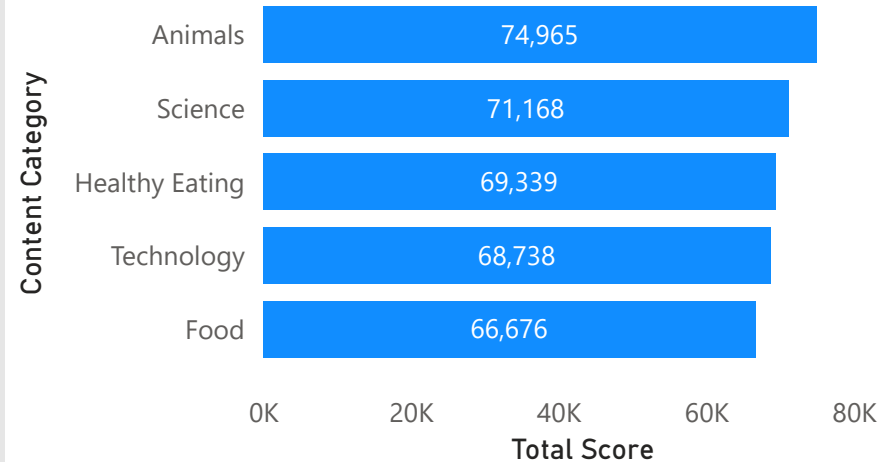
Zero Reaction Contents

Reactions by Sentiment

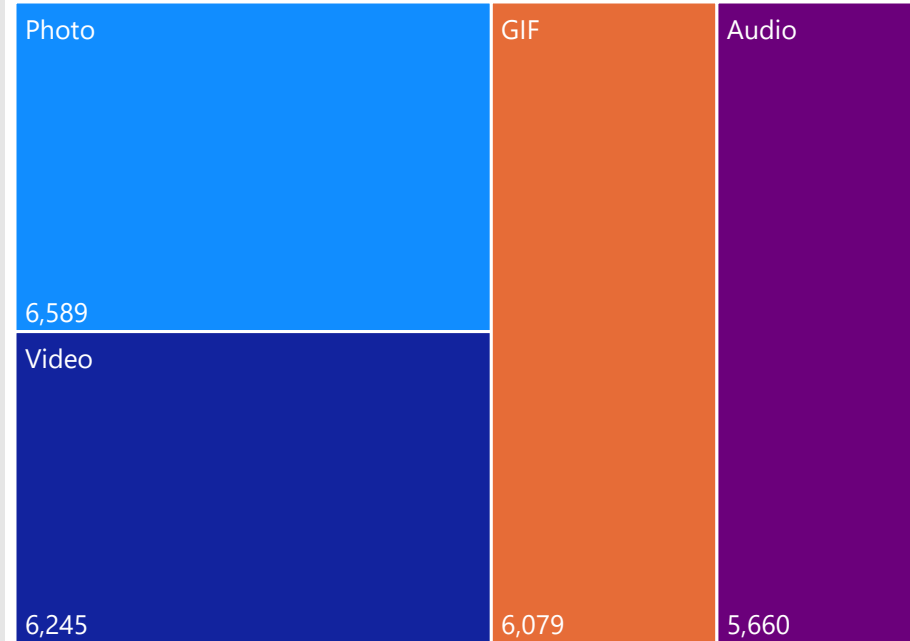


Top 5 Category by Score

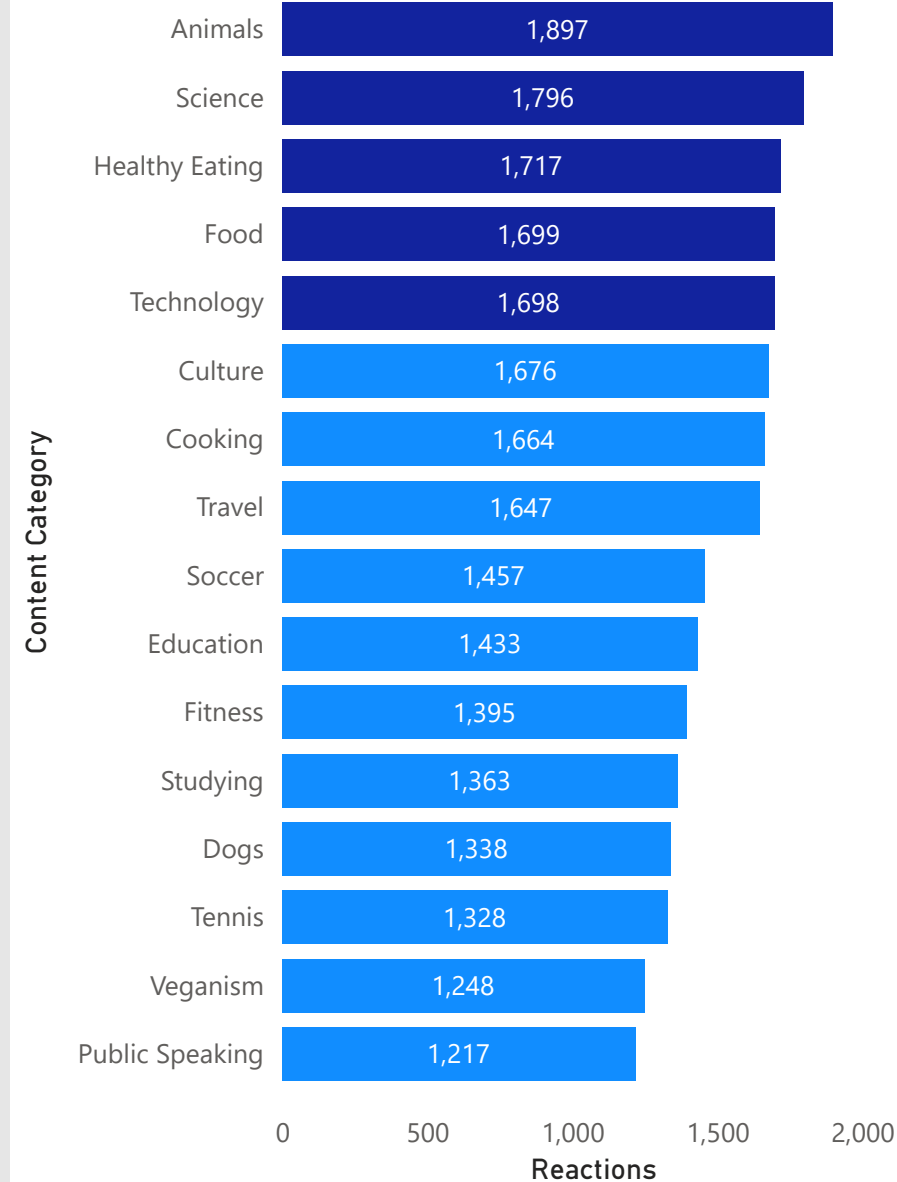
Bottom



Reactions by Content Type



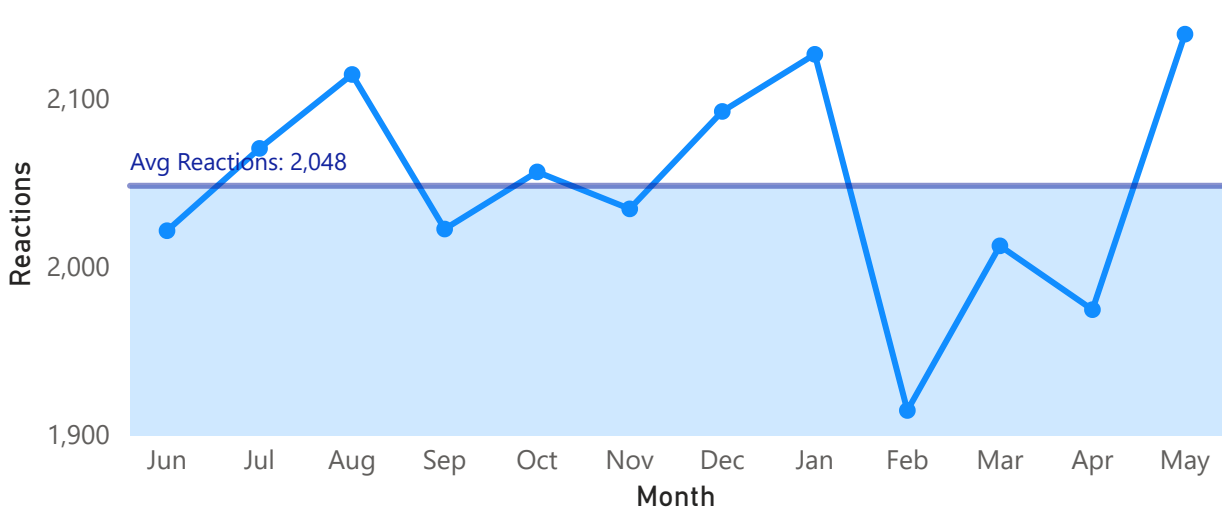
Reactions by Content Category



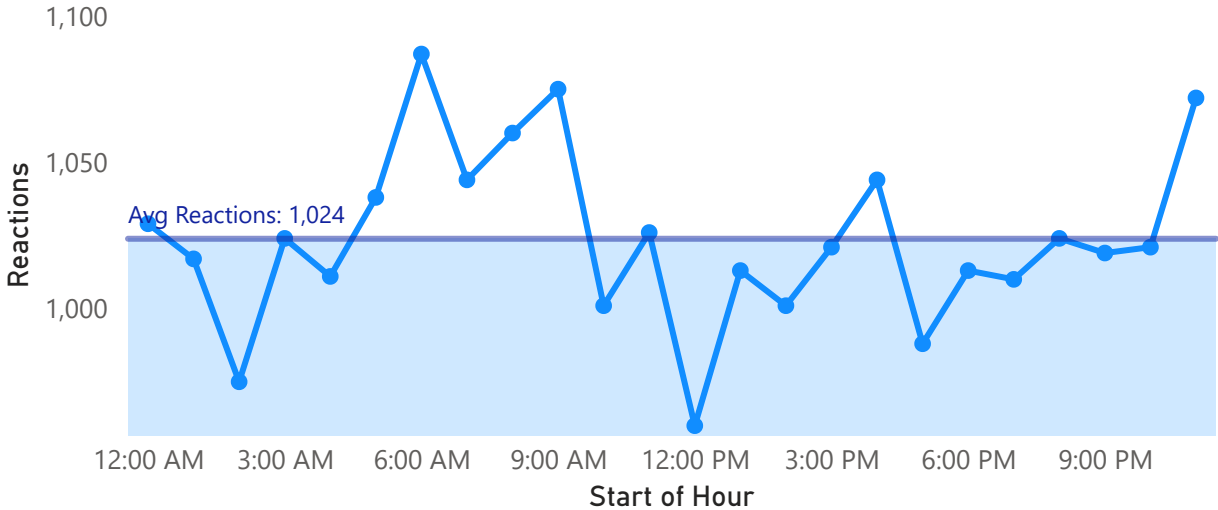


All

Reactions by Month



Reactions by Start of Hour



Reactions by Reaction Type

