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 poplar 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:

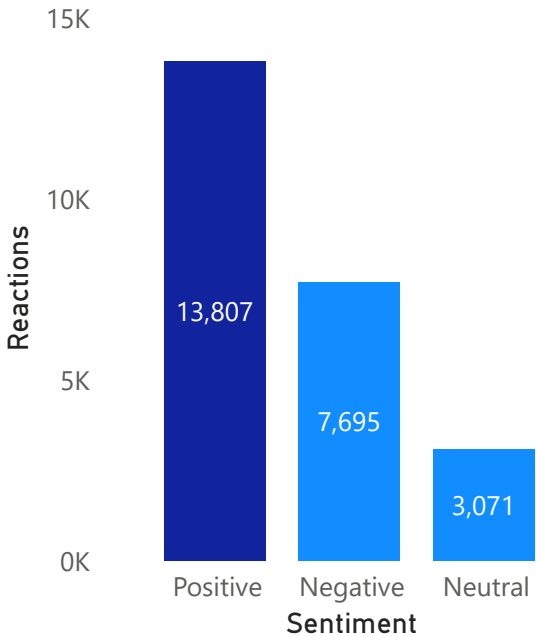| Overview | Executive Report | Detail Page |

SOCIAL BUZZ CONTENT
ANALYSIS

Content Category	Content Type	Sentiment	Reaction Type
All ⌄	All ⌄	All ⌄	All ⌄

1,000
Contents

24,573
Reactions

39.62
Avg Score

3.80%
Zero Reaction Contents

Top 5 Category by Score

[**Top** | Bottom]

Content Category	Total Score
Animals	74,965
Science	71,168
Healthy Eating	69,339
Technology	68,738
Food	66,676

Total Score: 0K — 20K — 40K — 60K — 80K

Reactions by Sentiment

Sentiment	Reactions
Positive	13,807
Negative	7,695
Neutral	3,071

Reactions by Content Type

Photo	6,589
Video	6,245
GIF	6,079
Audio	5,660
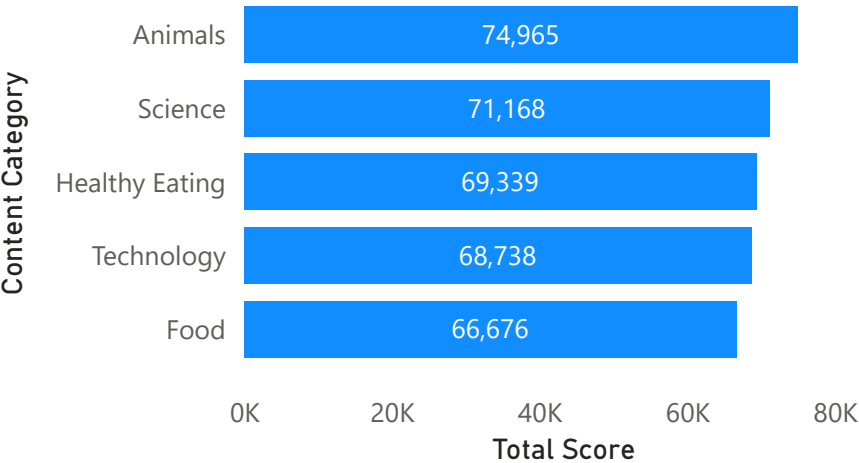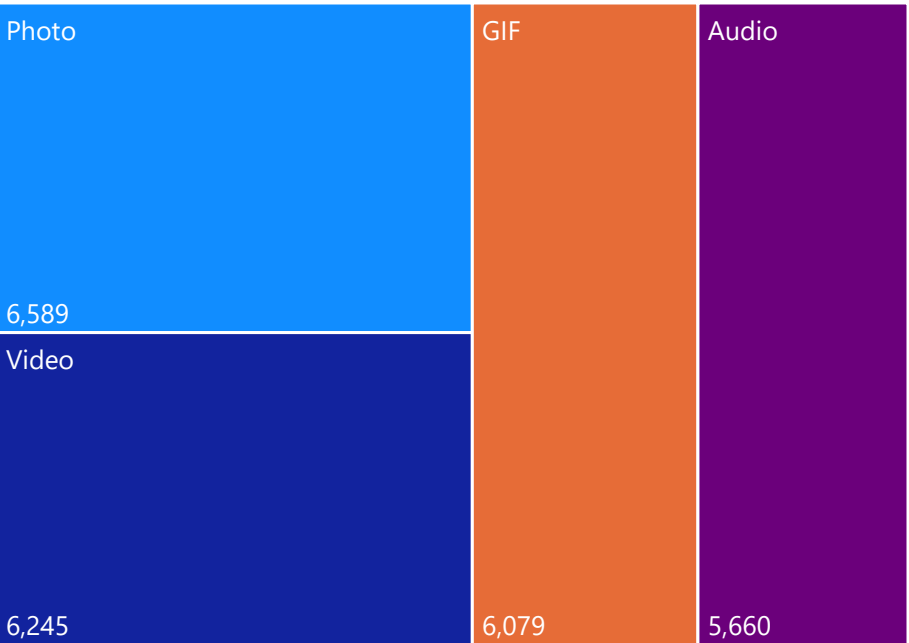
Reactions by Content Category

Content Category	Reactions
Animals	1,897
Science	1,796
Healthy Eating	1,717
Food	1,699
Technology	1,698
Culture	1,676
Cooking	1,664
Travel	1,647
Soccer	1,457
Education	1,433
Fitness	1,395
Studying	1,363
Dogs	1,338
Tennis	1,328
Veganism	1,248
Public Speaking	1,217

Reactions: 0 — 500 — 1,000 — 1,500 — 2,000
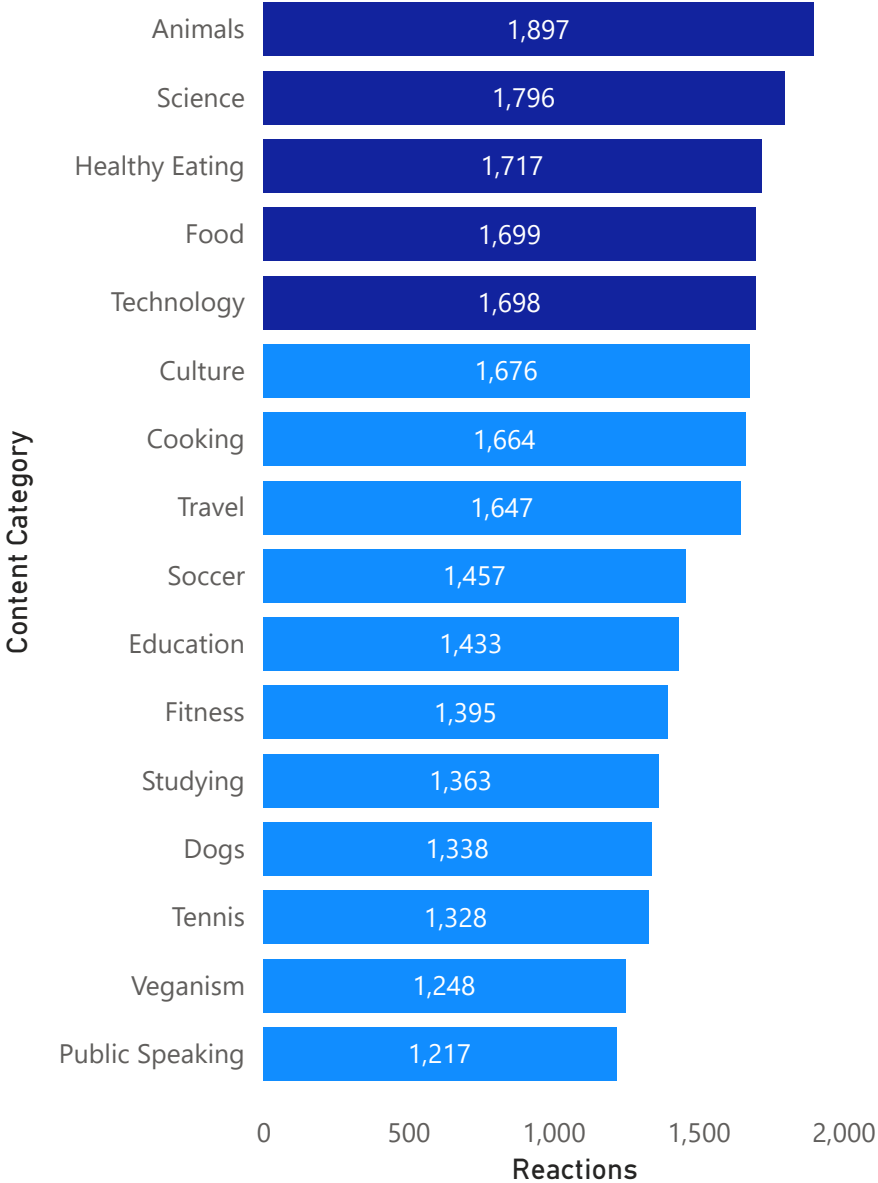
All

Reactions by Month

Avg Reactions: 2,048
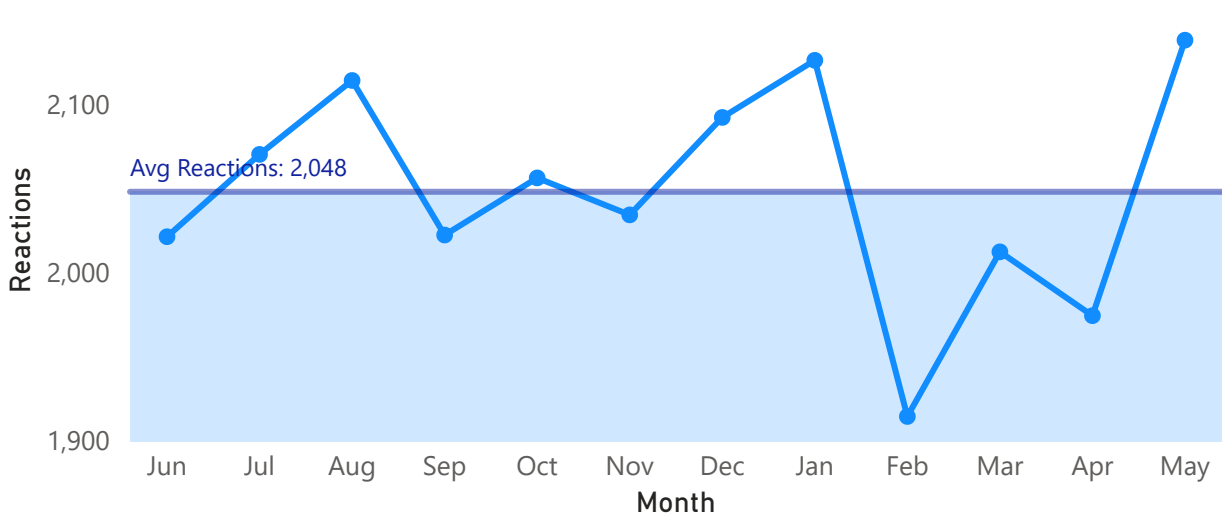
Reactions by Start of Hour

Avg Reactions: 1,024
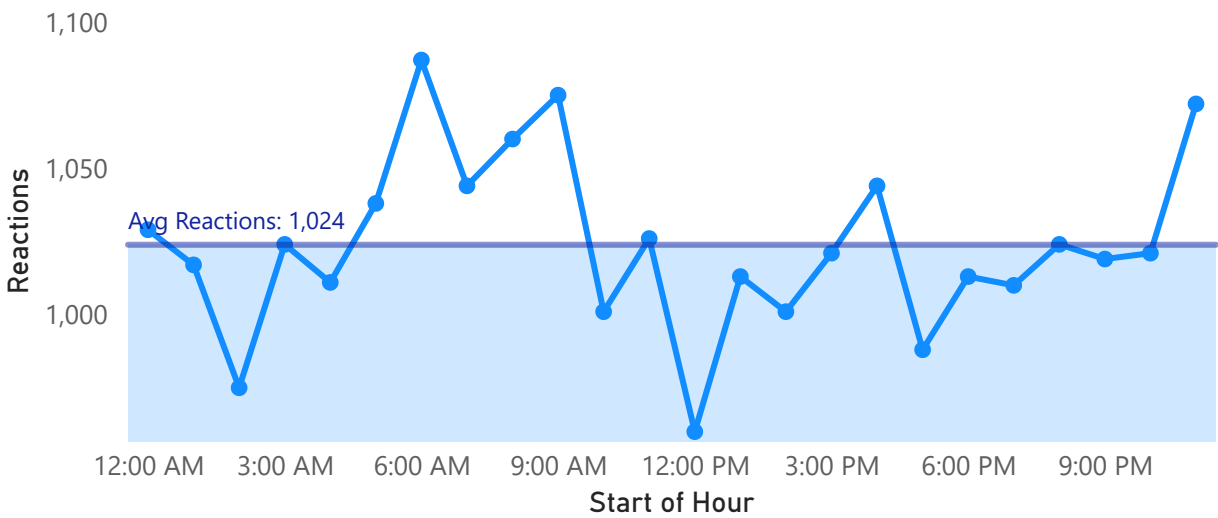
Reactions by Reaction Type

Reaction Type	Reactions
Heart	1,622
Scared	1,572
Peeking	1,559
Hate	1,552
Interested	1,549
Adore	1,548
Dislike	1,548
Want	1,539
Love	1,534
Disgust	1,526
Like	1,520
Super Love	1,519
Indifferent	1,512
Cherish	1,501
Worried	1,497
Intrigued	1,475