Social Buzz Management Report

Analyzing Social Buzz's content strategy, user engagement, and data insights.

PS **by Patrick Sebastine**
Date: October 2024

Problem Statement

Analyzing Content to Drive Engagement and IPO Success

1 ### Purpose

To provide actionable insights into content popularity and user engagement for scaling and IPO preparation.

2 ### Audience

Social Buzz management team and stakeholders.

3 ### Business Problem

How can Social Buzz optimize content strategies to enhance user engagement and effectively scale for an IPO?

Proposed Solution

Data-Driven Content Strategy

Leverage Data

User engagement scores, sentiment analysis, and content performance.

Solution Strategy

To guide future content strategies and growth plans.

Background

Client Overview and Project Context

Social Buzz

Growing platform aiming to scale and prepare for IPO.
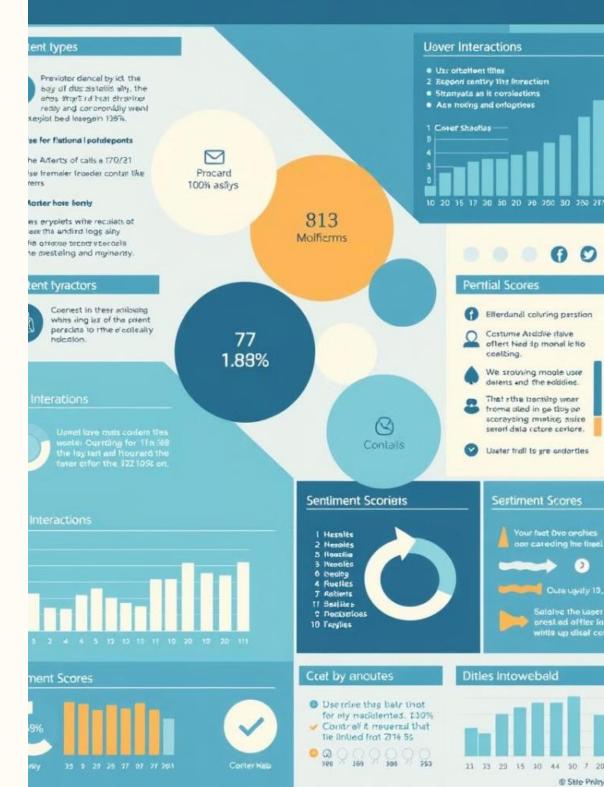
Content Management

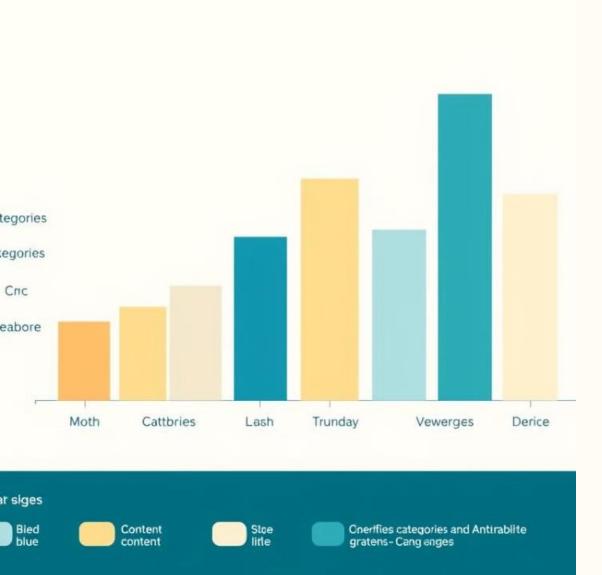Key factor for sustained growth and user engagement.

Dataset Overview

Key Data Points

Source	Social Buzz Platform Data
Years	2020-2021
Key Variables	Content type, user engagement scores, sentiment, categories, and content categories.
Insights	Content performance was measured based on user interactions across different types and categories.

Analysis Goals

Analyzing Content Popularity

1 — WHY

To identify content driving most engagement.

2 — HOW

By analyzing user engagements, sentiment, preferences, and monthly performance.

3 — WHAT

To deliver insights that can help priortize content and optimize engagement strategies.

Key Insight

Top Findings from the Analysis

1   Sentiment Distribution

Positive (85%), Neutral (9%), Negative (7%).

2   Content Type Popularity

Photos, Videos, GIFs, and Audio drive the most engagement.

3   Top 5 Categories

Animals, Science, Healthy Eating, Technology, Travel, and Food.

4   Monthly Trends

Users total engagement peaked in May, January, and October.

Recommendations

Strategic Actions for Growth

Prioritize Content

1 Focus on top-performing types (photos and videos).

Category Focus

2 Create more content in high-engagement categories (animals and science).

Sentiment Optimization

3 Address negative sentiment for improved user experience.

Key Challenges, Assumptions, and Risks

Considerations and Constraints

Challenges

Balancing content diversity and high engagement.

Assumptions

Data accurately reflects platform activities and user trends.

Risks

Changes in user behavior could impact engagement strategies.

Next Steps

Future Work for Scaling and IPO Readiness

1. Conduct a full audit of Social Buzz's big data practices.

2. Collaborate with technical teams for scalability and platform optimization.

3. Test new content strategies based on data insights.

Thank You

Q&A

We're happy to answer any questions or further discussions.

Social Buzz Management Report
By Patrick Sebastine

accenture

Year

2020 | **2021**

User Engagements Analyzed
24,573

Peak Engagement Month
May

Reaction Category Count
1,897

Sentiment Distribution
● positive ● neutral ● negative

- 85%
- 9%
- 7%

Content Type Distribution
● photo ● video ● GIF ● audio

- 27.00%
- 25.31%
- 24.47%
- 23.22%

Top User Category
Animals

Total User Category Preferences
16

Top 5 Categories Trends
● Animals ● food ● healthy eating ● science ● technology

Months: January, February, March, April, May, June, July, August, September, October, November, December

Y-axis: 5K, 6K, 7K

Category Engagement Ranking

Category	Value
Animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676