

# User Sentiment Analysis

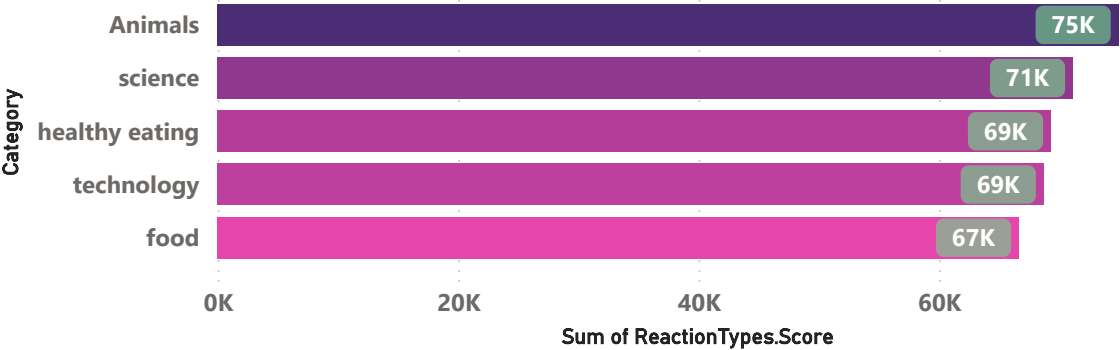
| Client: Social Buzz (Accenture Forage) | Industry: Social Media & Content Creation

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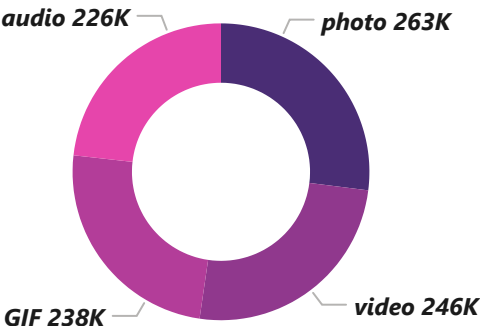


Sum of ReactionTypes.Score by Category

Sum of ReactionTypes.Score 66.68K 74.97K



Categorical Reaction



75

Max Reaction Score

audio

Content Type

DATE

18/06/2020

18/06/2021

Negative

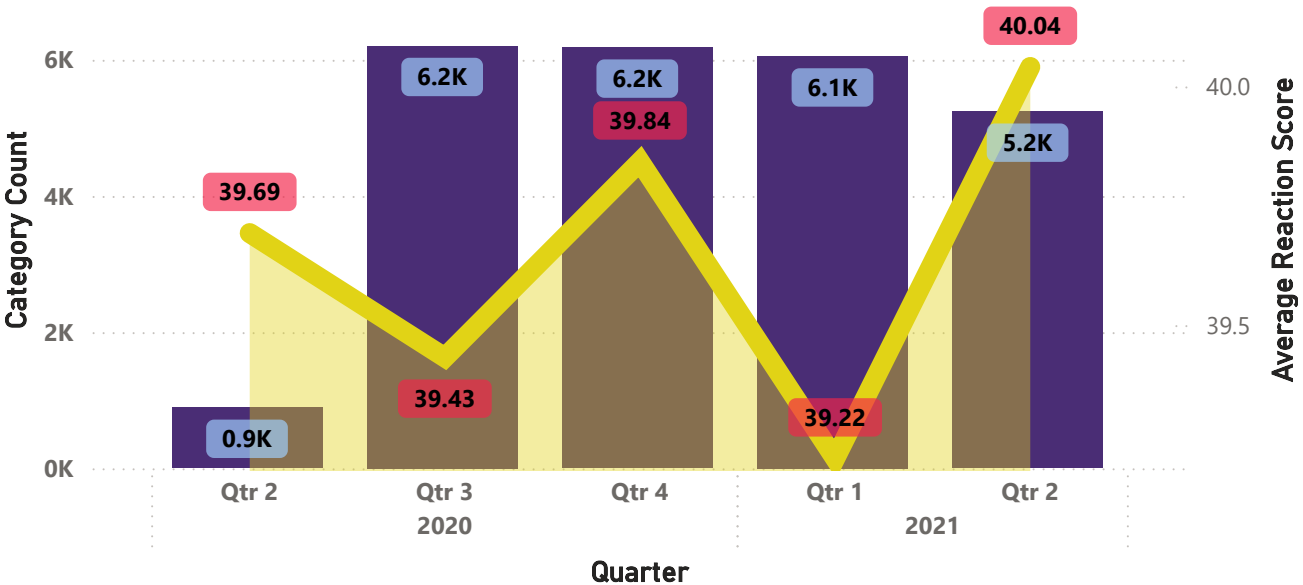


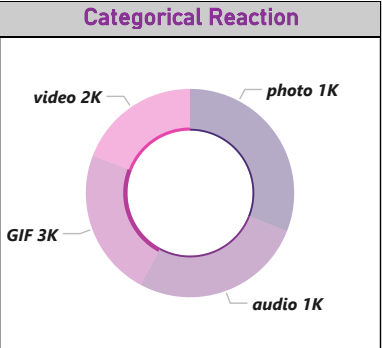
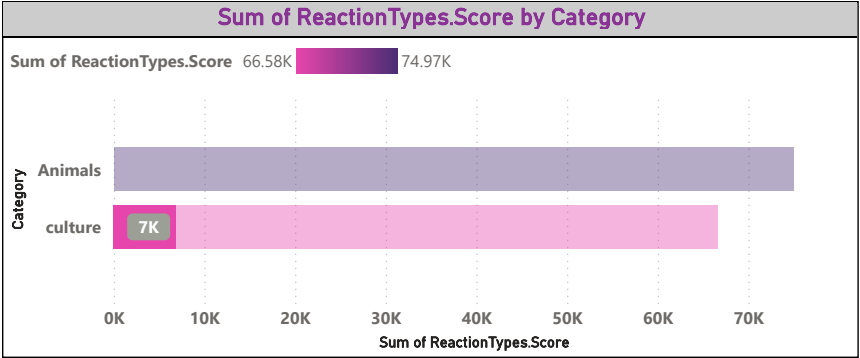
User Sentiment

Reactions.Reaction Type	Animals	cooking	culture	dogs	education	fitness	food	healthy ea
adore	72.00	72.00	72.00	72.00	72.00	72.00	72.00	7
cherish	70.00	70.00	70.00	70.00	70.00	70.00	70.00	7
disgust	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
dislike	10.00	10.00	10.00	10.00	10.00	10.00	10.00	1
hate	5.00	5.00	5.00	5.00	5.00	5.00	5.00	
heart	60.00	60.00	60.00	60.00	60.00	60.00	60.00	6
indifferent	20.00	20.00	20.00	20.00	20.00	20.00	20.00	2
interested	30.00	30.00	30.00	30.00	30.00	30.00	30.00	3
intrigued	45.00	45.00	45.00	45.00	45.00	45.00	45.00	4
like	50.00	50.00	50.00	50.00	50.00	50.00	50.00	5
love	65.00	65.00	65.00	65.00	65.00	65.00	65.00	6
peeking	35.00	35.00	35.00	35.00	35.00	35.00	35.00	3
scared	15.00	15.00	15.00	15.00	15.00	15.00	15.00	1
super love	75.00	75.00	75.00	75.00	75.00	75.00	75.00	7
want	70.00	70.00	70.00	70.00	70.00	70.00	70.00	7
worried	12.00	12.00	12.00	12.00	12.00	12.00	12.00	1
Total	39.52	38.92	39.72	39.25	40.08	39.66	39.24	4

Category and Reaction Score | User Engagement Trend

Category and Scores ● Category Count ● Average Reaction Score





75  
Max Reaction Score

audio  
Content Type

DATE  
18/06/2020  
18/06/2021

Category: Mult...  
Select all  
Animals  
cooking  
culture  
dogs

Positive  
User Sentiment

Reactions.Reaction Type	Animals	culture	Total
adore	8208	6840	15048
cherish	8750	7910	16660
disgust	0	0	0
dislike	1150	1120	2270
hate	640	470	1110
heart	7200	5820	13020
indifferent	2000	2220	4220
interested	3300	3300	6600
intrigued	5220	4545	9765
like	5050	4850	9900
love	7735	7020	14755
peeking	4515	3465	7980
scared	1980	1755	3735
super love	9225	7500	16725
want	8540	8540	17080
worried	1452	1224	2676
Total	74965	66579	141544

