

# User Sentiment Analysis

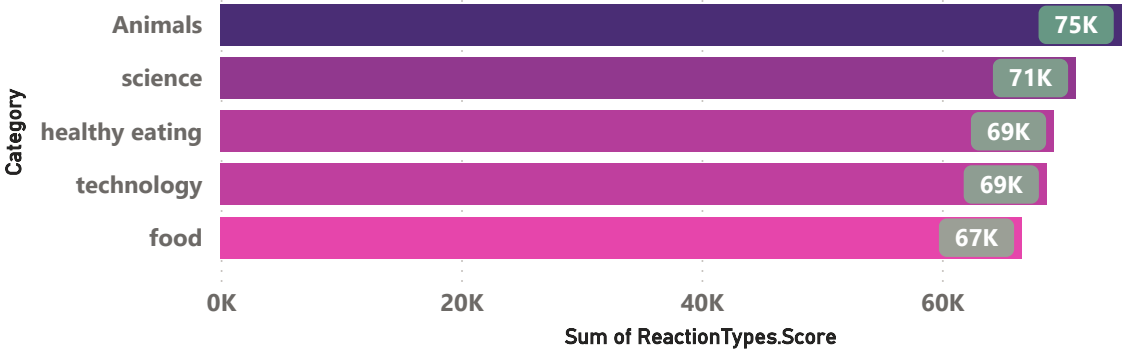
| Client: Social Buzz (Accenture Forage) | Industry: Social Media & Content Creation

<https://www.linkedin.com/in/yaminiponnambalam>

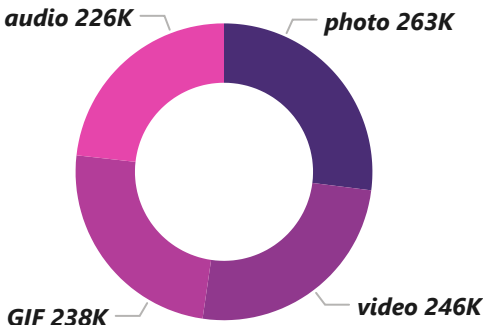


Sum of ReactionTypes.Score by Category

Sum of ReactionTypes.Score 66.68K 74.97K



Categorical Reaction



75

Max Reaction Score

audio

Content Type

DATE

18/06/2020

18/06/2021

Category: All

- ☐ Select all
- ☐ Animals
- ☐ cooking
- ☐ culture
- ☐ dogs

Negative

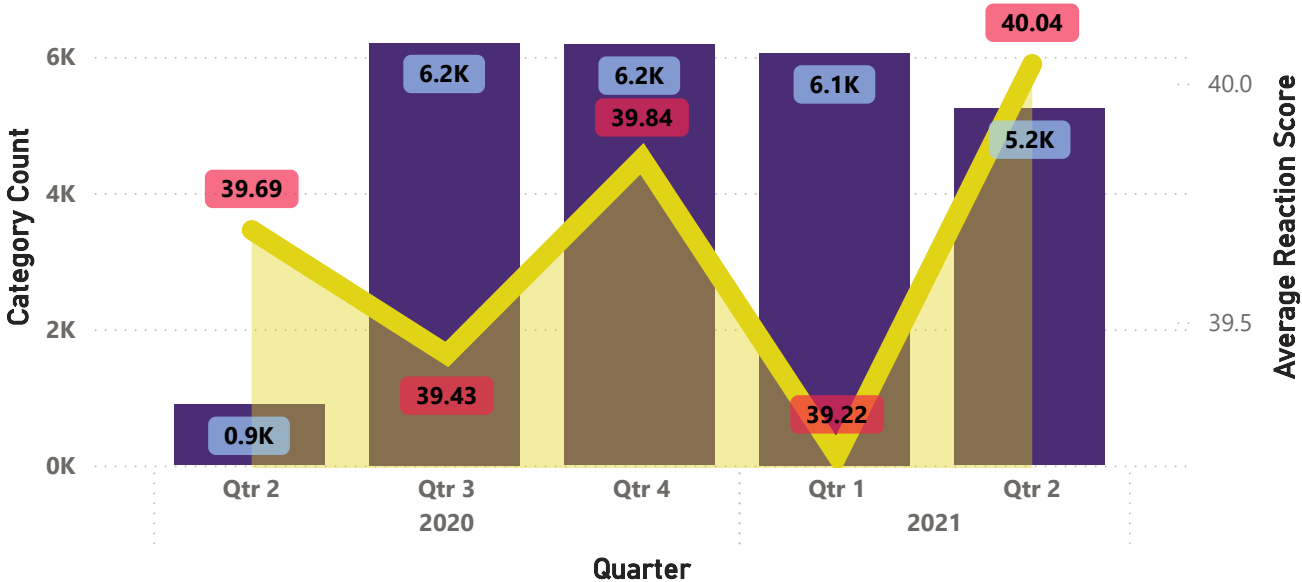


User Sentiment

Reactions.Reaction Type	Animals	cooking	culture	dogs	education	fitness	food	healthy e
adore	8208	7632	6840	5832	5976	6912	6696	
cherish	8750	5880	7910	5040	6090	5110	8330	
disgust	0	0	0	0	0	0	0	
dislike	1150	1150	1120	840	910	950	1060	
hate	640	520	470	435	480	355	650	
heart	7200	6720	5820	5820	5460	4980	6420	
indifferent	2000	1620	2220	1860	1780	1640	1940	
interested	3300	3750	3300	2730	2640	2430	3240	
intrigued	5220	3960	4545	3150	4320	3690	4230	
like	5050	5700	4850	4650	4500	5550	5000	
love	7735	6435	7020	4745	6825	5720	7995	
peeking	4515	3535	3465	3220	3465	3010	4025	
scared	1980	1800	1755	1335	1200	1440	1515	
super love	9225	8250	7500	6300	6900	7500	6675	
want	8540	6580	8540	5810	5810	5040	7700	
worried	1452	1224	1224	744	1080	996	1200	
Total	74965	64756	66579	52511	57436	55323	66676	6

Category and Reaction Score | User Engagement Trend

Category and Scores ● Category Count ● Average Reaction Score



# User Sentiment Analysis

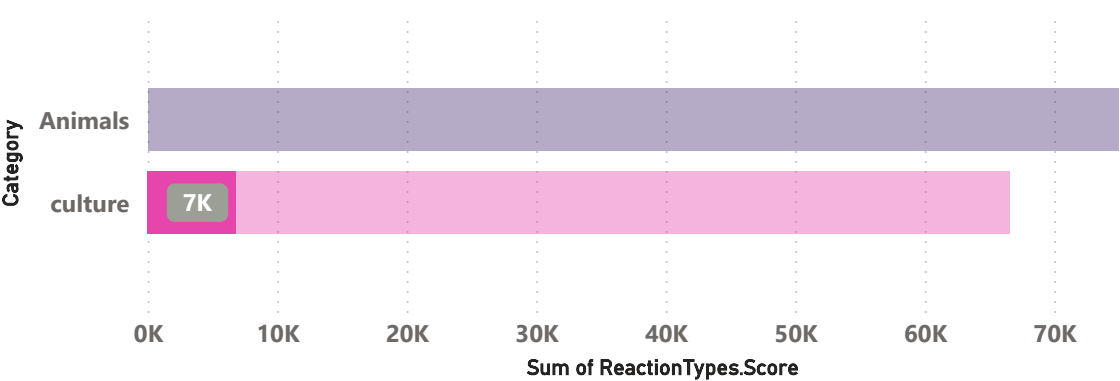
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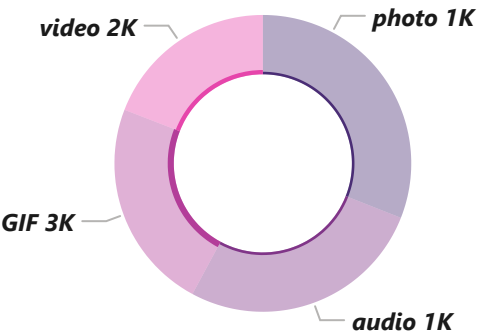


## Sum of ReactionTypes.Score by Category

Sum of ReactionTypes.Score 66.58K 74.97K



## Categorical Reaction



75

Max Reaction Score

audio

Content Type

DATE

18/06/2020

18/06/2021

Positive



User Sentiment

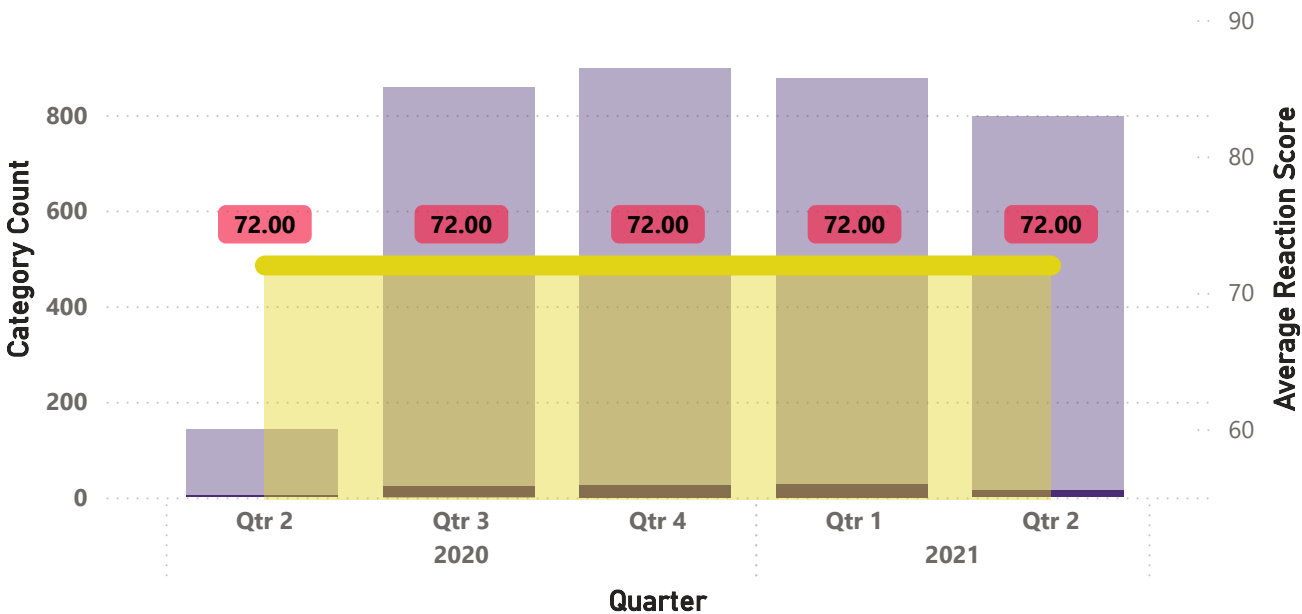
Category: Mult...

- Select all
- Animals
- cooking
- culture
- dogs

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

## Category and Reaction Score | User Engagement Trend

Category and Scores ● Category Count ● Average Reaction Score



## **Accenture Data Analytics Virtual Experience Program on Forage Overview and Business Problem >>**

Client: Social Buzz

Industry: Social Media & Content Creation

### **Background:**

Social Buzz is a fast-growing social media platform with over 500 million active users each month. The platform's rapid growth has led to the generation of massive amounts of unstructured data, with over 100,000 pieces of content uploaded daily, including text, images, videos, and GIFs. As the company scaled, they needed advanced solutions to effectively manage and analyze this data, turning to external expertise to adopt big data management practices used by industry leaders.

### **Project Objectives:**

- Conduct an audit of Social Buzz's big data practices.
- Analyze content categories to identify the top 5 based on aggregate popularity.

### **My Role:**

As a data analyst, I was tasked with analyzing sample datasets, extracting insights, creating visualizations, and presenting actionable recommendations to the client.

### **Tools Utilized:**

- Microsoft SQL Server: Used for data cleaning, modeling, and extracting key insights.
- Microsoft Power BI: Employed for data visualization and presenting insights.
- Microsoft PowerPoint: Used to prepare a presentation for client review.

### **Key Tasks & Learnings:**

- Data Cleaning and Modeling: Cleaned the dataset and performed data modeling by writing SQL queries and establishing relationships using SQL JOINS.
- Data Analysis: Identified the top 5 content categories by popularity using SQL Server.
- Data Visualization & Storytelling: Created compelling data visualizations in Power BI and developed a narrative around the insights.
- Presentation: Summarized insights and recommendations into a professional client presentation using PowerPoint.

### Analysis & Key Insights:

Among 16 content categories, the top 5 were animals, science, healthy eating, technology, and food. Animals led with a total score of approximately 75,000 points, commanding 21.36% of the overall popularity. Science followed with a 20.28% share. Additionally, content formats were analyzed, with photos being the most common, followed by videos, GIFs, and audio.

### Final Dashboard & Recommendations:

- Focus on Popular Content: Continue prioritizing content related to animals and science, which show the highest engagement levels.
- Capitalize on Food Trends: Leverage the growing interest in healthy eating by partnering with brands in the food industry.
- Expand Technology Content: Given the high engagement with technology-related content, partnering with tech companies could further boost user activity.

Through this project, I honed my data analytics skills in a real-world scenario, providing valuable insights and recommendations to a rapidly expanding client in the social media space.