

Social Buzz Project

Submitted by *Analytical Team*

Our Content

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

- Social Buzz was founded by two former engineer from a large social media conglomerate from London. Over 5 years, it has reached over 500 million active users. Due to rapid growth, the amount of data also increases. Due to this, they are looking for external expertise.

Problem

- Social Buzz have large amount of data so, their technical staff also need external expertise to analyze and handle data.
- They are looking to complete an IPO by the end of next year.
- Social buzz want experience practice to analyze their data and provide insights .

Our Analytical Team

- Marcus Rompton



- Michelle Grove



- Pooja Rana



Process

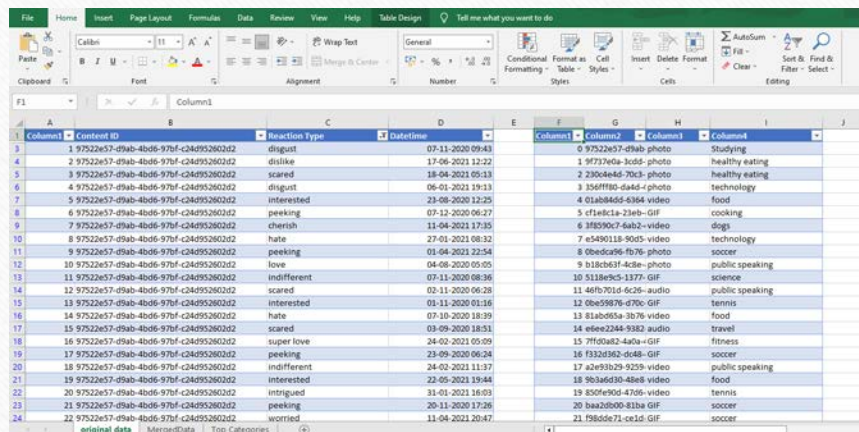
- Understanding the problem
- Collect the Data
- Clean the data
- Exploring and analyze the data

Understand the problem

- First, we read the client details and then gather the problems like why they need us? , what problem they faced? How can we handle data? What are organizational goals etc.
- Understand the problems and plan the suitable solutions.

Collect The Data

- There are 7 datasets and a data model that are given to us. Data model shows the relationship between all the datasets.
- Among these, we have to choose 3 datasets.

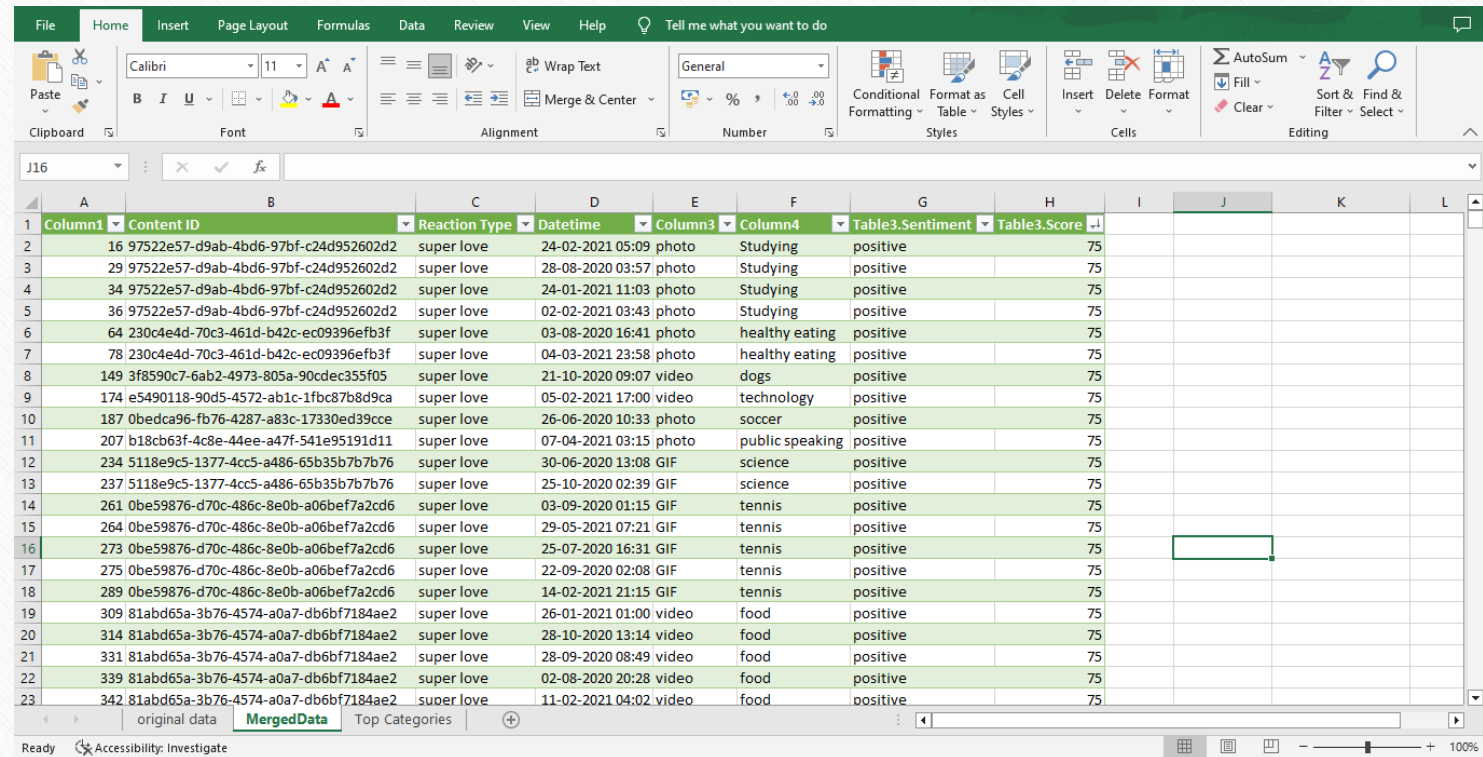


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3	97522657-d9ab-4b06-97bf-c3495280202	scared	18-04-2021 09:13
4	97522657-d9ab-4b06-97bf-c3495280202	disgust	06-01-2021 19:13
5	97522657-d9ab-4b06-97bf-c3495280202	interested	23-08-2020 12:25
6	97522657-d9ab-4b06-97bf-c3495280202	peeking	07-12-2020 06:27
7	97522657-d9ab-4b06-97bf-c3495280202	cherish	11-04-2021 17:35
8	97522657-d9ab-4b06-97bf-c3495280202	hate	27-01-2021 08:32
9	97522657-d9ab-4b06-97bf-c3495280202	peeking	01-04-2021 22:54
10	97522657-d9ab-4b06-97bf-c3495280202	love	04-08-2020 05:05
11	97522657-d9ab-4b06-97bf-c3495280202	indifferent	07-11-2020 08:36
12	97522657-d9ab-4b06-97bf-c3495280202	scared	02-11-2020 06:28
13	97522657-d9ab-4b06-97bf-c3495280202	interested	01-11-2020 01:16
14	97522657-d9ab-4b06-97bf-c3495280202	hate	07-10-2020 18:19
15	97522657-d9ab-4b06-97bf-c3495280202	scared	03-09-2020 18:51
16	97522657-d9ab-4b06-97bf-c3495280202	super love	24-02-2021 05:09
17	97522657-d9ab-4b06-97bf-c3495280202	peeking	23-09-2020 06:24
18	97522657-d9ab-4b06-97bf-c3495280202	indifferent	24-02-2021 11:17
19	97522657-d9ab-4b06-97bf-c3495280202	interested	22-05-2021 19:44
20	97522657-d9ab-4b06-97bf-c3495280202	intrigued	31-01-2021 18:03
21	97522657-d9ab-4b06-97bf-c3495280202	peeking	20-11-2020 17:26
22	97522657-d9ab-4b06-97bf-c3495280202	worried	11-04-2021 20:47

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Clean Data

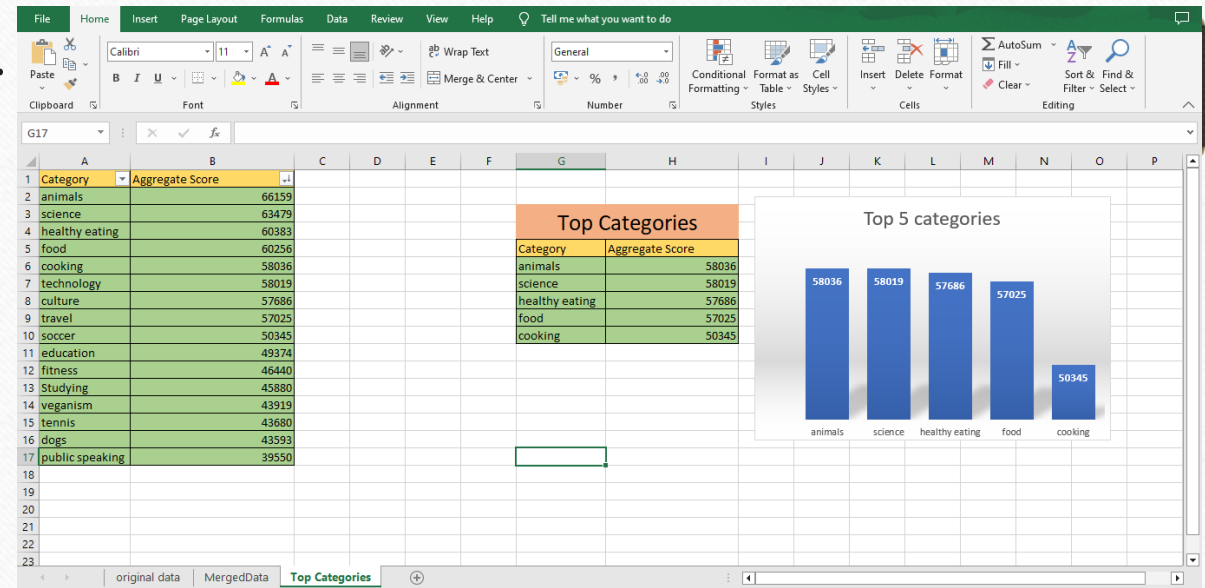
- Clean the dataset.
- Merge all tables.



Column1	Content ID	Reaction Type	Datetime	Column3	Column4	Table3.Sentiment	Table3.Score
16	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	24-02-2021 05:09	photo	Studying	positive	75
29	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	28-08-2020 03:57	photo	Studying	positive	75
34	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	24-01-2021 11:03	photo	Studying	positive	75
36	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	02-02-2021 03:43	photo	Studying	positive	75
64	230c4e4d-70c3-461d-b42c-ec09396efb3f	super love	03-08-2020 16:41	photo	healthy eating	positive	75
78	230c4e4d-70c3-461d-b42c-ec09396efb3f	super love	04-03-2021 23:58	photo	healthy eating	positive	75
149	3f8590c7-6ab2-4973-805a-90cdec355f05	super love	21-10-2020 09:07	video	dogs	positive	75
174	e5490118-90d5-4572-ab1c-1fbc87b8d9ca	super love	05-02-2021 17:00	video	technology	positive	75
187	0bedca96-fb76-4287-a83c-17330ed39cce	super love	26-06-2020 10:33	photo	soccer	positive	75
207	b18cb63f-4c8e-44ee-a47f-541e95191d11	super love	07-04-2021 03:15	photo	public speaking	positive	75
234	5118e9c5-1377-4cc5-a486-65b35b7b7b76	super love	30-06-2020 13:08	GIF	science	positive	75
237	5118e9c5-1377-4cc5-a486-65b35b7b7b76	super love	25-10-2020 02:39	GIF	science	positive	75
261	0be59876-d70c-486c-8e0b-a06bef7a2cd6	super love	03-09-2020 01:15	GIF	tennis	positive	75
264	0be59876-d70c-486c-8e0b-a06bef7a2cd6	super love	29-05-2021 07:21	GIF	tennis	positive	75
273	0be59876-d70c-486c-8e0b-a06bef7a2cd6	super love	25-07-2020 16:31	GIF	tennis	positive	75
275	0be59876-d70c-486c-8e0b-a06bef7a2cd6	super love	22-09-2020 02:08	GIF	tennis	positive	75
289	0be59876-d70c-486c-8e0b-a06bef7a2cd6	super love	14-02-2021 21:15	GIF	tennis	positive	75
309	81abd65a-3b76-4574-a0a7-db6bf7184ae2	super love	26-01-2021 01:00	video	food	positive	75
314	81abd65a-3b76-4574-a0a7-db6bf7184ae2	super love	28-10-2020 13:14	video	food	positive	75
331	81abd65a-3b76-4574-a0a7-db6bf7184ae2	super love	28-09-2020 08:49	video	food	positive	75
339	81abd65a-3b76-4574-a0a7-db6bf7184ae2	super love	02-08-2020 20:28	video	food	positive	75
342	81abd65a-3b76-4574-a0a7-db6bf7184ae2	super love	11-02-2021 04:02	video	food	positive	75

Explore and Analyze data

- After merging data. Find the categories according to score.
- Arrange them in descending order.
- Show Top 5 popular categories.



Insights

After Exploring 3 datasets, we find top 5 categories which are popular across world. 5 categories that are related to

- ❖ Animals
- ❖ Science
- ❖ Healthy Eating
- ❖ Food
- ❖ Cooking

Summary

We are glad that we successfully explore and analyze this project. For analyzing and visualizing this project we use MS-Excel. First, we remove all null values then, merge three datasets together. After that, we use find top popular contents. And, Represent in suitable chart.

Thank you!