Social Buzz Project

Submitted by Analytical Team

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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
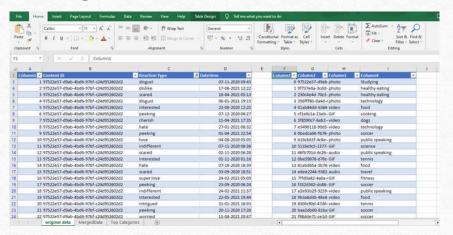
- Michelle Grove

- Pooja Rana

Process

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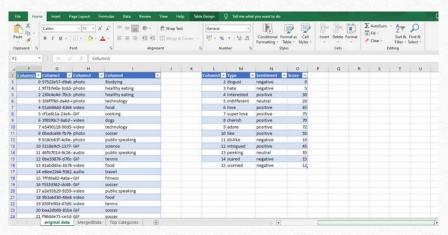- Exploring and analyze the data

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.
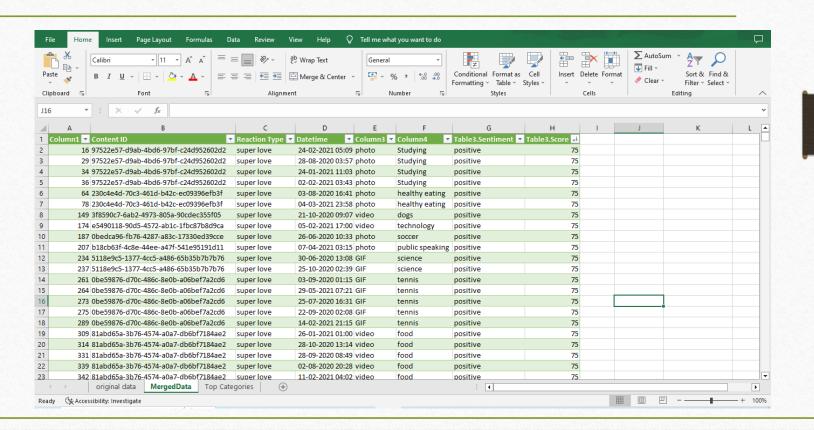
Collect The Data

- There are 7 datasets and a data model that are given to us. Data model shows the relationship between all the datasets.

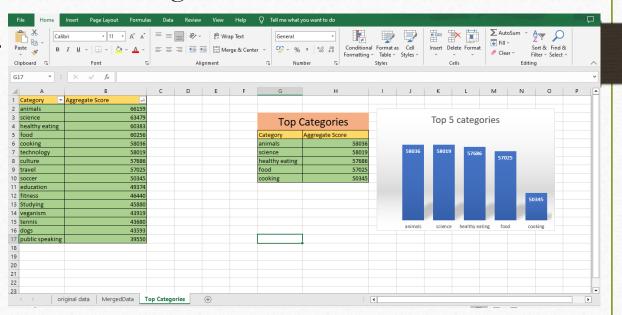- Among these, we have to choose 3 datasets.

Clean Data

- Clean the dataset.
- Merge all tables.

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!