



SOCIAL BUZZ

PREETI KUMARI

A decorative grid of small black dots arranged in 5 columns and 20 rows on the left side of the slide.

Today's agenda

Project recap

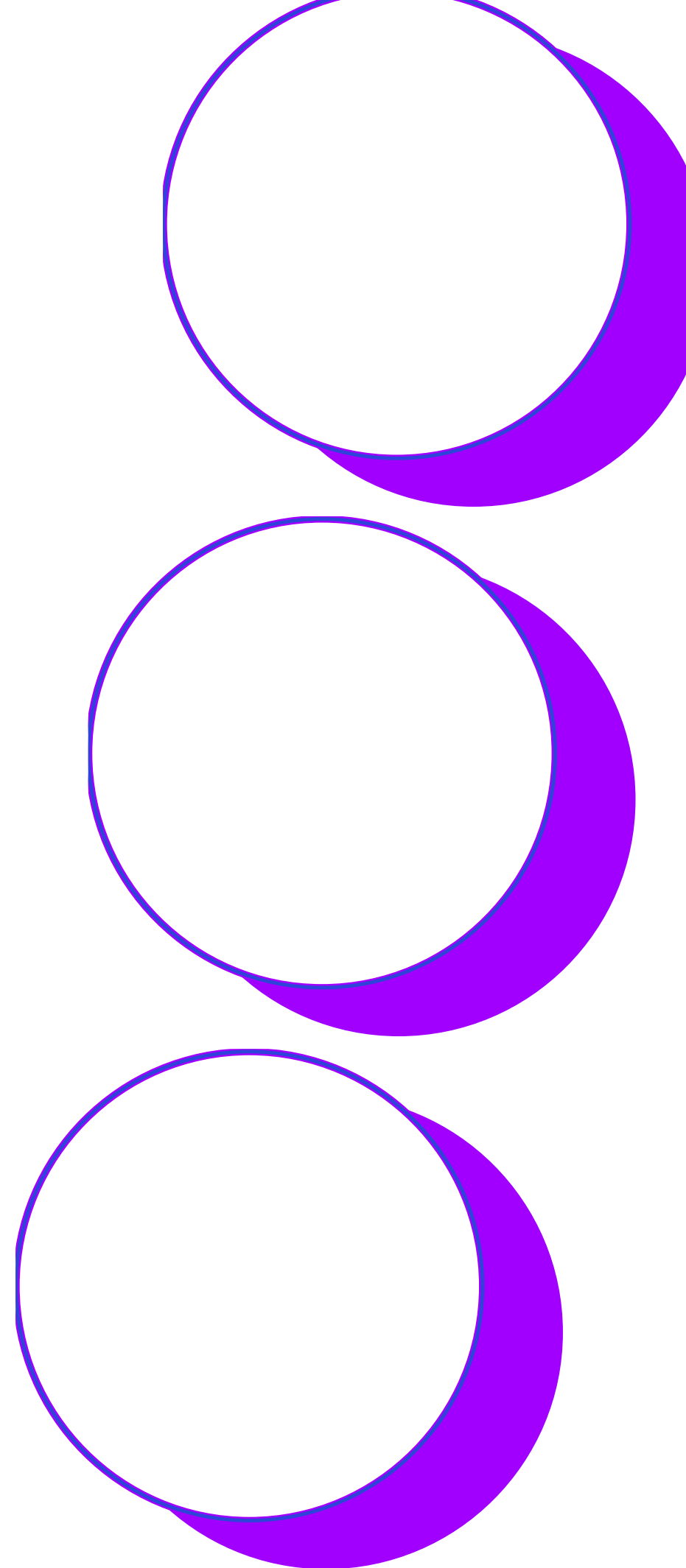
Problem

The Analytics team

Process

Insights

Summary



Project Recap

Our Client Social Buzz has assign us the following
task

- ✓ Auditing of their big data practice.
- ✓ Recommendations for a successful IPO.
- ✓ Analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity.

Problem

Business Problem:

Our Client Social Buzz has reached a massive scale within recent years and does not have the resources internally to handle it.

Over 100000 posts per day

36500,000 pieces of content per year.

But how to capitalize on it when there is so much

Analysis to find Social Buzz's Top 5 most popular categories of Content



The Analytics team



Andrew Fleming
(Chief Technical Architect)



Marcus Rompton
(Senior Principle)



Preeti Kumari
(Data Analyst)

Process

1

The first step is to use the data model to identify which datasets will be required to answer your business question - which is to figure out the top 5 categories with the largest popularity.

2

Reaction, Content, Reaction Types are the three data sets will require to complete the analysis.

3

Data Cleaning

- Removing rows that have values which are missing,
- Changing the data type of some values within a column, and
- Removing columns which are not relevant to this task.

4

Create a final data set by merging three tables (Reaction, Content and Reaction Types) together

5

Figure out the Top 5 performing categories

Insights

No. of Unique Categories

There are 16 unique Categories -

Animals, science, healthy eating, food, technology, culture, cooking, travel, soccer, education, fitness, studying, dogs, tennis, veganism, public speaking



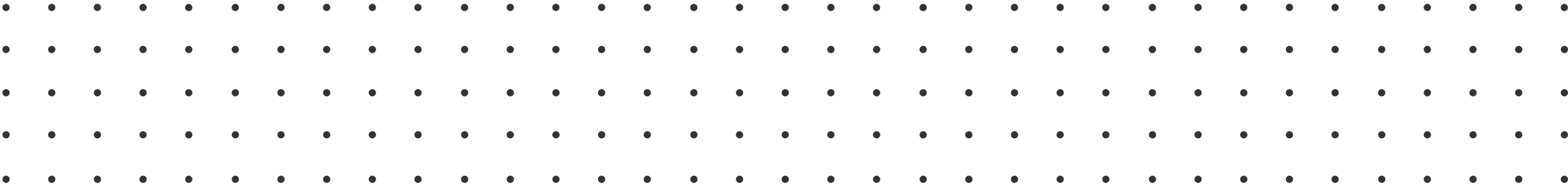
No. of reactions on the most popular category

1897 reactions are there on the animal category which is the most famous one.

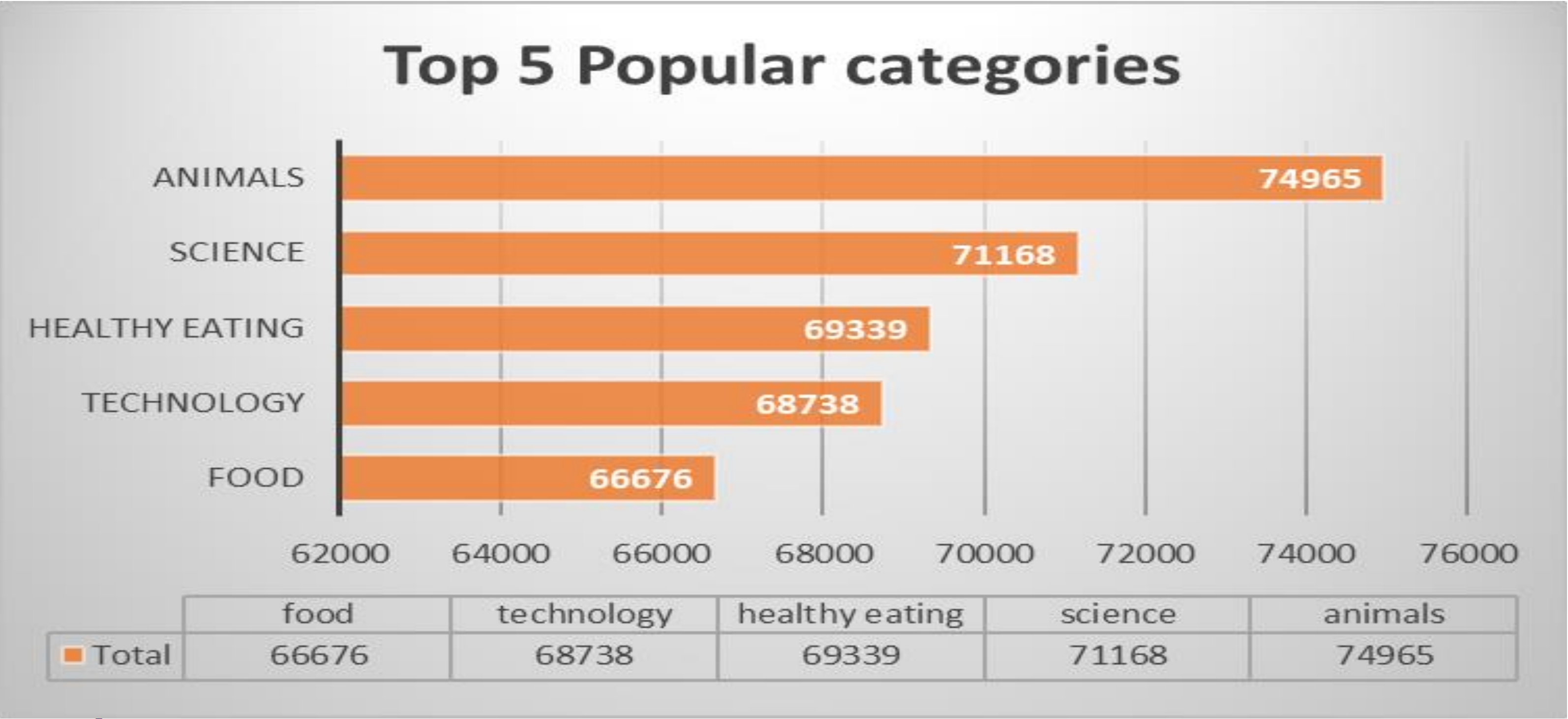


Month with the most posts

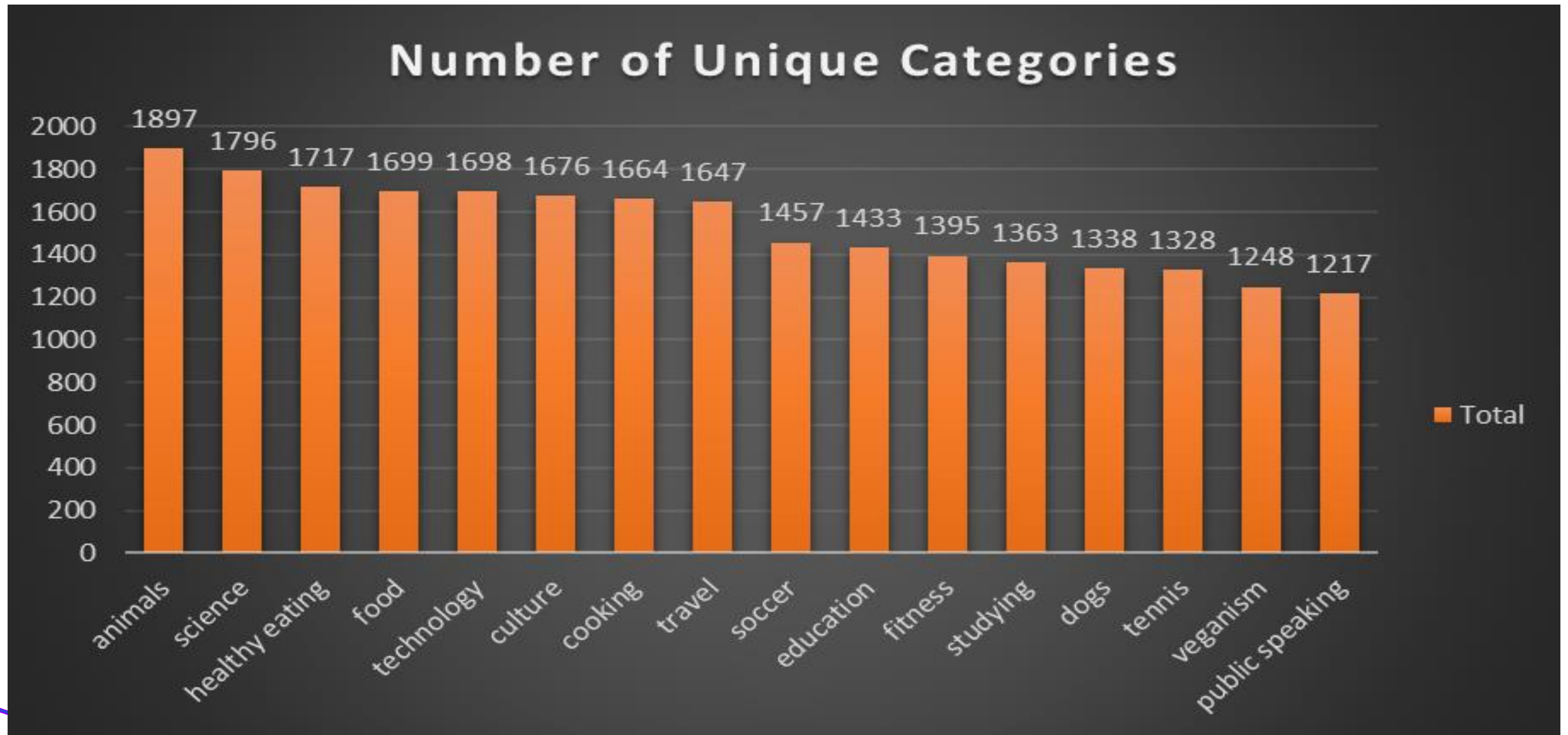
On May month most users had posted the content. After that January, August then December respectively.



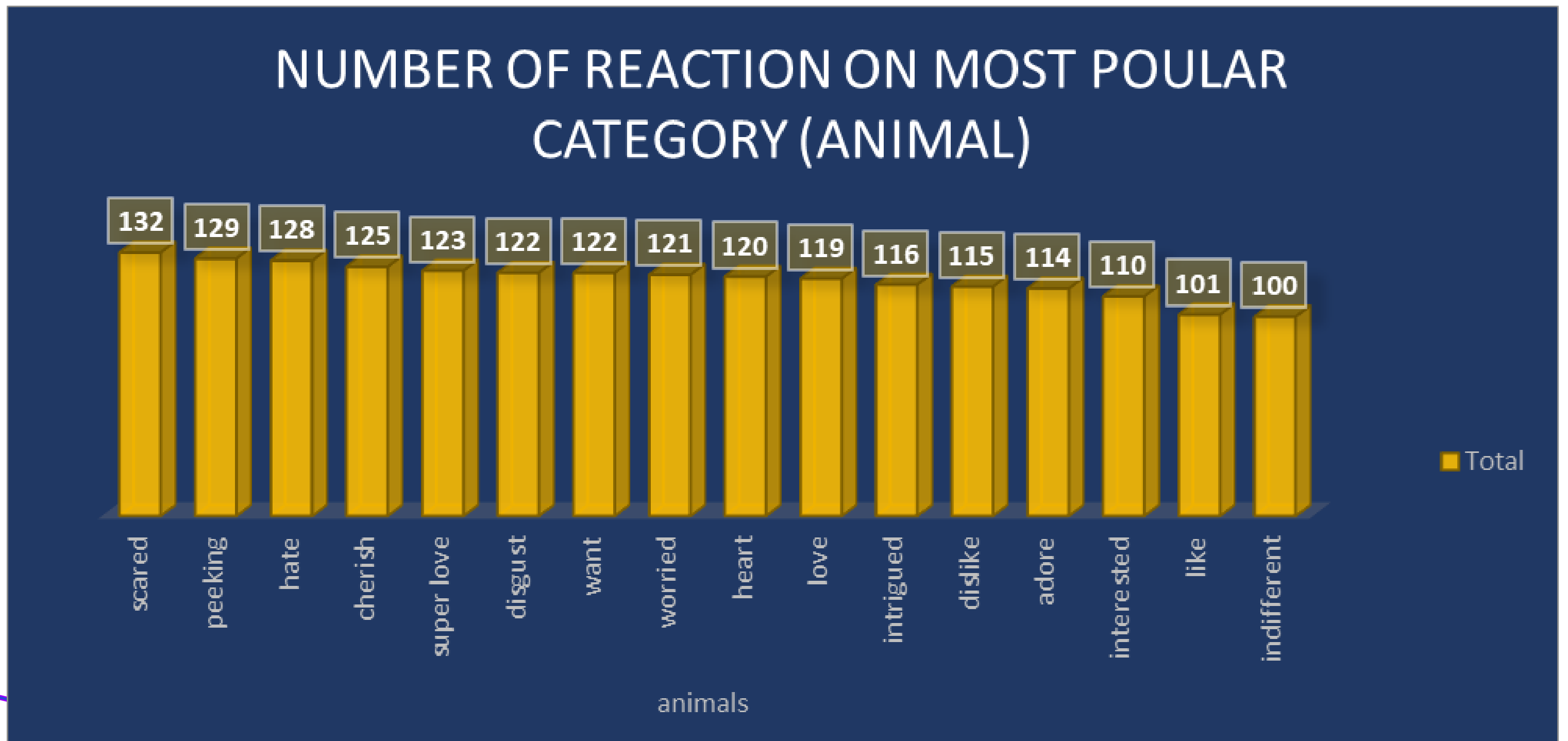
Top 5 Popular Categories



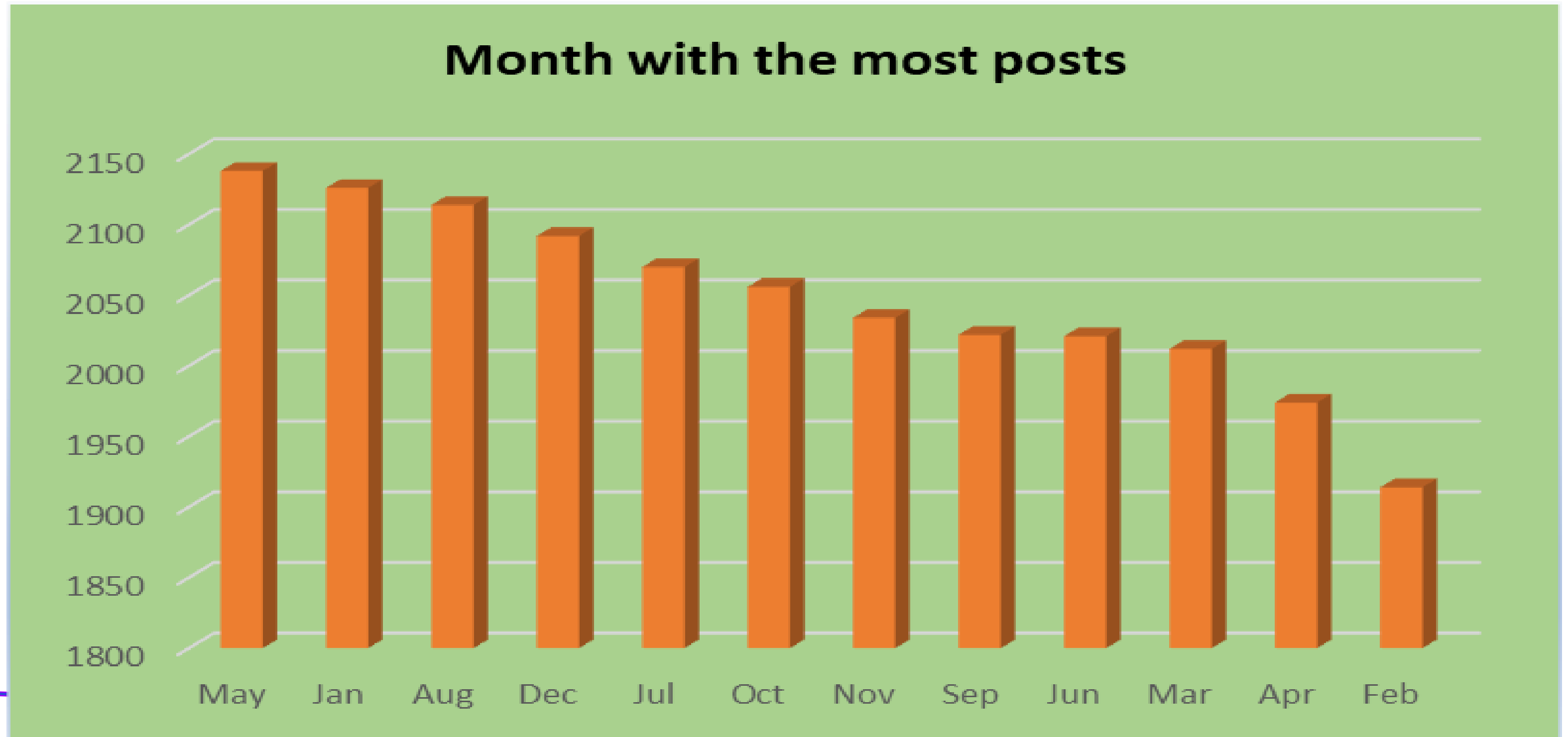
No. of Unique Categories



No. of reactions on the most popular category



Month with the most posts



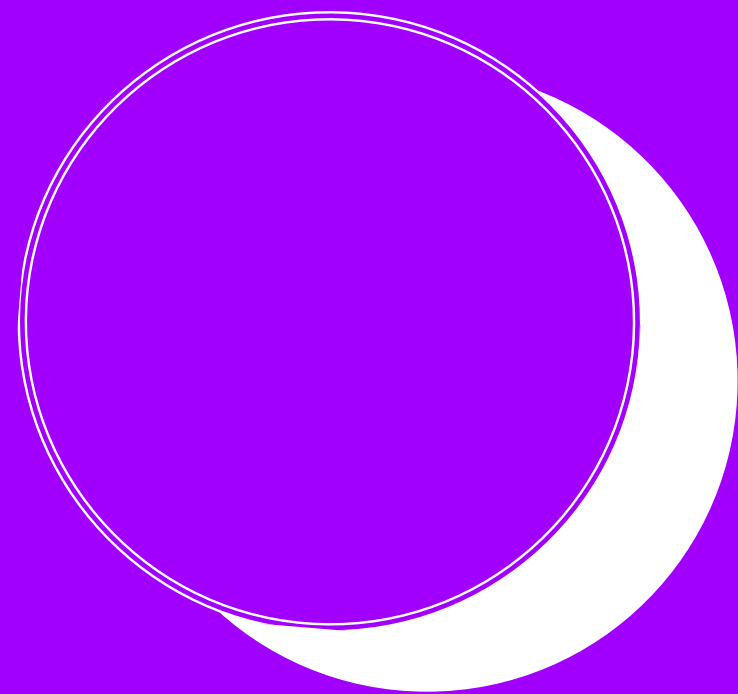
Summary



After analysis of the data set the top 5 categories are:

1. Animals
2. Science
3. Healthy eating
4. Technology
5. Food

This Project will help the social Buzz to intellectually frame their policies and set their objective.



Thank you!

ANY QUESTIONS?