Social Buzz Content Analysis

Today's agenda

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

Project Recap

Social Buzz, a rapidly expanding technology unicorn, is navigating the challenges of rapid global growth. To support their strategic objectives, Accenture has initiated a three-month Proof of Concept (POC) focused on:

- Auditing Social Buzz's extensive big data infrastructure.
- Developing recommendations for a successful Initial Public Offering (IPO).
- Identifying Social Buzz's top five most popular content categories

Problem

- Social Buzz needs to understand which content categories resonate best with their audience.

- Identify the top-performing content categories to inform future content strategy.

The Analytics team

Marcus Rompton:
Senior Principal

Andrew Fleming:
Chief Technical Architect

Rishabh Singh:
Data Analyst

Process

1 Data understandging

2 Data cleaning

3 Data modeliing

4 Data Analysis

5 Findings

Insights

A total of 16 unique categories are there.

```
[10]  # Find the most popular category
      most_popular_category = final_data['Category'].value_counts().index[0]

      # Filter the dataframe to only include reactions to the most popular category
      filtered_data = final_data[final_data['Category'] == most_popular_category]

      # Count the number of reactions
      num_reactions = filtered_data.shape[0]

      print(num_reactions)

      1897
```
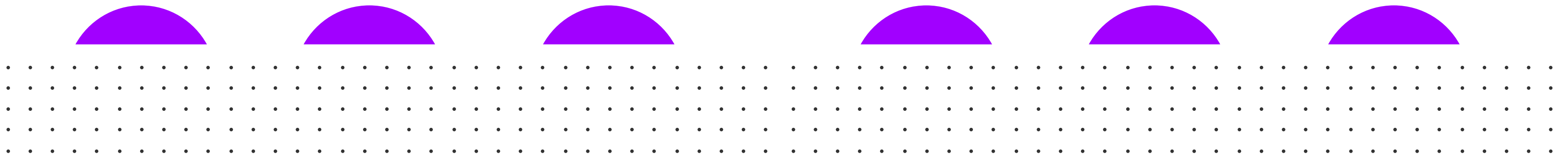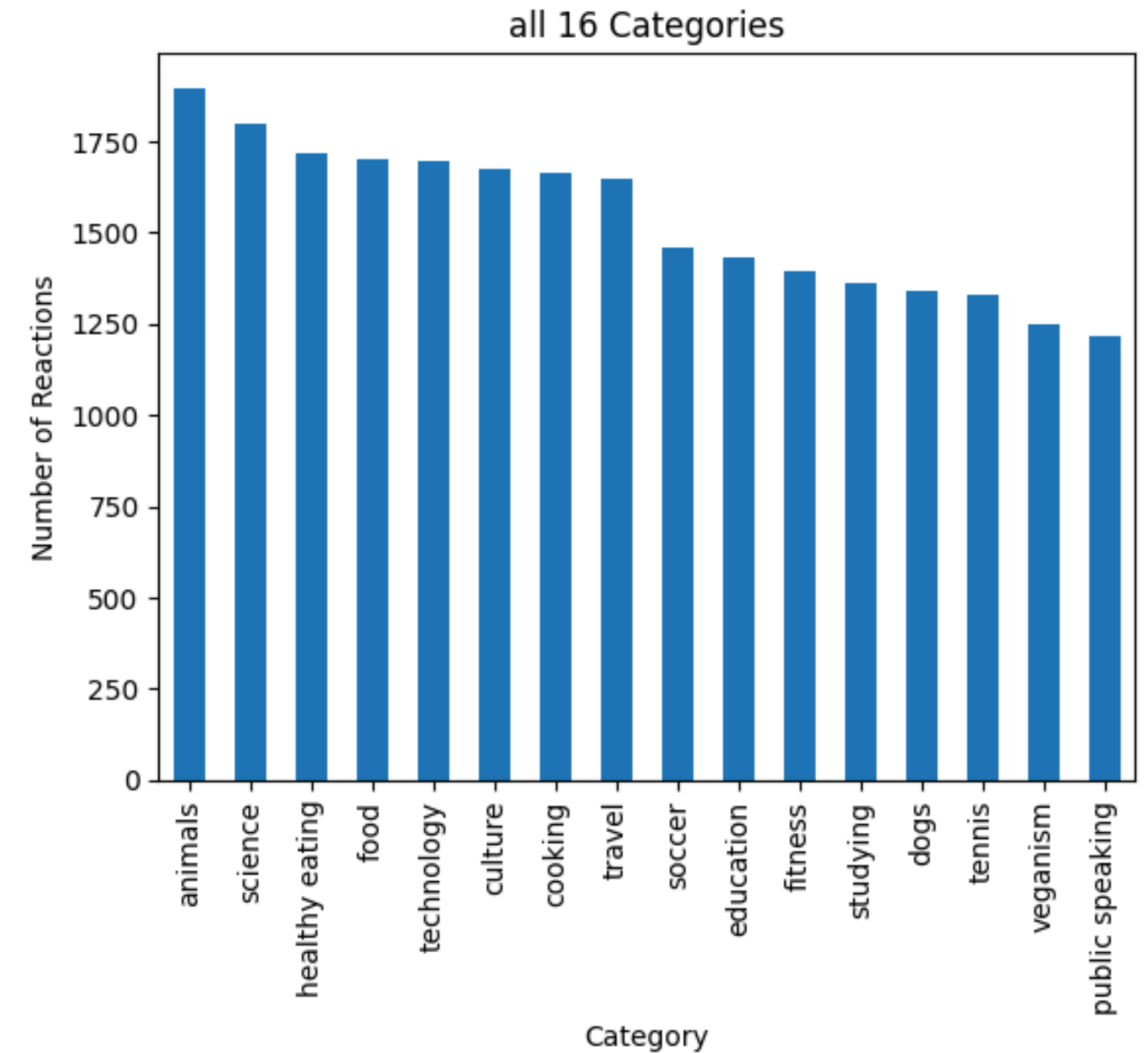
1897 reactions are there to the most popular category (animals).
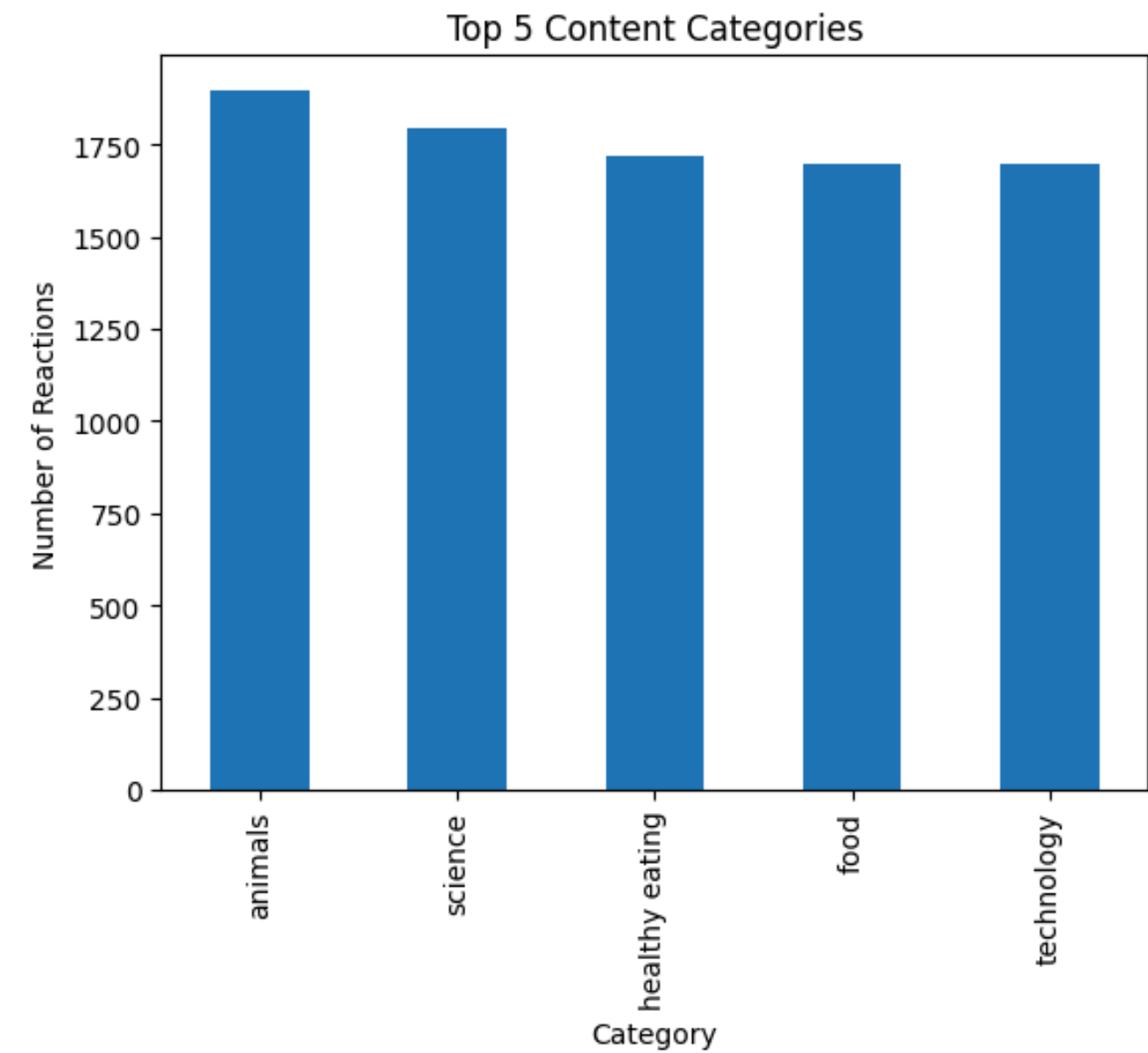

all 16 Categories

```
[5]  topfive = final_data['Category'].value_counts().head(5)
     topfive
```

The top 5 Categories are -
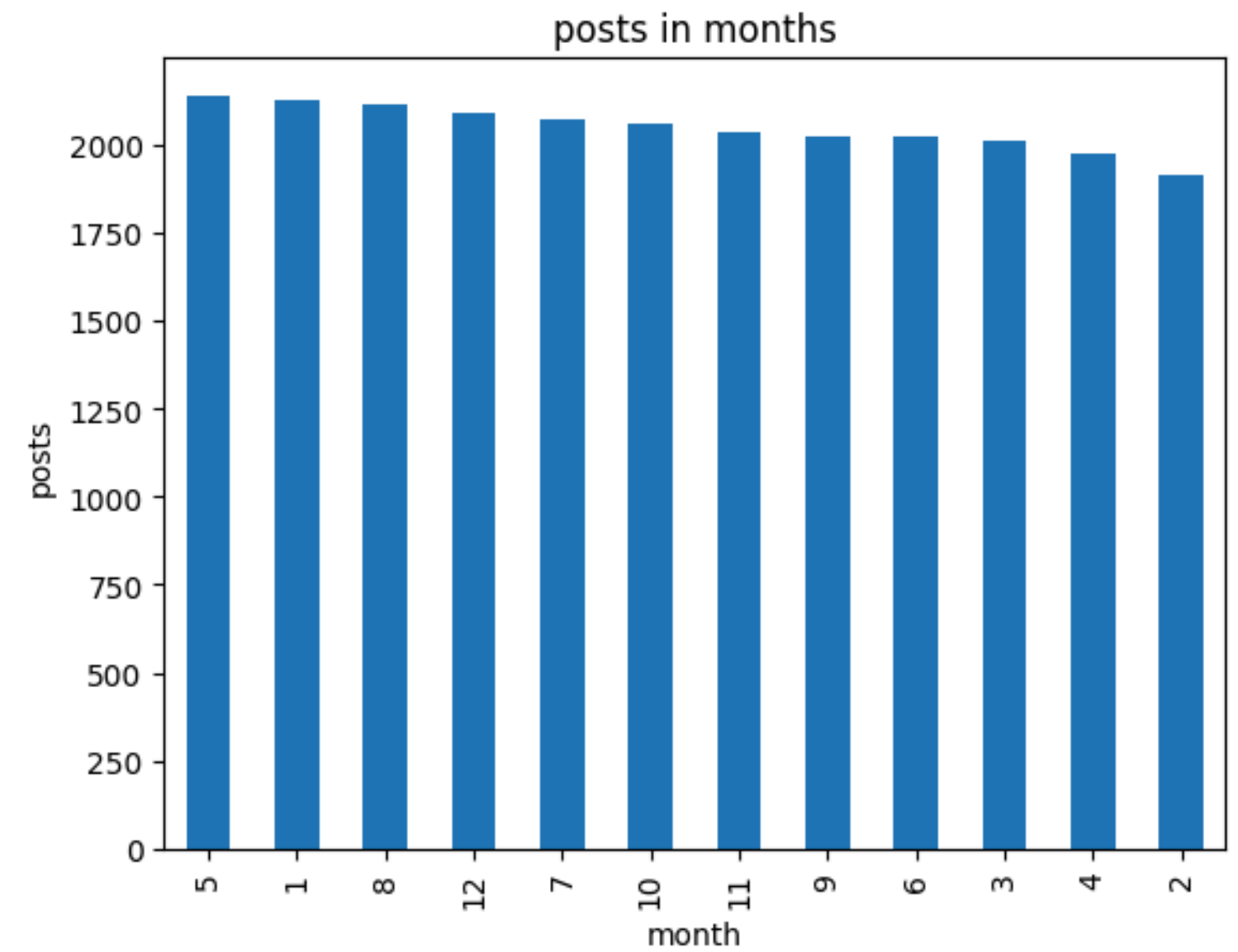
- animals
- science
- healthy eating
- food
- technology

Category	
animals	1897
science	1796
healthy eating	1717
food	1699
technology	1698

Top 5 Content Categories

May is the month with the most
number posts that is 2138
posts.

```
   Month
   5      2138
   1      2126
   8      2114
   12     2092
   7      2070
   10     2056
   11     2034
   9      2022
   6      2021
   3      2012
   4      1974
   2      1914
   Name: Content ID, dtype: int64
```
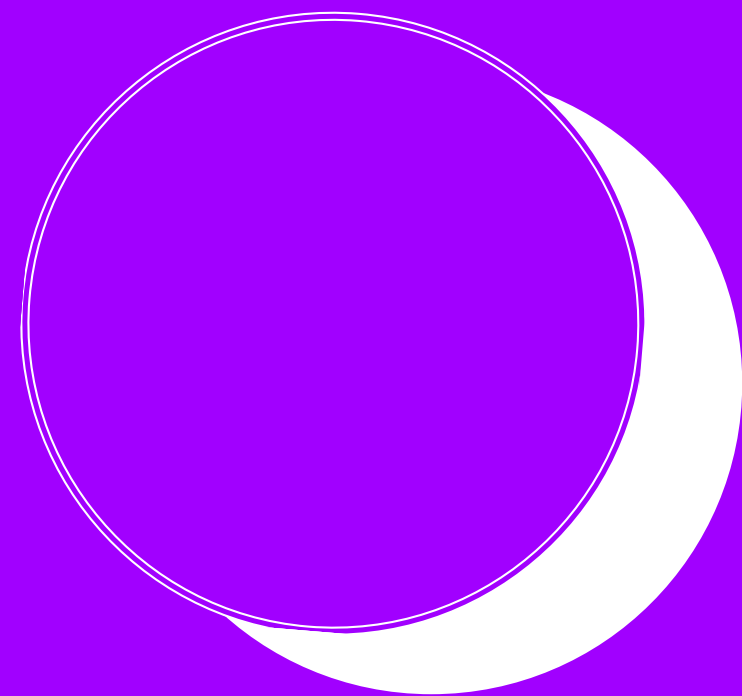

posts in months

Summary

- Total Categories: There are 16 distinct content categories.
- Most Popular Category: The "animals" category received the most reactions, with a total of 1897 reactions.
- Top 5 Categories: The top 5 most popular categories are animals, science, healthy eating, food, and technology.
- Month with Most Posts: May had the highest number of posts with 2138.

Thank you!

ANY QUESTIONS?