



Social Buzz's Content

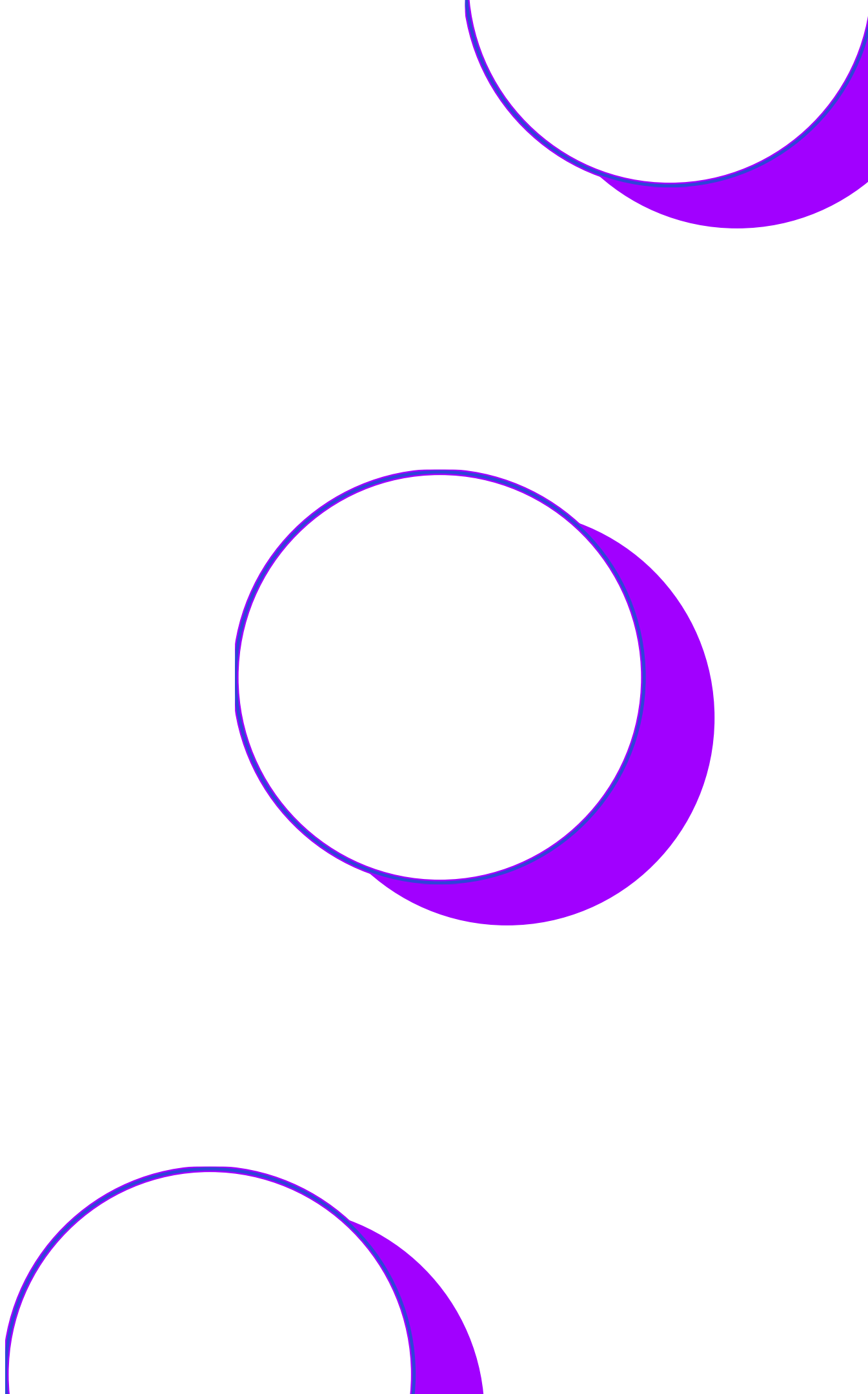
Performance &

Scaling Strategy



Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary



Project Recap

Social Buzz, founded in 2010, is a social media and content creation company. Started by former engineers, it emphasizes user anonymity and tracks reactions to content. With over 500 million active users monthly, Social Buzz is seeking advisory support for scaling and preparing for an IPO.

Project Objectives:

1. Conduct an audit of Social Buzz's big data practices.
2. Provide recommendations for a successful IPO.
3. Analyze content categories to highlight the top 5 with the largest popularity.
4. Demonstrate expertise and value to secure a long-term partnership."

Problem

- Social Buzz faces a data management challenge with over 100,000 daily posts and 36,500,000 pieces of content.
- They lack the resources and expertise to effectively analyze this massive amount of data.
- Seeking guidance for managing scale and preparing for an IPO.
- Looking for data best practices from experienced firms.



The Analytics team



Rohan Talaviya
Data Analyst



Marcus Rompton
Senior Principle



Andrew Fleming
Chief Technical Architech

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

1. Gather and assess the data sets provided by Social Buzz to understand their content and structure.
2. Cleanse the data by removing duplicates, handling missing values, and standardizing formats to ensure accuracy.
3. Apply statistical and machine learning models to analyze the data and extract meaningful patterns.
4. Perform in-depth analysis using various analytical techniques to derive insights and trends.
5. Present the findings to the client, highlighting key insights and recommendations for action.

Insights

16

UNIQUE
CATEGORIES



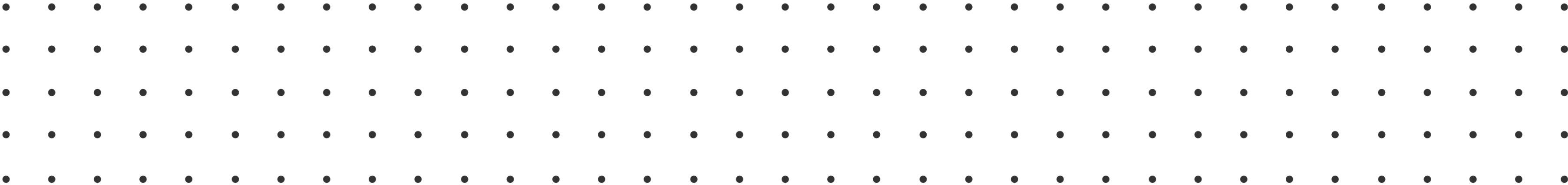
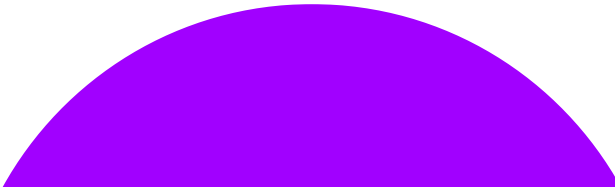
1897

REACTION TO
“ANIMAL” POSTS

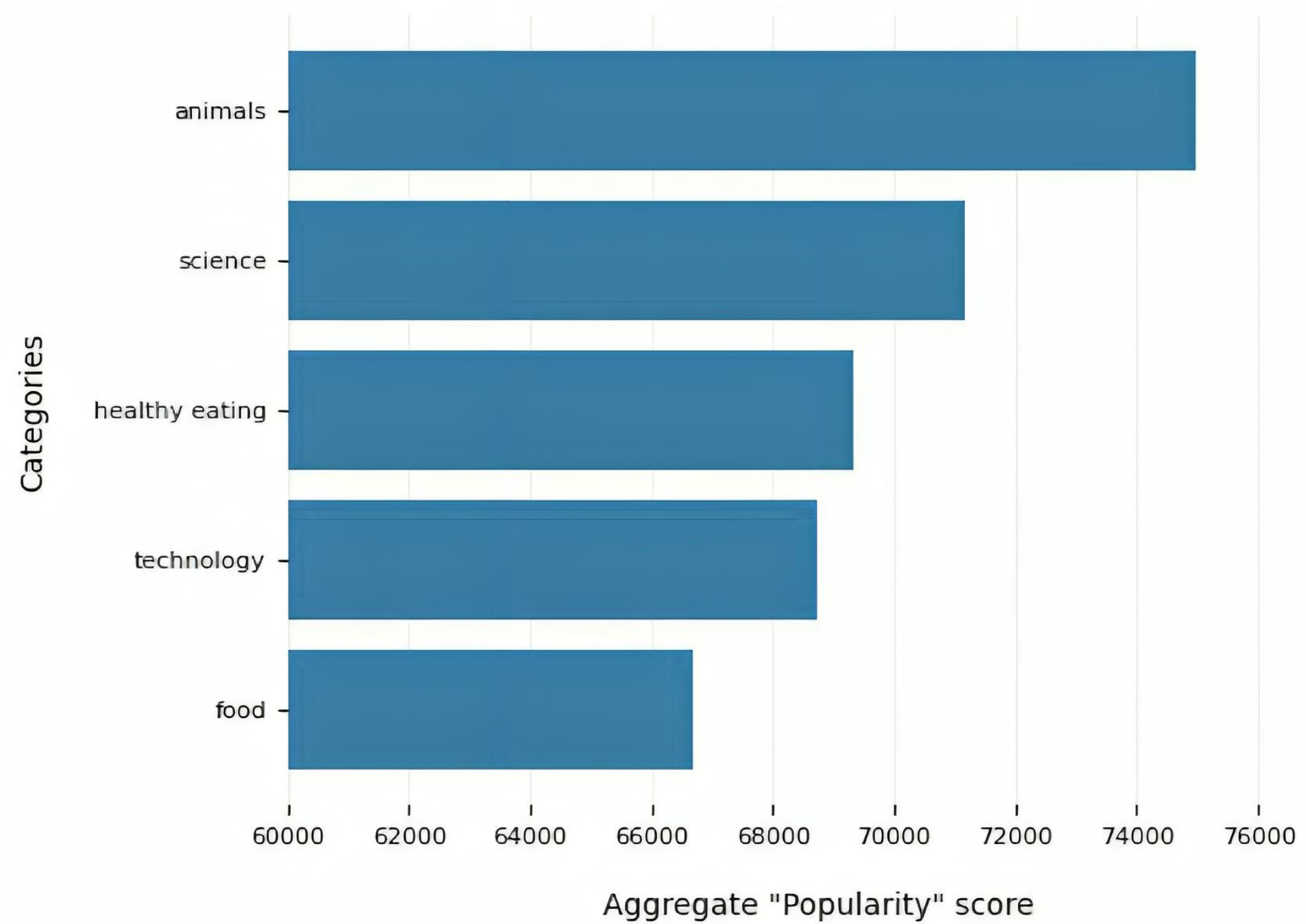


JANUARY

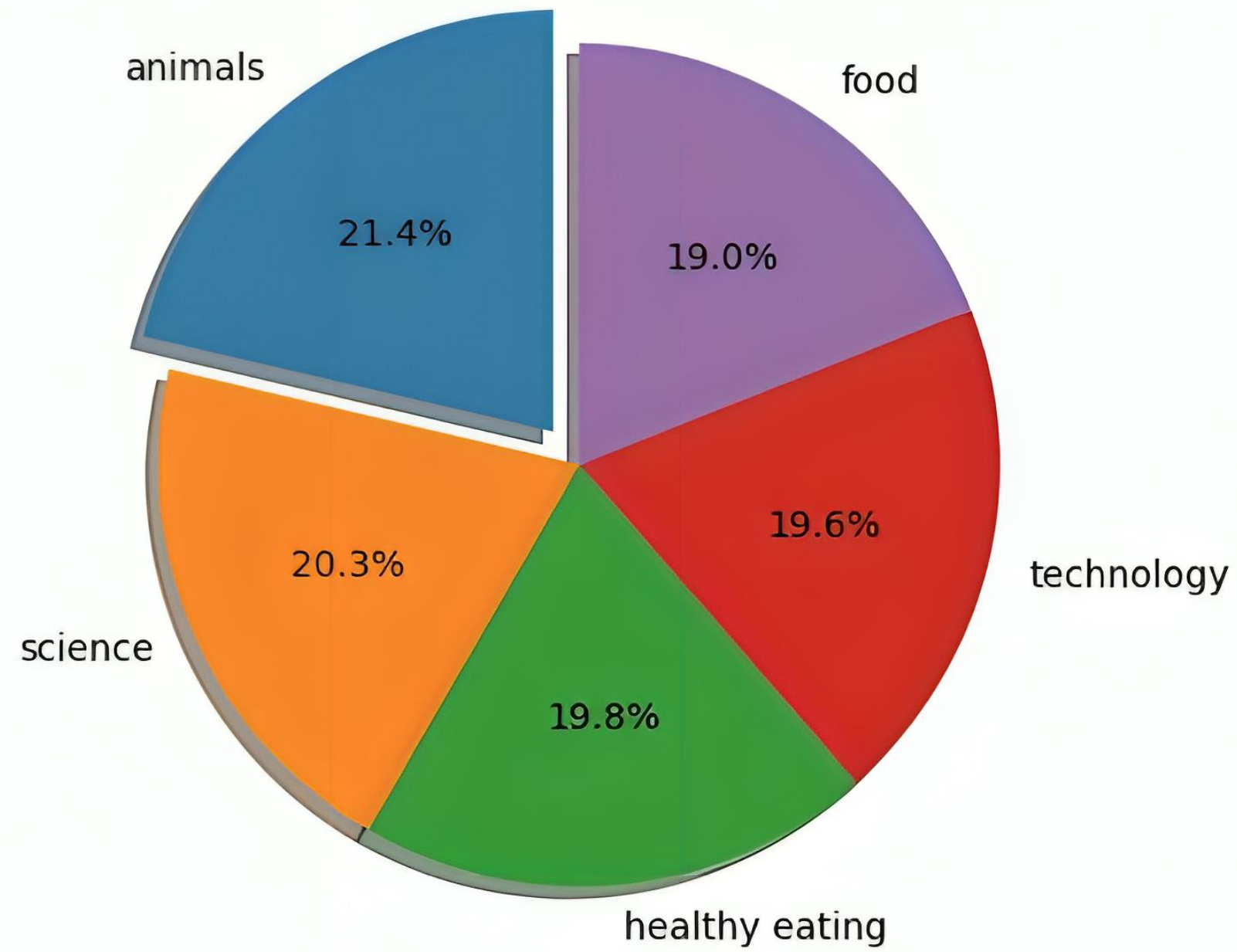
MONTH WITH
MOST POSTS



Top 5 Categories by aggregate “Popularity” score



Popularity percentage share from top 5 categories



Summary



1.Objectives Achieved:

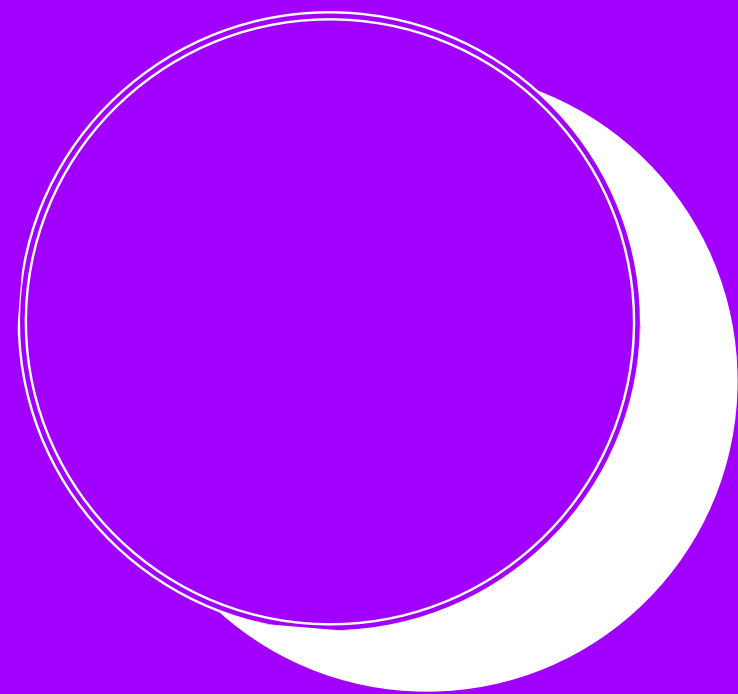
1. Conducted a comprehensive audit of Social Buzz's big data practices.
2. Provided valuable recommendations for a successful IPO.
3. Analyzed content categories to uncover actionable insights.

2.Key Insights and Recommendations:

1. Identified top 5 content categories with highest aggregate popularity.
2. Recommended strategies for efficient data management.
3. Provided guidance for a seamless IPO process.

3.Next Steps and Appreciation:

1. Proposed implementation of recommended strategies.
2. Offered ongoing support for IPO journey.
3. Thank you to the Social Buzz team for collaboration and trust.



Thank you!

ANY QUESTIONS?