Content Engagement Analytics

"Unveiling Top Categories for Growth of Social Buzz"

By Sakina J
Data Analyst

Today's agenda

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to its global scale. Accenture has begun a 3 month POC focusing on these tasks:

- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
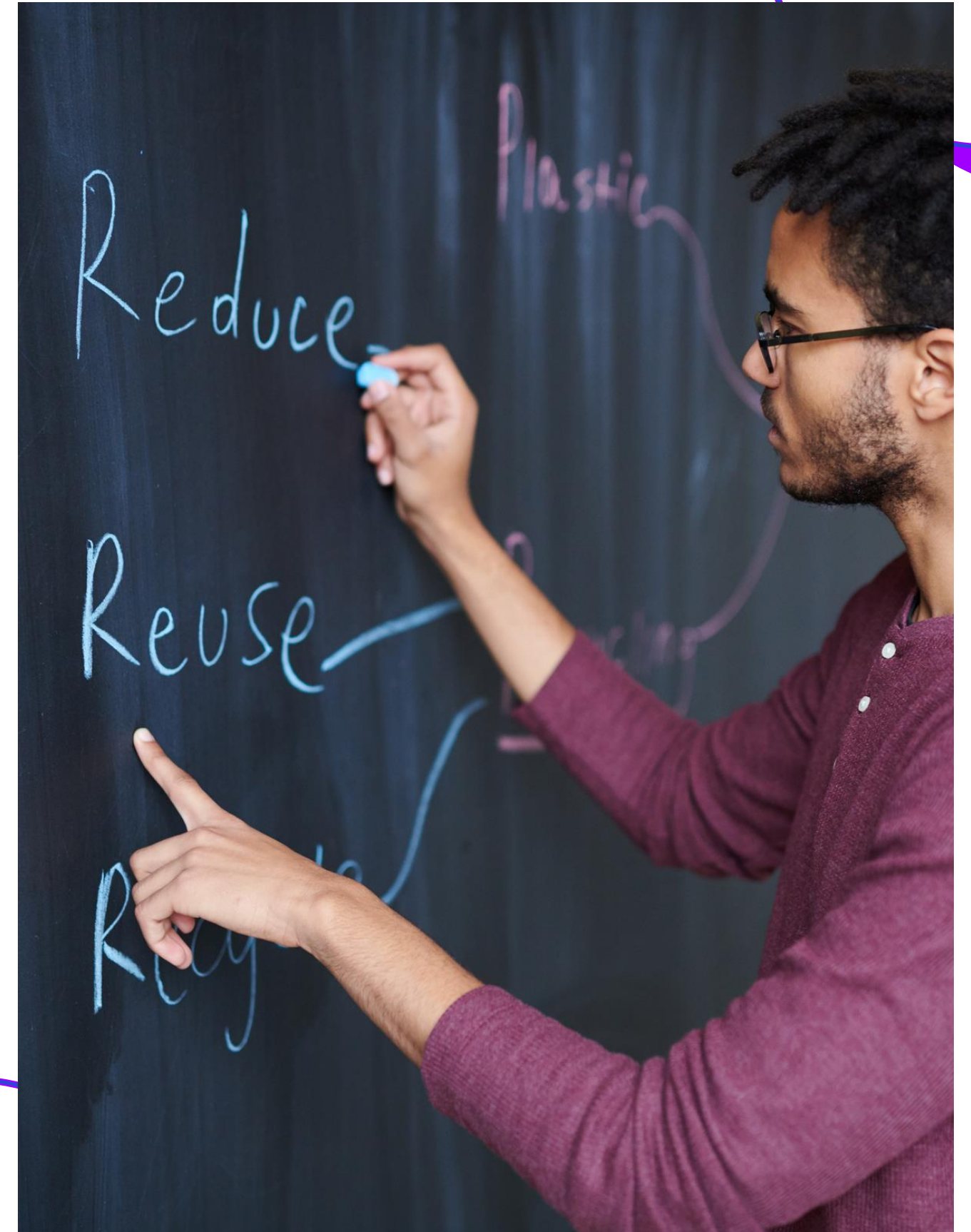- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100000 posts per day

36,500,000 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

Sakina Jaffri
Data Analyst

Marcus Rompton
Senior Principle

Andrew Fleming
Chief Technical Architect

Process

1 Data Understanding

2 Data Cleaning
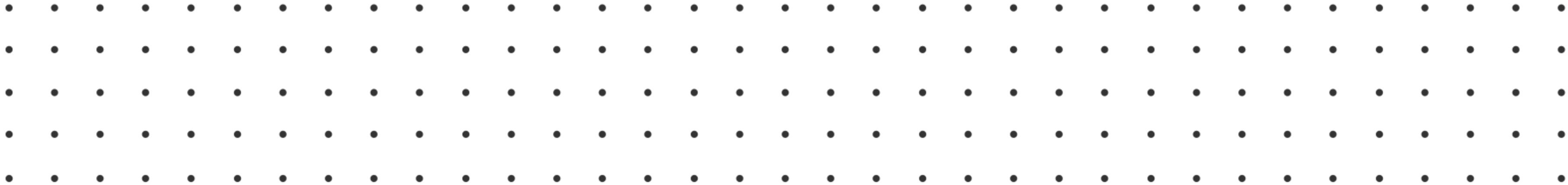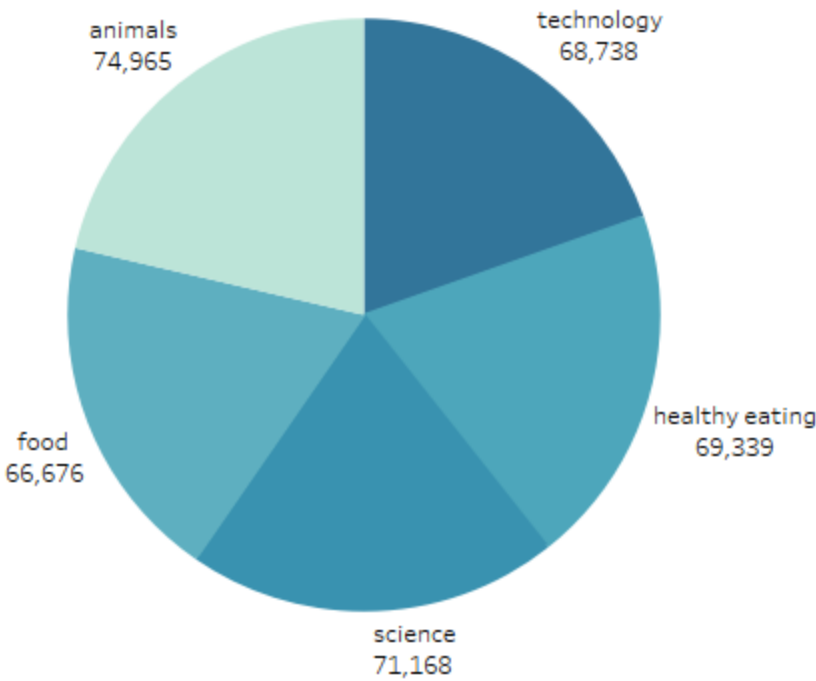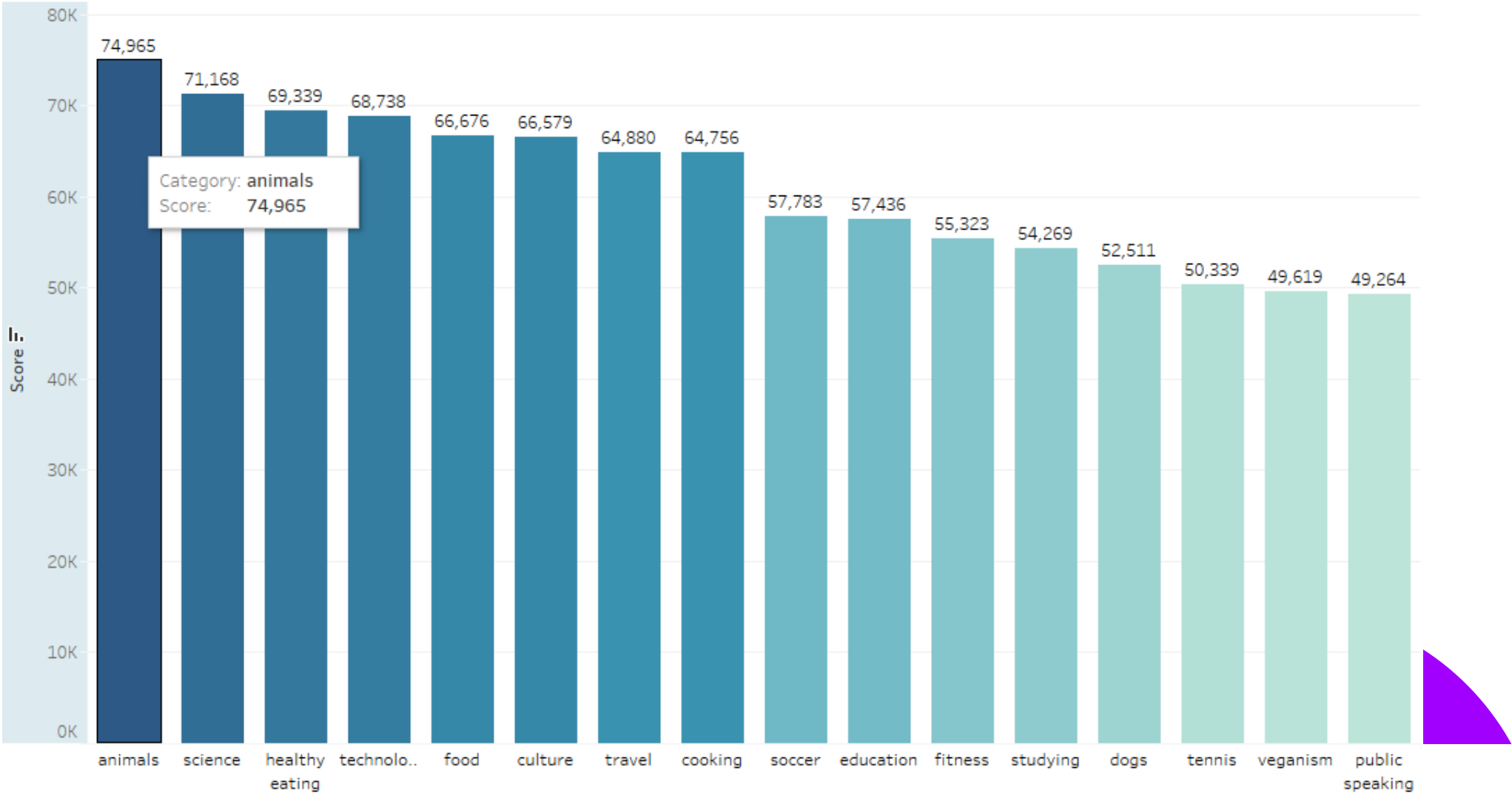
3 Data Modelling

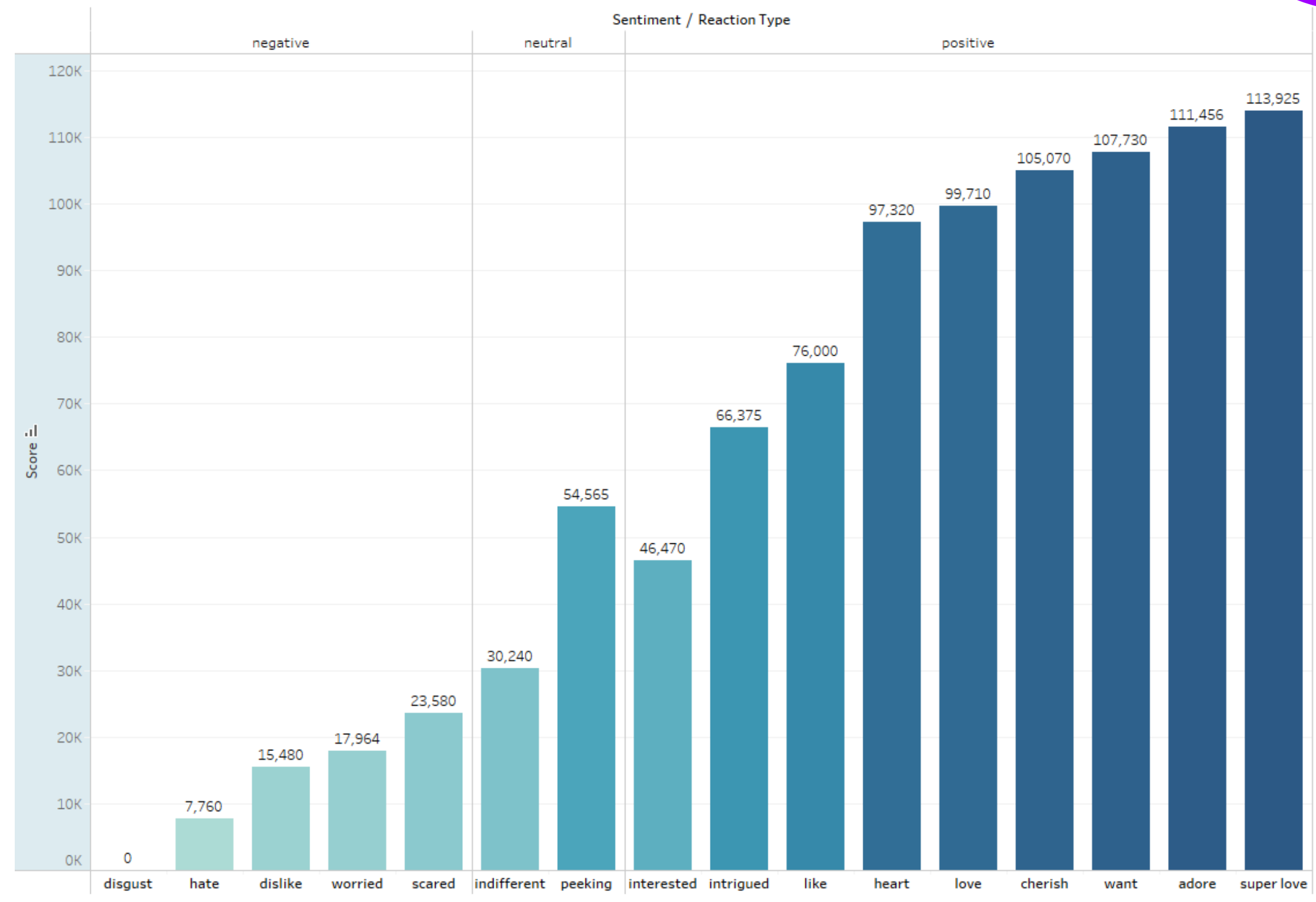**4** Data Analysis

5 Uncover Insights

Insights

The top five categories—Animals, Science, Healthy Eating, Technology, and Food—exhibit significant user engagement on the platform, highlighting that these topics strongly resonate with the audience.

Popular Categories

Category

Score

Category: animals	
Score: 74,965	

74,965 71,168 69,339 68,738 66,676 66,579 64,880 64,756 57,783 57,436 55,323 54,269 52,511 50,339 49,619 49,264

animals science healthy eating technolo.. food culture travel cooking soccer education fitness studying dogs tennis veganism public speaking

animals 74,965
technology 68,738
healthy eating 69,339
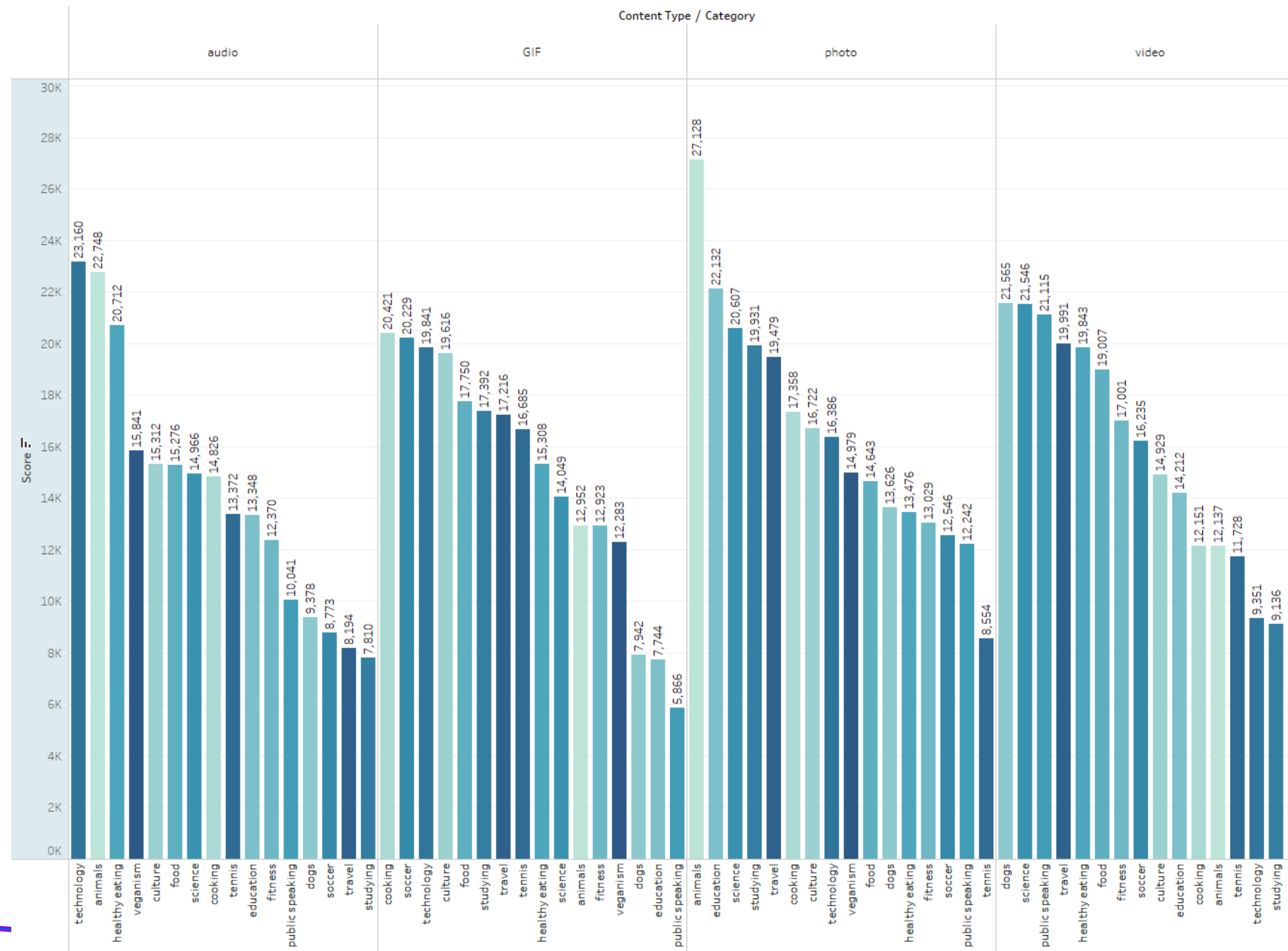science 71,168
food 66,676

The platform is characterized by overwhelmingly positive engagement, with reactions such as 'Super Love' and 'Adore' prevailing, reflecting a strong user connection with the content. Negative responses are notably minimal, indicating an overall highly positive user experience.

Sentiment / Reaction Type

negative	neutral	positive

Score

| Reaction	Score
disgust	0
hate	7,760
dislike	15,480
worried	17,964
scared	23,580
indifferent	30,240
peeking	54,565
interested	46,470
intrigued	66,375
like	76,000
heart	97,320
love	99,710
cherish	105,070
want	107,730
adore	111,456
super love	113,925

Engagement with multimedia content is particularly high in categories such as Technology, Animals, and Healthy Eating, with videos and photos consistently outperforming other formats. This trend indicates a strong user preference for visually rich and informative content.

The left chart shows a steady number of posts each month with a sharp drop in June 2021. The right chart indicates consistent posting throughout the week, with slightly higher activity on Fridays and the lowest on Saturdays.

Posts per month
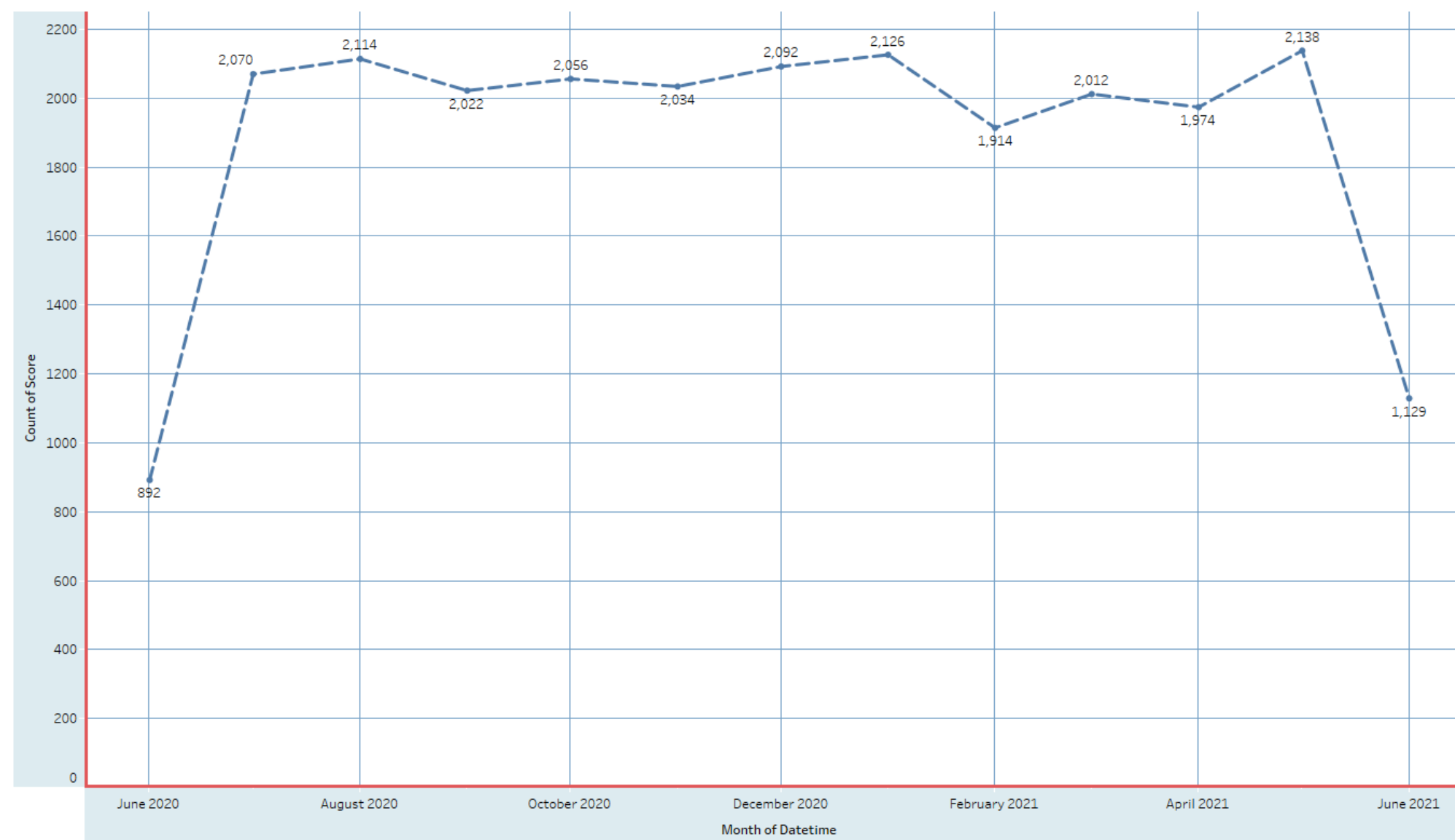
Number of Posts based on Days

Datetime
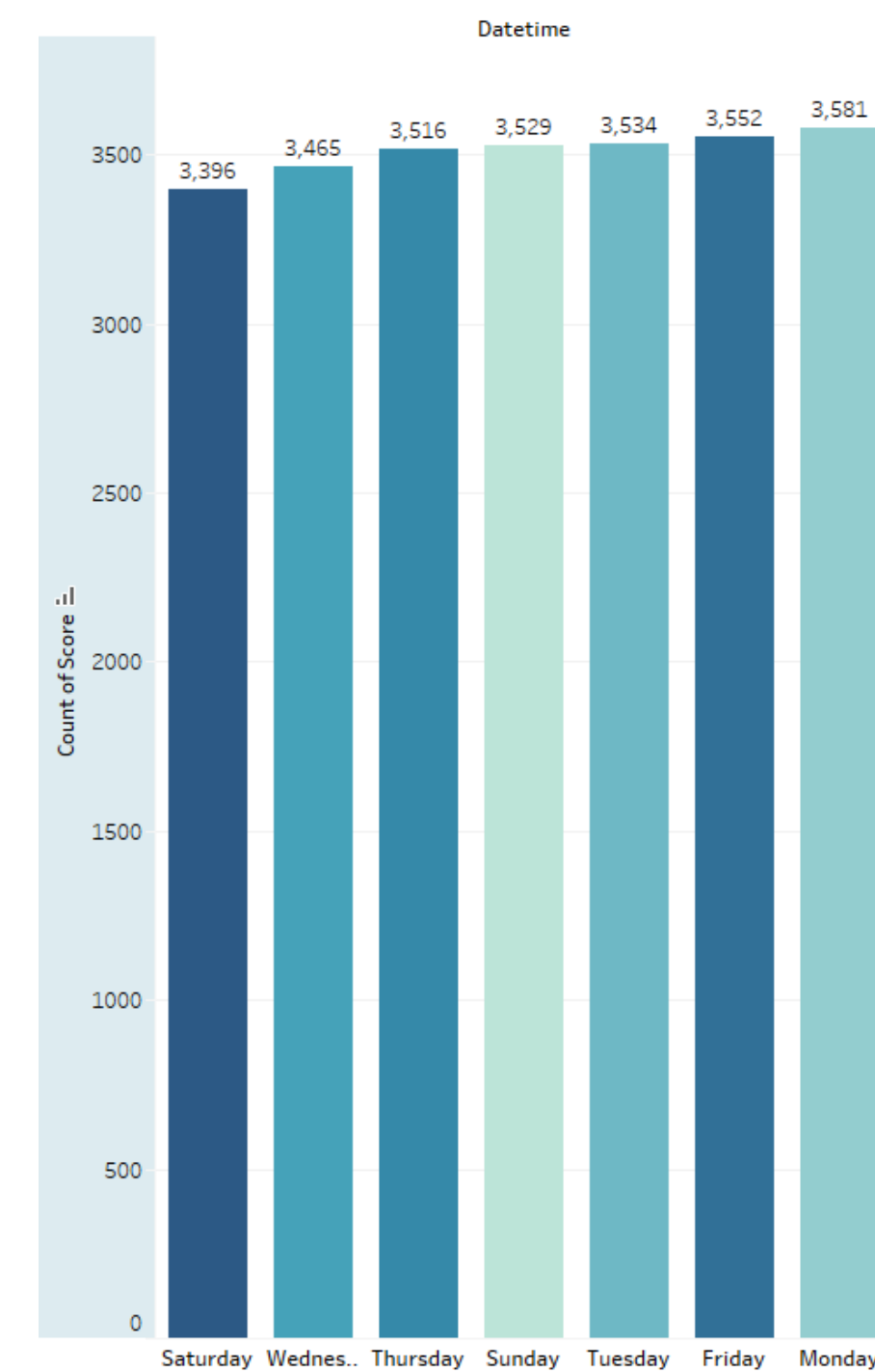
Strategic Plan for Enhancing Platform Engagement

1. Enhance Focus on High-Engagement Categories

Strategy:

Invest more resources into creating and promoting content in the categories of Animals, Science, Healthy Eating, Technology, and Food. These areas have demonstrated the highest engagement and should be prioritized in content planning and development.

Action Steps:

- Develop a content calendar that emphasizes these high-engagement topics.
- Create thematic campaigns centered around these categories.
- Allocate budget for marketing initiatives to increase visibility and reach within these key areas.

2. Leverage Emotional Connections

Strategy:

Capitalize on the overwhelmingly positive reactions, particularly the 'Super Love' and 'Adore' responses, to strengthen the emotional connection between users and the platform.

Action Steps:

- Encourage user-generated content that aligns with these positive emotional reactions.
- Launch contests or introduce features that allow users to express these emotions more vividly, thereby enhancing user interaction and loyalty.

3. Optimize Content Formats

Strategy:

Focus on producing content in formats that drive higher engagement, such as videos and photos, particularly within the Technology, Animals, and Healthy Eating categories.

Action Steps:

- Increase the production of high-quality videos and photos in these specific categories.
- Consider partnerships with influencers or content creators who specialize in these areas to bring authenticity and expertise to the content.

4. Analyze User Activity Patterns

Insights:

- **Monthly Activity:** The number of posts per month shows significant growth from June 2020 to August 2020, followed by stable activity with minor fluctuations, and a sharp decline in June 2021.
- **Weekly Activity:** Posting activity is consistent throughout the week, with a slight peak on Fridays and the lowest activity on Saturdays, indicating higher user engagement during weekdays, especially towards the end of the week.

Action Plan:

- **Monthly Strategy:** Investigate the reasons behind the sharp decline in June 2021 and adjust content strategies to maintain consistent posting levels throughout the year.
- **Weekly Strategy:** Increase promotional activities and content releases towards the end of the week to capitalize on higher engagement days.

5. Continuous Data Monitoring and Adaptation

Strategy:

Implement a robust analytics framework to continuously monitor user engagement and reactions to different types of content. Use this data to dynamically adapt content strategies.

Action Steps:

- Set up dashboards to track real-time analytics on user reactions and engagement metrics.
- Regularly review these metrics to identify emerging trends and make data-driven adjustments to content strategies.

This strategic plan outlines targeted actions to enhance user engagement by focusing on high-performing categories, leveraging emotional connections, optimizing content formats, analyzing user activity patterns, and continuously adapting strategies based on data-driven insights.

Summary

Top Content Categories:
Categories such as Animals, Science, Healthy Eating, Technology, and Food lead in user engagement, indicating these areas resonate most strongly with the audience.

User Reaction Preferences:
User interactions are predominantly positive, with 'Super Love' and 'Adore' as the most frequent reactions. This suggests a deep emotional connection with the content.
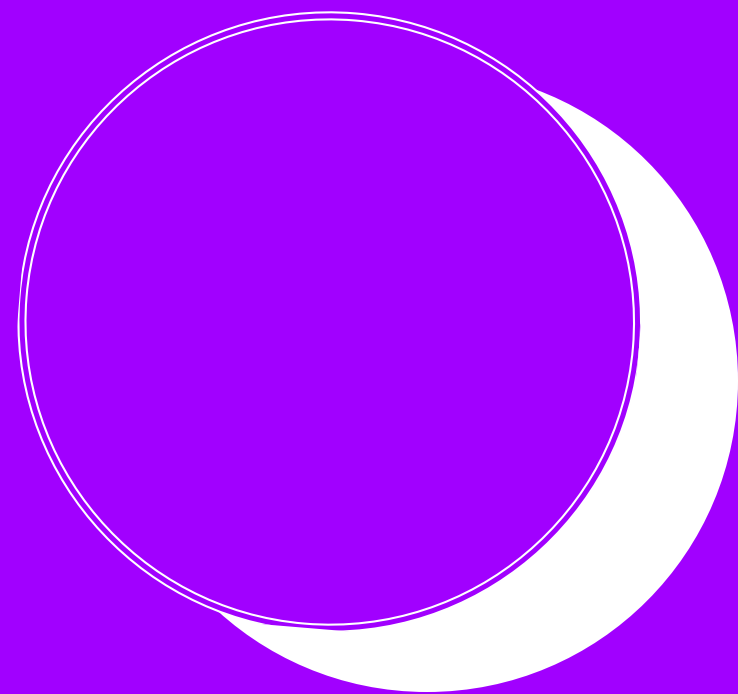
Content Format Engagement:
Multimedia content, especially videos and photos, receives higher engagement within the Technology, Animals, and Healthy Eating categories, reflecting a strong preference for visually rich formats.

User Activity Patterns:
User activity is consistent throughout the week, with slightly higher engagement towards the end of the week, particularly on Fridays, and a noticeable dip in activity on Saturdays.

These insights highlight the importance of focusing on high-engagement categories, fostering emotional connections, prioritizing multimedia formats, and timing content releases to align with user activity patterns.

Thank you!

ANY QUESTIONS?