Social Buzz Data Analytics

AGENDA

1. Project recap
2. Problem
3. The Analytics team
4. Process
5. Insights
6. Summary

Project Recap

- Social Buzz focuses on content only and the users are kept anonyms – only the data of their reactions are tracked

1. Scaling Process needs to be oversee to understand business
2. Data Analysis to find top 5 popular content categories

Problem

1. Social Buzz needs an advisory for scaling the business effectively

2. Through data analysis - Top 5 categories to be solved

Process

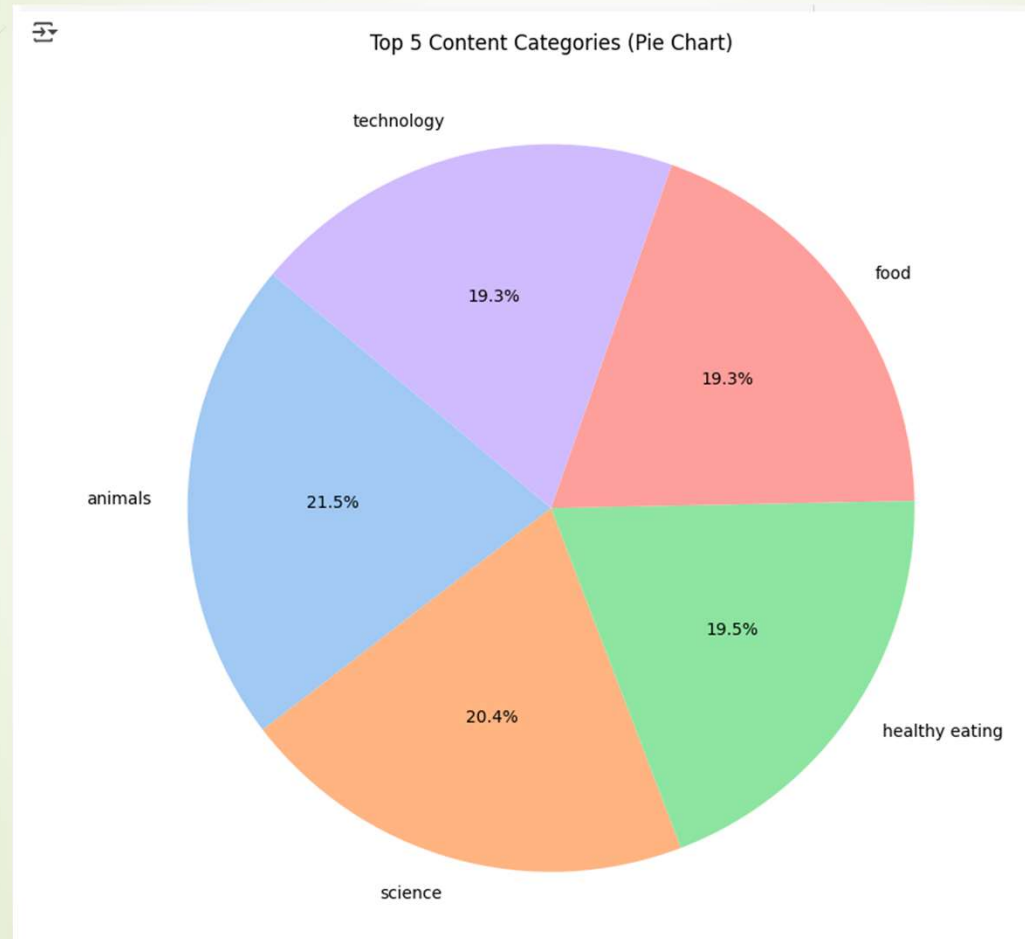1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis
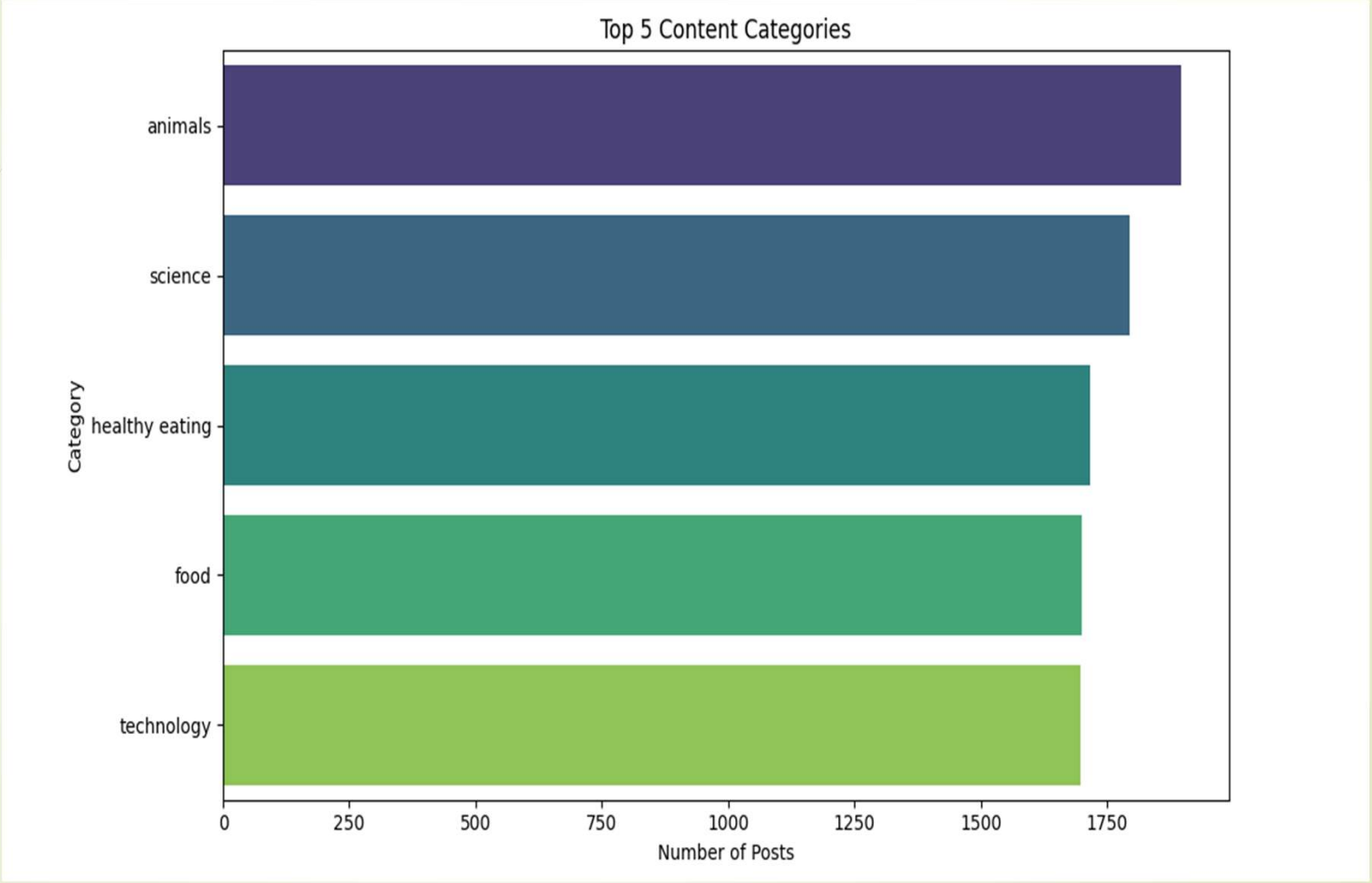
5 Business and Data Insights

Insights

TOP 5 POPULAR CONTENT CATEGORIES

1. ANIMALS
2. SCIENCE
3. HEALTHY EATING
4. TECHNOLOGY
5. FOOD

Top 5 Content Categories

Summary

Number of unique categories: 16

Reactions to the most popular category 'animals' : 1897

Month with the most posts: May 2021 (2138 posts)