



Data Analysis



Today's Agenda

- Project Recap
 - Problem
 - The Analytics Team
 - Process
 - Insights
 - Summary
- 

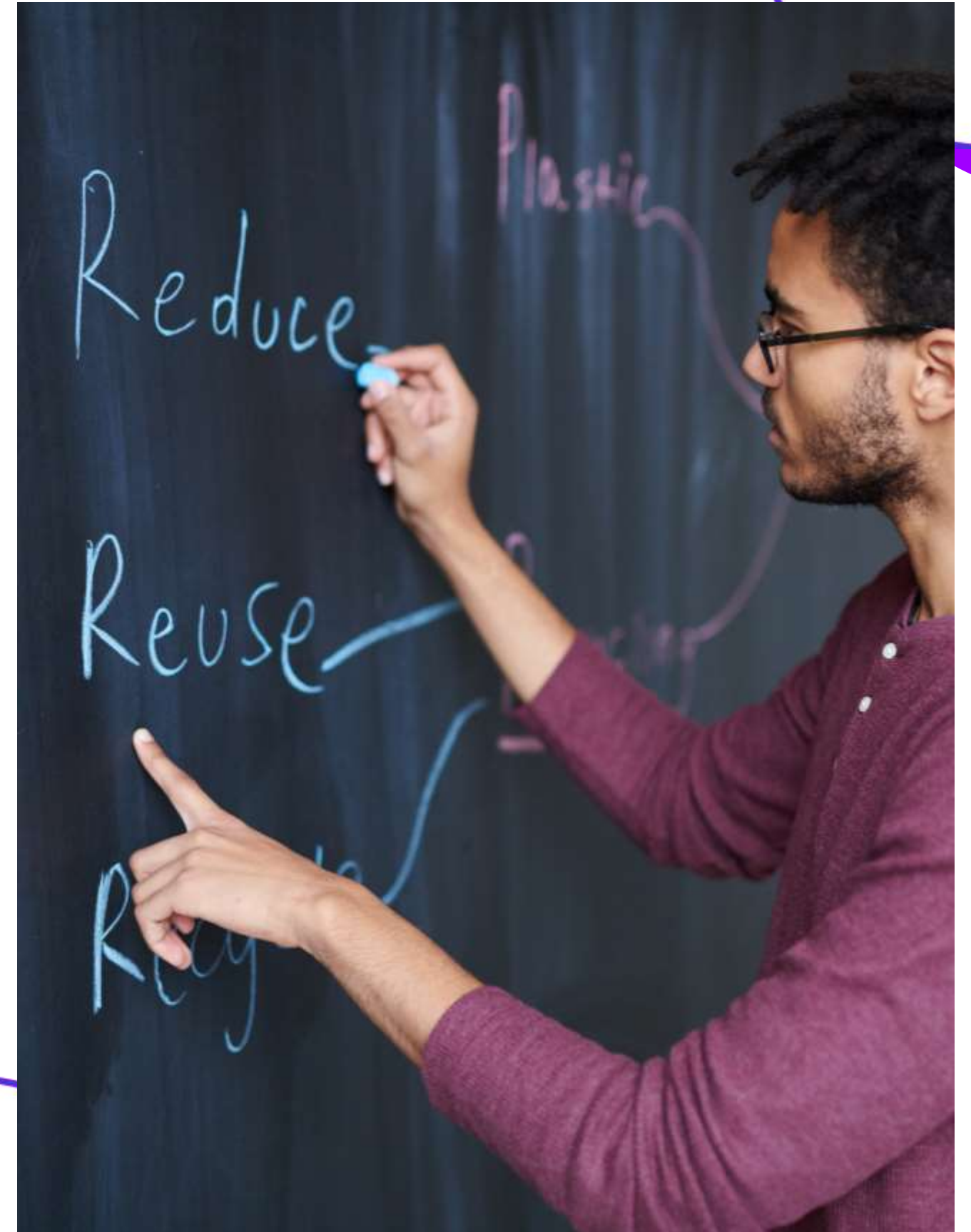
Project Recap

Social Buzz, is a fast growing industry in the social media and content creation sector.

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis to find the top 5 popular content categories.

Problem

- 500 million active users each month
- 100,000 pieces of content posted everyday (text, images, videos and GIFs)



The Analytics team



Andrew Fleming
(Chief Technical Architect)



Marcus Rompton
(Senior Principle)



Myself
(Data Analyst)

Process

1

Data Aggregation

2

Data Understanding

3

Data Cleaning

4

Data Analysis

5

Draw Insights

Insights

Unique Categories

16



Number of reactions for
animal category

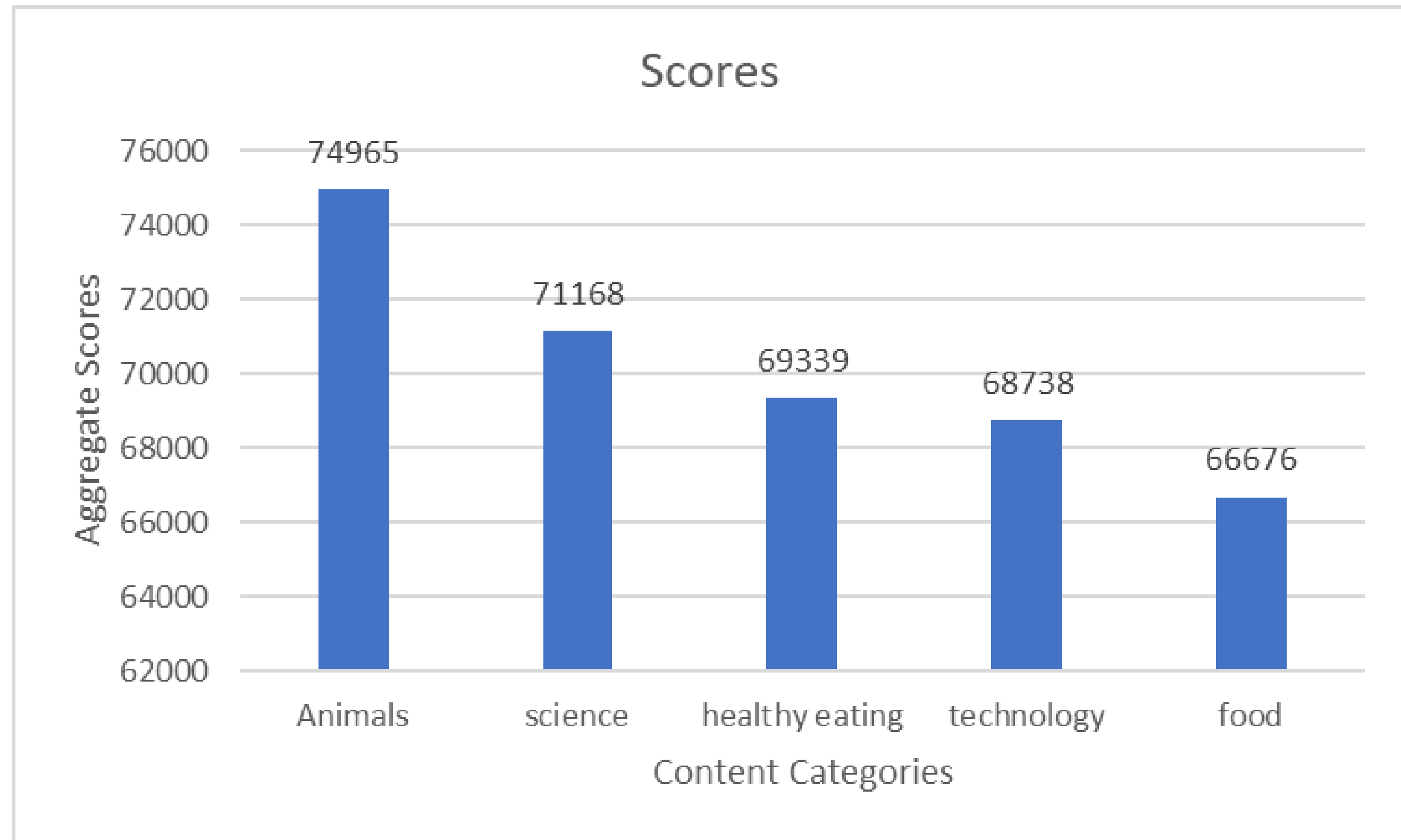
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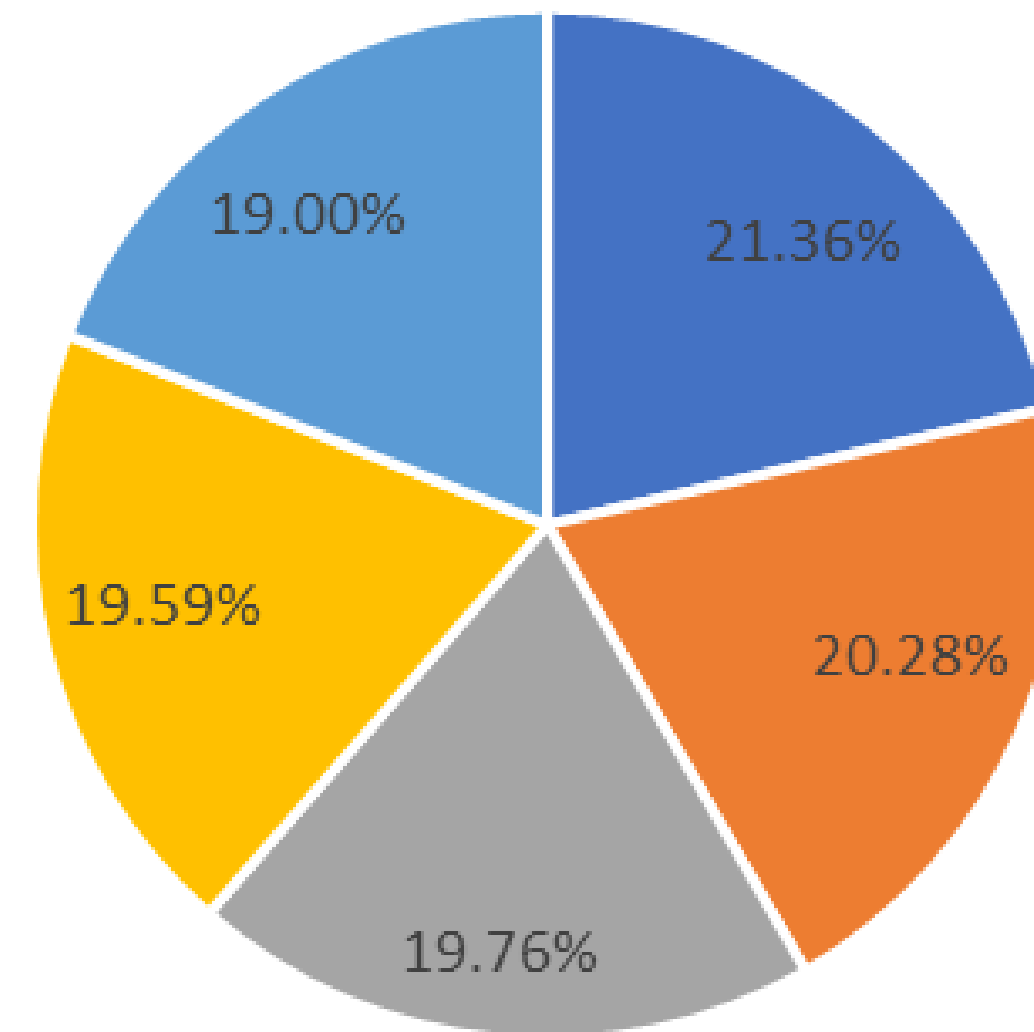


Month with most posts

January





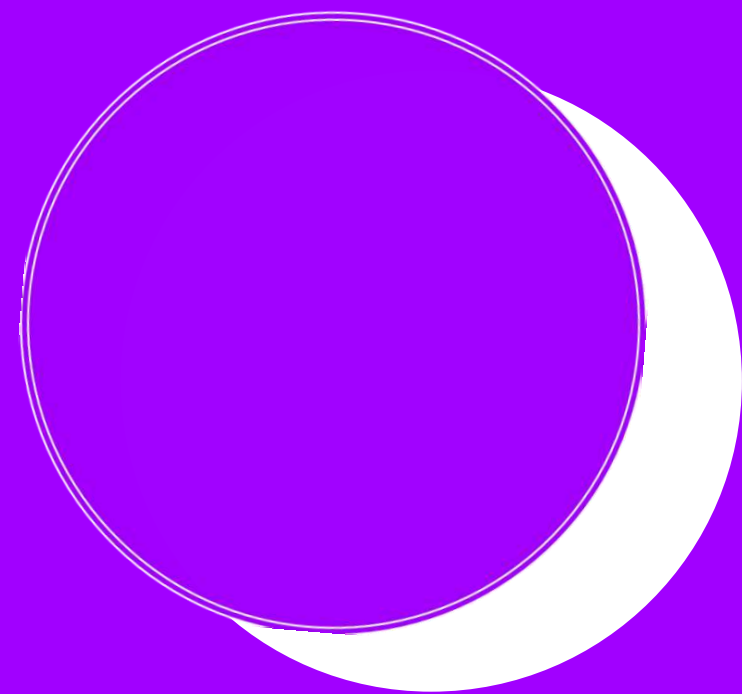


■ Animals ■ science ■ healthy eating ■ technology ■ food

Summary



- The top 2 most popular content categories include animals and science indicating user's active engagement in these two areas.
- The next popular domain is food with healthy eating having the highest rank. Thus, aiding them through accessible resources and guidance supports their journey.
- With technology being one among these most popular content categories, users stay up to date with the current innovations.



ANY QUESTIONS?

Thank you!