



# Data Analysis



# Today's Agenda

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

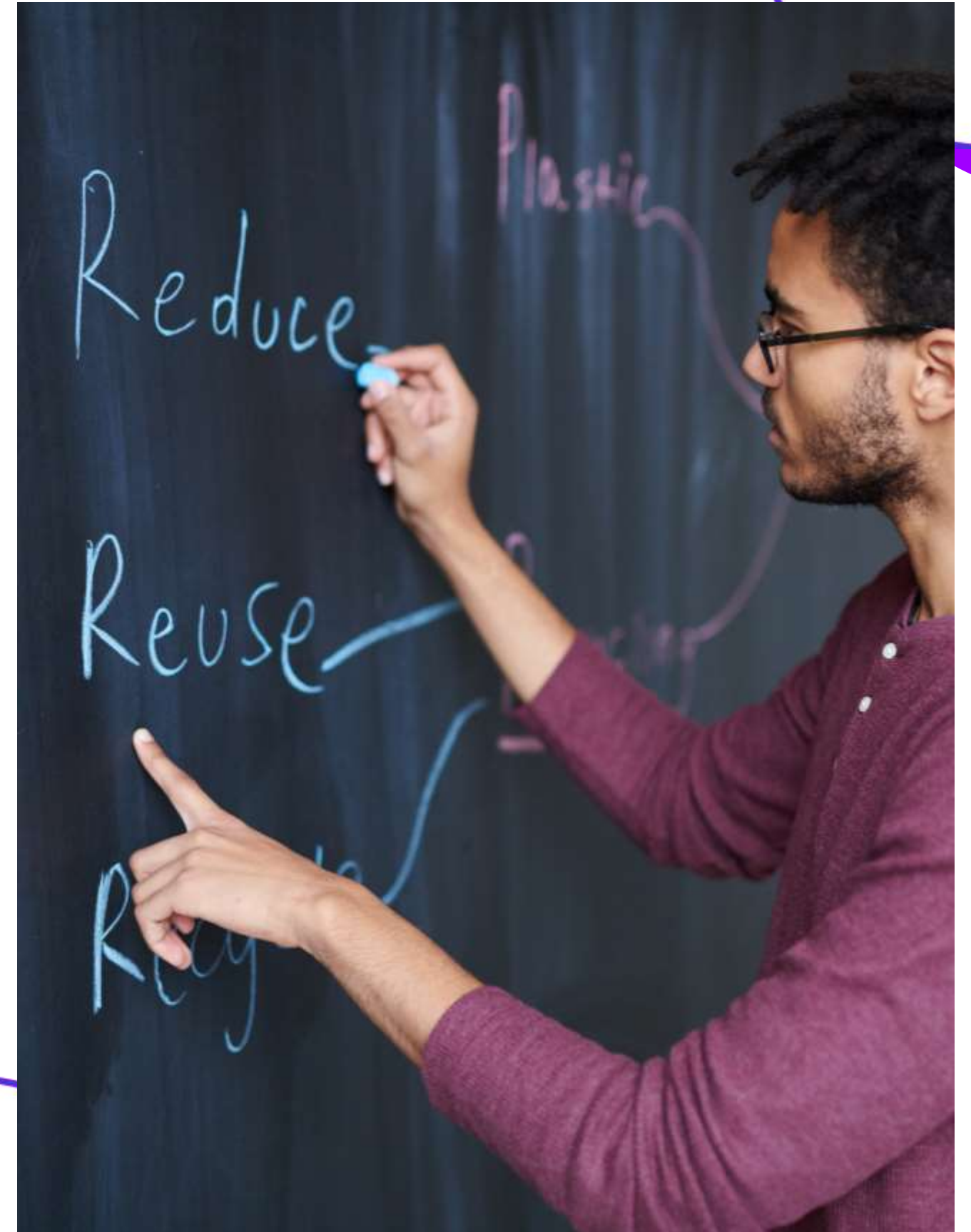
# Project Recap

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

1897

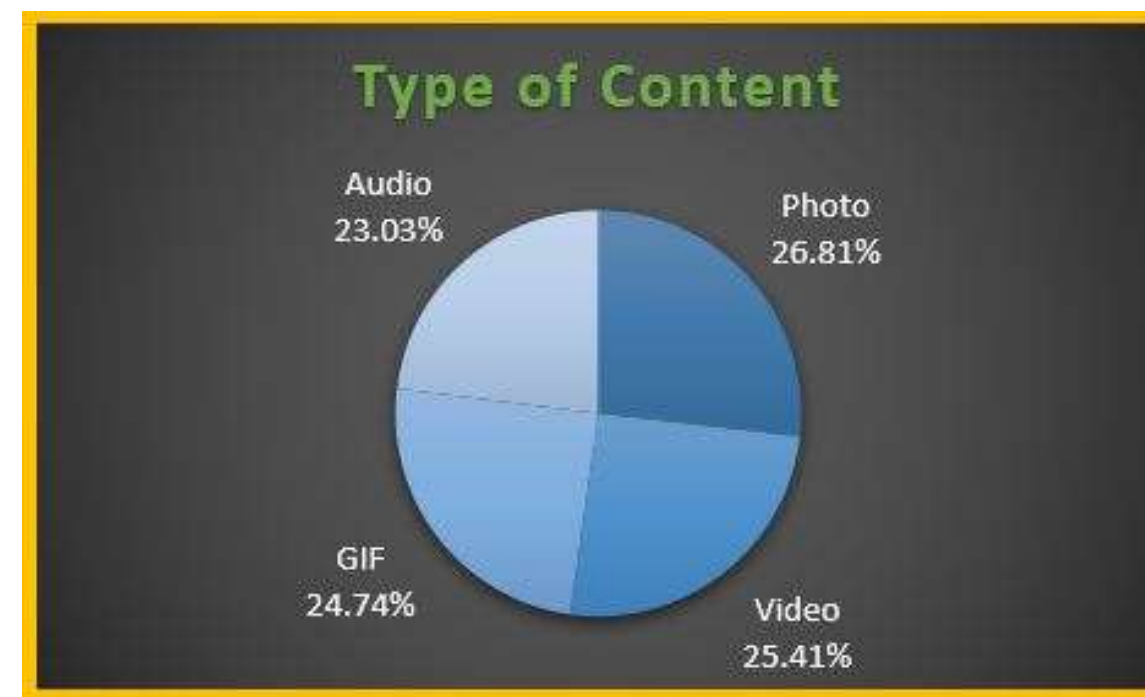
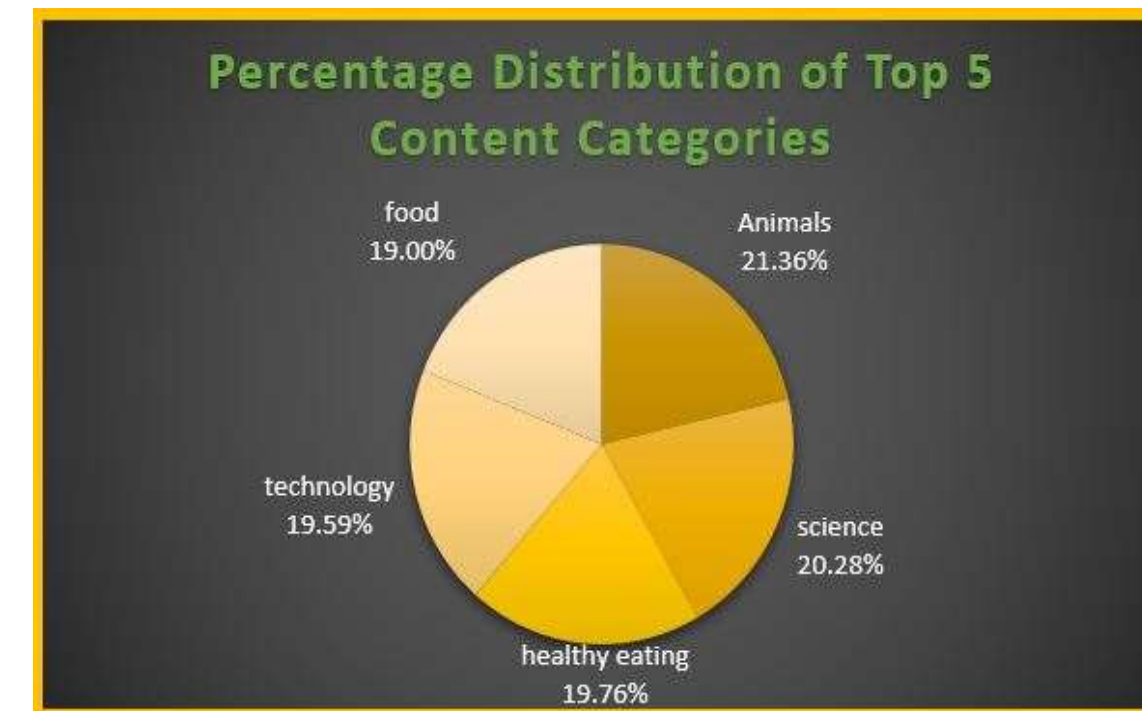
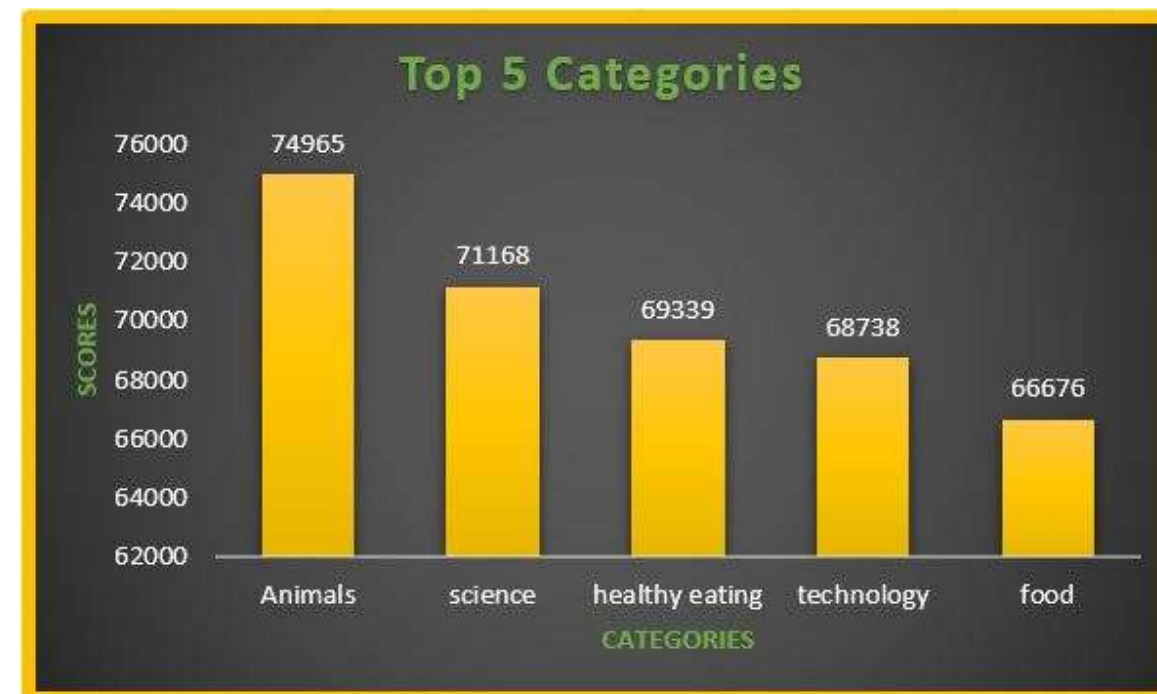


Month with most posts

January





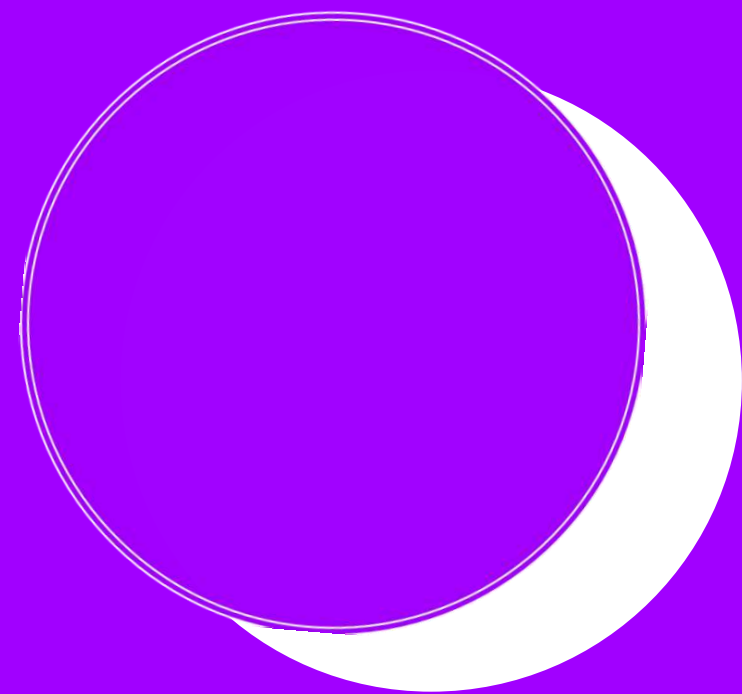




# Summary



- 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!