[ANALYSIS OF MOST POPULAR CONTENT CATEGORIES FOR SOCIAL BUZZ]

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

The brief carefully states that the client wants to see “An analysis of their content categories showing the top 5 categories with the largest popularity”.

Problem

More than 100,000 posts per day!

36,500,000 pieces of content per year.

But how do the company capitalize on this when there is so much.
Hence, the need for an analysis to find the top 5 most popular categories of content

The Analytics team

Chief Technical Architect

Senior Principle

Data Analyst

Process

1. Data understanding
2. Data Cleaning
3. Data Modeling
4. Data Analysis
5. Uncover insights/Data visualization

Insights

16

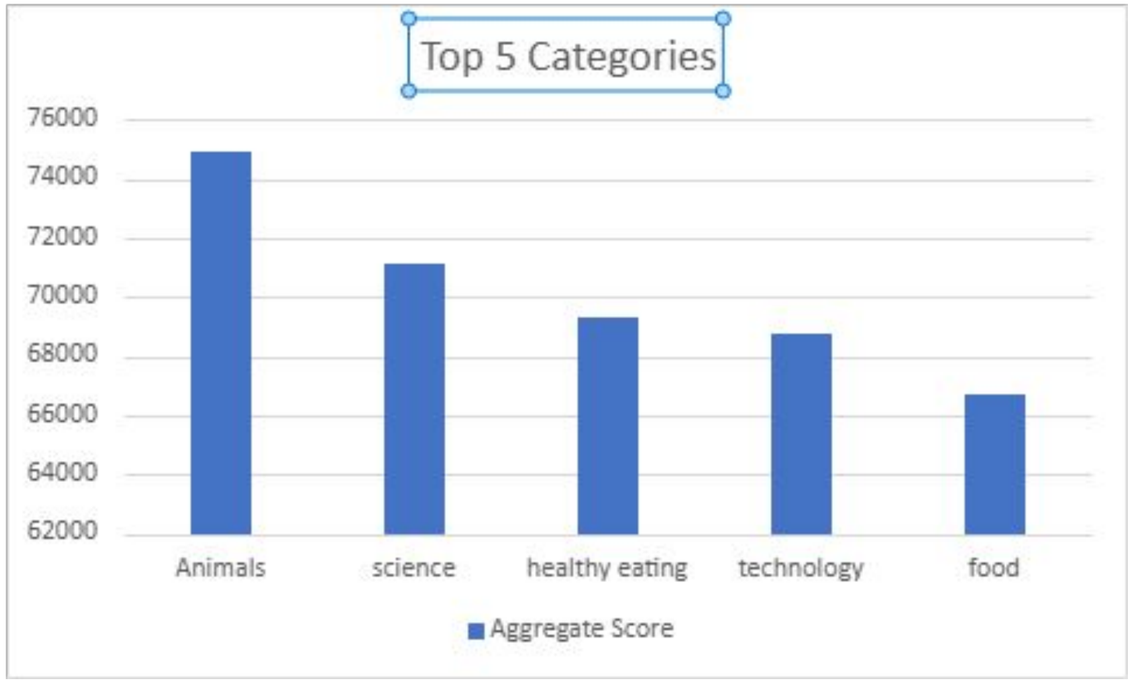
UNIQUE CATEGORIES

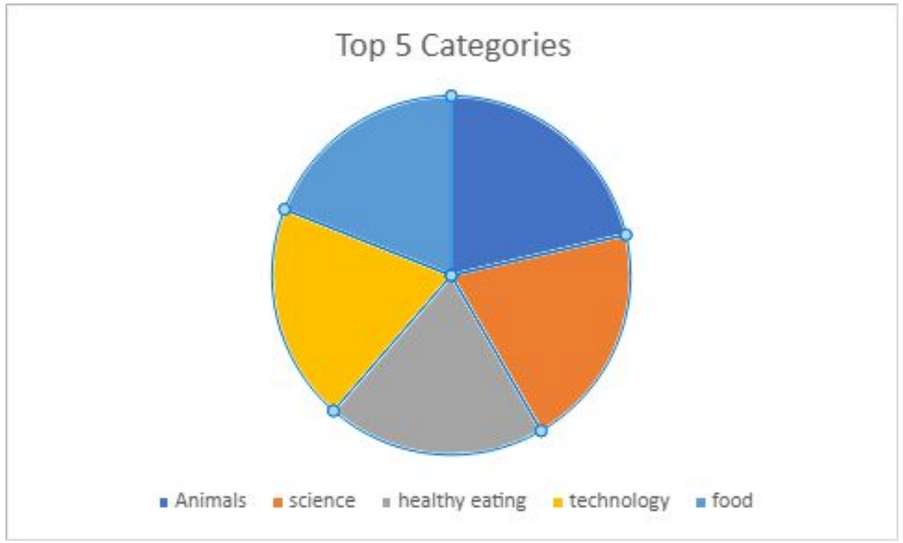
1897

REACTIONS ON ‘ANIMAL’ POSTS

JANUARY

MONTH WITH MOST POST


Top 5 Categories
76000
74000
72000
70000
68000
66000
64000
62000
Animals
science
healthy eating
technology
food
Aggregate Score

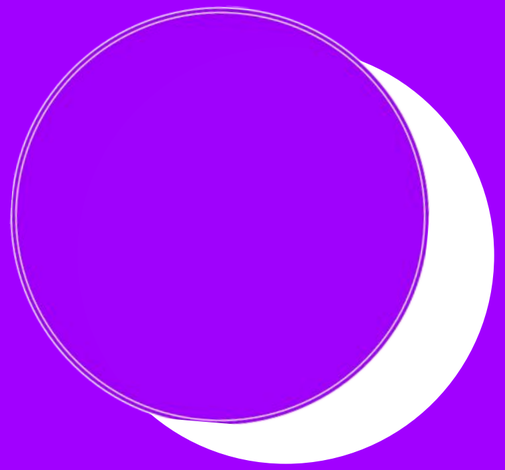

Top 5 Categories
Animals
science
healthy eating
technology
food

Summary

ANALYSIS: Animals and Science are the top 2 categories with most engagement/popularity showing what people enjoy the most- nature/factual contents.

INSIGHT- Food is a common theme among the categories with healthy living topping the list. This indicates a need to collaborate with ‘healthy eating’ brands by creating a campaign to boost user engagement.

NEXT STEP; This insight is helpful and it is time to take this analysis into large scale production for real-time understanding of your business and we can show you how.



Thank you!

ANY QUESTIONS?