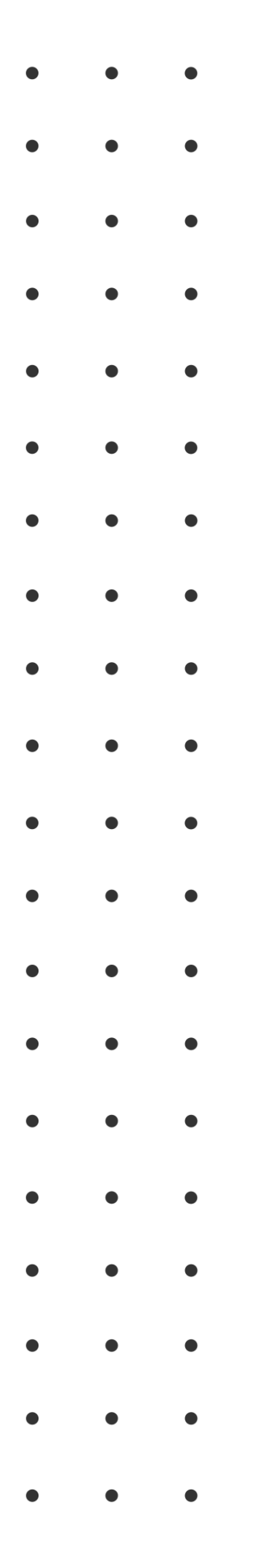
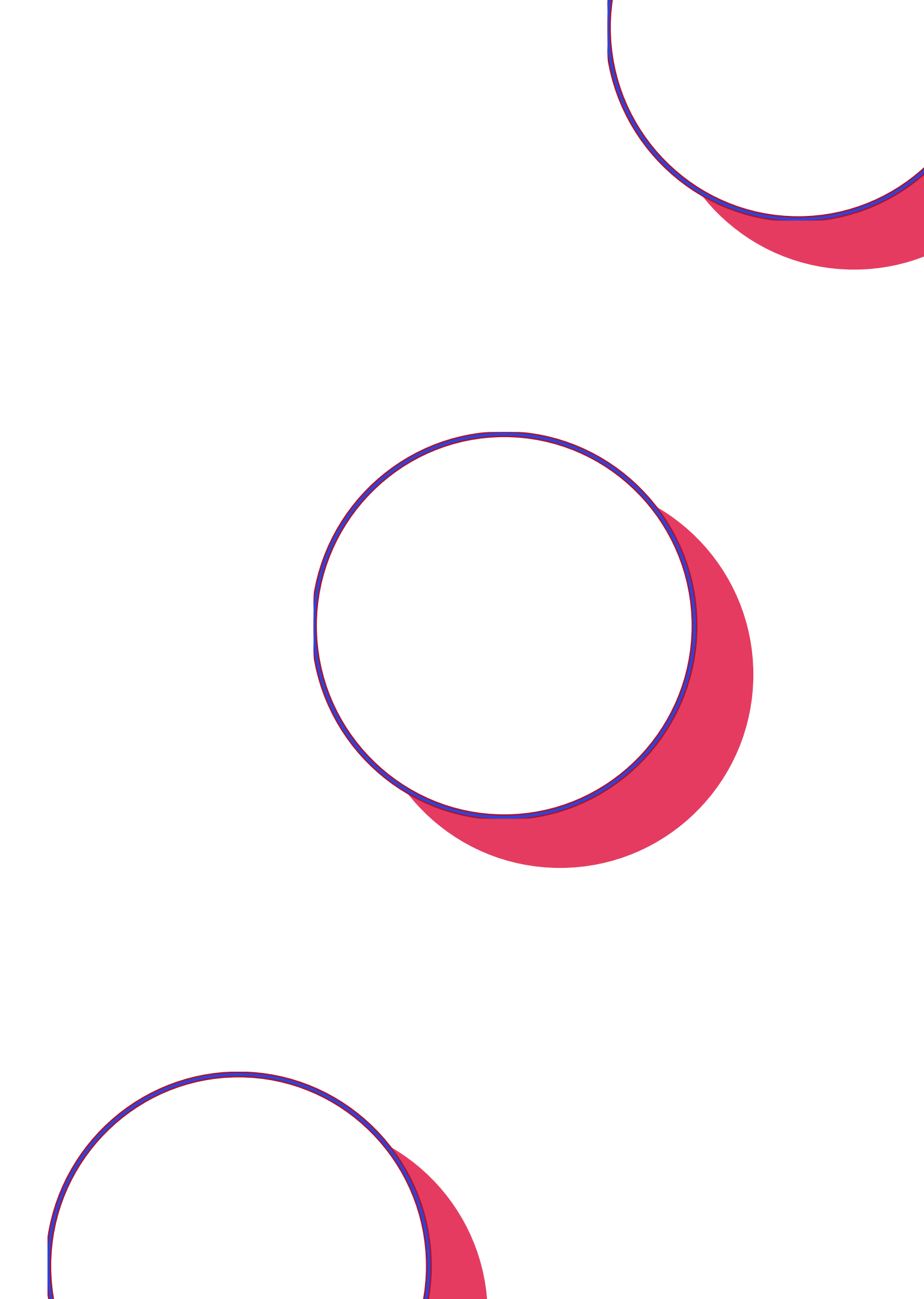


The graphic features a large red circle on the left containing the text "Social Buzz". To its right is a larger, semi-transparent purple circle. The background is a solid blue field with a grid of small white dots. The text "Social Buzz" is in a white serif font, with "Social" on the top line and "Buzz" on the bottom line.

Social Buzz



Today's agenda



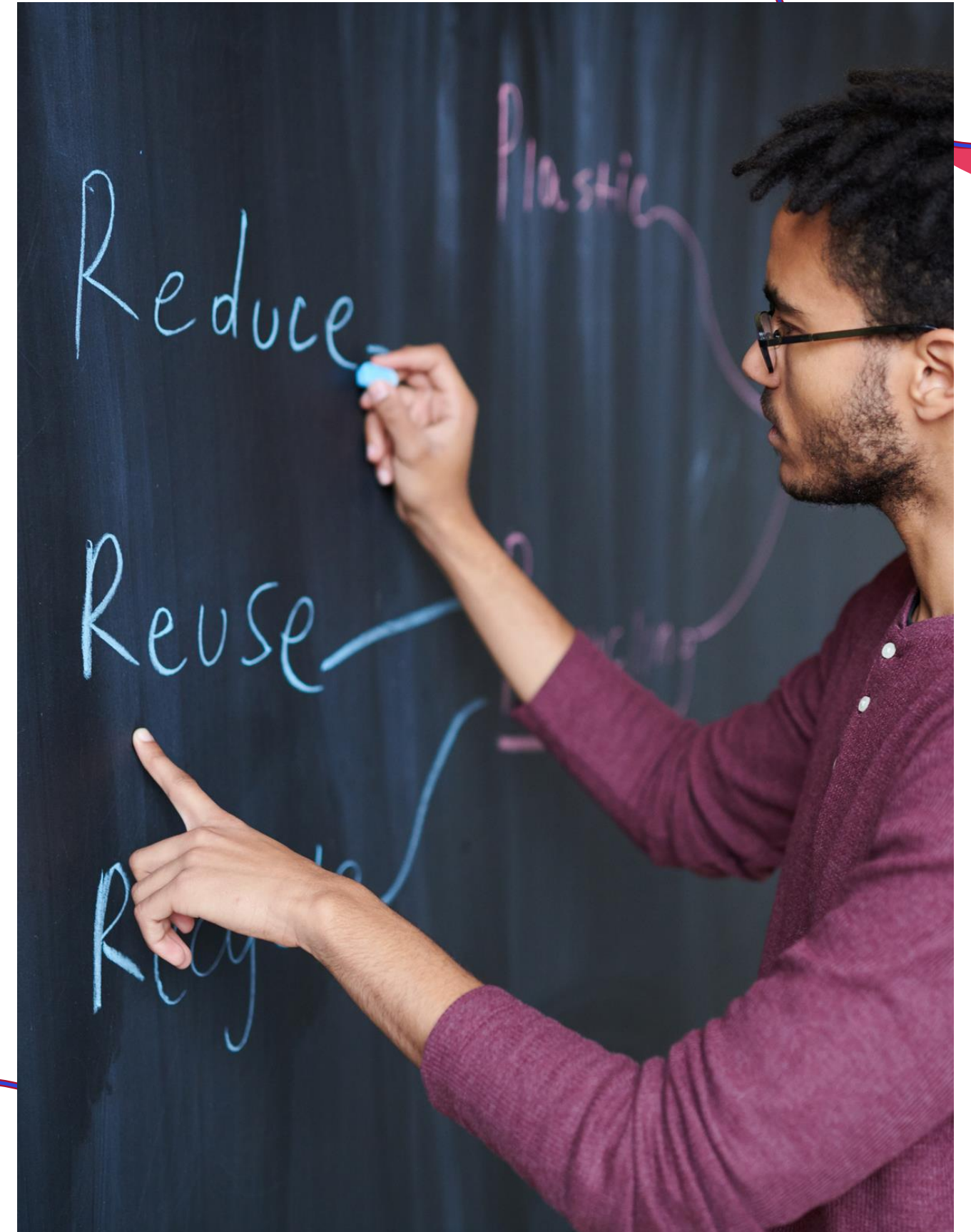
Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz emphasizes content by keeping all users anonymous, only tracking user reactions on every piece of content. There are over 100 ways that users can react to content, spanning beyond the traditional reactions of likes, dislikes, and comments.

Problem

- Need guidance to complete an IPO by the end of next year.
- An audit of their big data.
- Recommendations for a successful IPO
- Analysis of their top 5 categories.



The Analytics team



Andrew Fleming
Chief Technology
Architect



Marcus Rompton
Senior Principle



Shethala Boggarapu
Data Analyst

Process

1

Data
selection

2

Data
Cleaning

3

Data
modelling

4

Top 5
categories

5

Data
Analysis

Insights

Top 5 Categories are



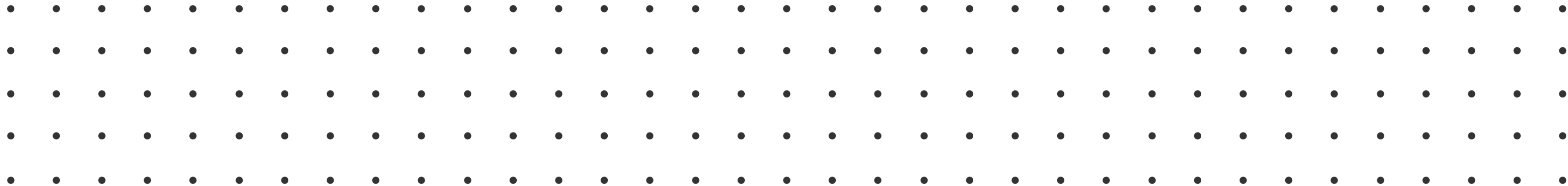
Animals

Science

Healthy
Eating

Technology

Food



Insights

Least 5 Categories are



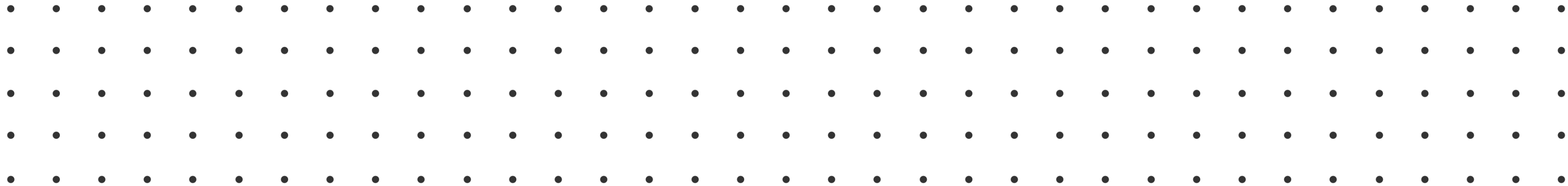
Public
Speaking

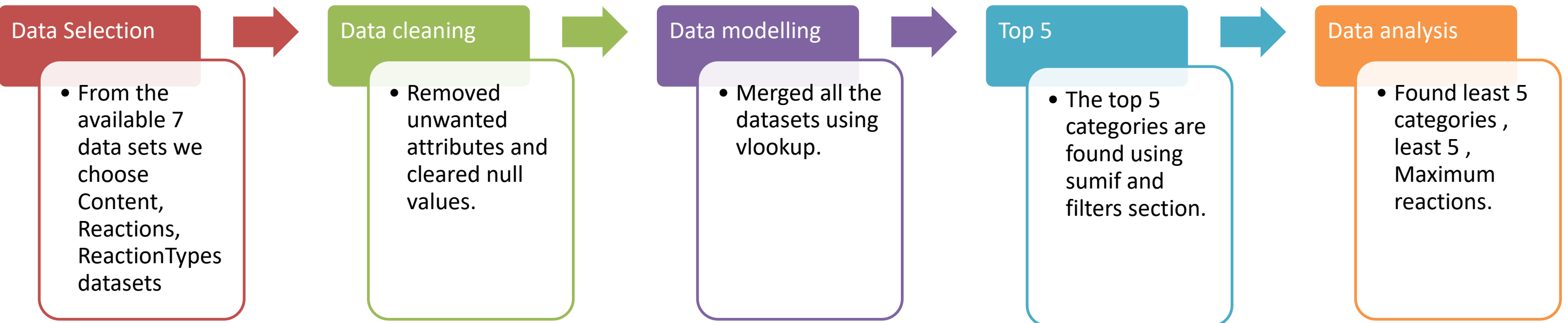
Veganism

Tennis

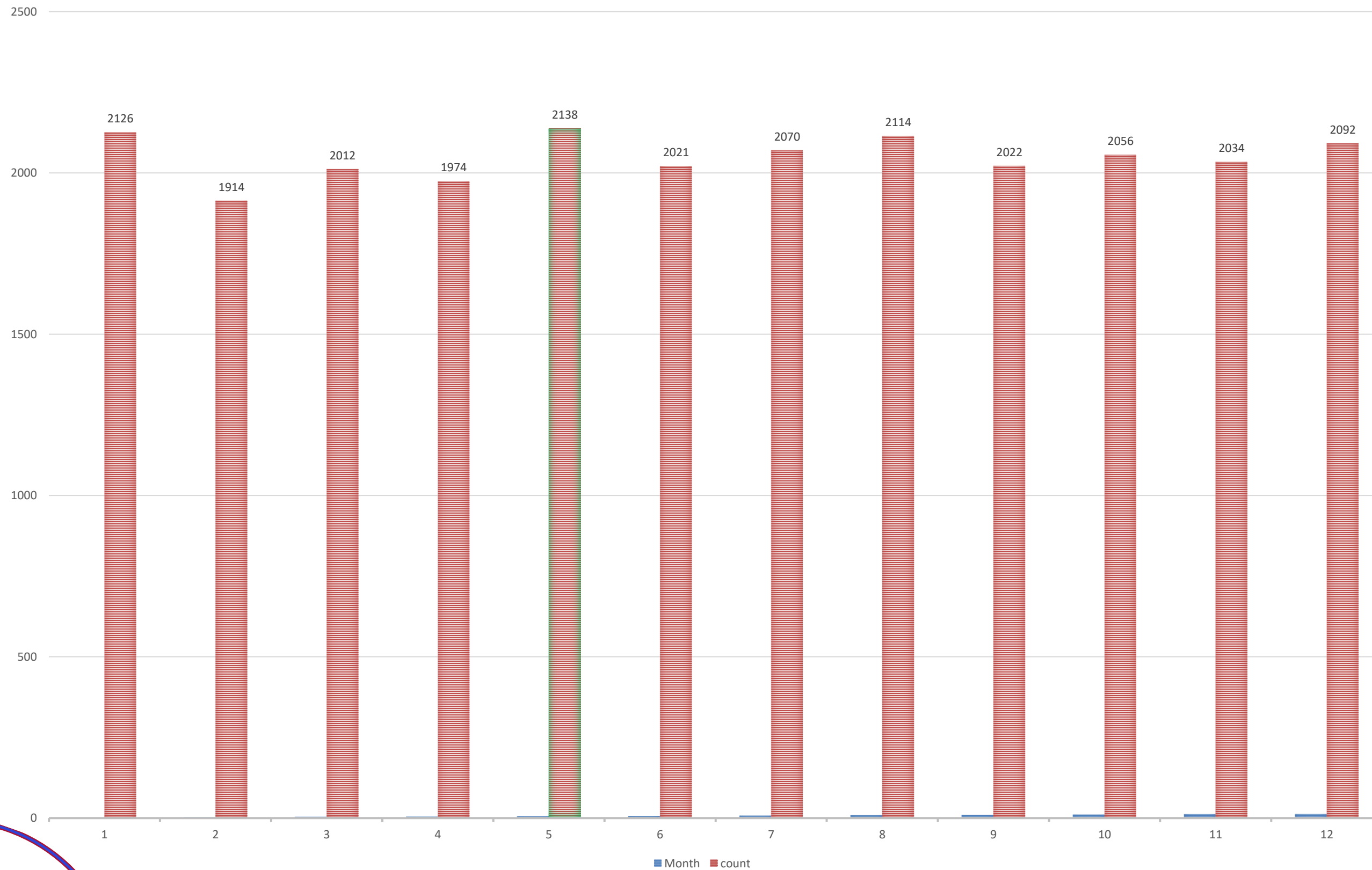
Dogs

Studying



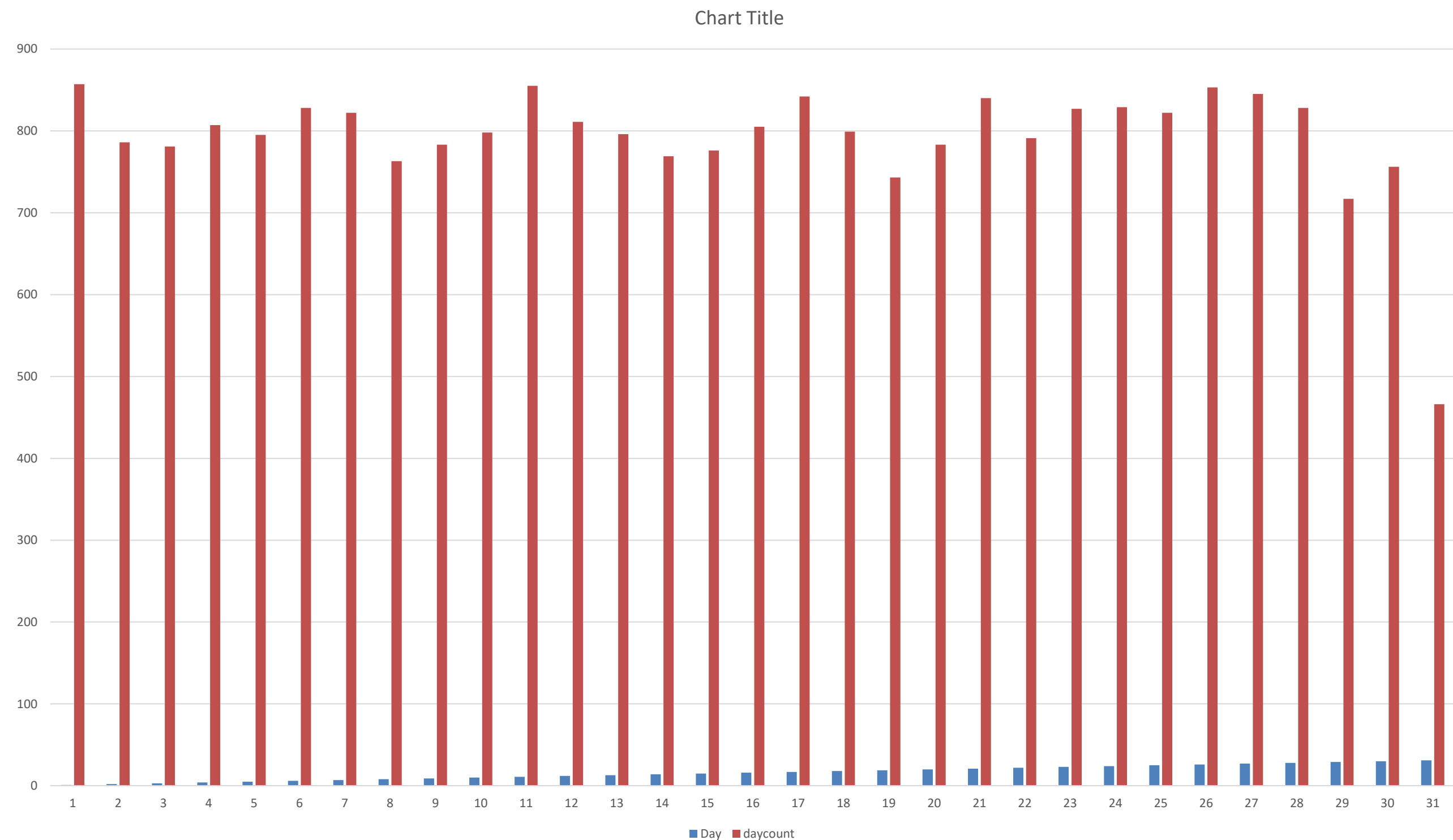


Maximum Reactions According to months



There are maximum reactions in the months May, Jan, August and December.

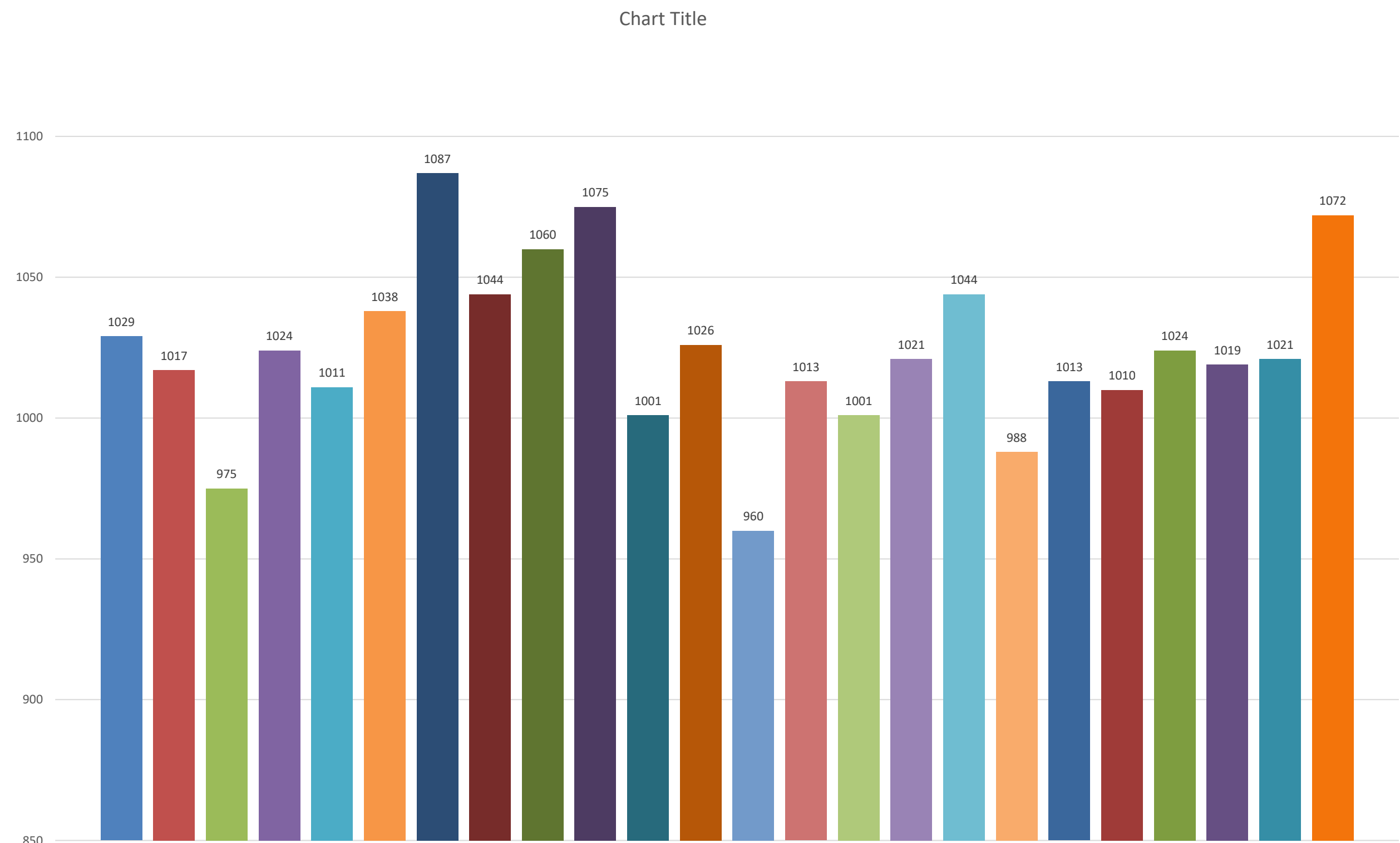
Maximum Reactions According to Days



**There are
maximum
reactions
on 1st, 11th
and 26th**



Maximum Reactions According to Hour

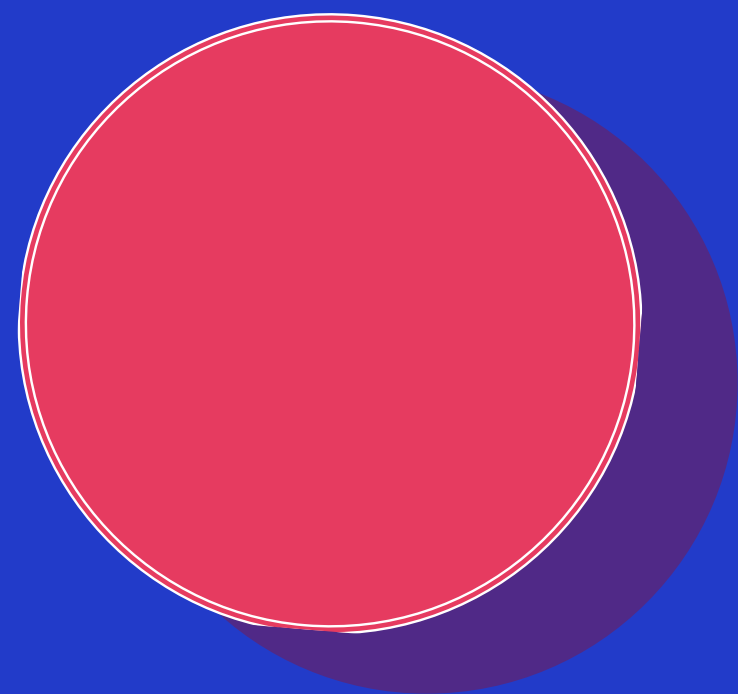


There are maximum reactions at 6am, 9am and 12am.

Summary



We found that there is much popularity in animal posts and least popularity in public speaking posts. Number of reactions for Top Category Animals are 1897. There are maximum reactions on specific months, days and hours.



Thank you!

ANY QUESTIONS?