

# Social Buzz: Content Analysis

Data-Driven Insights to Improve Engagement and Revenue

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# Overview

**Client:** Social Buzz (Social Media & Content Creation).

Social Buzz is a fast-growing platform emphasizing anonymous, content-focused user engagement with 500M+ monthly users.

**KEY CHALLENGES:**

- Handling vast, unstructured data efficiently.
- Scaling operations to support rapid growth.
- Ensuring IPO readiness with optimized data practices

**Objectives:**

- Audit big data practices.
- Provide IPO recommendations.
- Identify the top 5 most popular content categories.

# The Analytics team



**Reese Witherspoon**  
Chief Technical  
Architect



**Ellen Page**  
Senior Principle



**{Myself}**  
Data Analyst

# The Process

1

## Data Understanding:

Identified key datasets (Content, Reactions, Reaction Types).

2

## Data Cleaning:

- Removed duplicates, fixed incomplete records, ensured consistency.

3

## Data Modeling:

- Merged datasets for category-wise reaction analysis.

4

## Data Analysis:

- Aggregated reaction scores to determine category popularity

5

## Uncover Insight:

- Identified actionable insights, including top-performing categories.

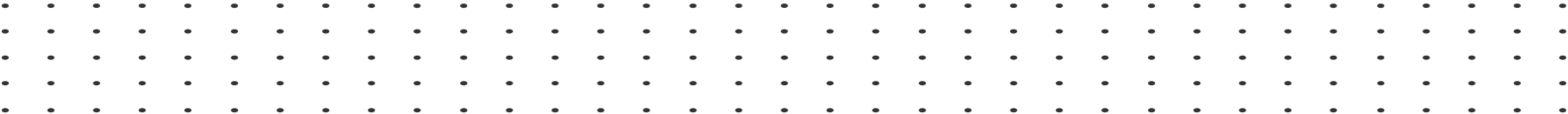
# Insights

Total Unique categories: **16**

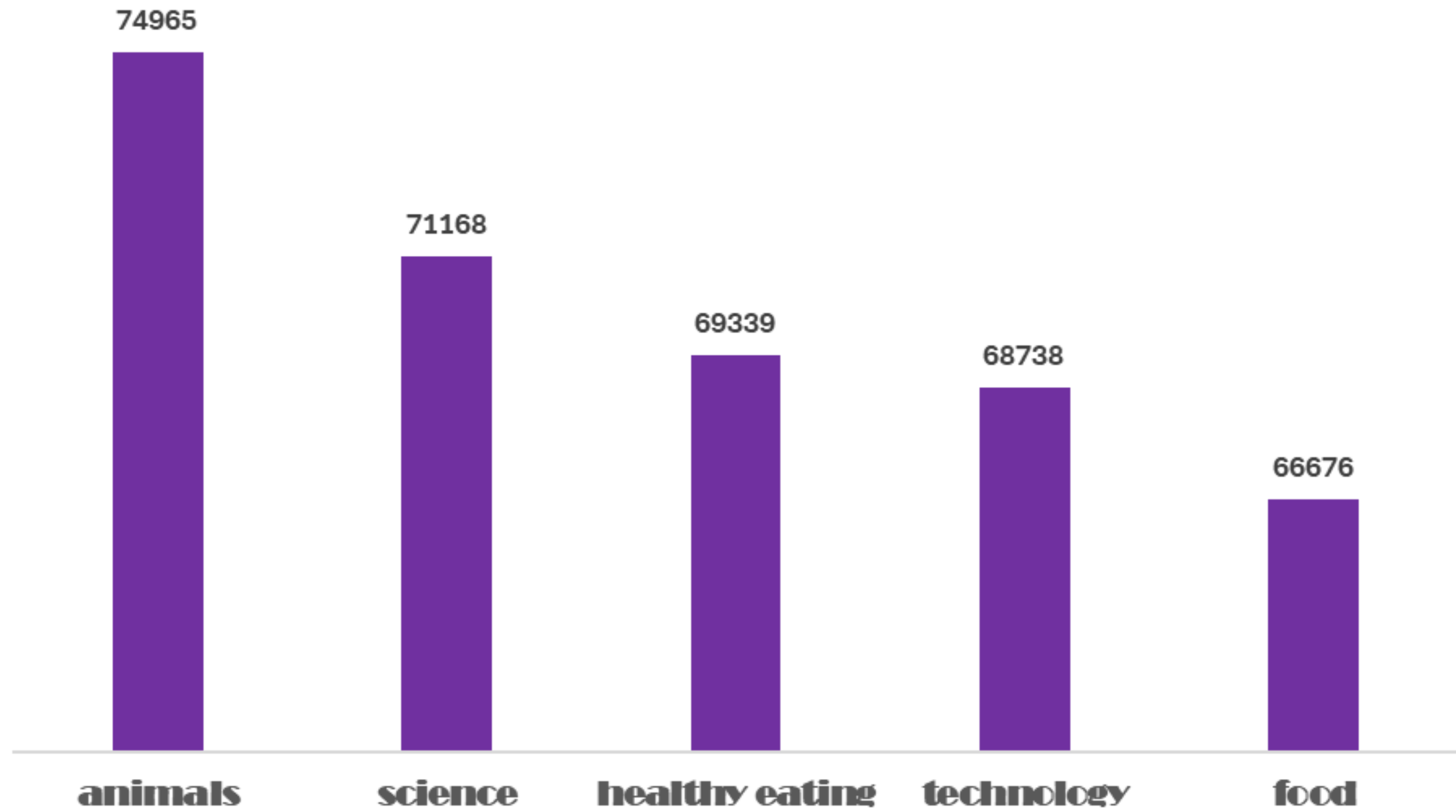
Number 1 Most Popular category: **Animals**

Most active month: **May**

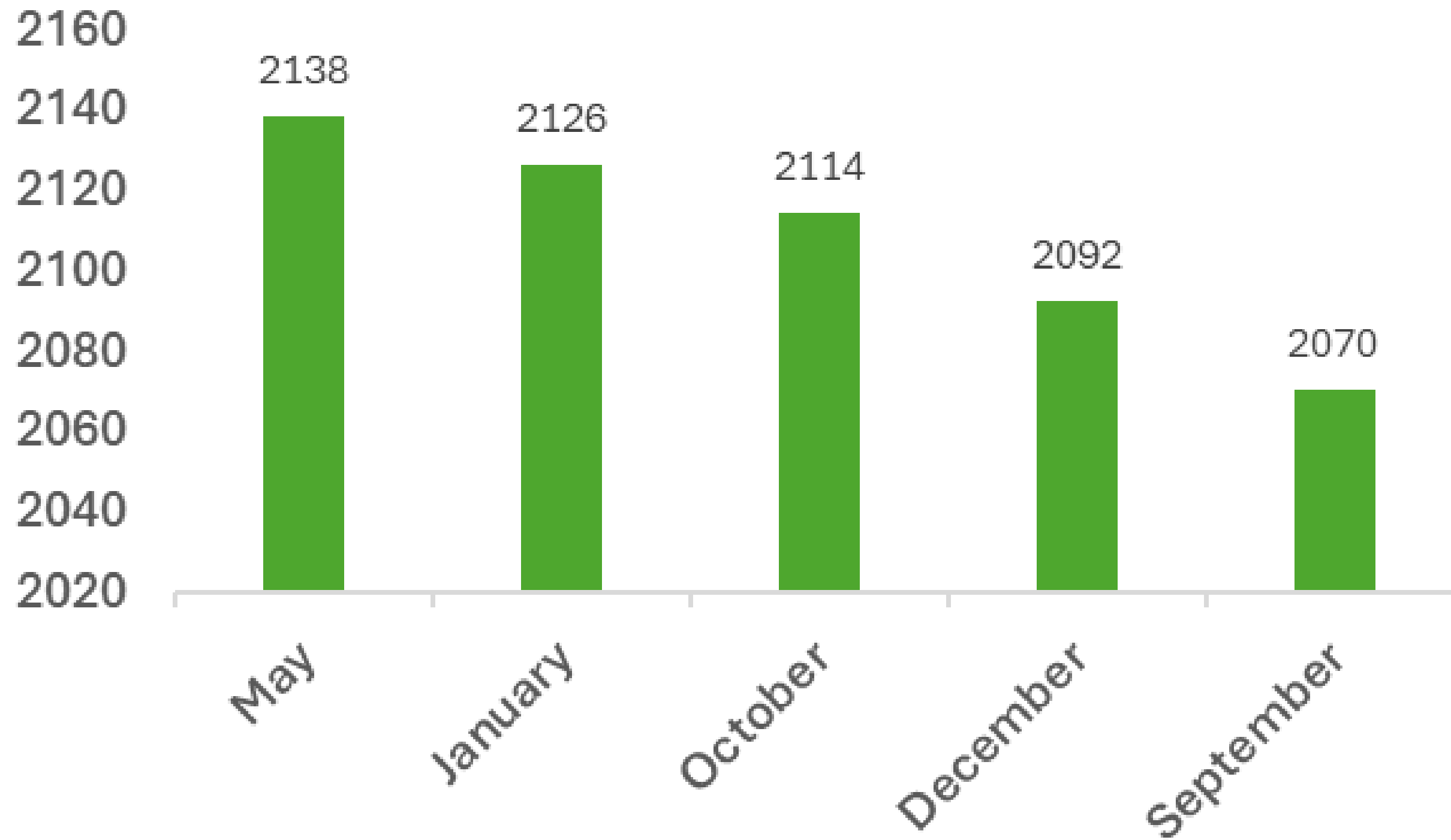
Most Popular Content type: **Photos**



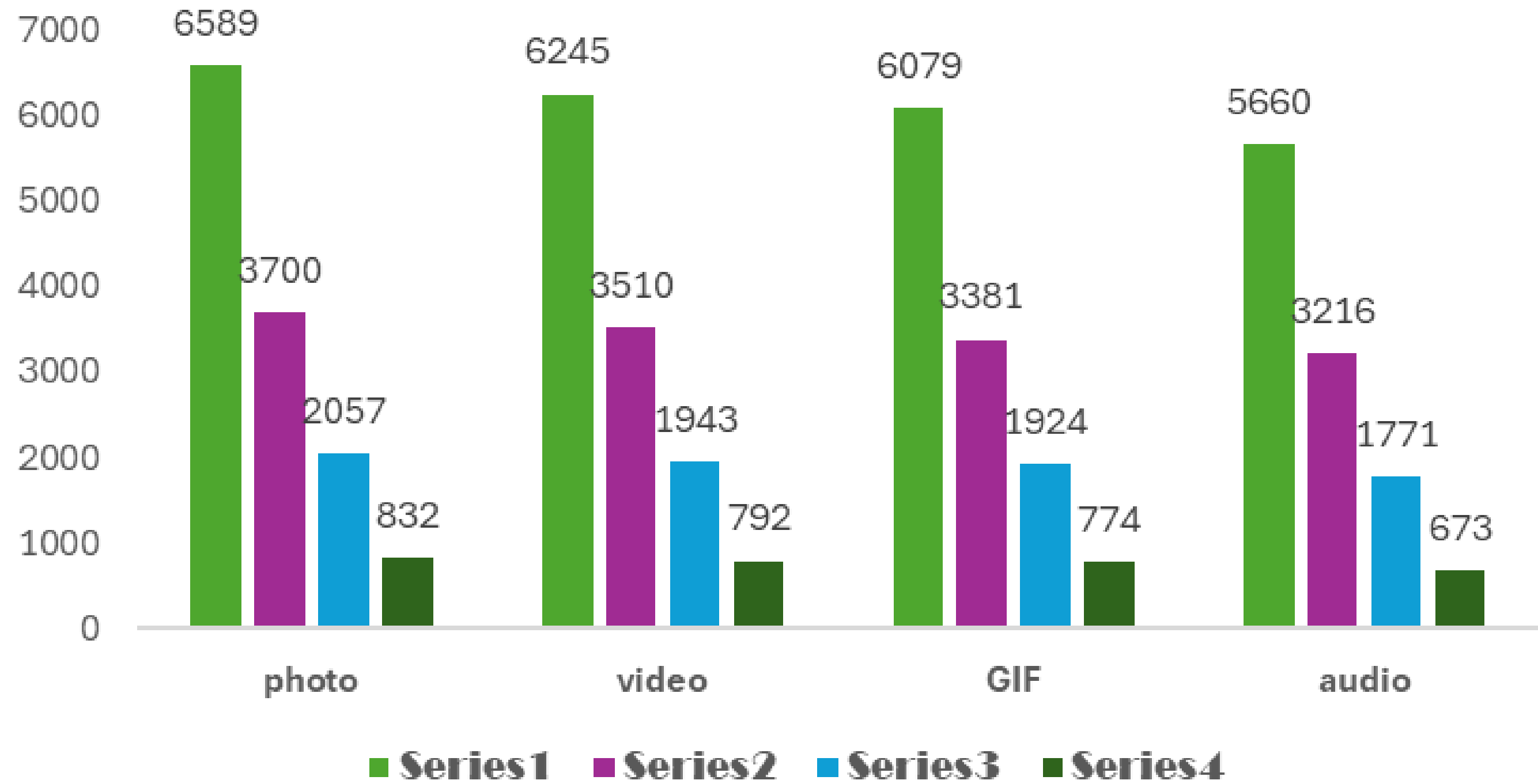
## Top 5 Most Popular Categories



## Most Active Months



## Content Sentiments





# Conclusion & Recommendations

## **1. Focus on Top 5 Categories:**

Prioritize Animals, Science, Health, Eating, and Food for campaigns and content creation.

## **2.Leverage High-Activity Months:**

Target January, May, and August with promotional campaigns and user engagement strategies.

## **3.Optimize Content Types:**

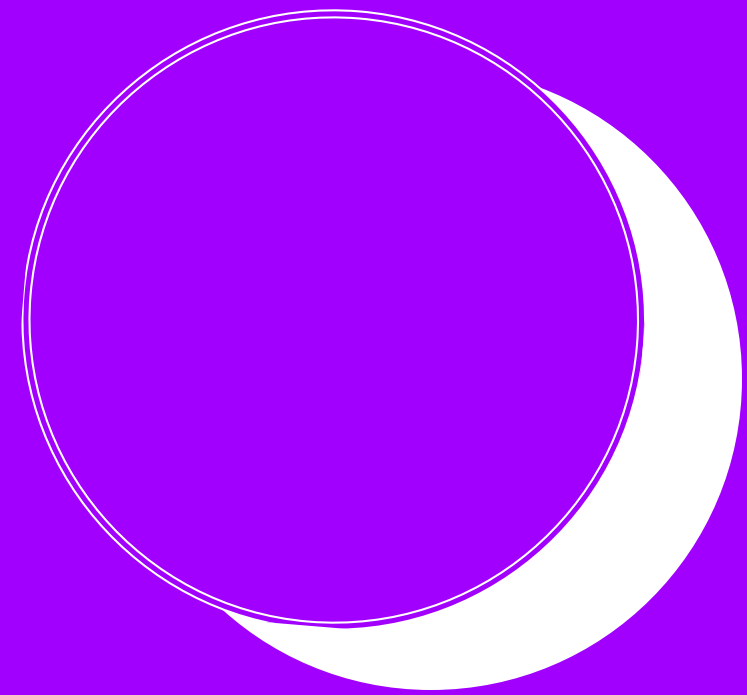
Focus on photos, videos, and GIFs to maximize user interaction.

## **4.Use Reaction Data:**

Monitor trends and adjust content strategies based on user preferences.

## **5.Enhance User Engagement:**

Create interactive and visually appealing content tailored to audience interests.



**Thank  
you!**

**ANY QUESTIONS?**