Top 5 Popular Categories

Today's agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

Client: Social Buzz - Social media & content creation platform
Founded in 2010, HQ in San Francisco
250 employees, 500M+ monthly active users

Objectives:
Audit big data practices
Provide IPO recommendations
Analyze top content categories

Approach:
3-month initial project to demonstrate value
Leverage internal expertise and past client stories
Data extraction, analysis, and stress testing
Collaborative workshops with client teams

Project Recap

Deliverables:

Big data best practices presentation
Sample data analysis and visualizations
Data center audit
IPO best practice documentation
Technology architecture review

Goals:

Prepare for successful IPO by end of next year
Implement big data management best practices
Identify opportunities in content strategy

Problem

500M+ monthly active users

100,000+ pieces of content posted daily!

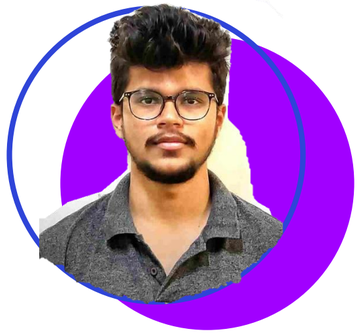
Data is highly unstructured

Analysis to identify top 5 content categories by popularity

The Analytics team

Andrew Fleming
Chief Technology Architect

Marcus Rompton
Senior Principal

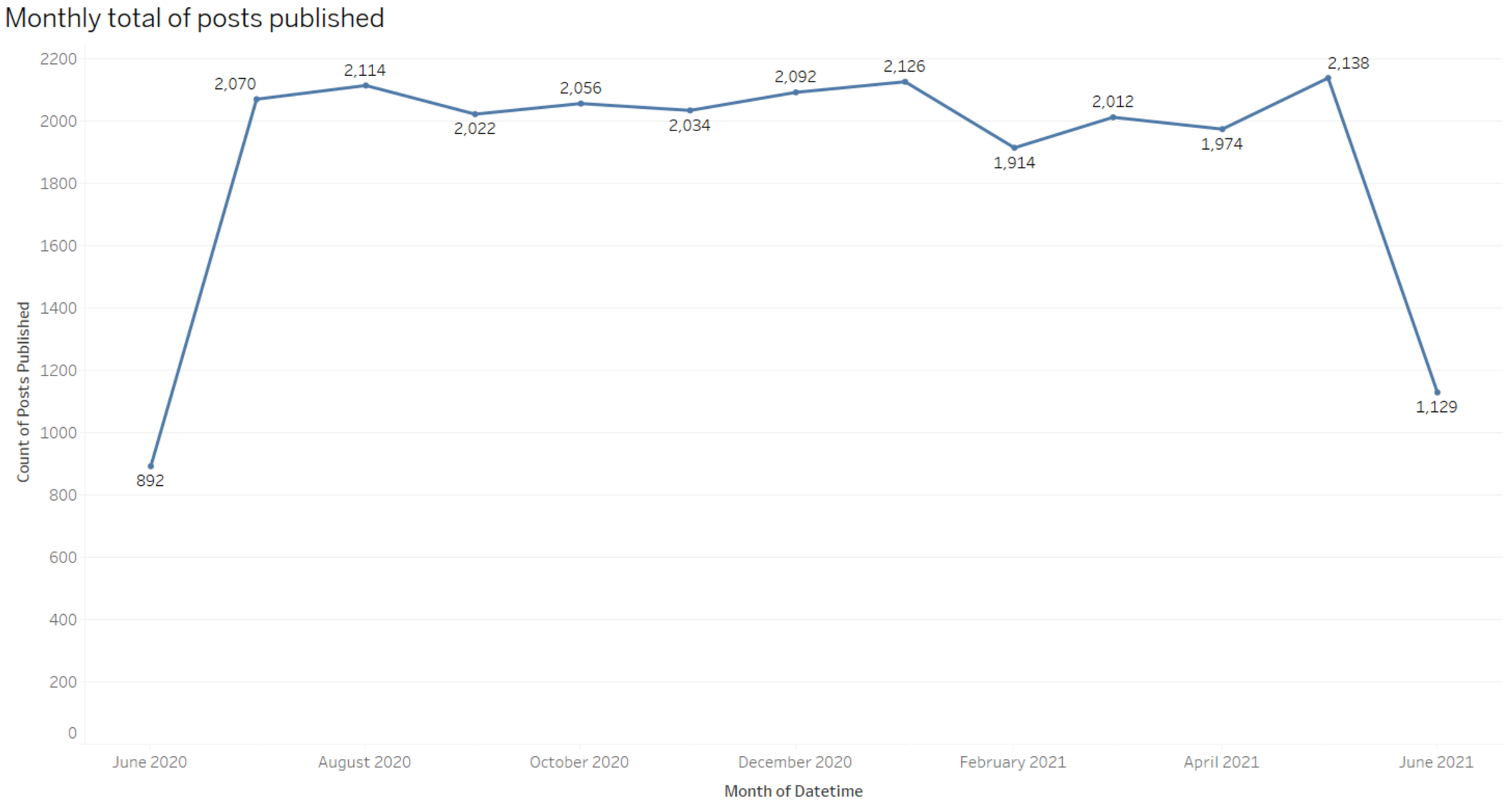


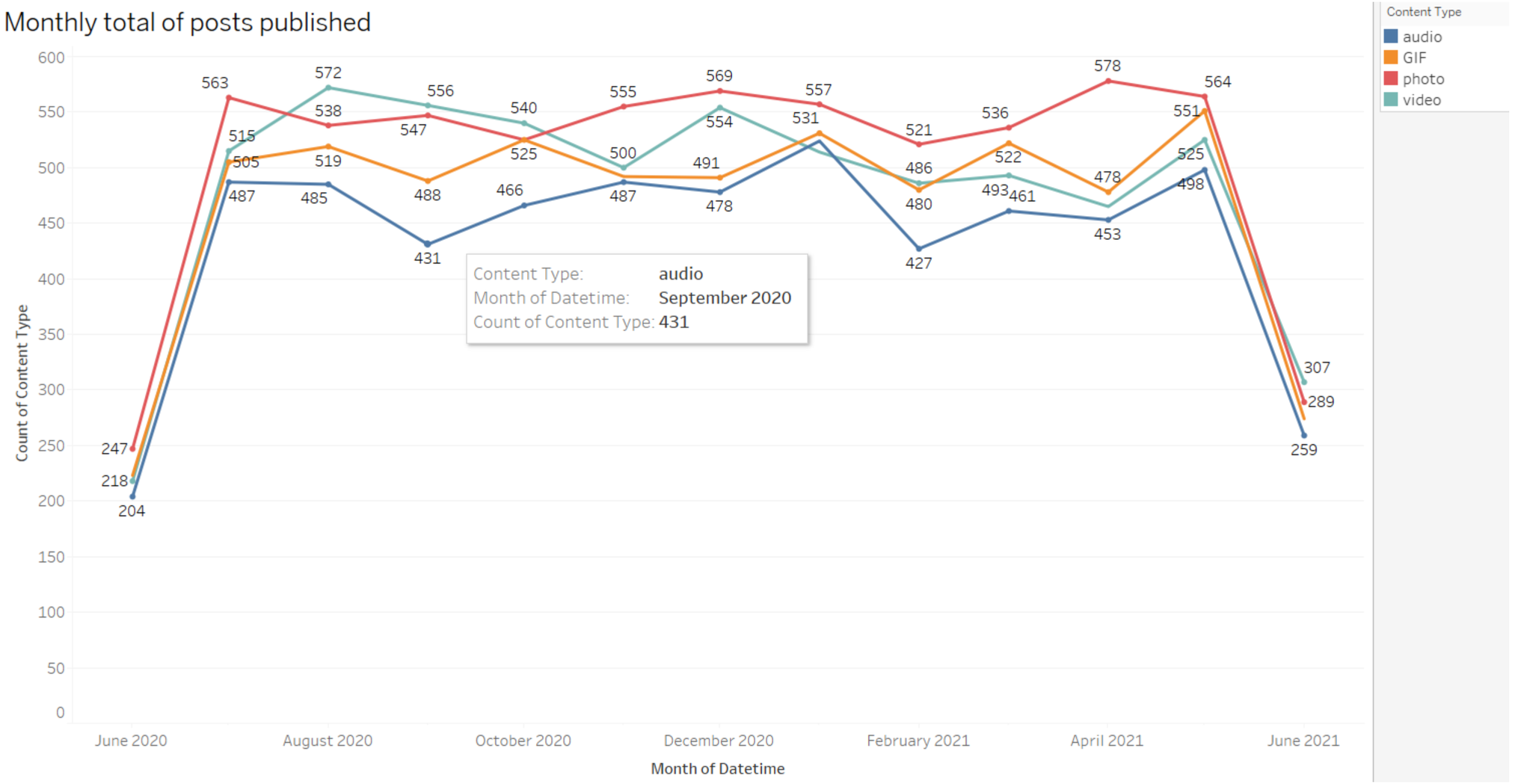
Sujan Tumbaraguddi
Data Analyst

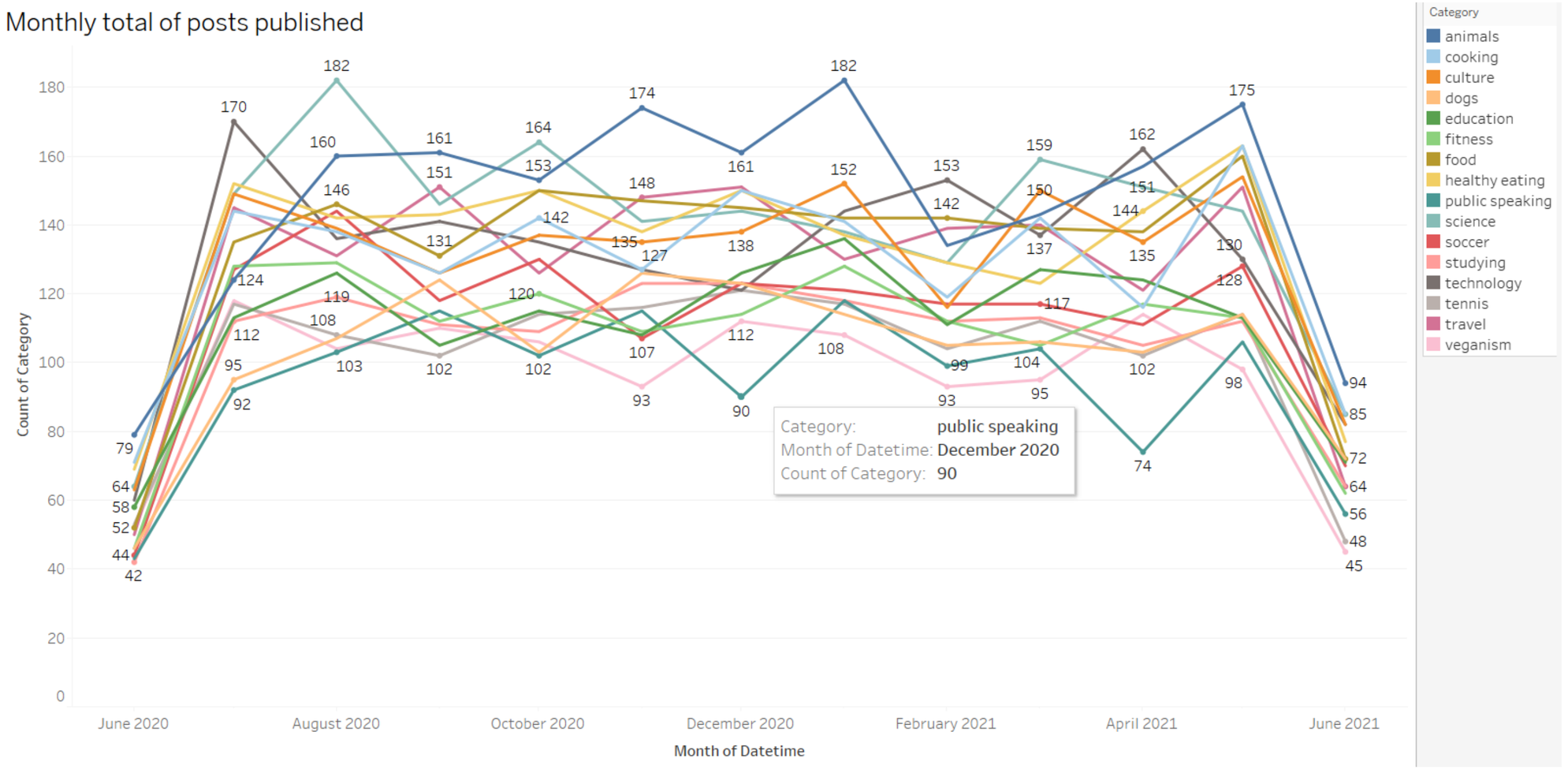
Process

1. Selection of Data sets
2. Data Cleaning
3. Data Modelling
4. Data Visualization
5. Insights

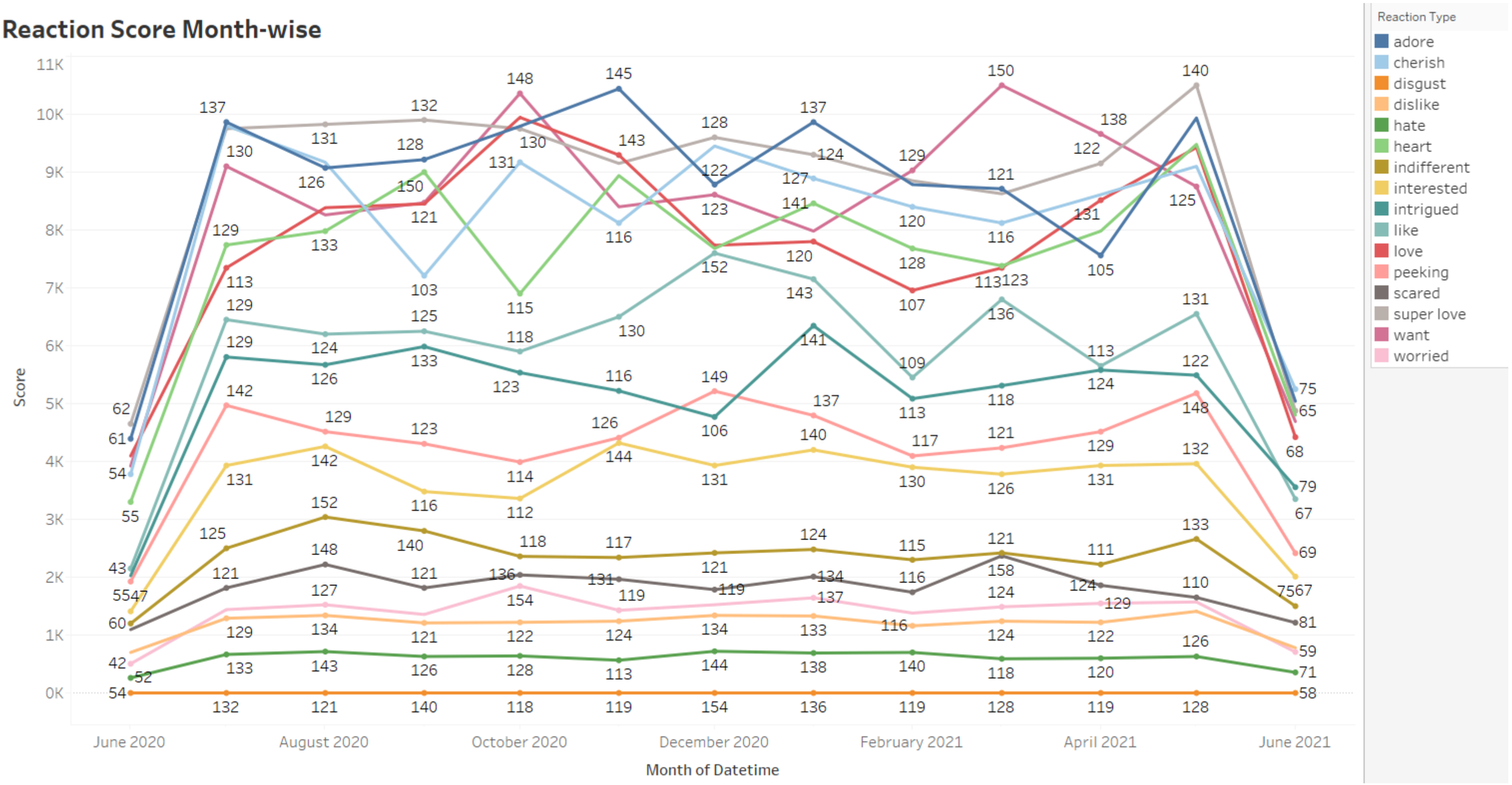
Insights


Monthly total of posts published
Count of Posts Published
2200
2000
1800
1600
1400
1200
1000
800
600
400
200
0
892
2,070
2,114
2,022
2,056
2,034
2,092
2,126
1,914
2,012
1,974
2,138
1,129
June 2020
August 2020
October 2020
December 2020
February 2021
April 2021
June 2021
Month of Datetime

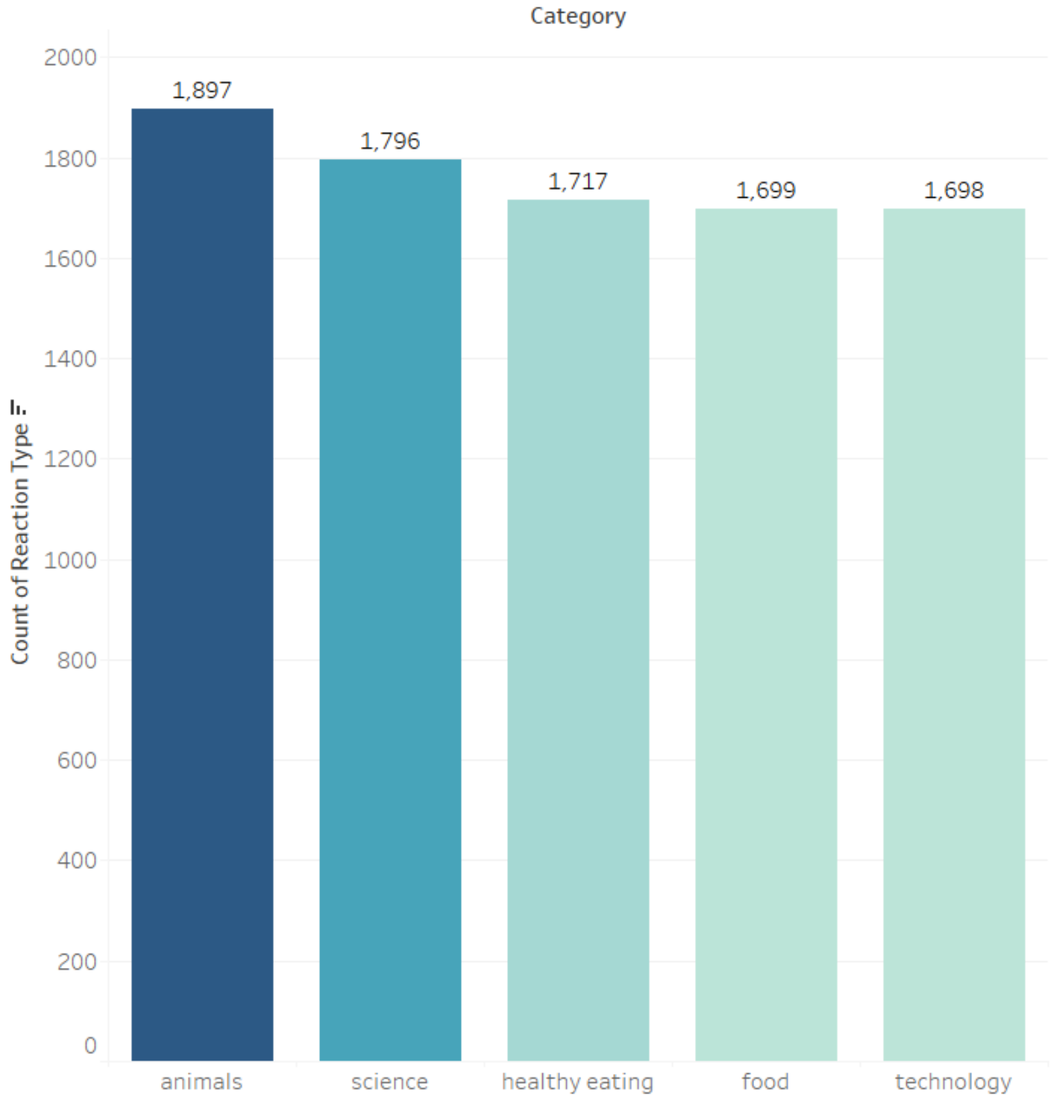

Monthly total of posts published
Content Type
audio
GIF
photo
video
Count of Content Type
Month of Datetime
June 2020
August 2020
October 2020
December 2020
February 2021
April 2021
June 2021
Content Type: audio
Month of Datetime: September 2020
Count of Content Type: 431


Monthly total of posts published
Count of Category
Month of Datetime
June 2020
August 2020
October 2020
December 2020
February 2021
April 2021
June 2021
Category
animals
cooking
culture
dogs
education
fitness
food
healthy eating
public speaking
science
soccer
studying
technology
tennis
travel
veganism
Category: public speaking
Month of Datetime: December 2020
Count of Category: 90

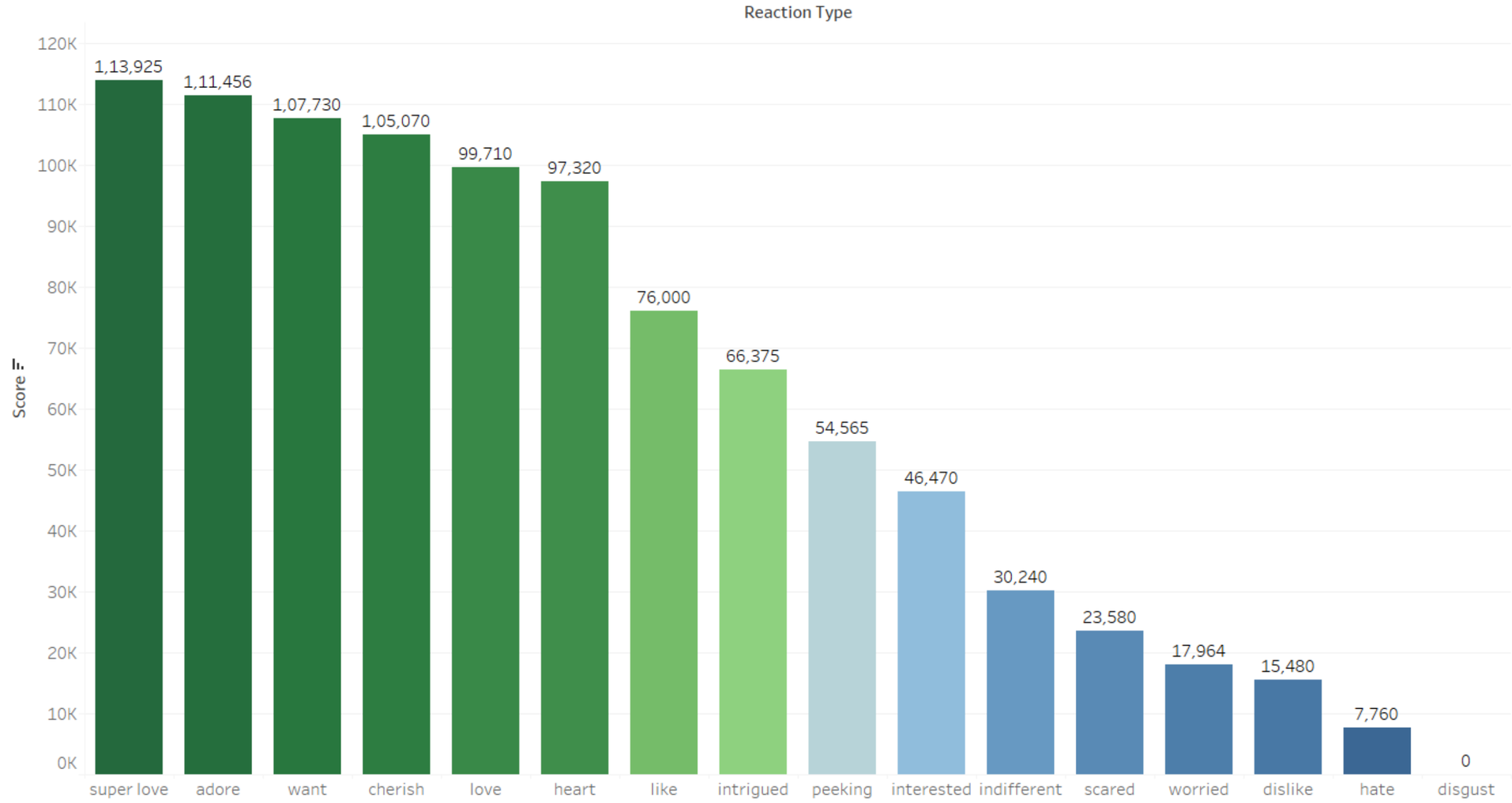
Reaction Score Month-wise



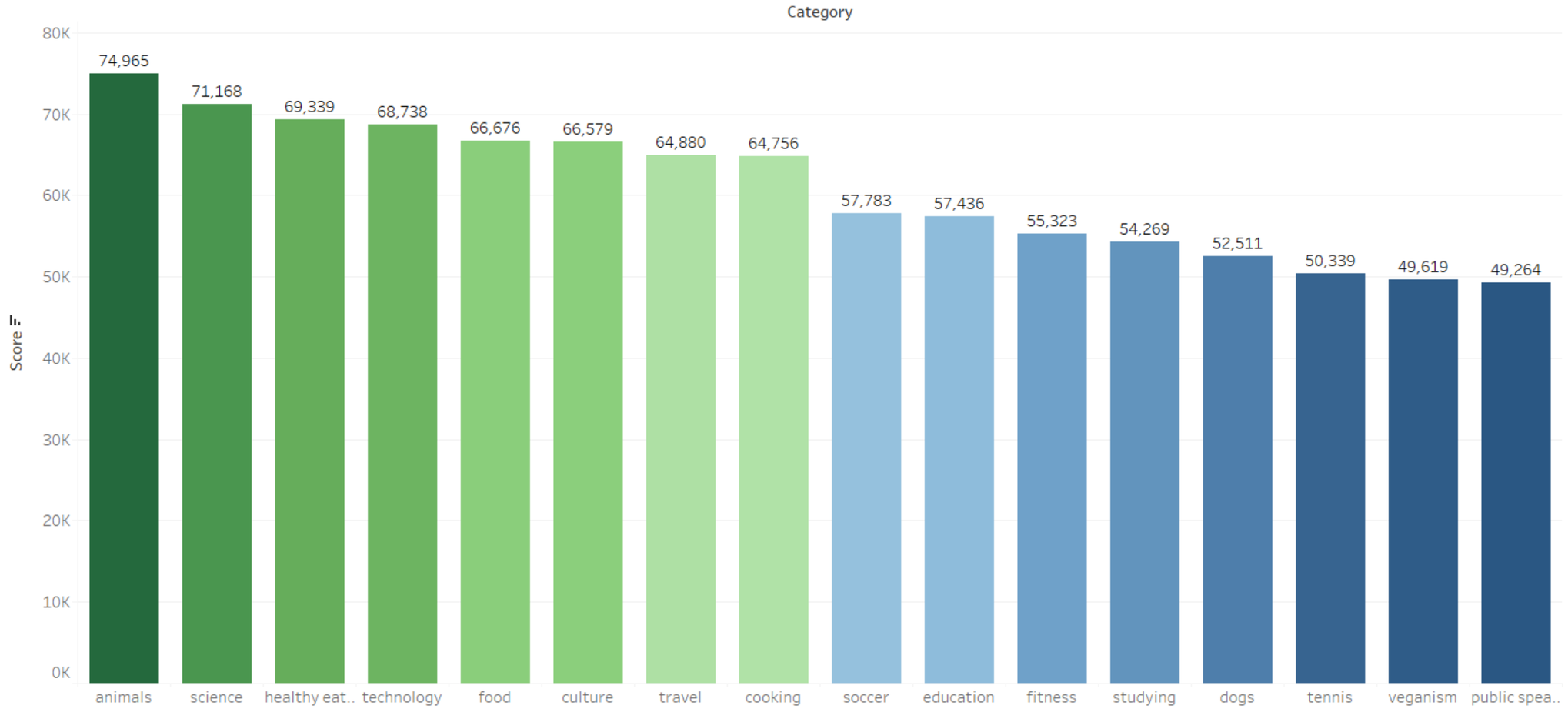
Reactions for Popular Category



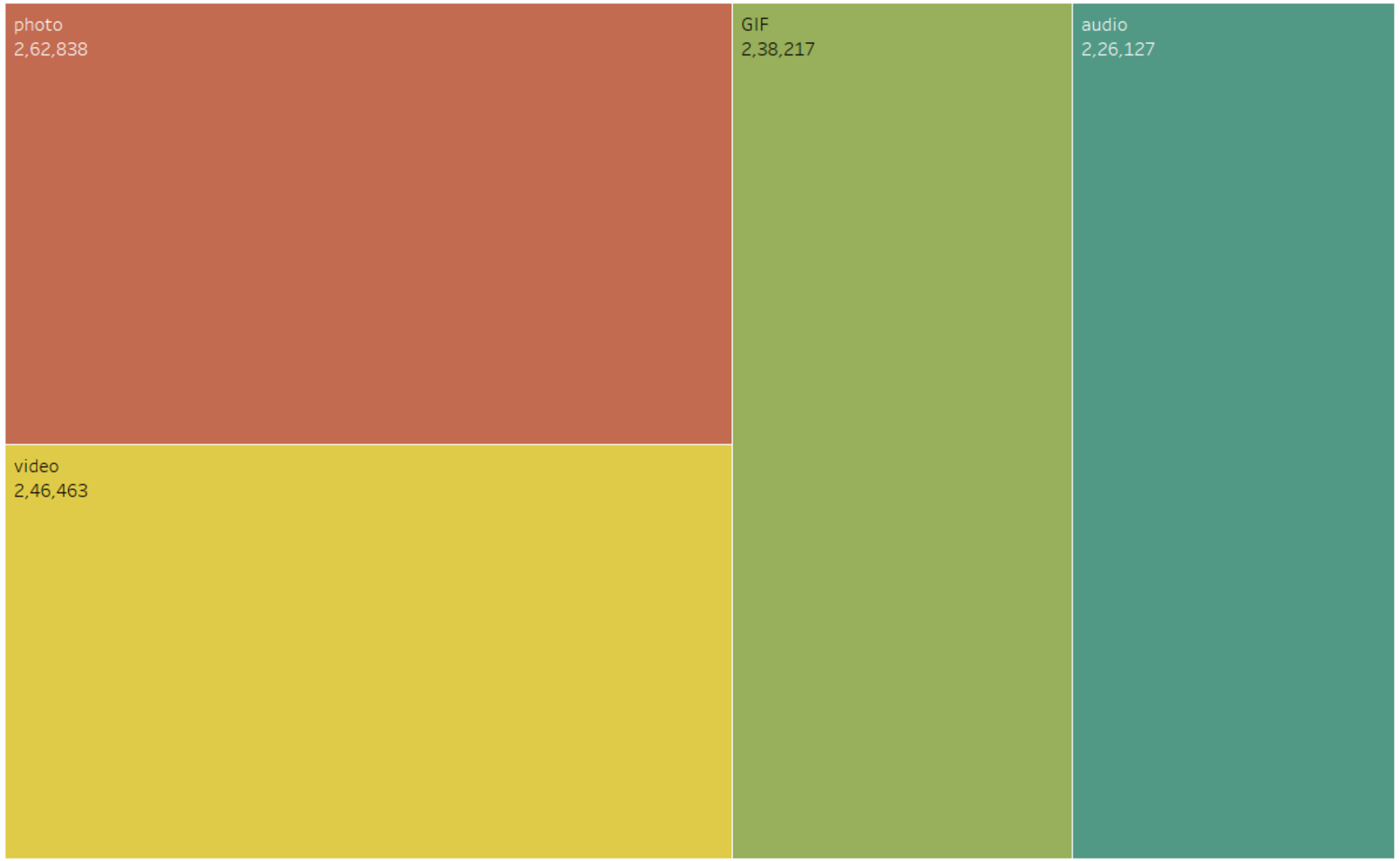
Total Score by Reaction type



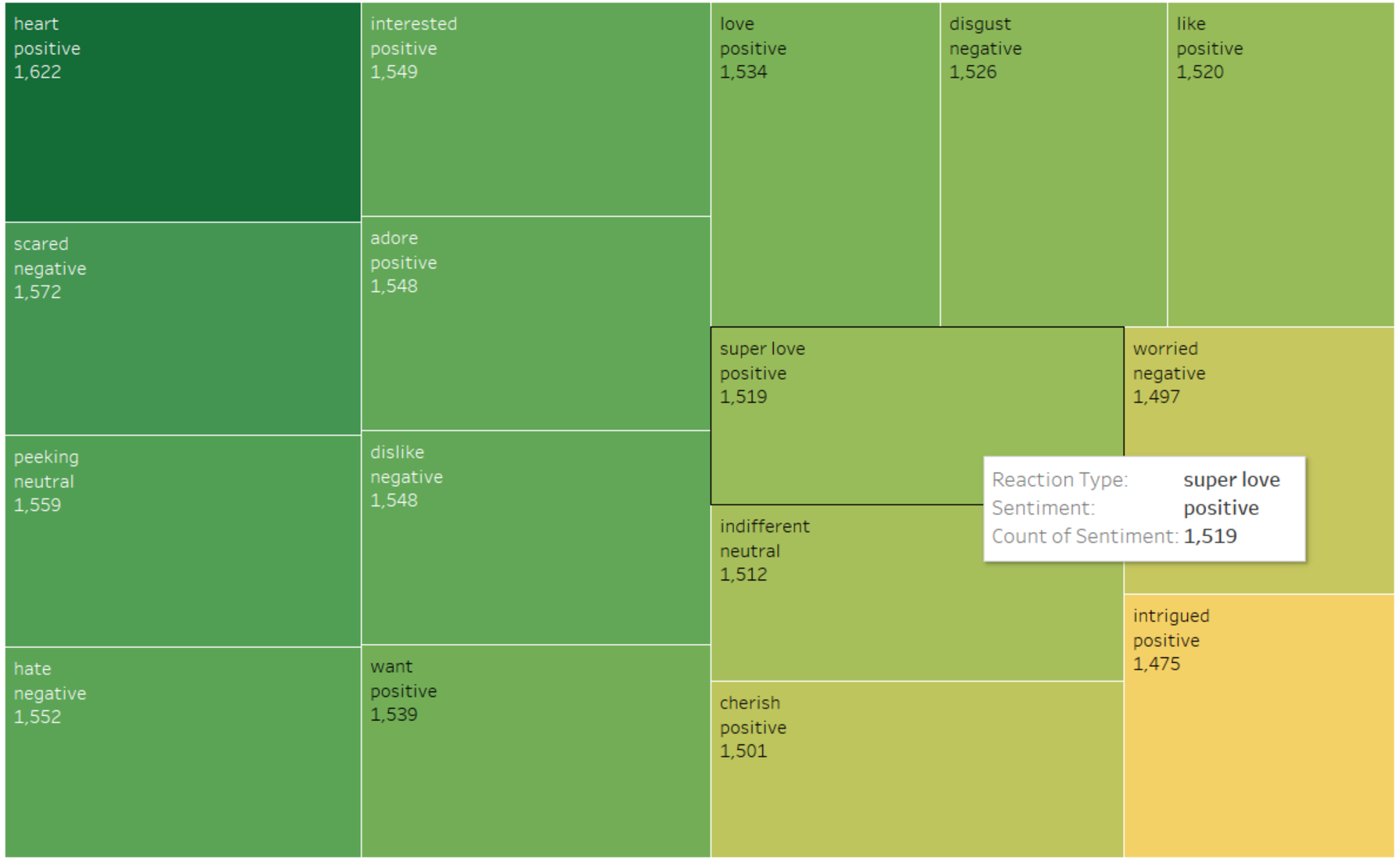
Total Score by Category



Aggregate Score by Content

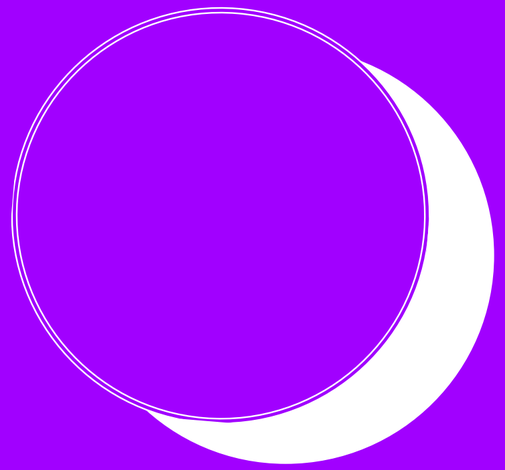


Sentiment analysis w.r.t Reaction type



Summary

- The two most popular content categories are science and animals, indicating that people are most drawn to "real-life" and "factual“information.
- The top 5 categories all have food as a common theme, with "healthy Eating" coming in first. This could provide insight into your user base's audience. With this knowledge, you might develop a campaign and collaborate with companies that promote healthy eating to increase user engagement.
- Although this analysis is enlightening, it's time to put it into large-scale production to gain a real-time understanding of your company. We can walk you through the process.



Thank you!

ANY QUESTIONS?