



# Social Buzz



# Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

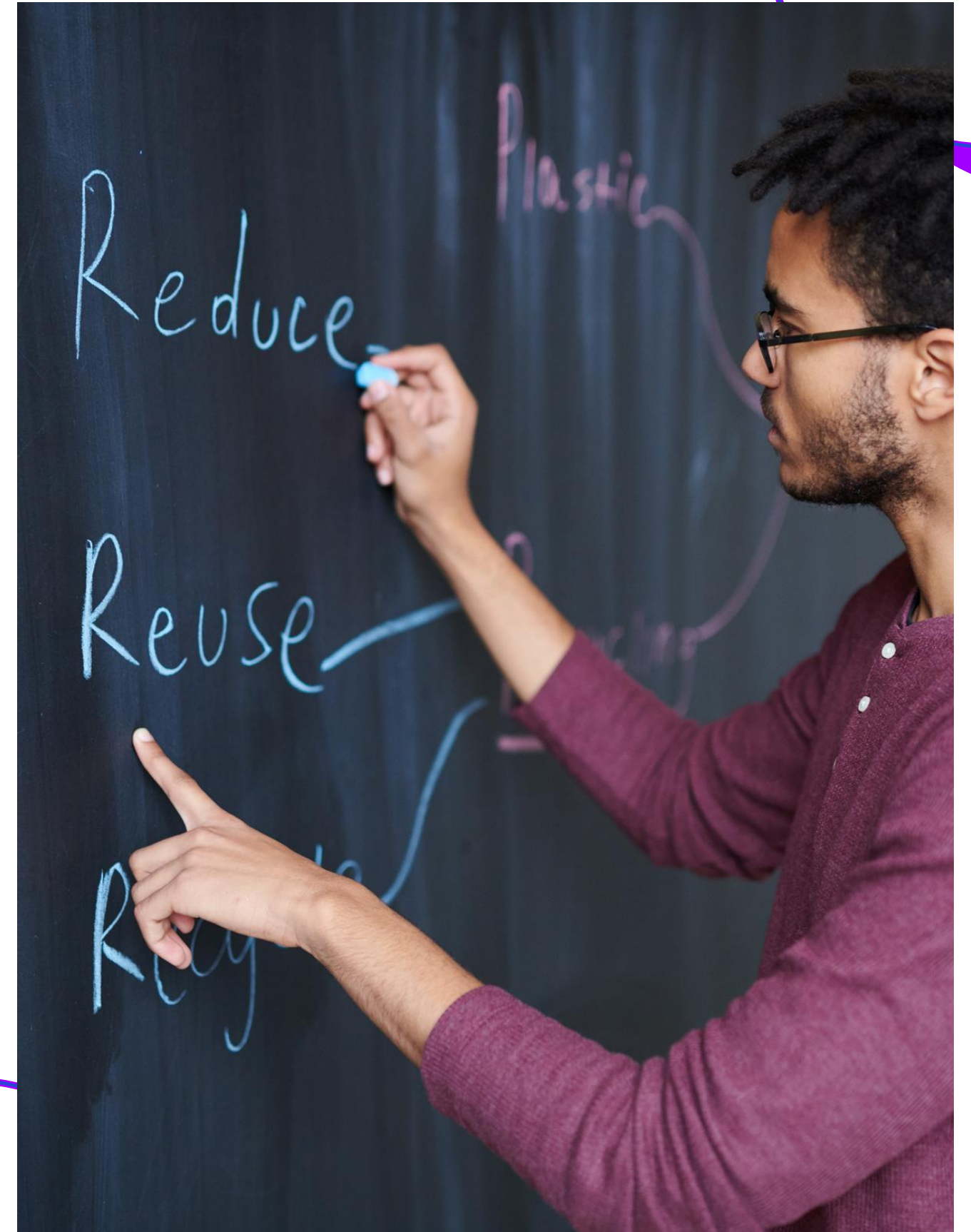
Social Buzz has reaching more and more active users each month. That means they need to adjust to this change as quickly and efficiently as possible at global scale.

**Project tasks include :**

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

# Problem

- Every day over 100,000 posts
- this data is unstructured
- requires expensive technology to manage and maintain



# The Analytics team



**Andrew Fleming**  
*Chief Technical Architect*



**Marcus Rompton**  
*Senior Principle*



**Sumit Musale**  
*Data Analyst*

# Process

1

Understanding Data

2

Data Cleaning

3

Data Modelling

4

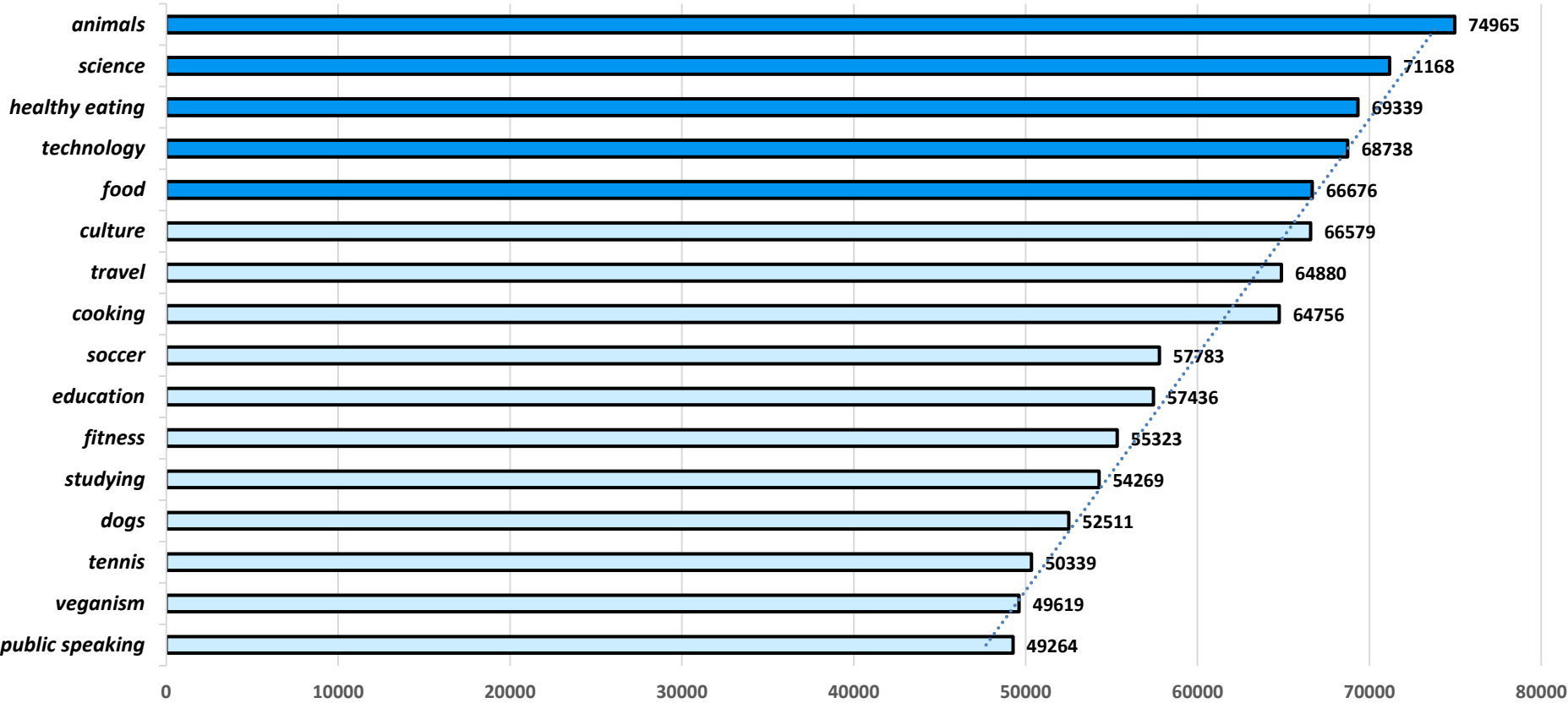
Data Analysis

5

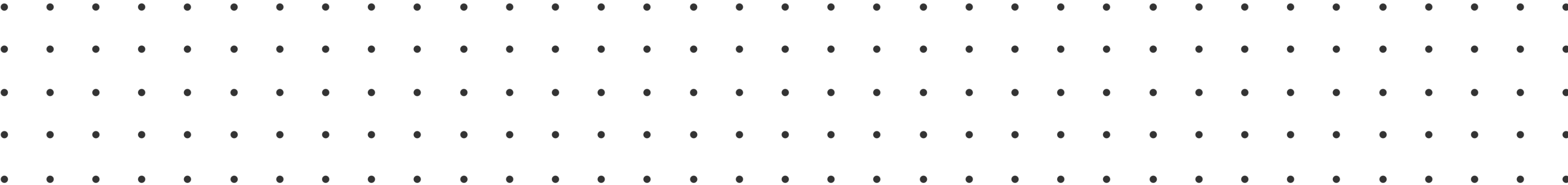
Discuss Insights

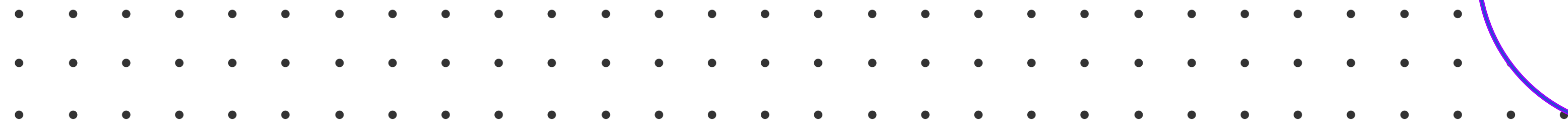
# Insights

Categories ranked by score

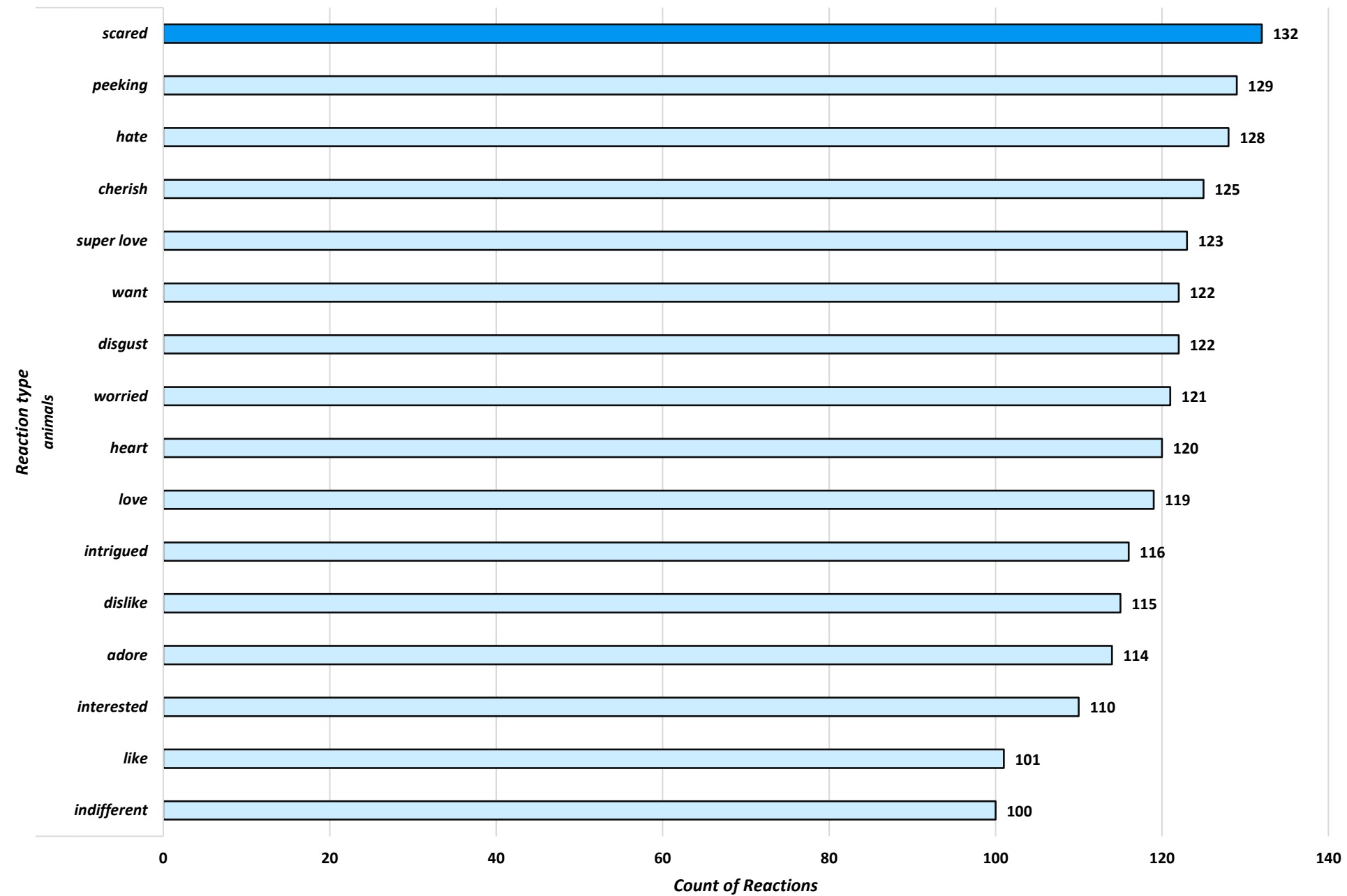


- There are total 16 Categories
- Top five Trending Categories are following:
  1. Animals
  2. Science
  3. Healthy eating
  4. Technology
  5. Food





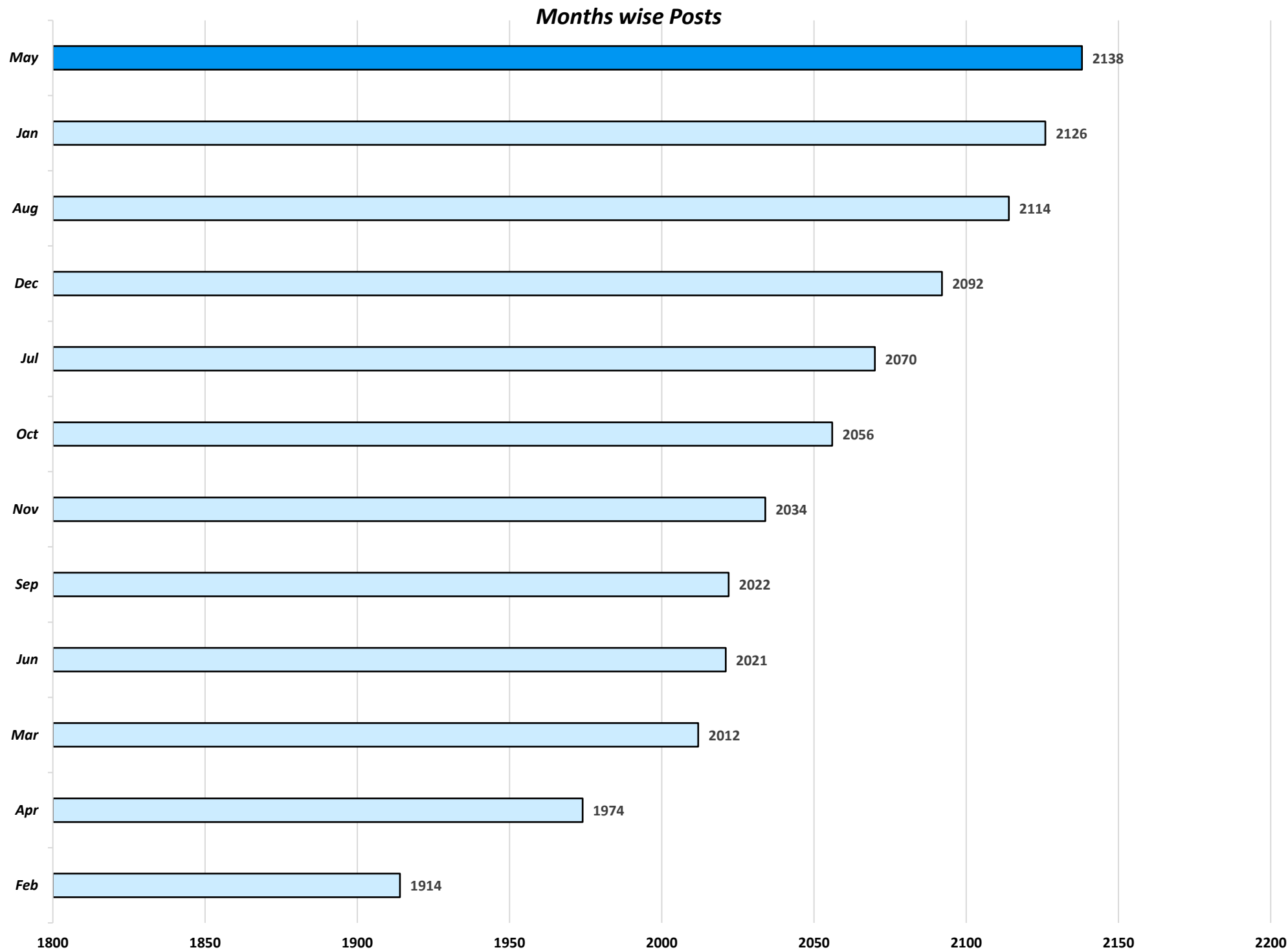
*Reactions of top category animals*



- There are total “1897” reactions on top category animal.
- In this “scared” is top reaction with 132 frequency
- So we can say most posts are about “scared of animals”







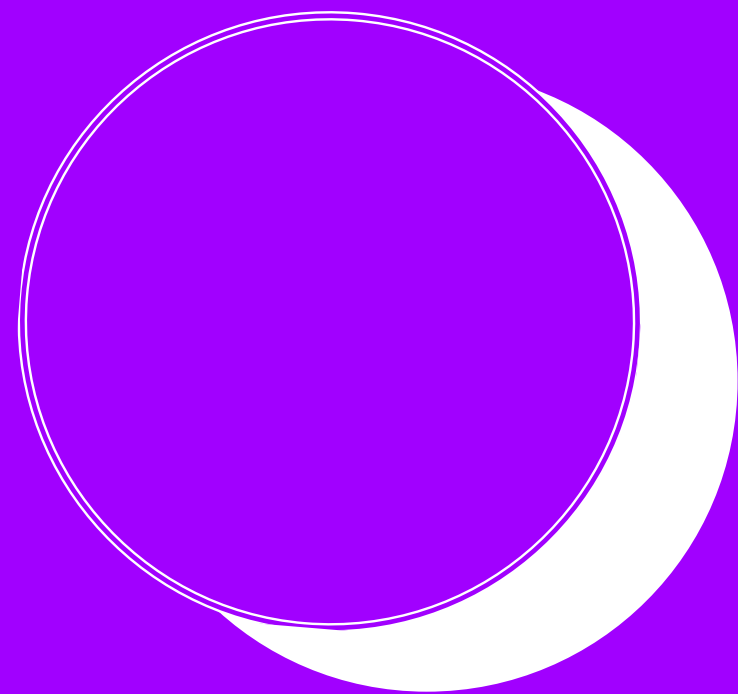
○ The top month with 2138 posts is May



# Summary



- **Top five Trending Categories**
  1. **Animals**
  2. **Science**
  3. **Healthy eating**
  4. **Technology**
  5. **Food**
- **“1897” reactions on category animal.**
- **“scared” is top reaction**
- **So we can say most posts are about “scared of animals”**
- **The top month is May**
- **May has 2138 posts**



# Thank you!

ANY QUESTIONS?