




# Content Analytics Report



# Today's

Project recap

Problem

The Analytics team

Process

Insights

Summary



# Project Recap

- Objective: Analyze top content categories and key engagement metrics.
- Data: Content engagement dataset.
- Key Questions:
  - What are the top 5 content categories?
  - How many unique categories exist?
  - What is the most popular category?
  - When was the peak posting month?

# Problem

The client seeks insights into content engagement, including top categories, reaction trends, sentiment analysis, and content performance to refine their strategy.





# The Analytics team



**Andrew Fleming**  
**Chief Technical Architect**



**Marcus Rompton**  
**Senior Principal**



**Vaishnavi Shivhare**  
**Data Analyst**

# Process

1 Data Cleaning and Preprocessing

2 Identified Key Metrics

3 Analyzed Trends and Insights

4 Created Visual Representations

# Insights

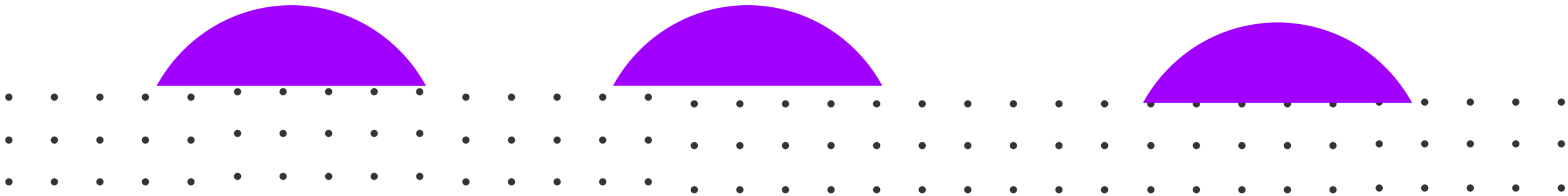
1.Top 5 Content Categories by Reaction Score:

- Animals: 74,965
- Science: 71,168
- Healthy Eating: 69,339
- Technology: 68,738
- Food: 66,676

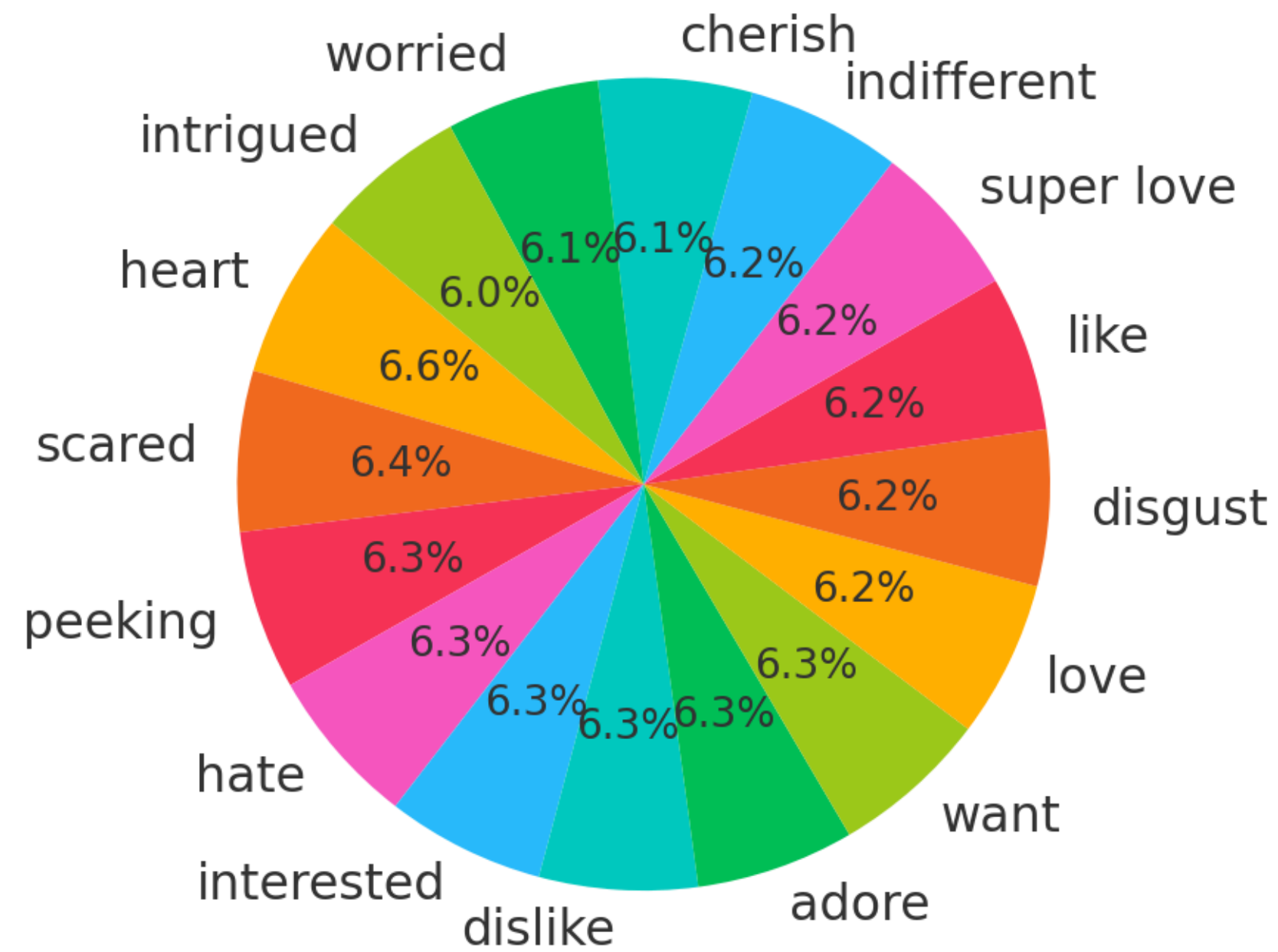
2.Total Unique Categories: 16

3.Most Popular Category (by number of reactions):  
Animals with 1,897 reactions

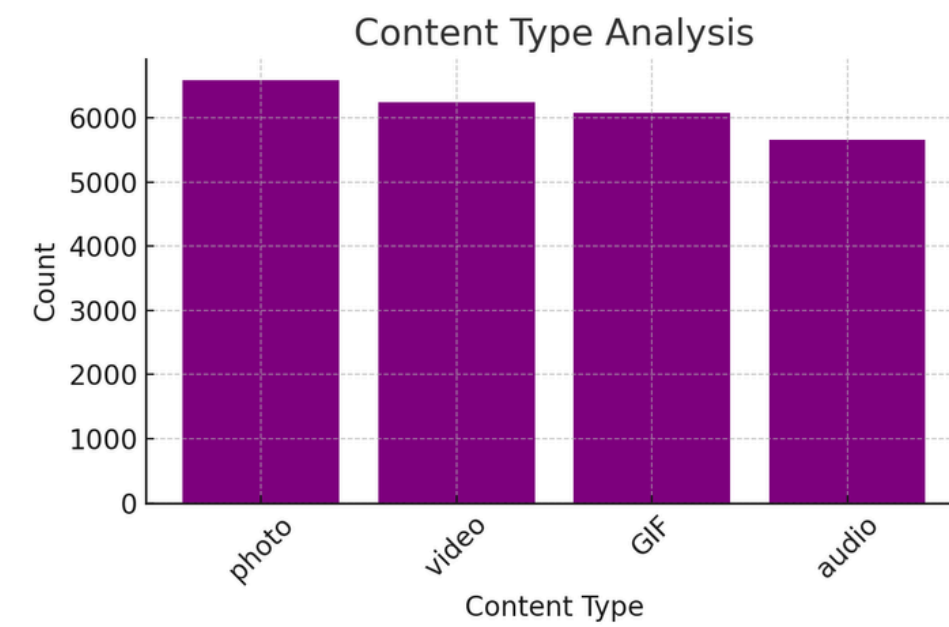
4.Month with Most Posts: May 2021, with 2,138 posts



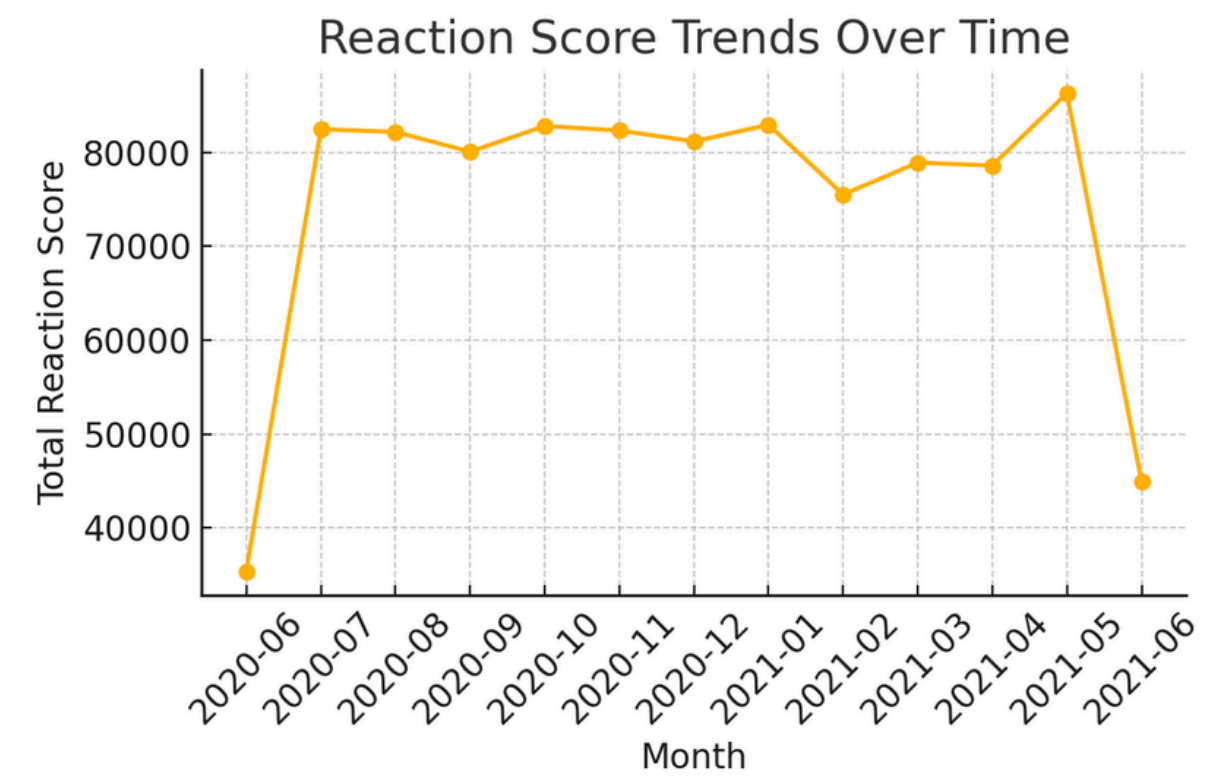
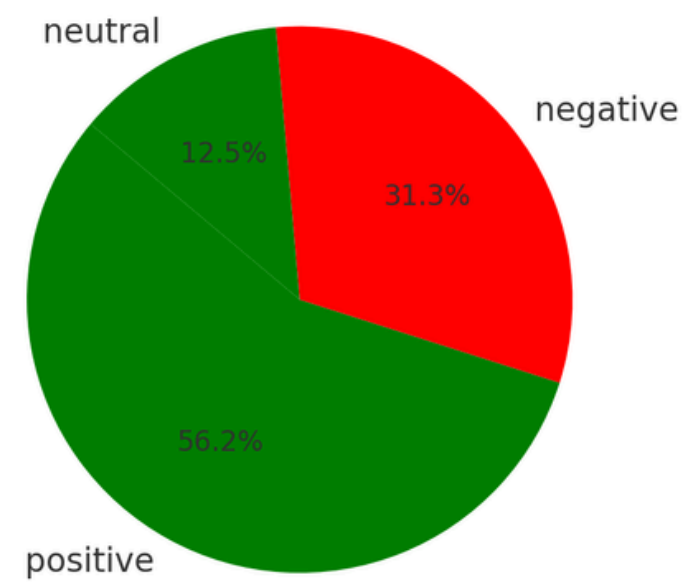
## Reaction Type Distribution







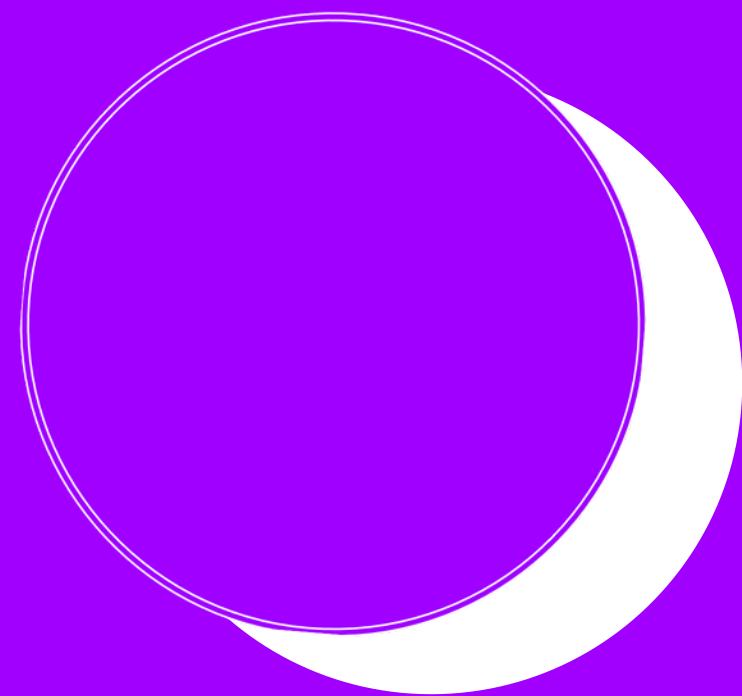
Sentiment Analysis (Positive vs Negative)



# Summary



- Top 5 Categories: "Animals," "Science," "Healthy Eating," "Technology," and "Food" lead in reactions.
- Most Popular Category: "Animals" with 1,897 reactions.
- Peak Activity: May 2021 had the most posts (2,138).
- Sentiment & Reactions: Majority positive, with photos. outperforming other content types.
- Engagement Trends: Reaction scores peaked mid-2021.



# Thank you!

ANY QUESTIONS?