

### Outline

**Project recap** 

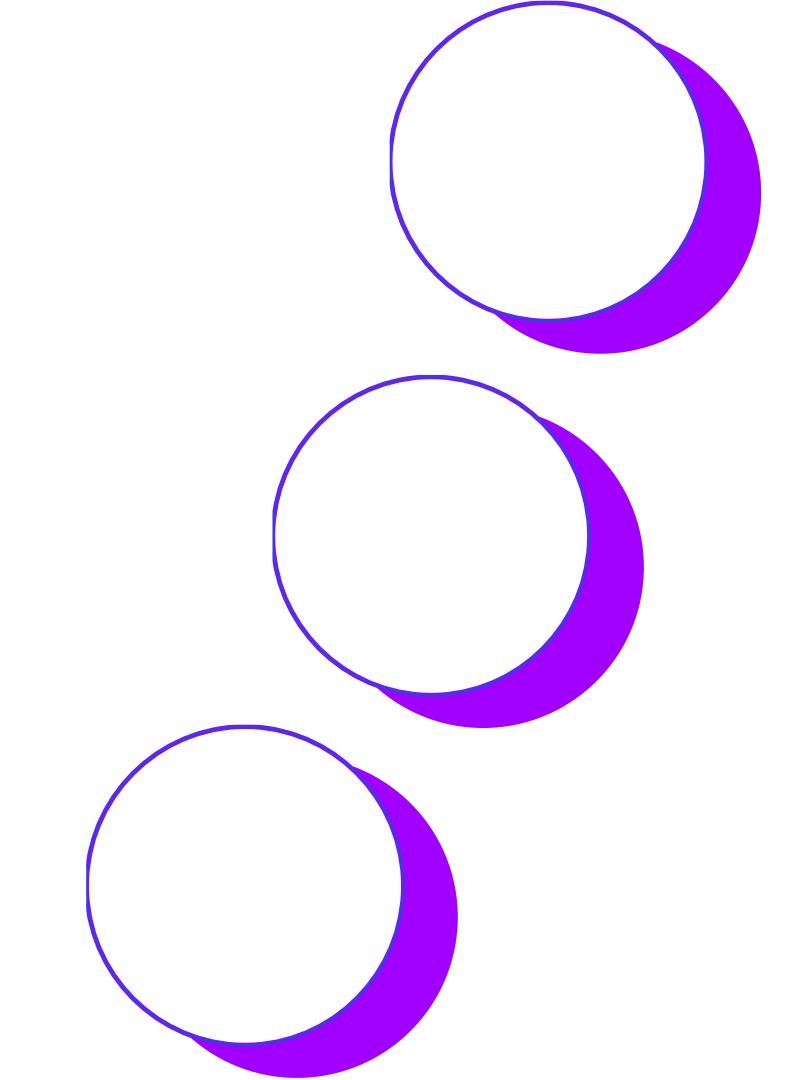
**Problem** 

The Analytics team

**Process** 

**Insights** 

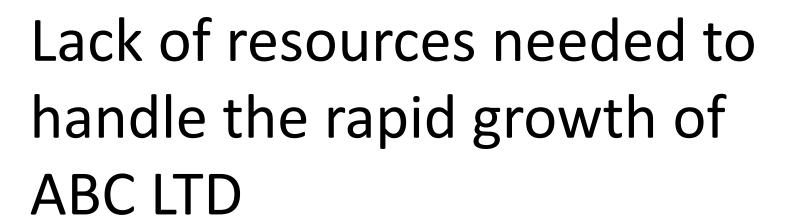
**Summary** 



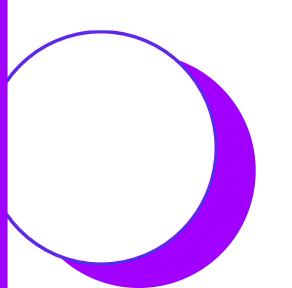


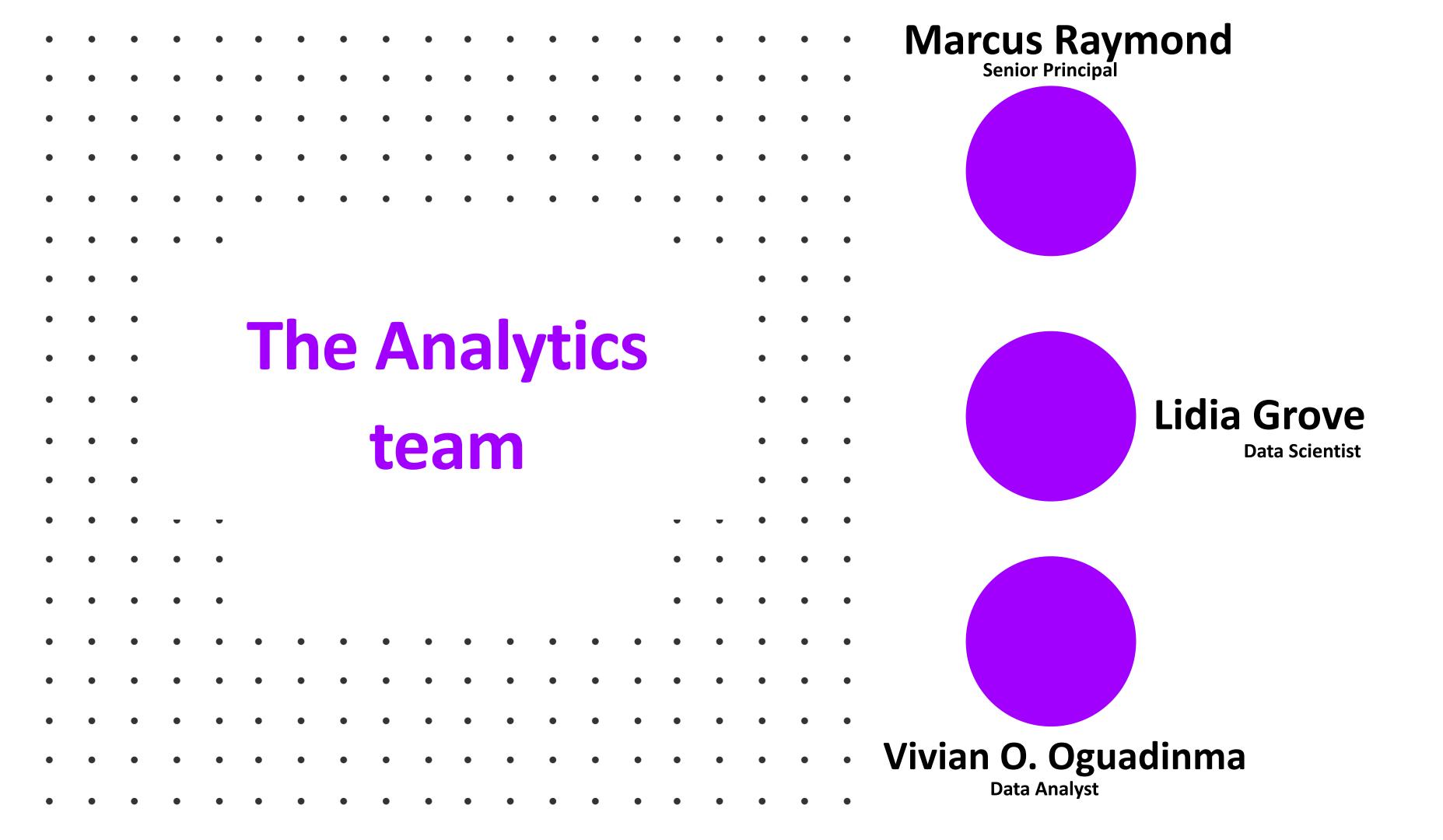
The analysis of the top
5 content categories
with the largest popularity





Inadequate scaling process





### Process

1 Data cleaning

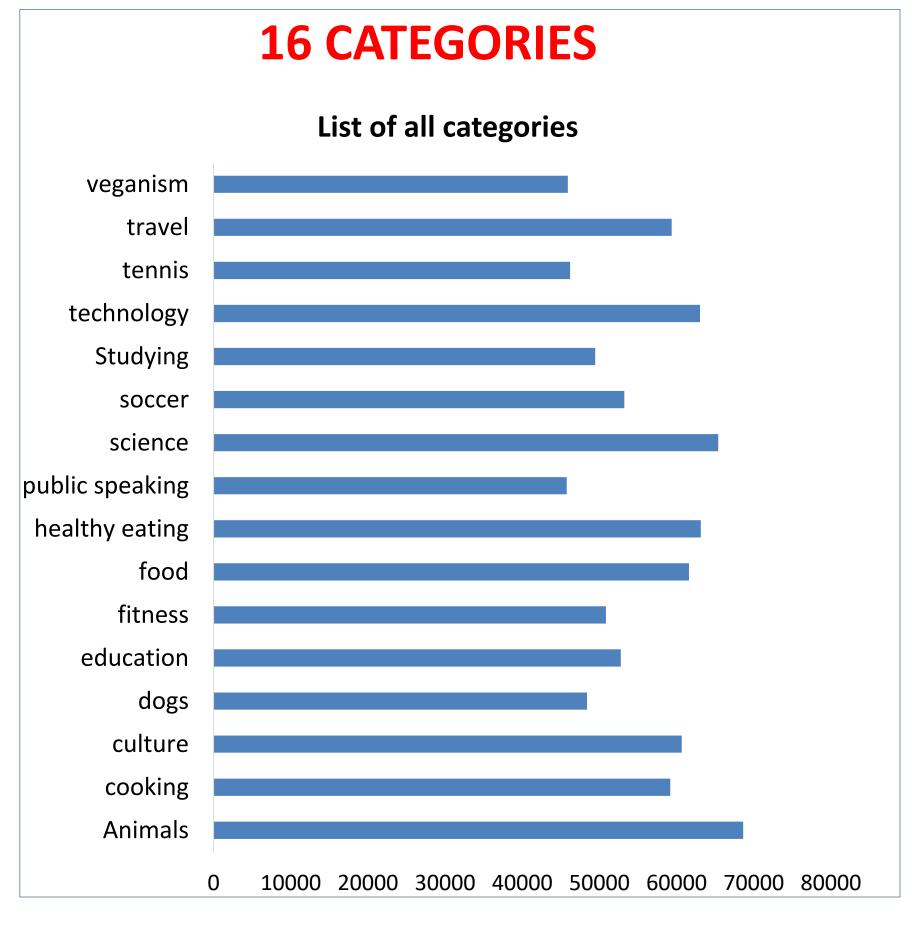
2 Data modeling

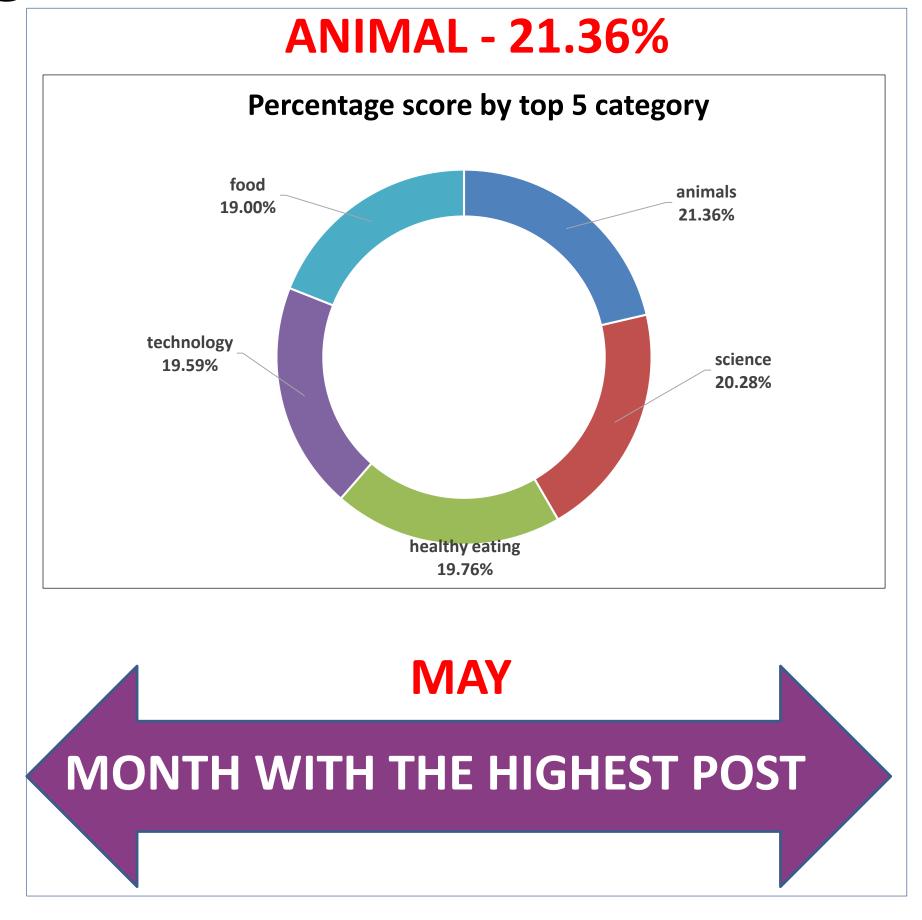
3 Data exploration

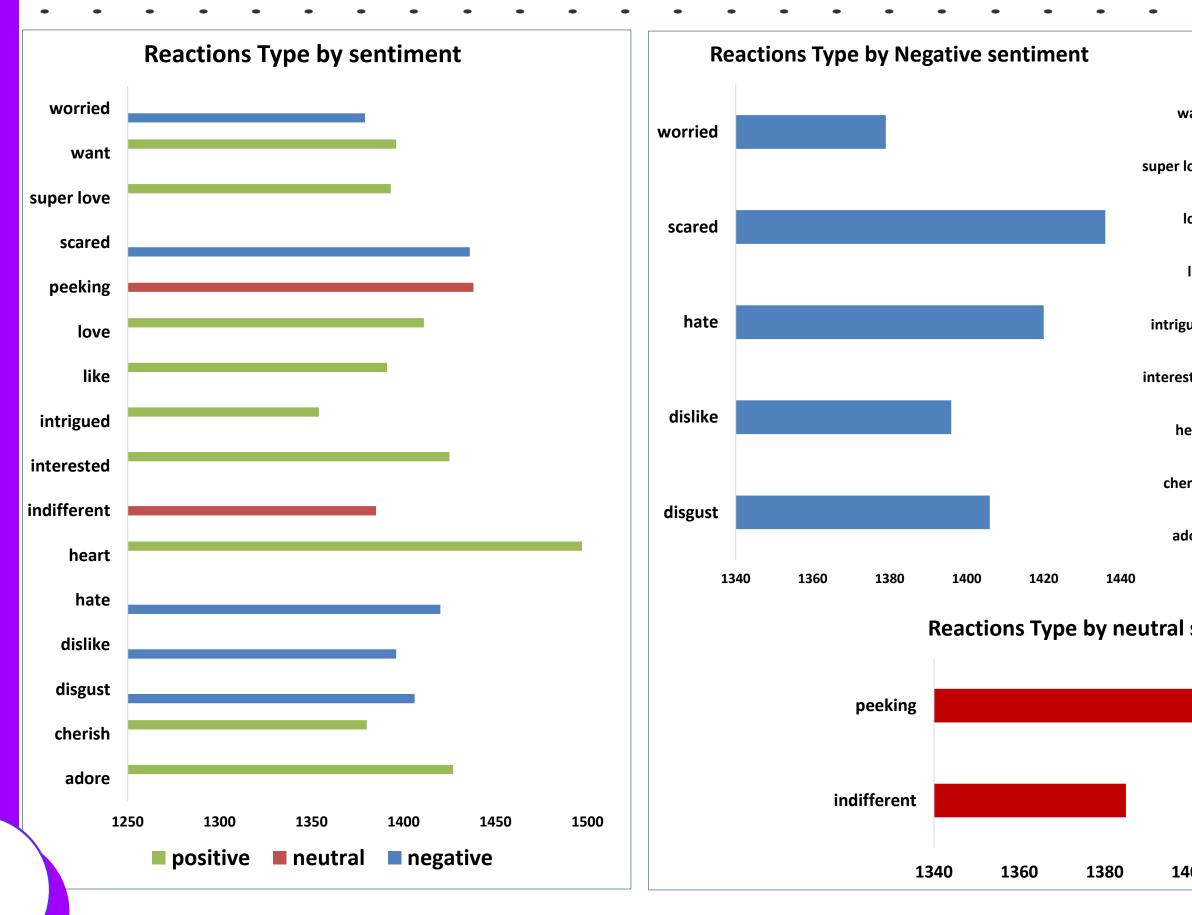
Data visualization

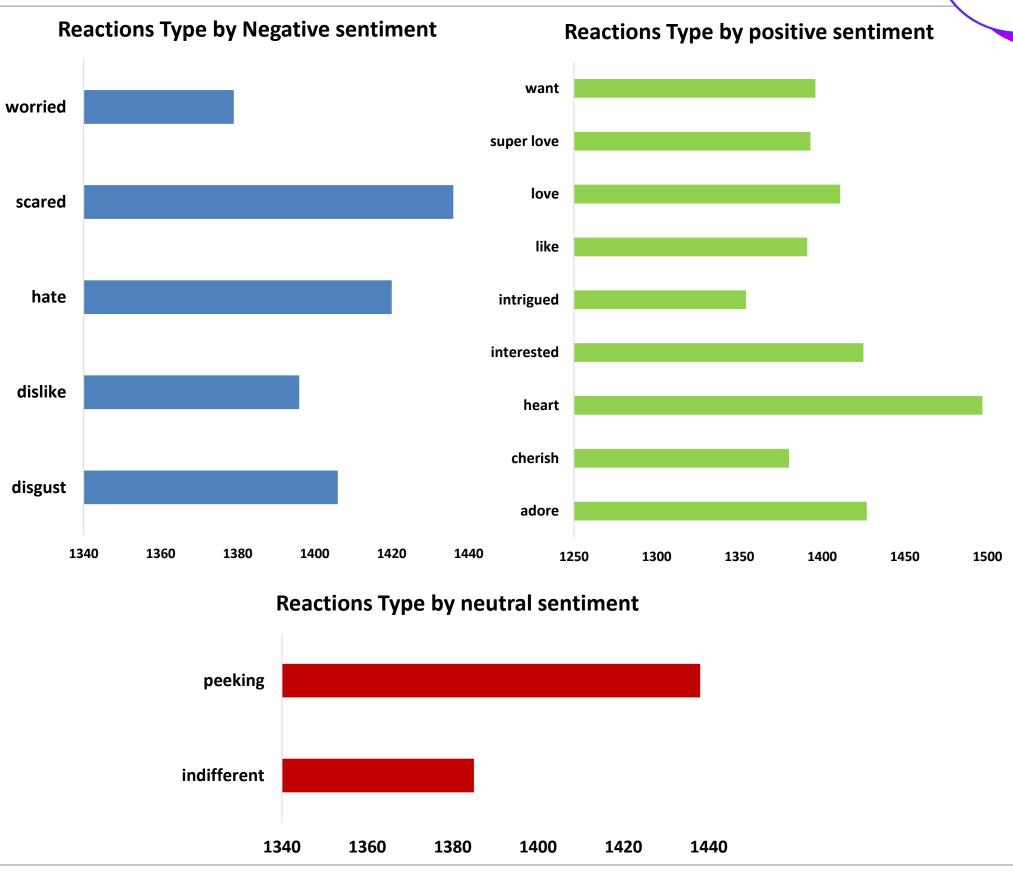
Data storytelling

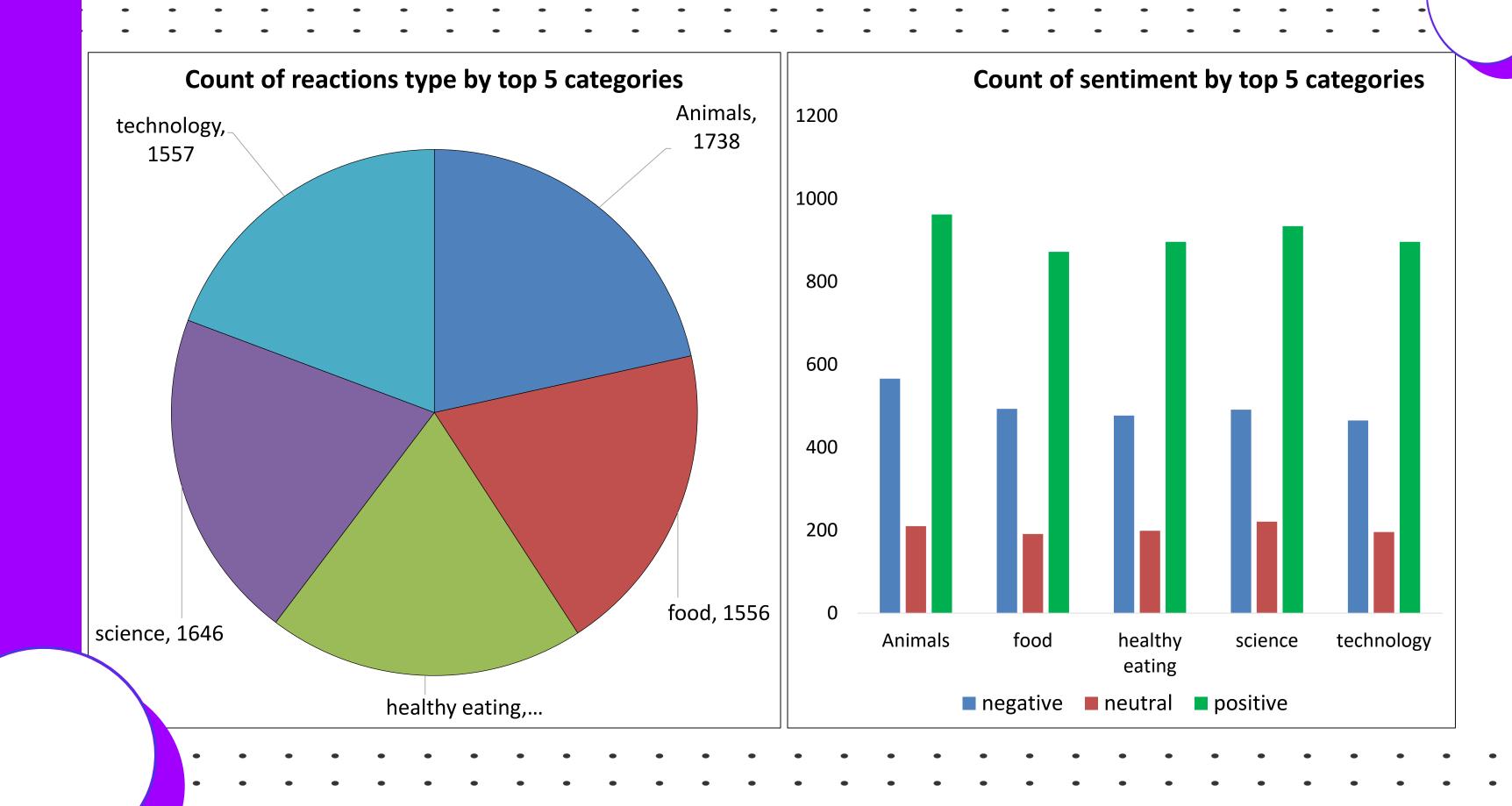
Insights

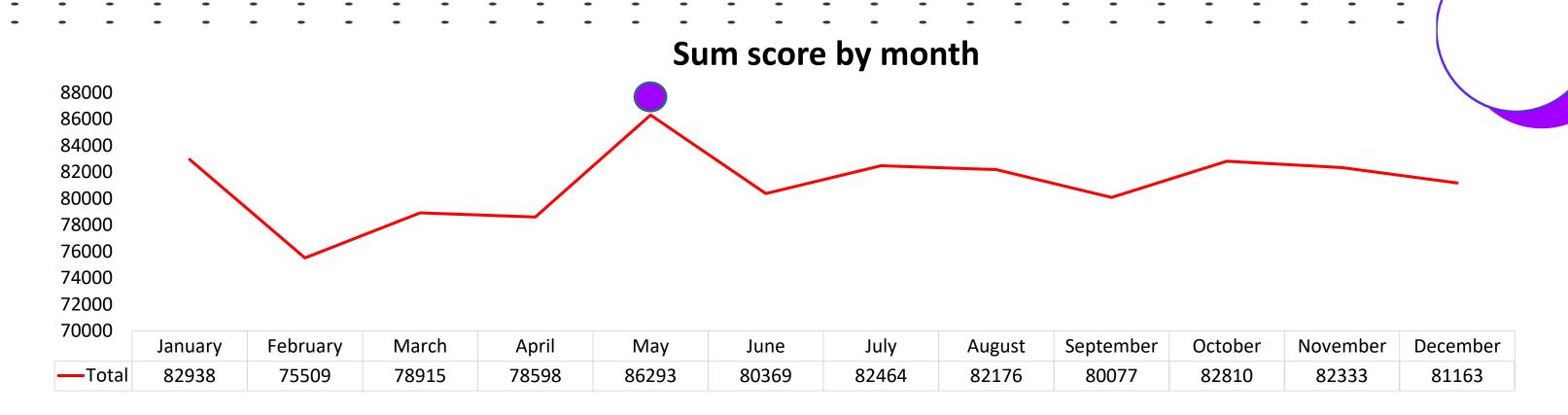


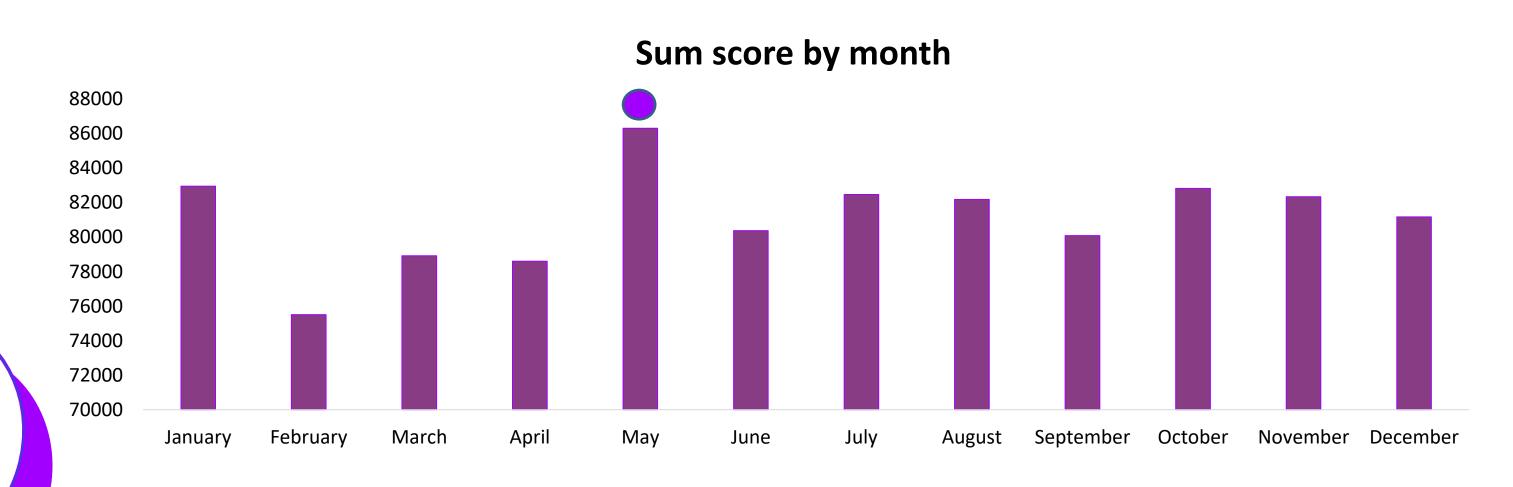




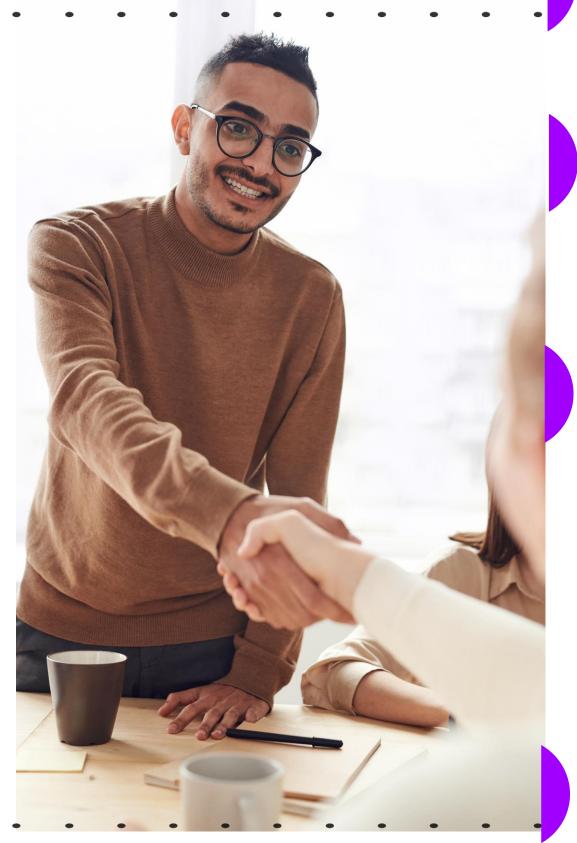








## Summary



#### **Analysis**

ABC LTD is a fast-growing company that needs external help to effectively scale its business.

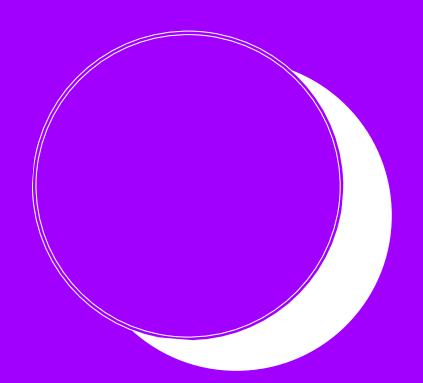
There are 16 categories. The most popular of them all are Animal, Food, Science, Technology, and Healthy eating. The positive sentiment has the highest score count followed by the neutral sentiment.

#### **Insights**

The users are more inclined towards animal and science content. To boast usability and more social interaction, campaigns should be built on food, technology, and healthy eating since they are amongst the top 5 categories and like the top 2 categories, show-case reasonably high positive sentiments proving that the users enjoy their engagements. The campaigns should be in the month of May.

#### **Moving forward**

These preliminary studies have shown great insight into your business and the numerous potentials it holds. We will be happy to work with you moving forward and we strongly recommend that you do!



# Thank you!

**ANY QUESTIONS?**