Social Buzz's

Content Performance

Today's agenda

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

Project Recap

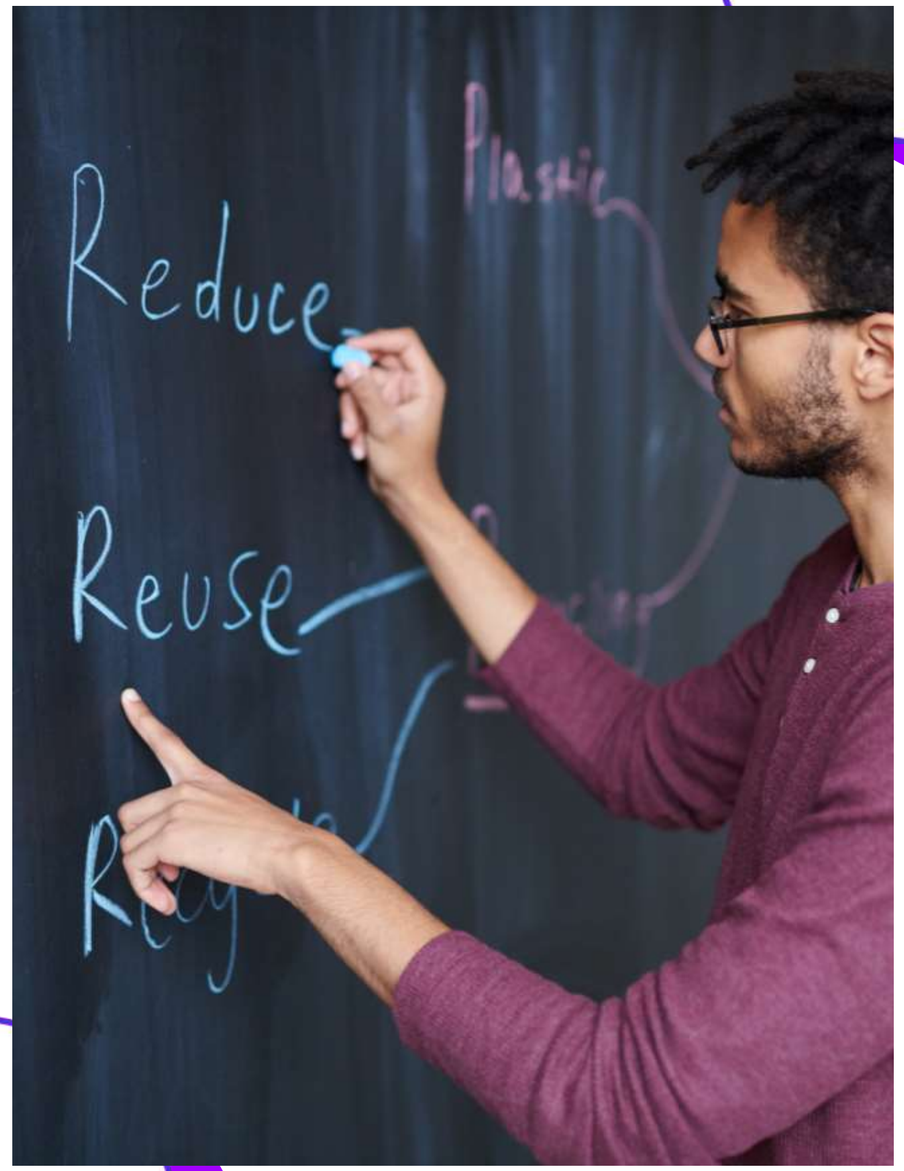
The main Goal of project was to find the top 5 content categories with largest popularity.

The provided Data Set consists of

- Entry of Each User interaction with a particular Content alongside the Content Type and Category.
- The User reaction type to a Content.
- And final piece of data consist of sentiment and score for each reaction type.

Problem

The main Problem was to figure out the Top 5 performing Content Categories with given such huge data sets.
Secondly, to link all these Data Sets together and,
Finally to Process and Clean all these Data in order to make it more useful and easy to read.



The Analytics team

- Andrew Fleming (Chief Technical Architect)
- Marcus Rompton (Senior Principle)
- Myself (Data Analyst)

Process

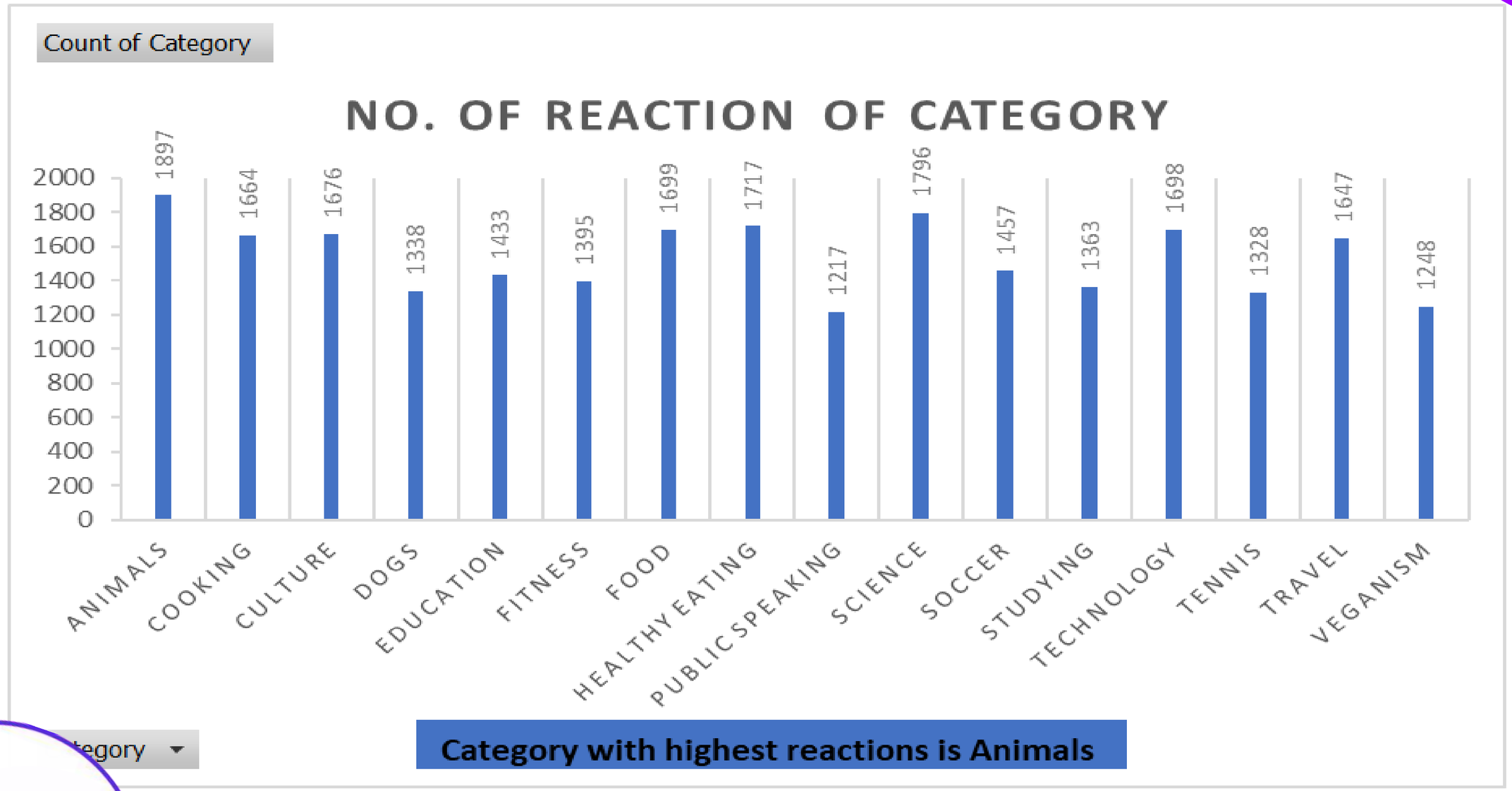
1. To Gather all the Database and separate the required database.
2. To delete the empty or incomplete entry from database.
3. Find the connection between each of the Data Sets from the Relational Database Model.
4. After processing the Data Sets, find the total performance score of each Content Category
5. At last mark the Content Category with Highest Score as Best Performing.

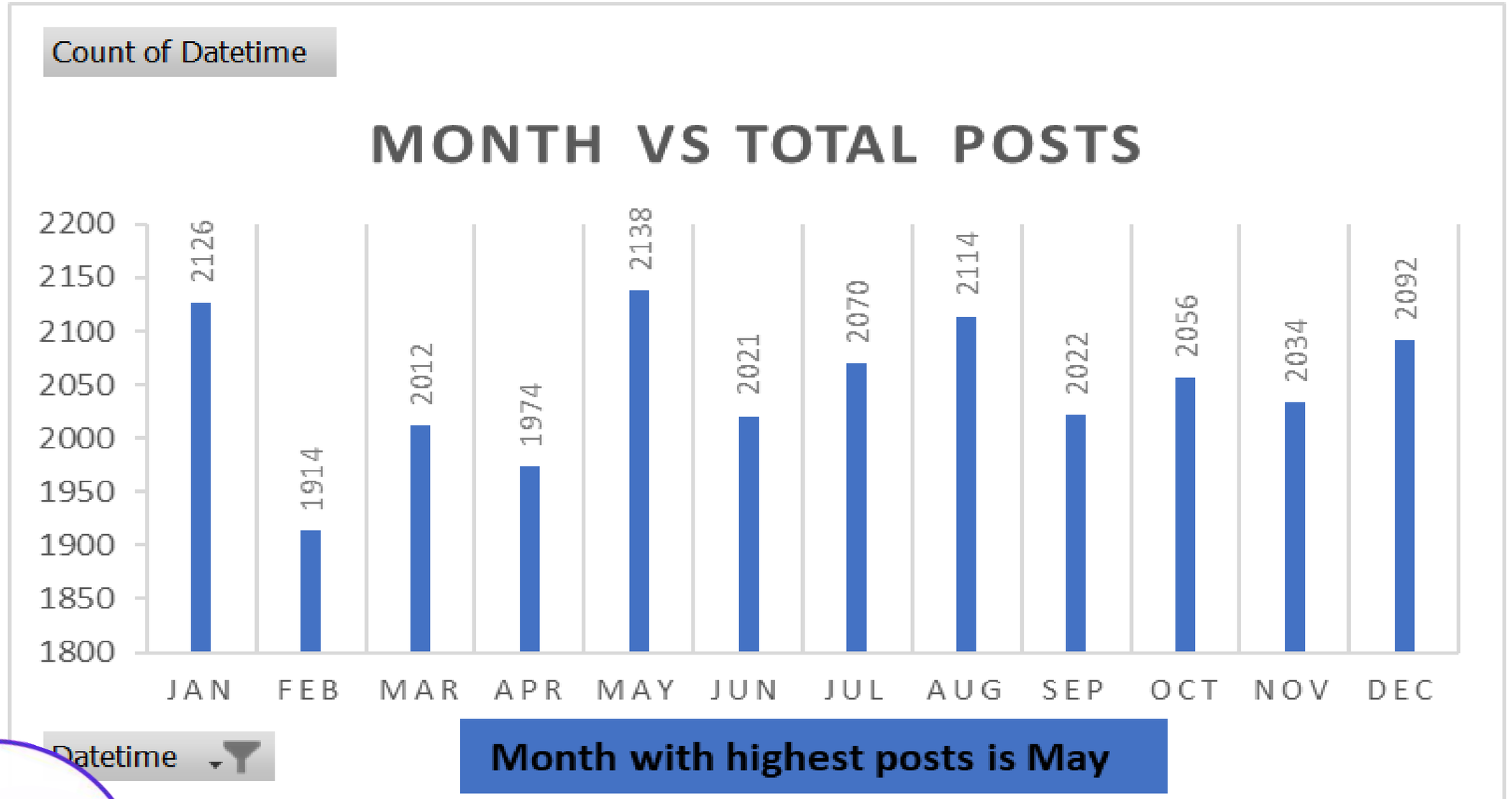
Insights

Top 5 performing Content Categories	Top 5 Categories with highest positive score	Top 5 Categories with highest negative score
1. Animals	1. Animals	1. Animals
2. Science	2. Science	2. Cooking
3. Healthy Eating	3. Healthy Eating	3. Culture
4. Technology	4. Technology	4. Science
5. Food	5. Culture	5. Travel

16

TOTAL NO. OF UNIQUE CATEGORIES

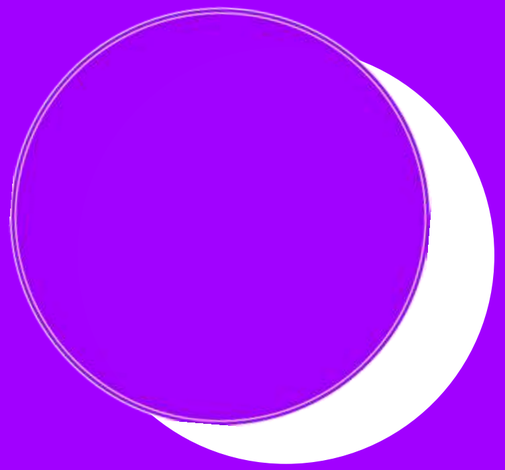

Count of Category
NO. OF REACTION OF CATEGORY
2000
1800
1600
1400
1200
1000
800
600
400
200
0
1897
1664
1676
1338
1433
1395
1699
1717
1217
1796
1457
1363
1698
1328
1647
1248
ANIMALS
COOKING
CULTURE
DOGS
EDUCATION
FITNESS
FOOD
HEALTHYEATING
PUBLICSPEAKING
SCIENCE
SOCCER
STUDYING
TECHNOLOGY
TENNIS
TRAVEL
VEGANISM
tegory
Category with highest reactions is Animals


Count of Datetime
MONTH VS TOTAL POSTS
2200
2150
2100
2050
2000
1950
1900
1850
1800
2126
1914
2012
1974
2138
2021
2070
2114
2022
2056
2034
2092
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
Datetime
Month with highest posts is May

Summary

So, After the Analysis we observed that

- The Category with Highest performance score is “Animals”.
- The Category with Higher performance score doesn’t mean that it has Higher positive score.
- The Negative reactions in a Content Category might also help in increasing the overall performance.



Thank you!

ANY QUESTIONS?