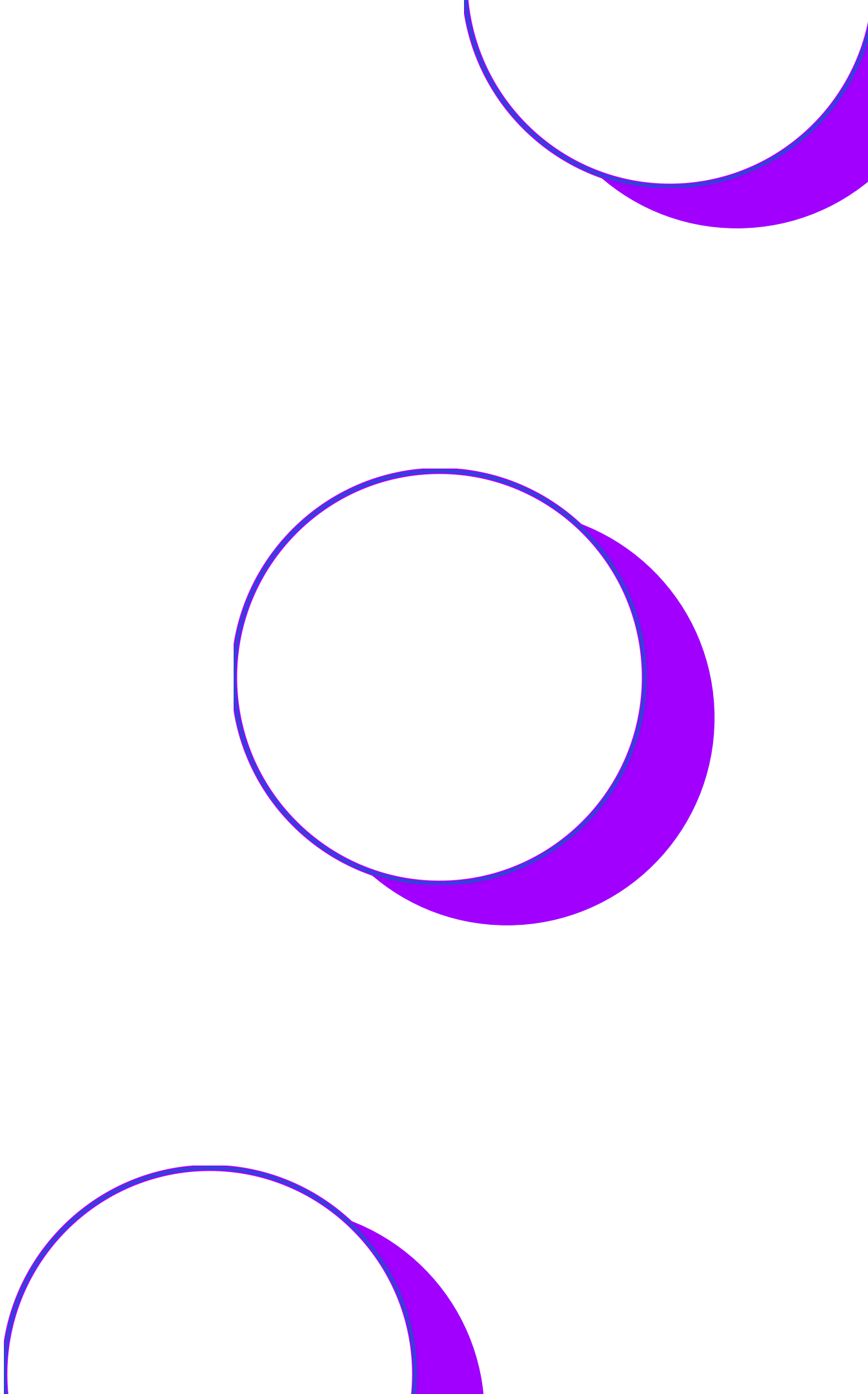# Optimizing Data Strategy for Social Buzz

Today's Agenda

⇨ Project recap

⇨ Problem

⇨ The Analytics team

⇨ Process

⇨ Insights

⇨ Summary

Project Recap

Audit of Big Data Practice

- Evaluate the current big data strategies, tools, and processes, considering the rapid scaling and unstructured data needs of Social Buzz.

Recommendations for a Successful IPO

- Provide actionable insights and suggestions to support the company's IPO process.

Analysis of Content Categories

- Identify and highlight the top 5 content categories with the largest aggregate popularity.

Problem

Social Buzz has rapidly grown to 500 million monthly active users. The company focuses on content over individual users and handles 100,000+ unstructured content daily. Despite the success, it faces challenges with data management and scaling as it prepares for an IPO.

Data Management:
Struggling to manage and analyze vast amounts of unstructured data.

Scalability:
Need external expertise to scale operations effectively.

IPO Readiness:
Require guidance for a smooth IPO process.

Lack of Best Practices:
No formal data management practices for handling large-scale data.

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Abirami Vetriselvan
Data Analyst

Process

1 Understanding Data

2 Data Cleaning

3 Data Modelling

4 Data Analysis
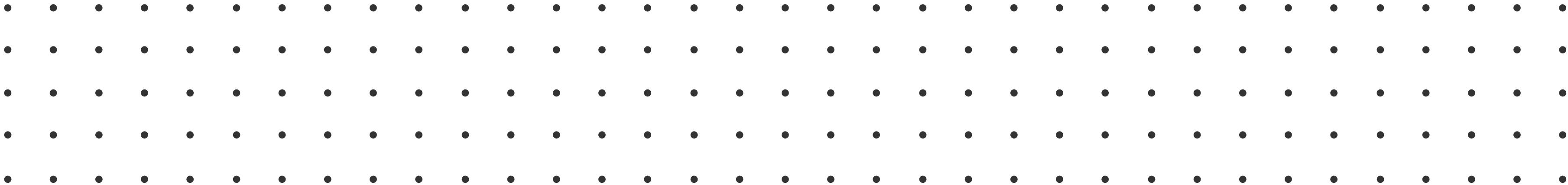
5 Unveiling Insights

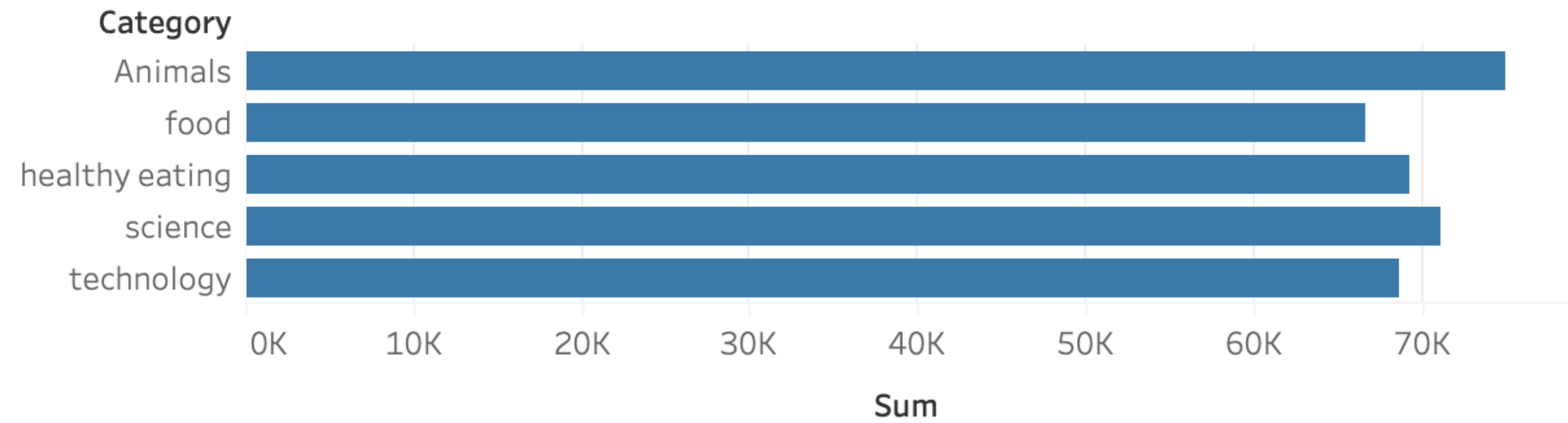# Insights

Unique Categories

Category with Highest Score

Month with Most Posts

Animals
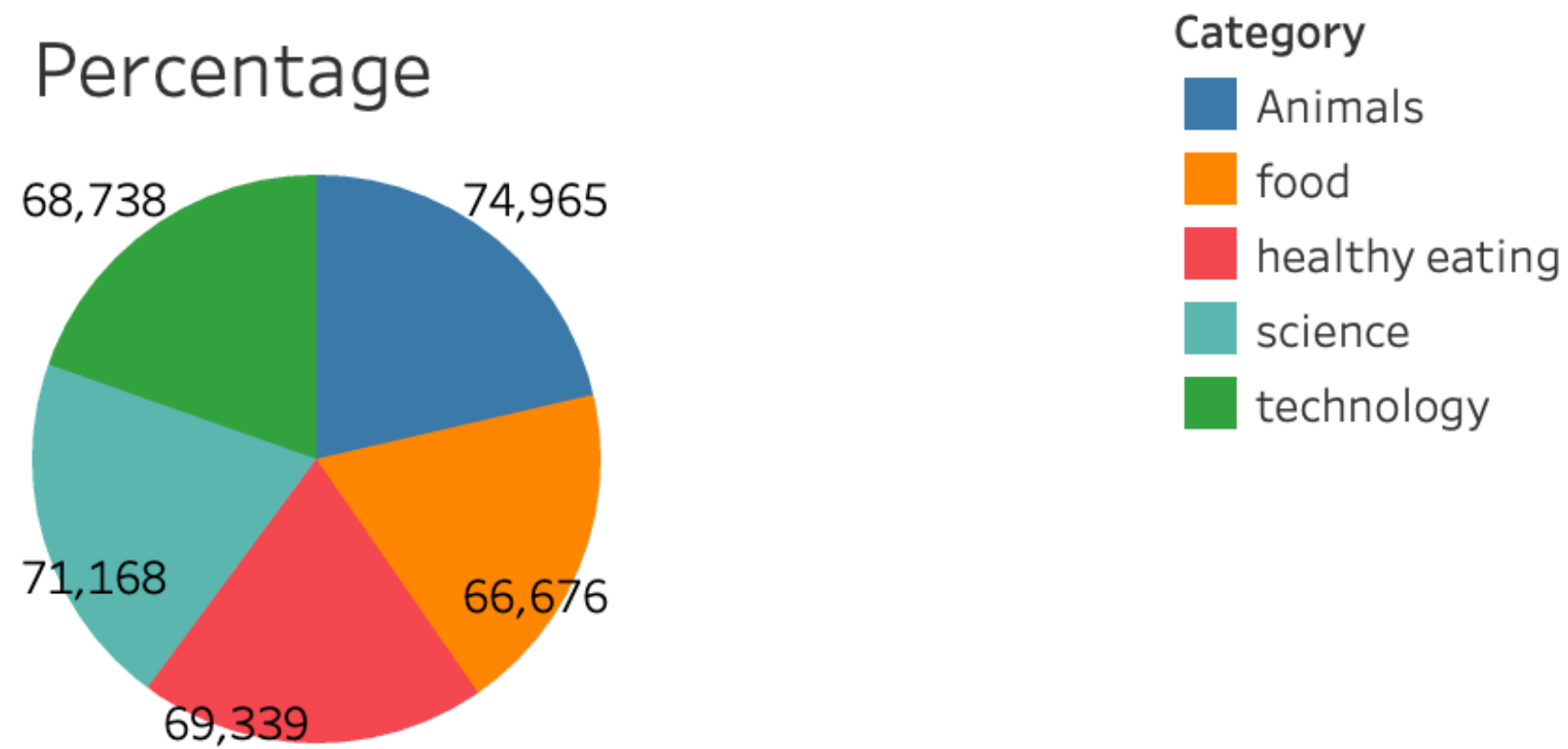
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Top 5 Categories

Category

Category	Sum
Animals	
food	
healthy eating	
science	
technology	

OK   10K   20K   30K   40K   50K   60K   70K

Sum

Percentage

68,738   74,965

71,168

69,339   66,676

Category

- Animals
- food
- healthy eating
- science
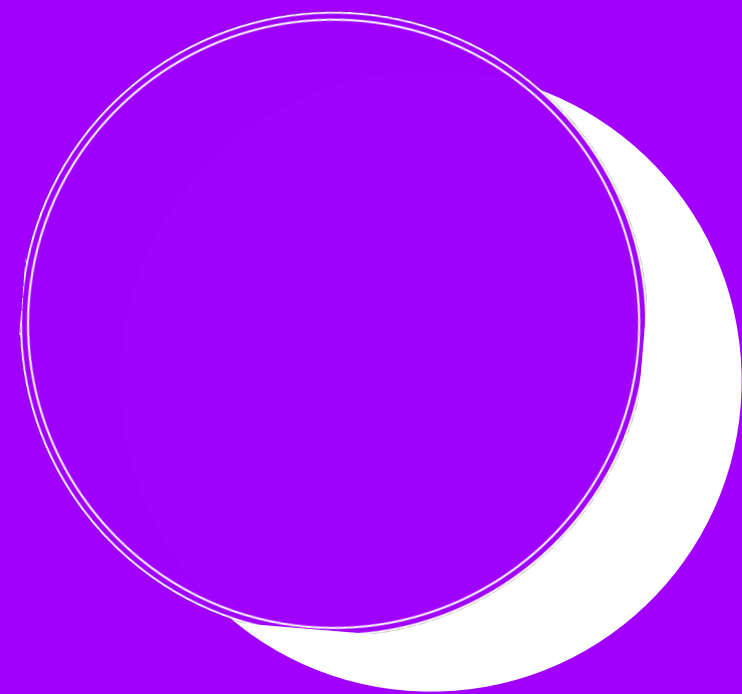- technology

Summary

Analysis:

- Analyzed 16 content categories on **Social Buzz**, identifying the top 5 categories with the highest user engagement: **Animals**, **Science**, **Healthy Eating**, **Technology**, and **Food**.

Insights:

- **Animals** and **Science** dominate in user engagement, indicating a strong preference for entertainment and educational content.
- **Healthy Eating** shows a rising trend in health-conscious content, while **Technology** and **Food** appeal to broad and diverse audiences, each with consistent popularity.

Next Steps:

- Focus on creating content aligned with **Animals**, **Science**, and **Healthy Eating** to drive higher engagement.
- Explore cross-category content that combines **Technology** and **Food** to attract users interested in both innovation and lifestyle topics.

Thank you!

ANY QUESTIONS?