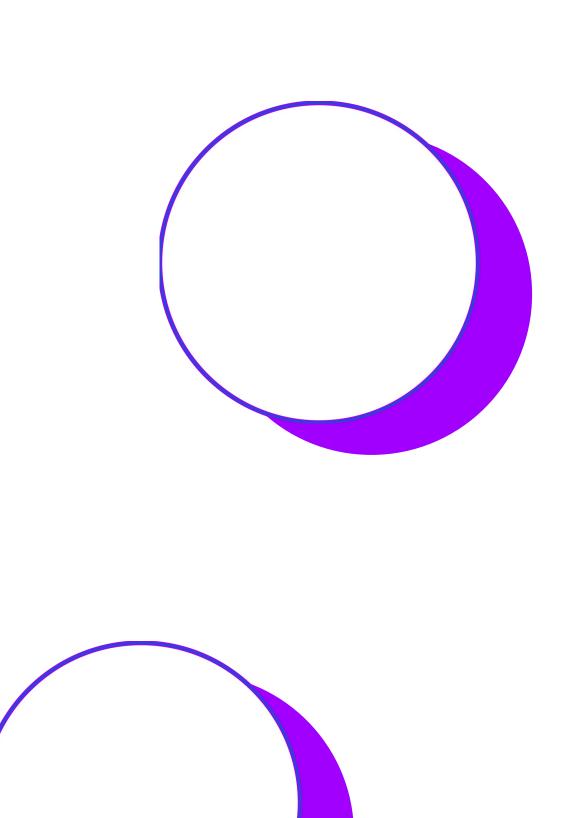
Social Buzz: Top 5 Most Popular Content Categories – A Data-Driven Analysis

# Today's agenda Project recap Problem The Analytics team **Process** Insights Summary



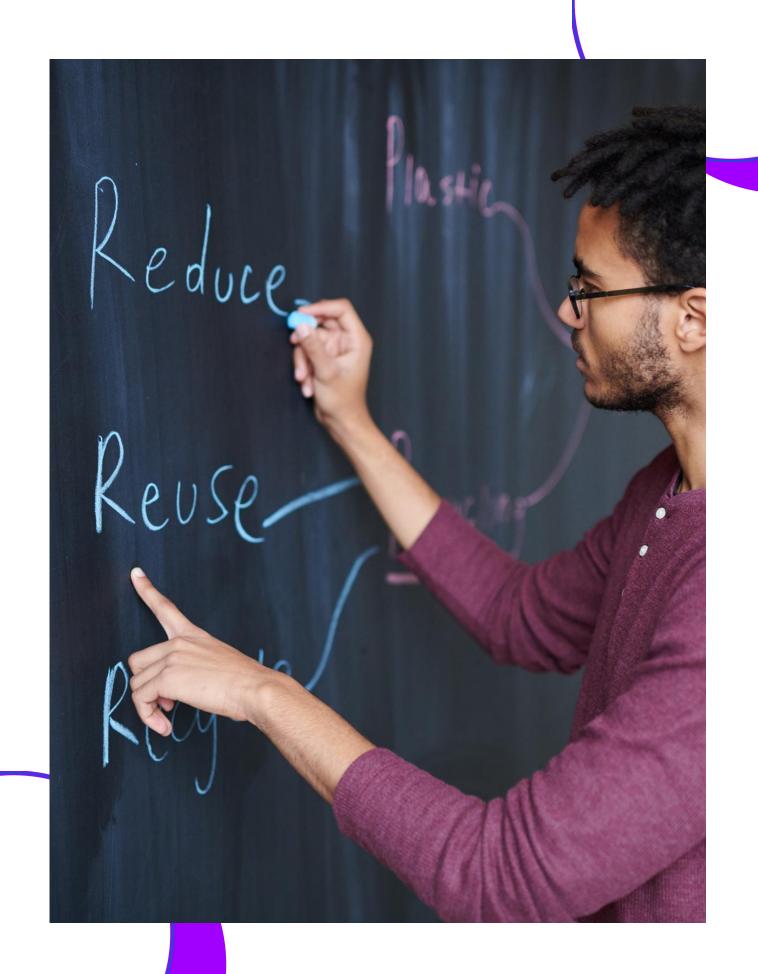
# Project Recap

#### **Social Buzz Data Analytics & IPO Preparation**

- Client: Social Buzz (Social Media & Content Creation)
- **Objective**: Audit big data practices, IPO preparation, and content category analysis.
- Key Deliverables:
  - Audited data infrastructure and optimized big data practices.
  - Analyzed top 5 content categories by popularity.
  - Provided IPO best practices and success stories from similar clients.
  - Stress-tested technology infrastructure for improvement.
- Outcome: Clear data management strategies and actionable insights to ensure a smooth IPO.

### Problem

- Social Buzz generates vast amounts of unstructured data daily, with over 100,000
  pieces of content posted in various formats
  (text, images, videos, GIFs).
- • They lack insights into which content
   categories drive the most engagement,
   making it difficult to optimize their platform
   and enhance user interaction.
  - The challenge is to analyze the data and identify the top 5 content categories with the highest aggregate popularity, providing actionable insights to improve content strategy and increase user engagement.







Andrew Fleming
Chief Technology Archit



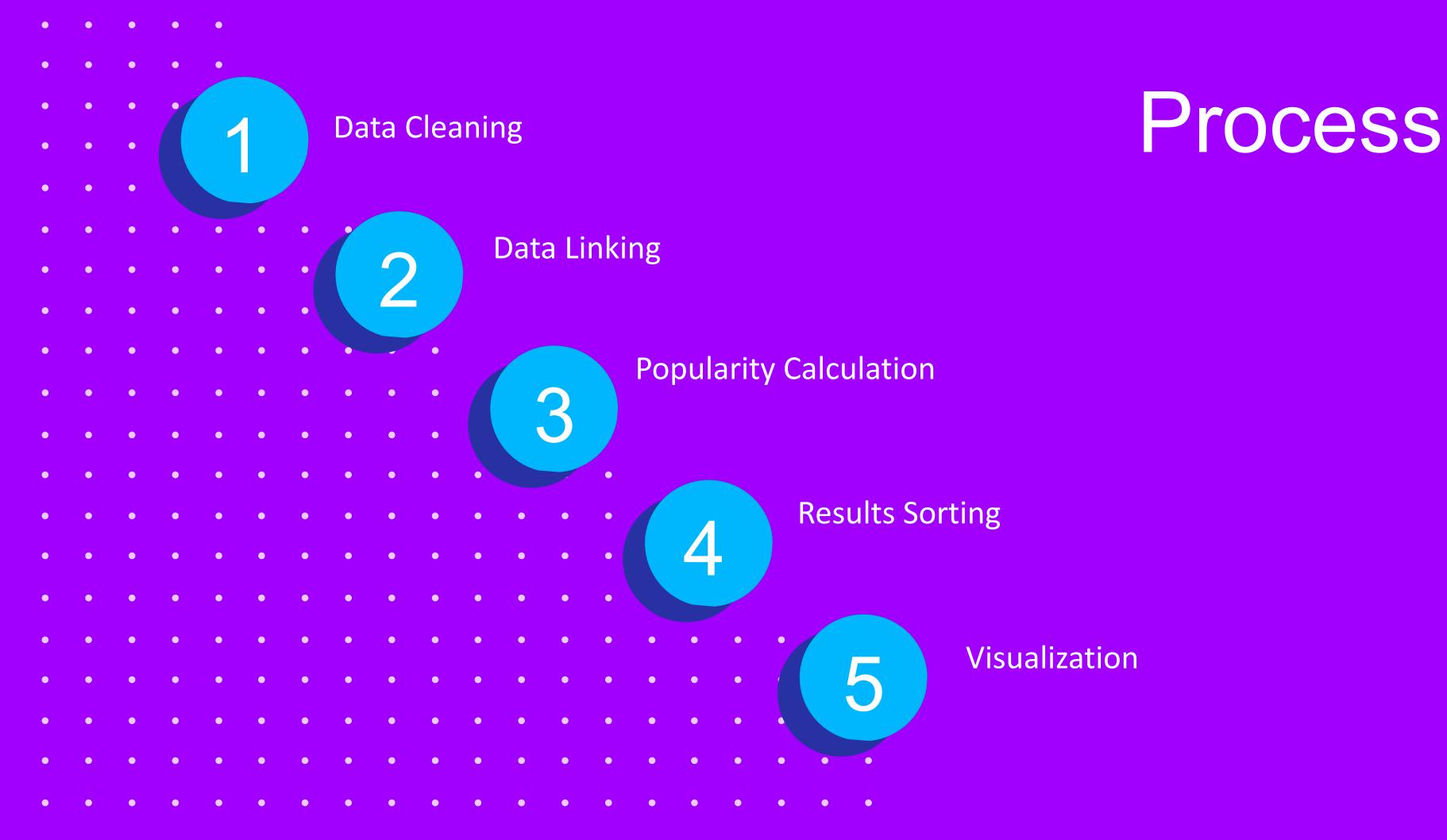
Marcus Rompton Senior Principal



Michelle Grove Data Scientist



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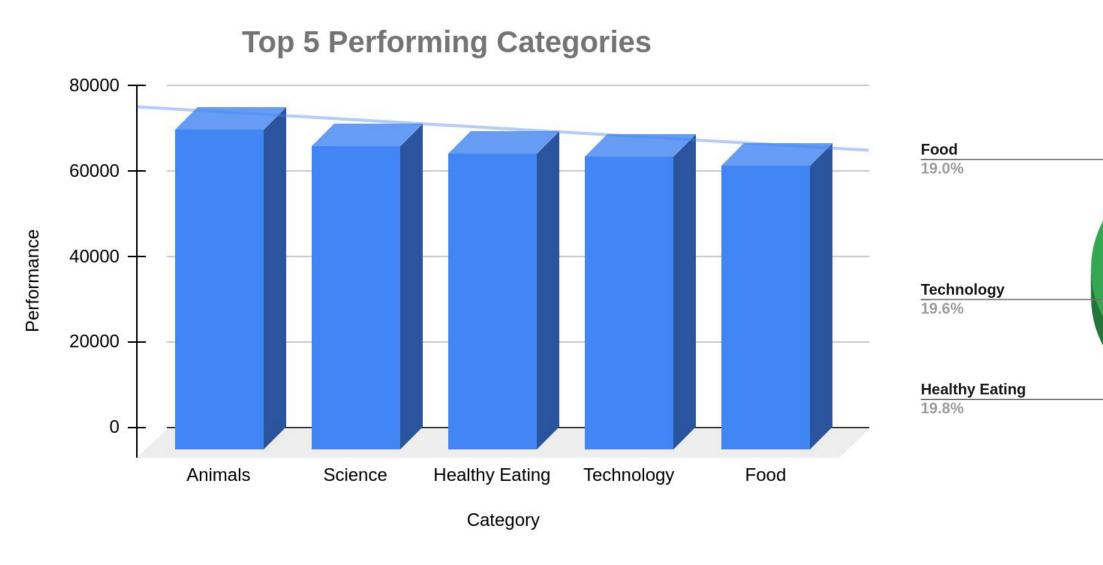


## Insights

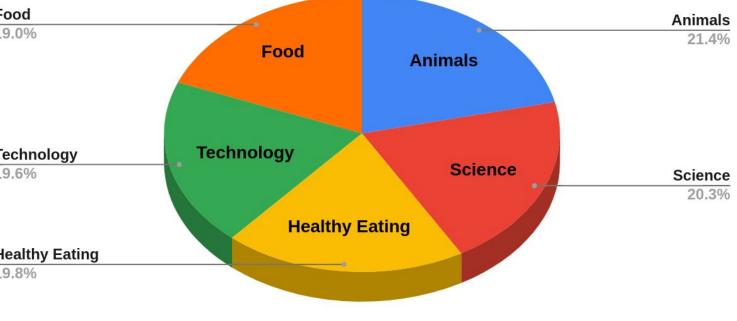
- Animal-Related Content Dominates Engagement
  - Observation: The Animals category has the highest engagement score at 74,965.
  - Insight: Users are highly interested in animal-related content. Expanding this category can drive further growth.

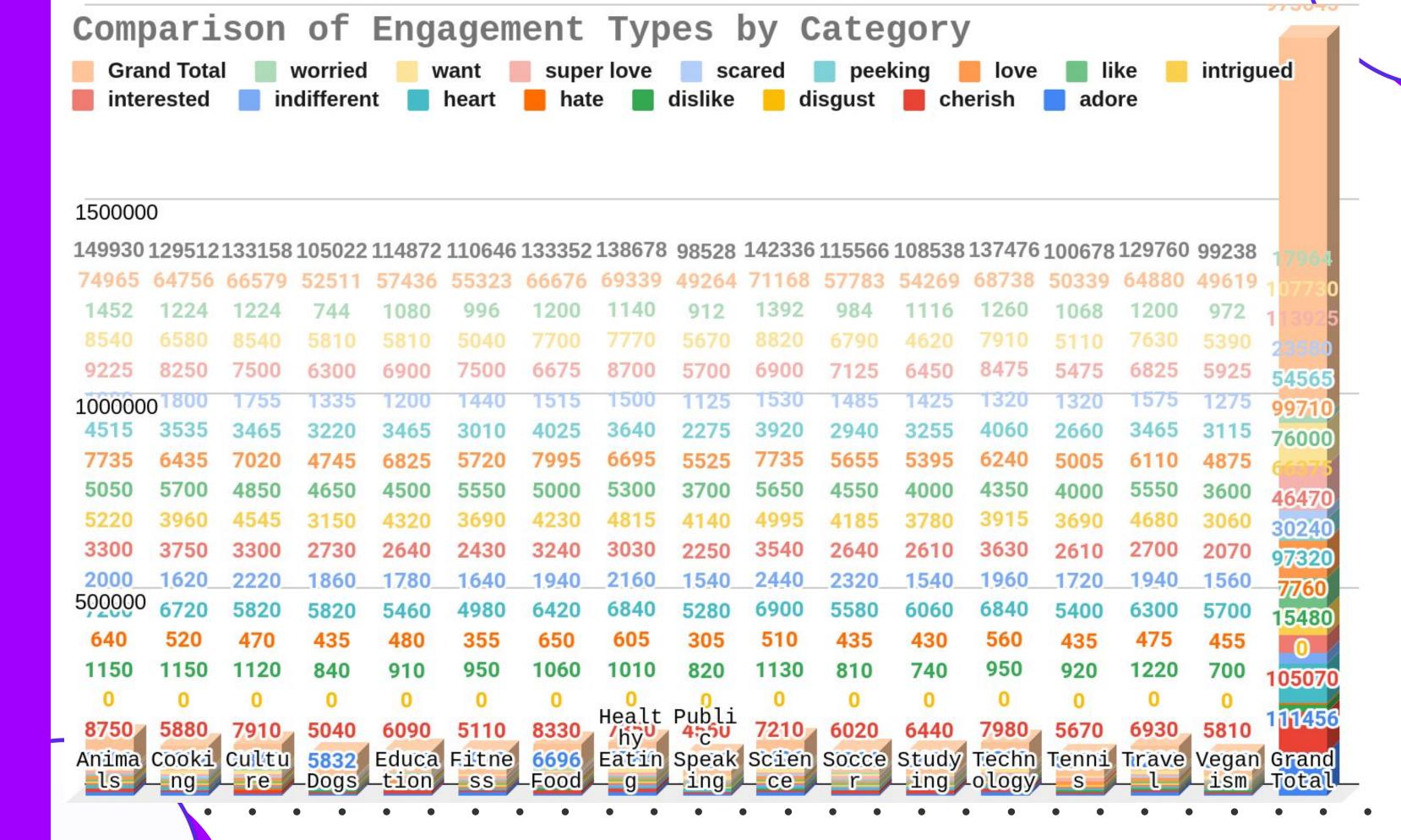
- 2. Science and Healthy Eating are Rising Stars
  - Observation: Science (71,168) and Healthy Eating (69,339) are popular categories
  - Insight: Educational and health content is gaining traction.
     Developing more content in these areas will likely boost engagement.

- Steady Engagement in Technology and Food Content
  - Observation: Both Technology (68,738) and Food (66,676) show steady engagement across users.
  - Insight: Tech-related content remains stable, and food content continues to attract strong user interest. Focusing on emerging tech trends (AI, gadgets) and interactive food content (e.g., recipe challenges) could drive more user activity and interaction.



**Top 5 Performing Categories** 

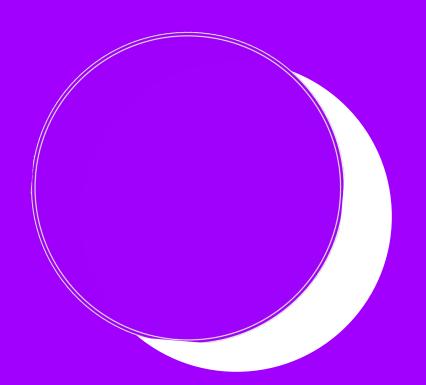




# Summary



- 1. Animal-Related Content Dominates Engagement:
  - Observation: Animals had the highest engagement score (74,965).
  - Insight: Users are highly interested in animal content. Social Buzz should expand this category to further capitalize on this interest.
- 2. Science and Healthy Eating Are Rising Stars:
  - Observation: Science (71,168) and Healthy
     Eating (69,339) show strong user engagement.
  - Insight: Users are drawn to educational and wellness content. Investing in these categories could boost engagement even more.
- 3. Steady Engagement in Technology and Food Content:
  - Observation: Technology (68,738) and Food (66,676) maintain consistent engagement.
  - Insight: Technology content is stable, and Food continues to engage users. Focusing on tech trends and interactive food content (e.g., recipes) could increase interaction.



# Thank you!

**ANY QUESTIONS?**