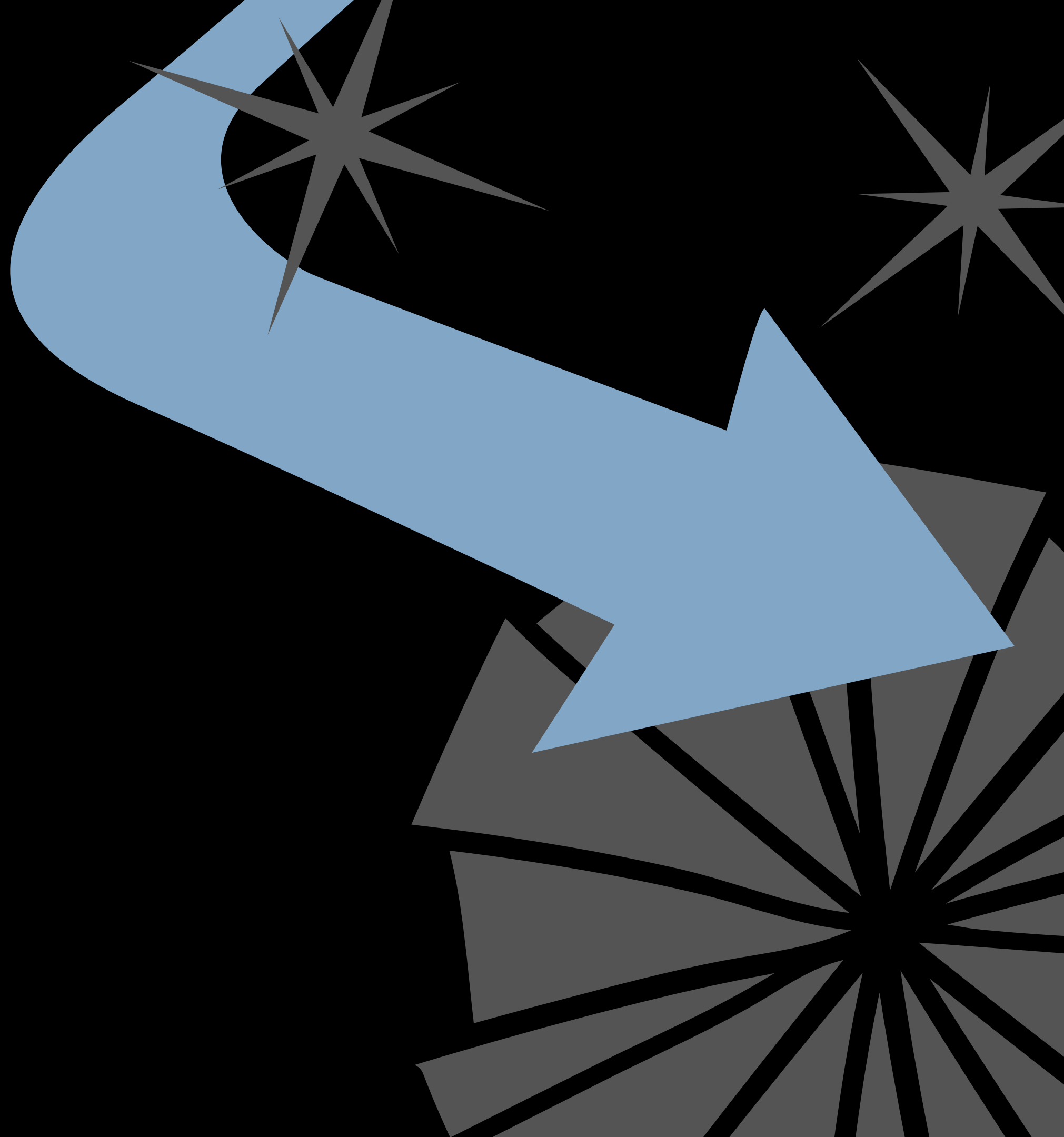


# Social Buzz

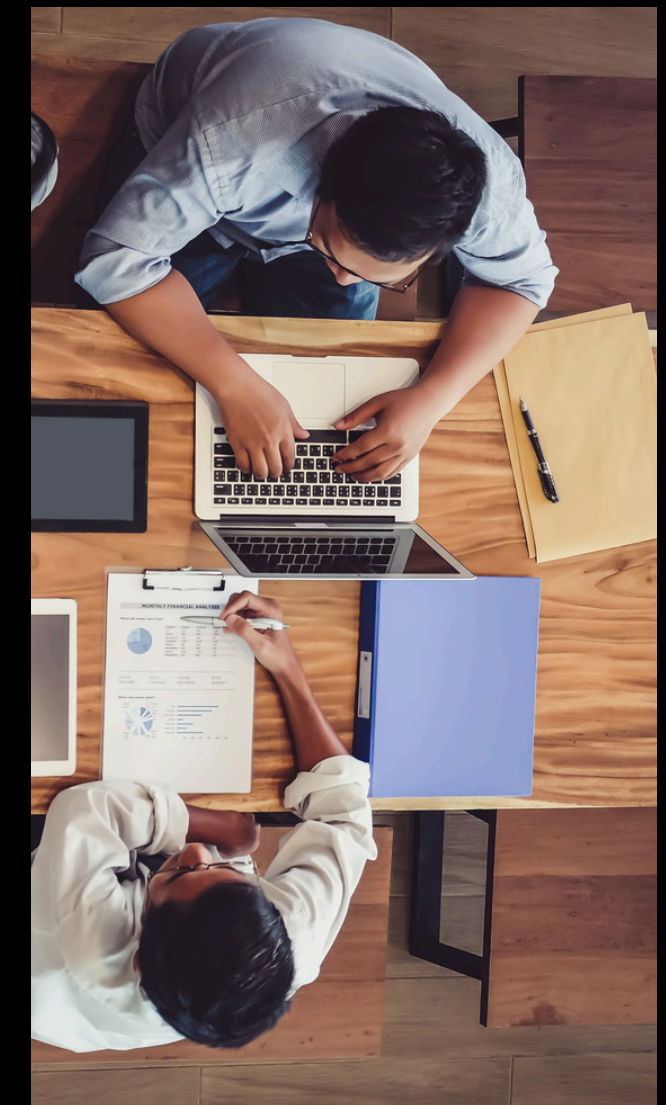
Presented by Nana Adwoa  
Elegba



Social Buzz

# Introduction to Social Buzz

Social Buzz is a unicorn social media company that has grown rapidly to about 500 million active users. Social Buzz requires our expertise for its next phase as a public company.



# Problem

- Users on Social Buzz generate hundreds of thousands of content daily on the platform.
- How can Social Buzz use this data to their advantage in order to excel as a public company?



Social Buzz

# Analysis Pipeline

**01**

Understanding  
the data

**02**

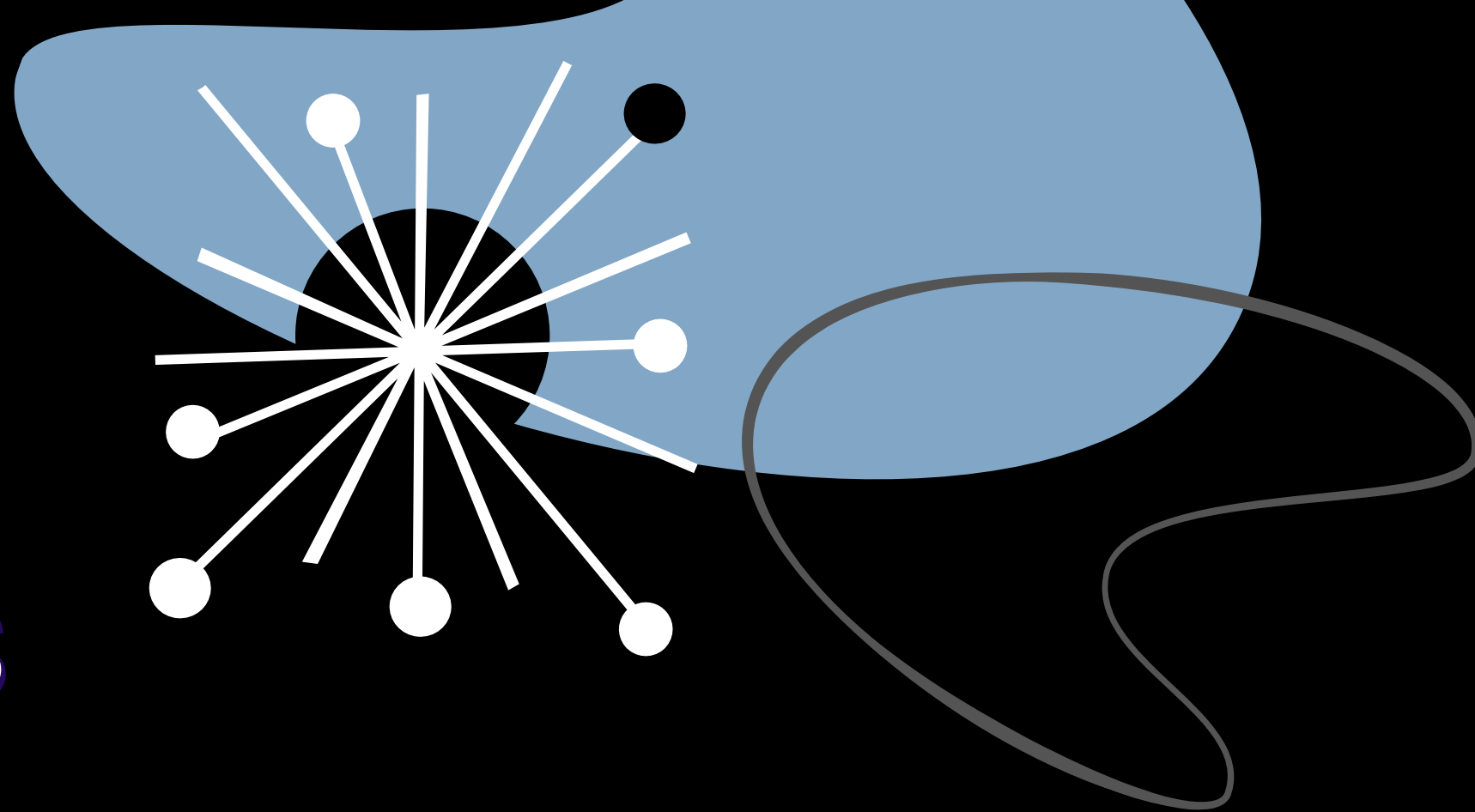
Data cleaning  
and  
modelling

**03**

Data analysis  
and  
visualization

Social Buzz

# Insights



Evenings

(6:00 AM - 6:00PM)  
Time period with the highest  
user engagement

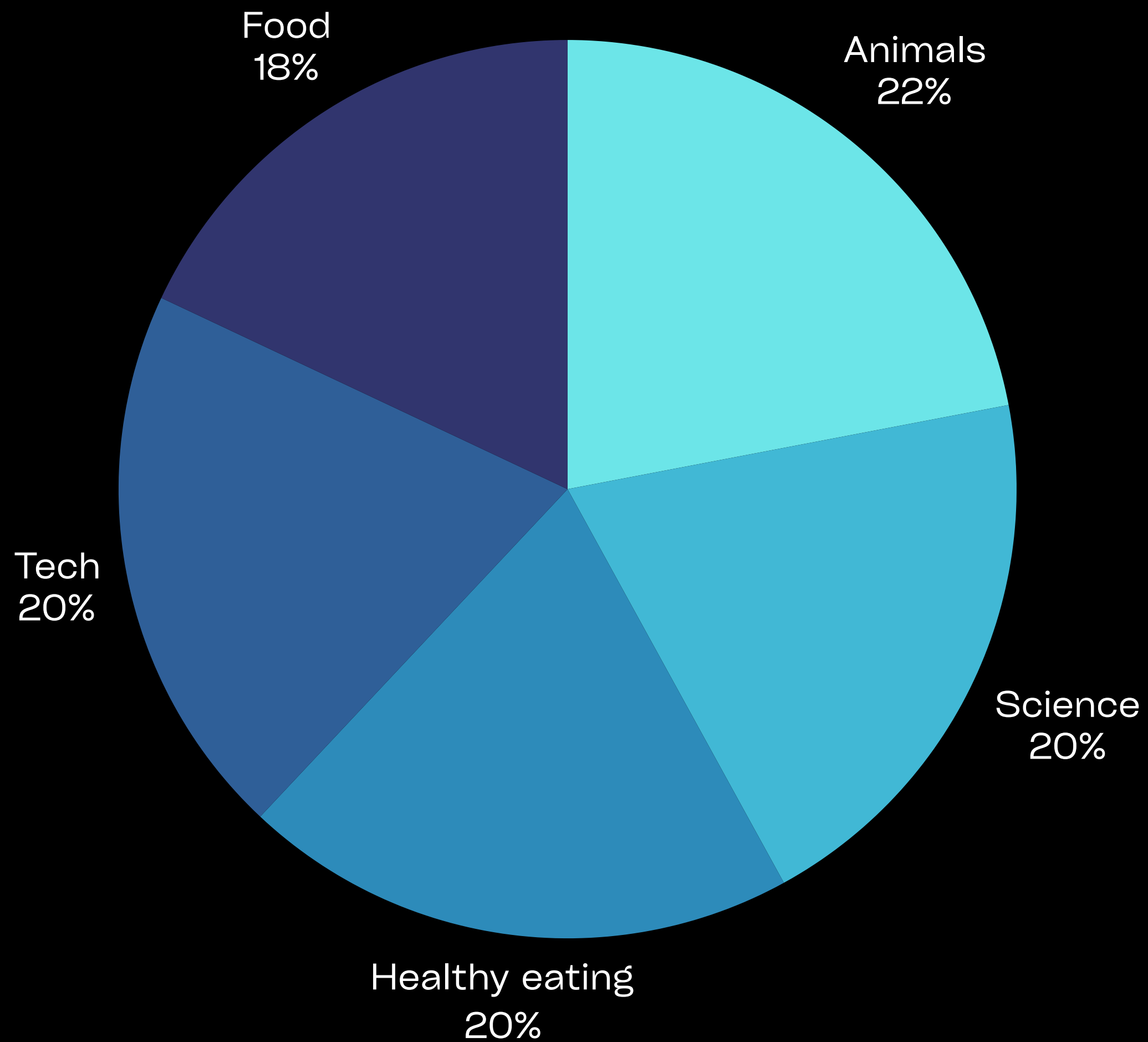
March

Month with the most posts

Photo

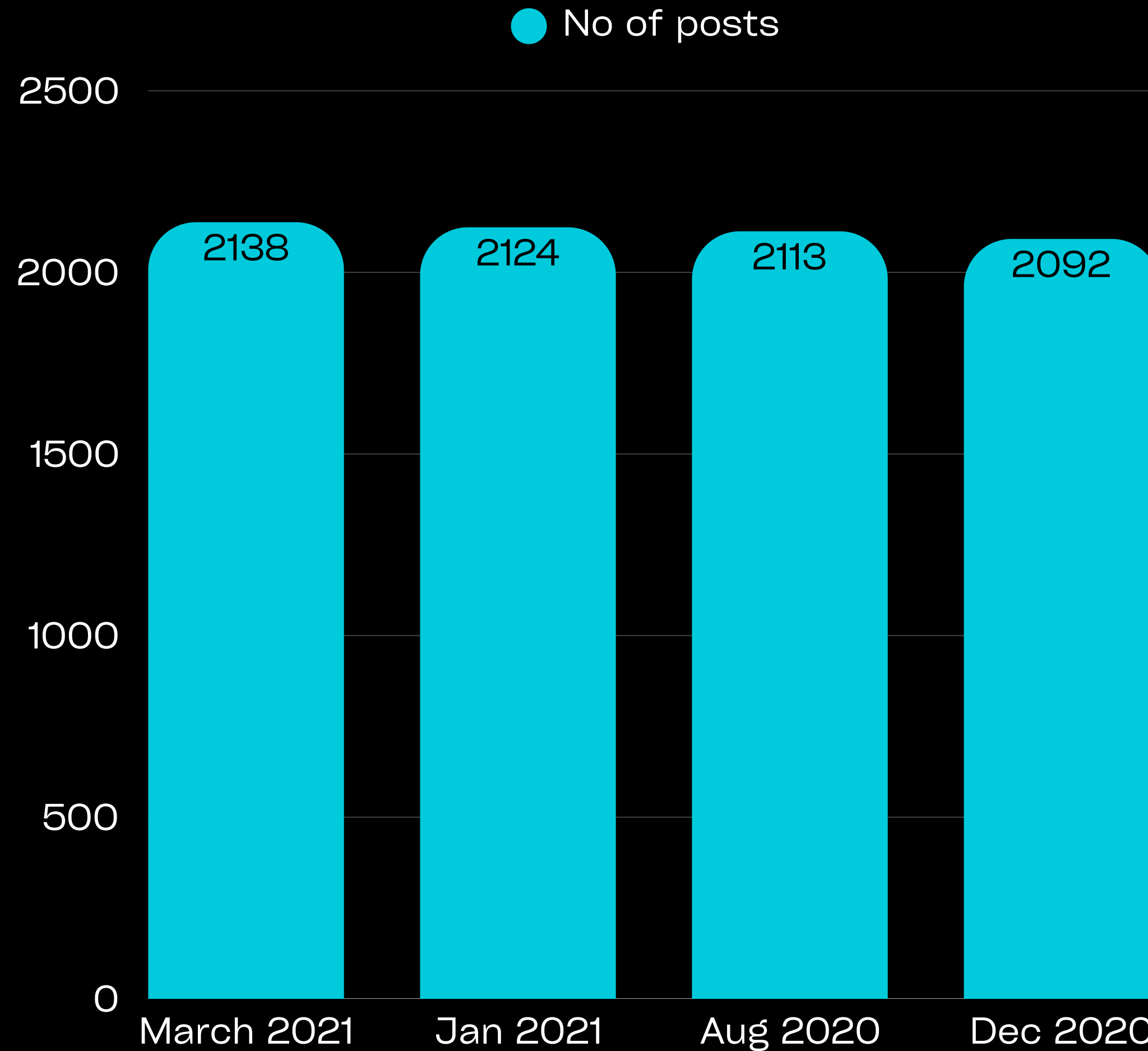
Content type with most  
positive sentiment

## Top 5 Popular Categories on Social Buzz

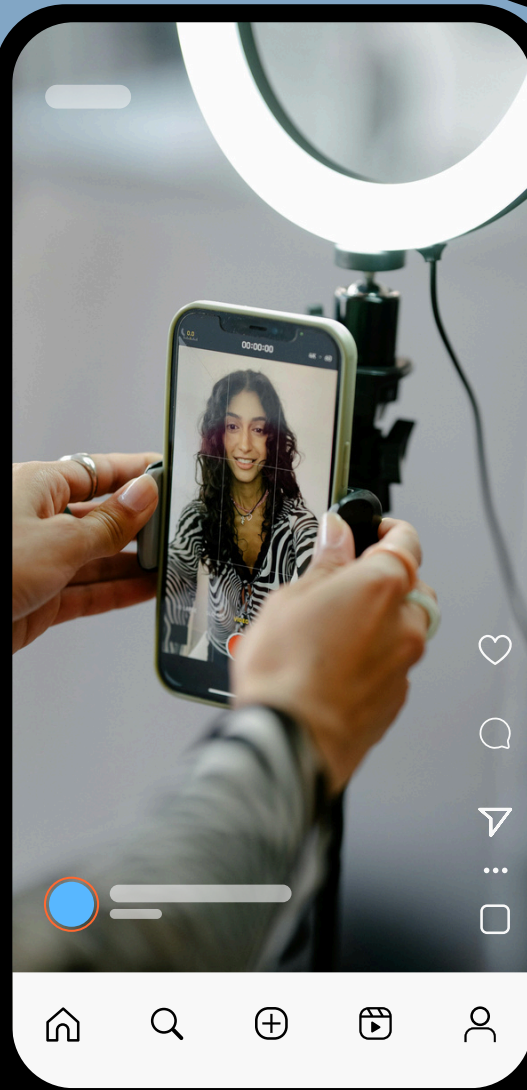
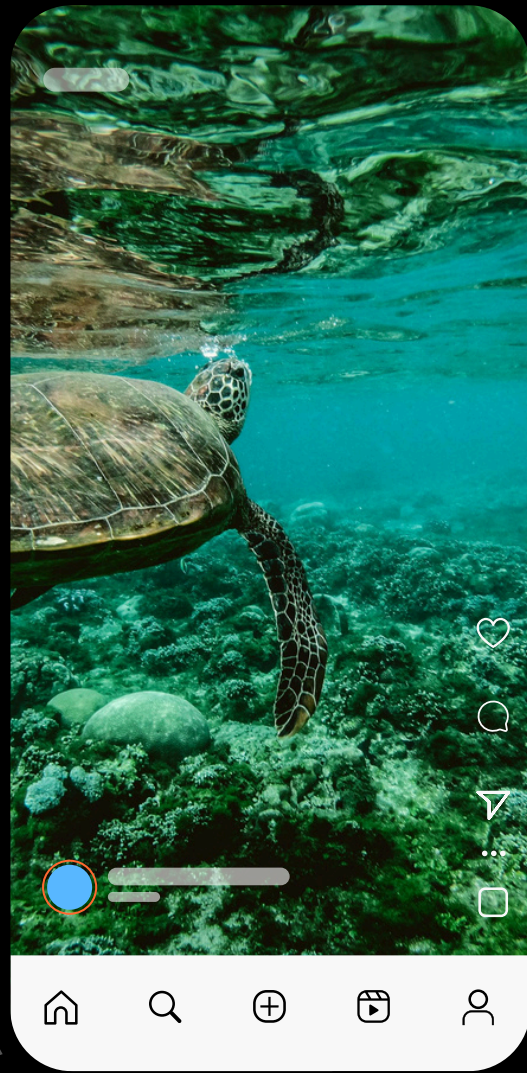
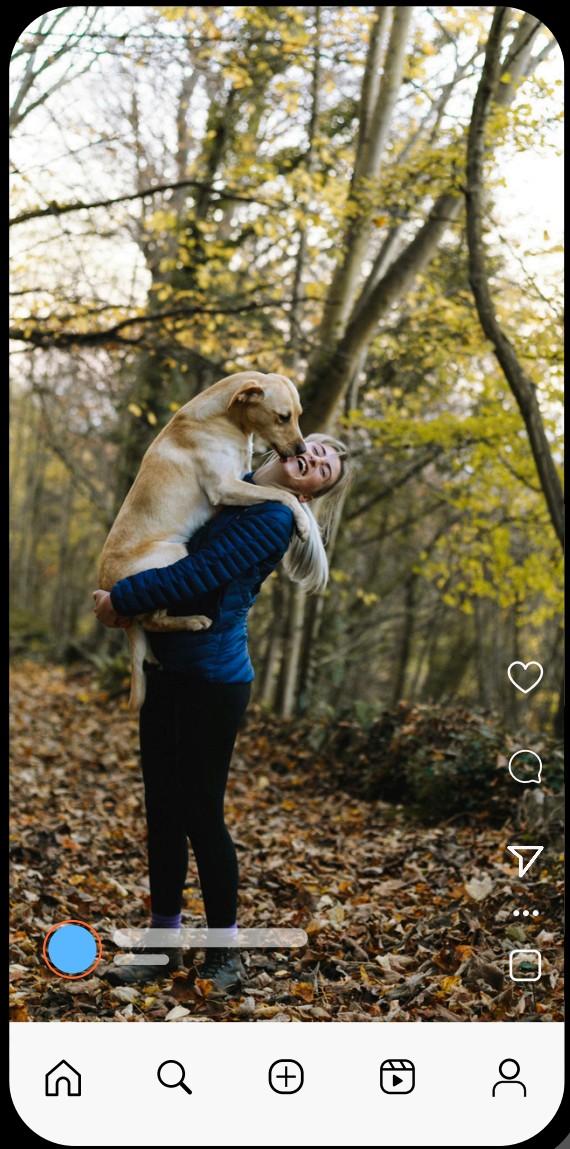




# Months With The Highest Number of Posts From 2020-2021



# Content Marketing



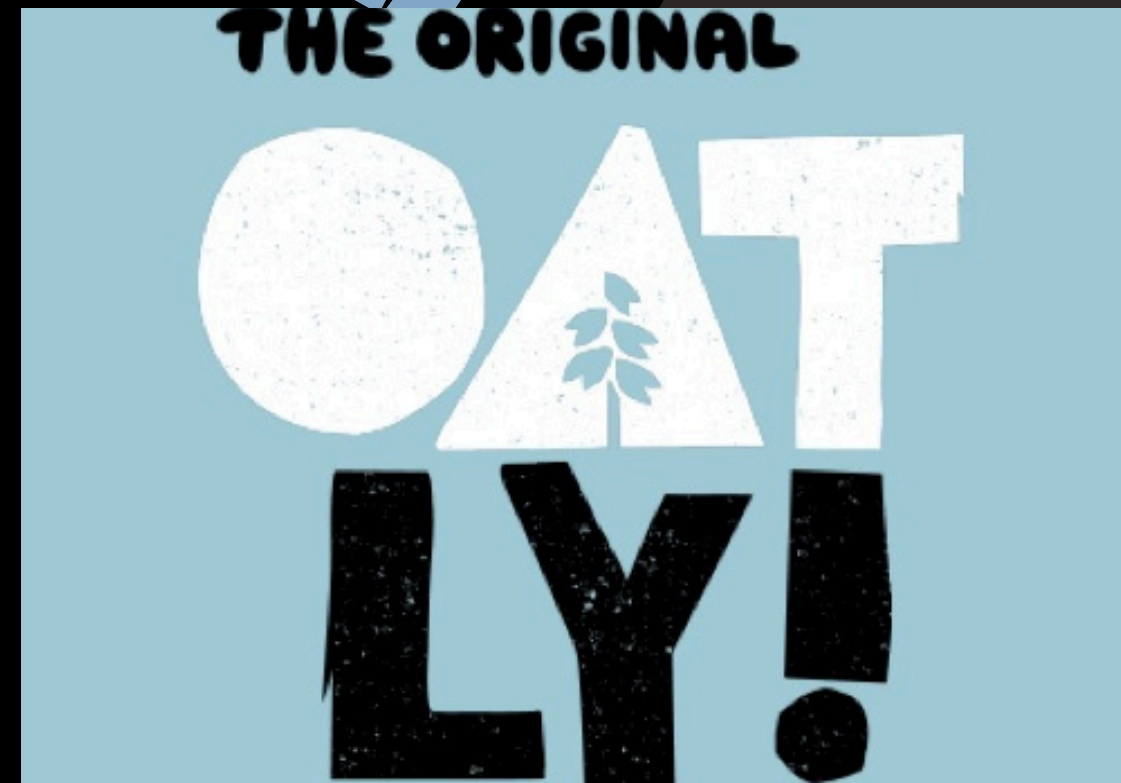
- > Visual first approach: High-quality images
- > User generated content to increase engagement
- > Category Specific campaigns



# Collaborations and partnerships

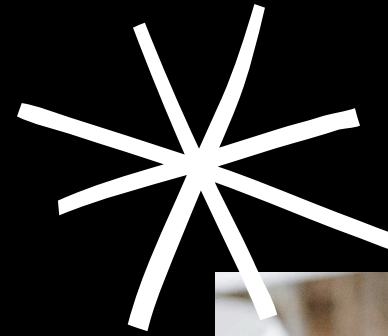
SOCIAL BUZZ

- Partnering with popular brands and influencers in the popular category niches to create engaging content
- Promote the platform on blogs, YouTube and Instagram



**NATIONAL  
GEOGRAPHIC**

Social Buzz



# Conclusion

By focusing on these strategies, Social Buzz can capitalize on existing user preferences, deepen engagement and attract more users aligned with these interests





SOCIAL BUZZ

THANK YOU

MARKETING ANALYSIS