




What's Trending?

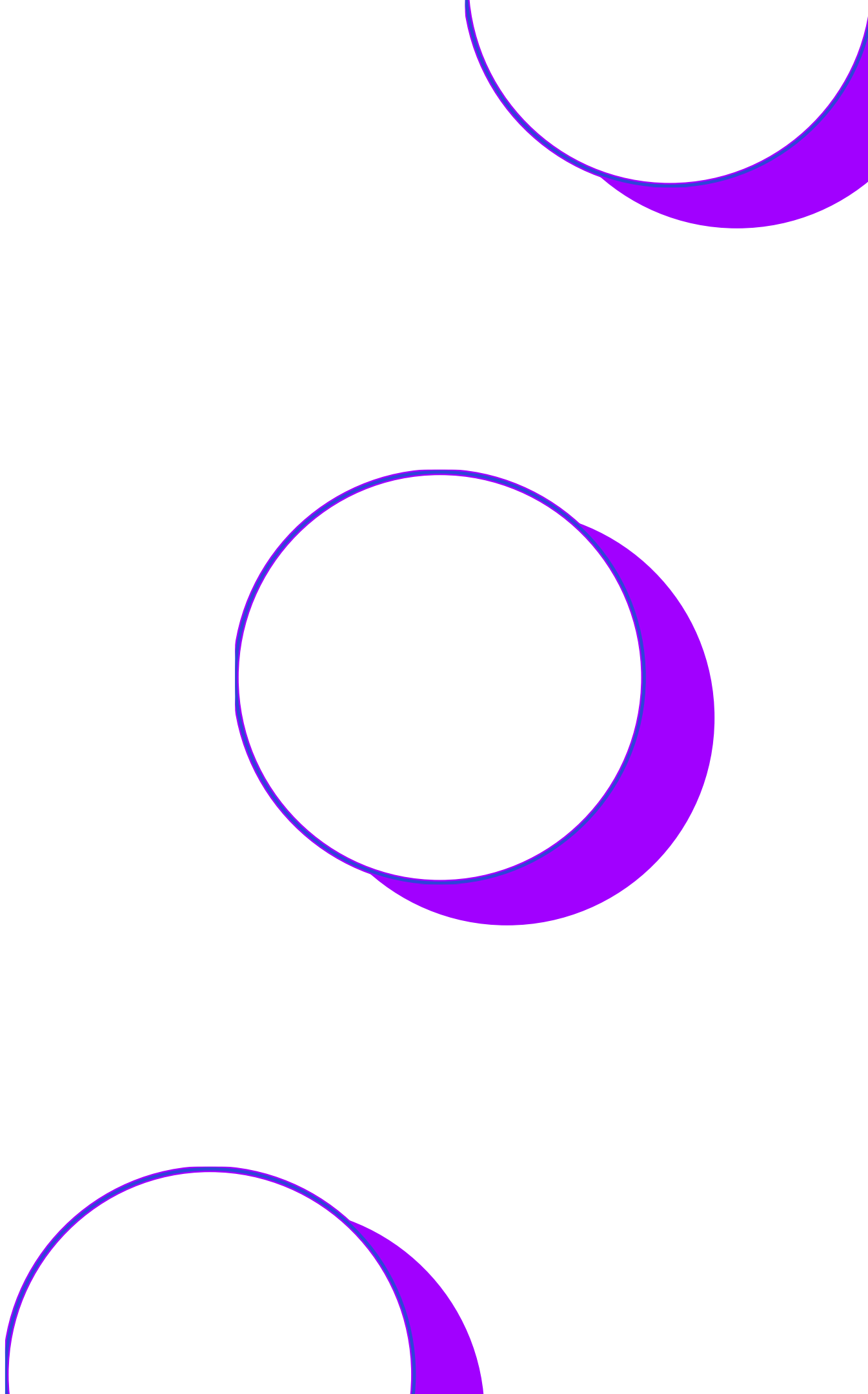
A Data-Driven Look at

Social Buzz's Most

Popular Posts



Today's agenda

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



Project Recap

Client: Social Buzz

- Founded by 2 Engineers who formerly worked in a large social media conglomerate.
- Boasts over 500M+ monthly users with emphasis on keeping all users anonymous, only tracking user reactions on every piece of content.

Challenges:

- Rapid growth
- Generation of enormous, highly unstructured data
- Unable to utilize current resources as 200 of 250 people work to manage and maintain the complex tech the app is built on.

Reasons for seeking External Expertise:

- Guidance on IPO that is expected to be completed by the end of next year
- Desire to seek help from an experienced practice
- To understand data best practices from a large corporation

Problem

To Analyse their content and highlight the top 5 categories with the largest aggregate popularity



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Myself
Data Analyst

Process

1

Requirement Gathering

2

Data Collection

3

Data Cleaning & Modeling

4

Data Analysis

5

Uncovering Insights

Insights

16

UNIQUE
CATEGORIES



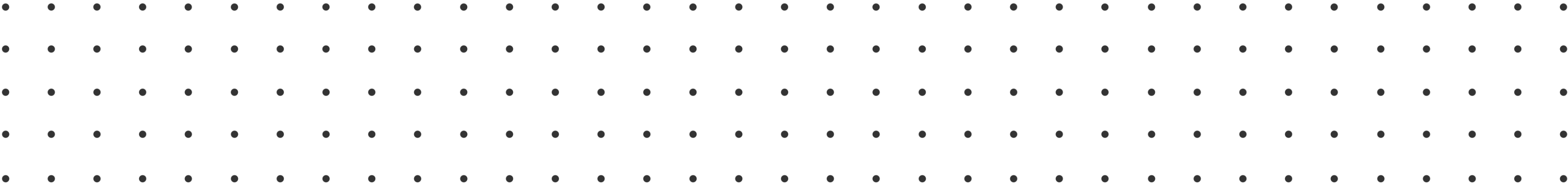
1897

REACTIONS TO MOST
POPULAR CATEGORY



JANUARY

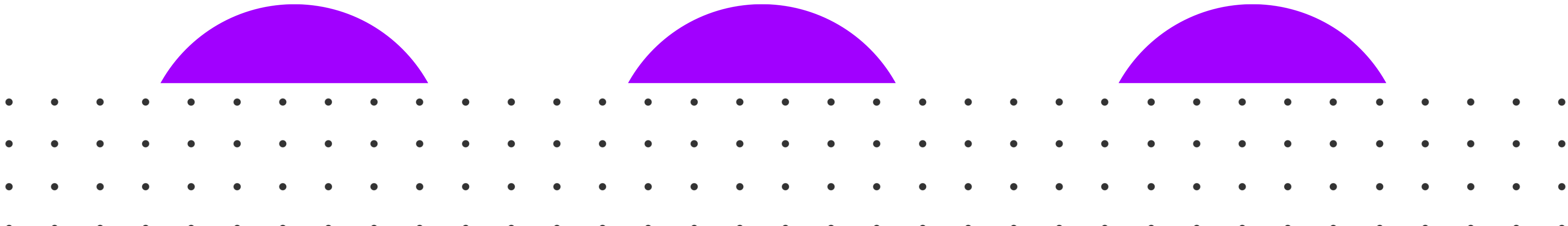
MONTH WITH MOST
POSTS



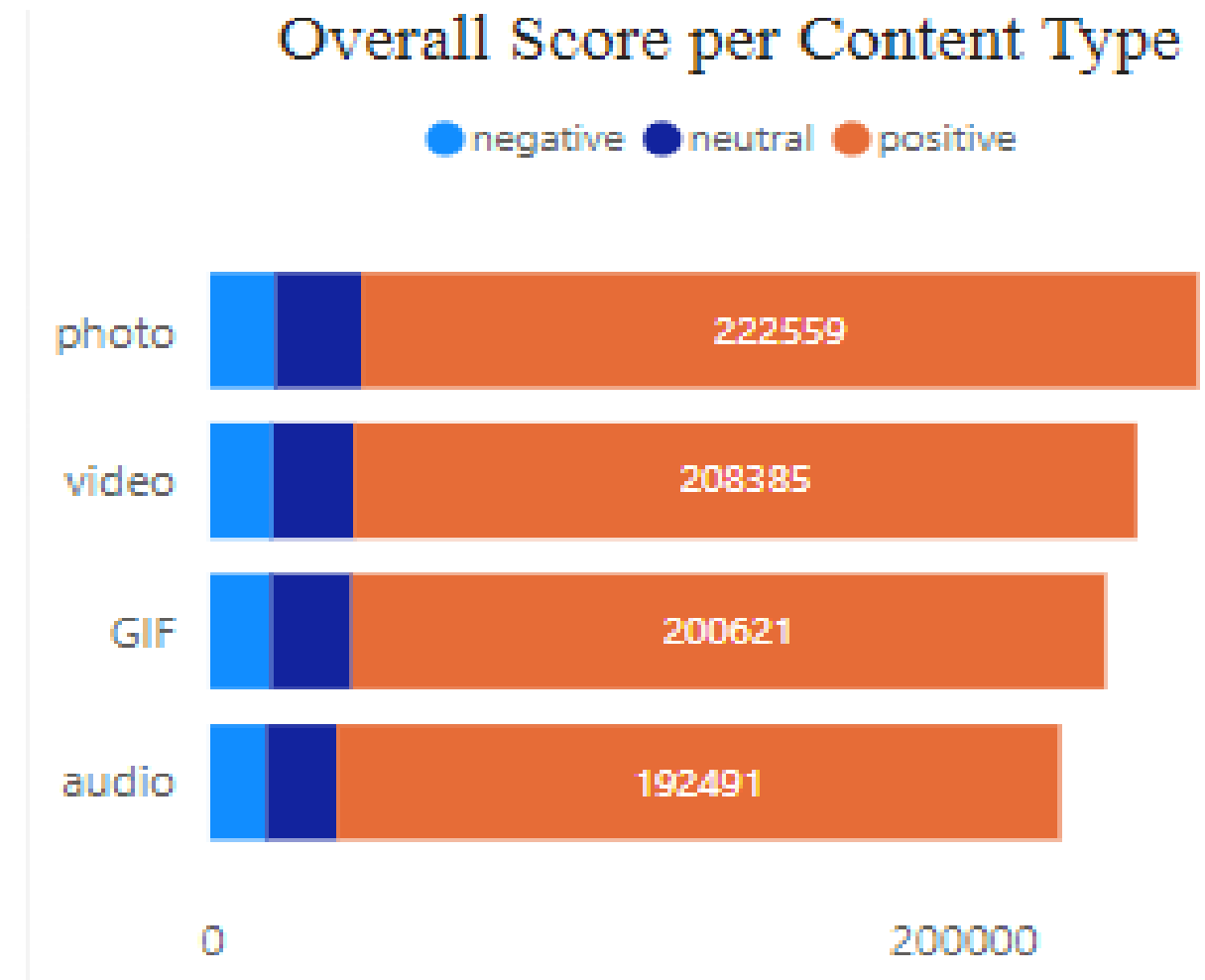
Insights

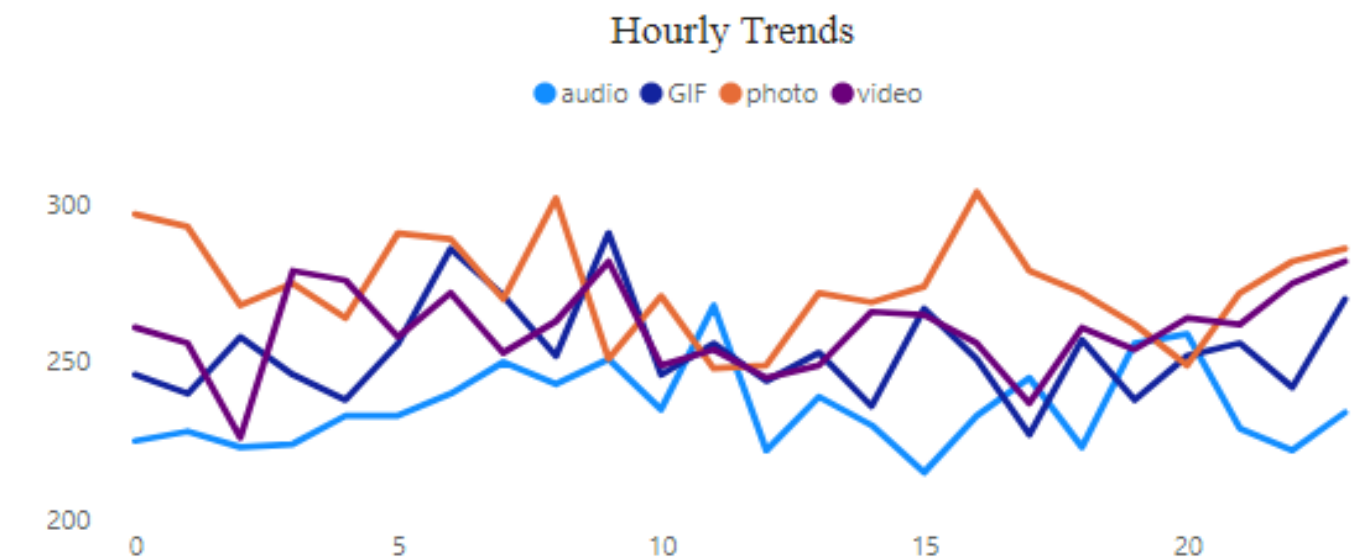
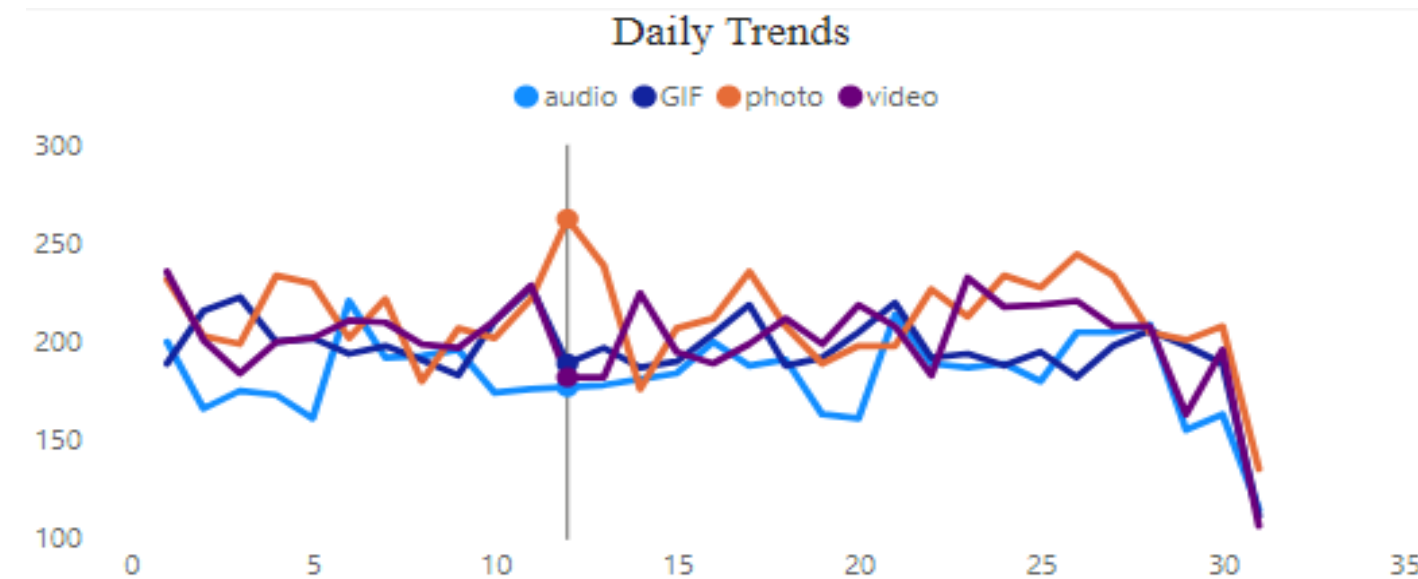
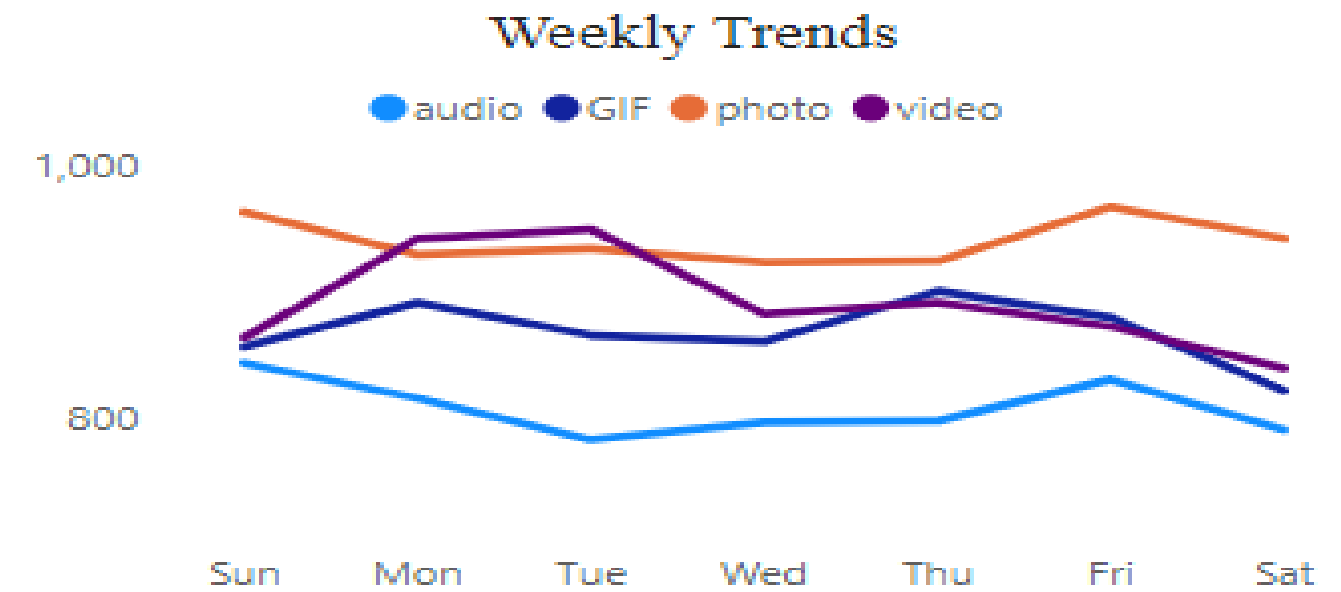
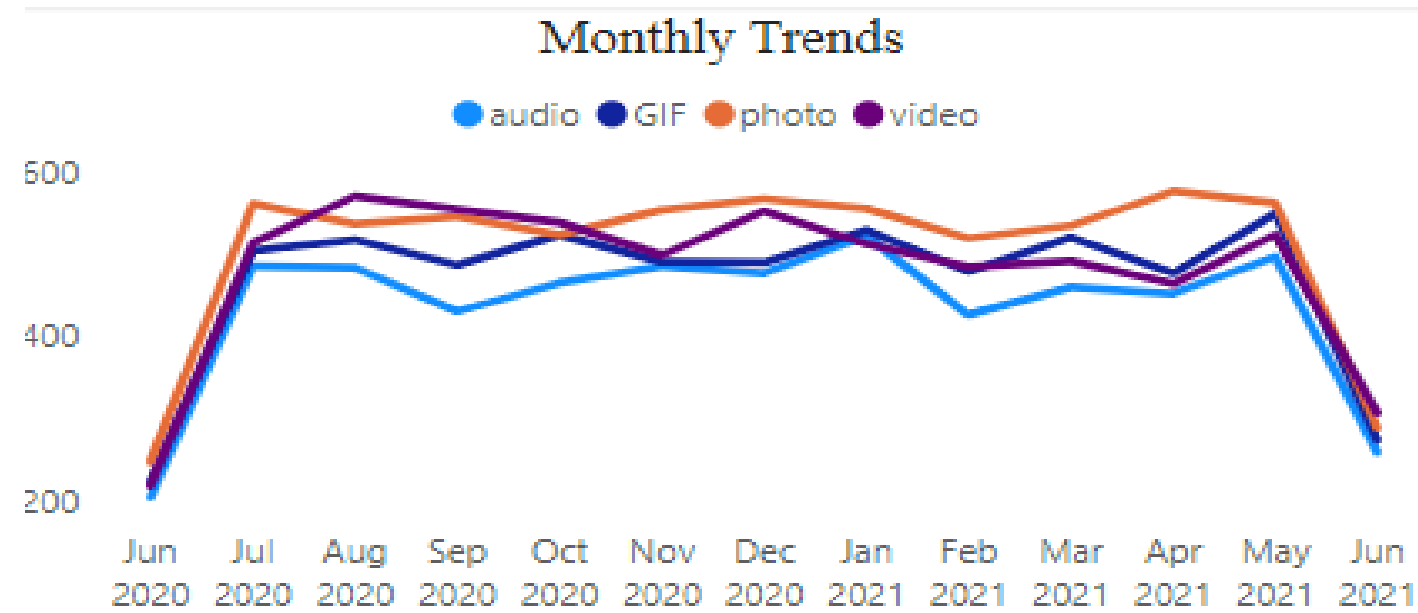
Category	negative	neutral	positive	Total
Animals	618	229	1050	1897
Science	547	234	1015	1796
Healthy Eating	520	212	985	1717
Food	544	212	943	1699
Technology	510	214	974	1698
Culture	523	210	943	1676
Cooking	550	182	932	1664
Travel	533	196	918	1647
Soccer	440	200	817	1457
Education	430	188	815	1433
Fitness	441	168	786	1395
Studying	425	170	768	1363
Dogs	409	185	744	1338
Tennis	450	162	716	1328
Veganism	392	167	689	1248
Public Speaking	363	142	712	1217

- **Sentiment Analysis:** The overall response for content seems to be overwhelmingly positive across all types of content. The category of animals has more user engagement and is in the leading in all three of negative, neutral and positive reactions boasting a wide variety of user engagement.



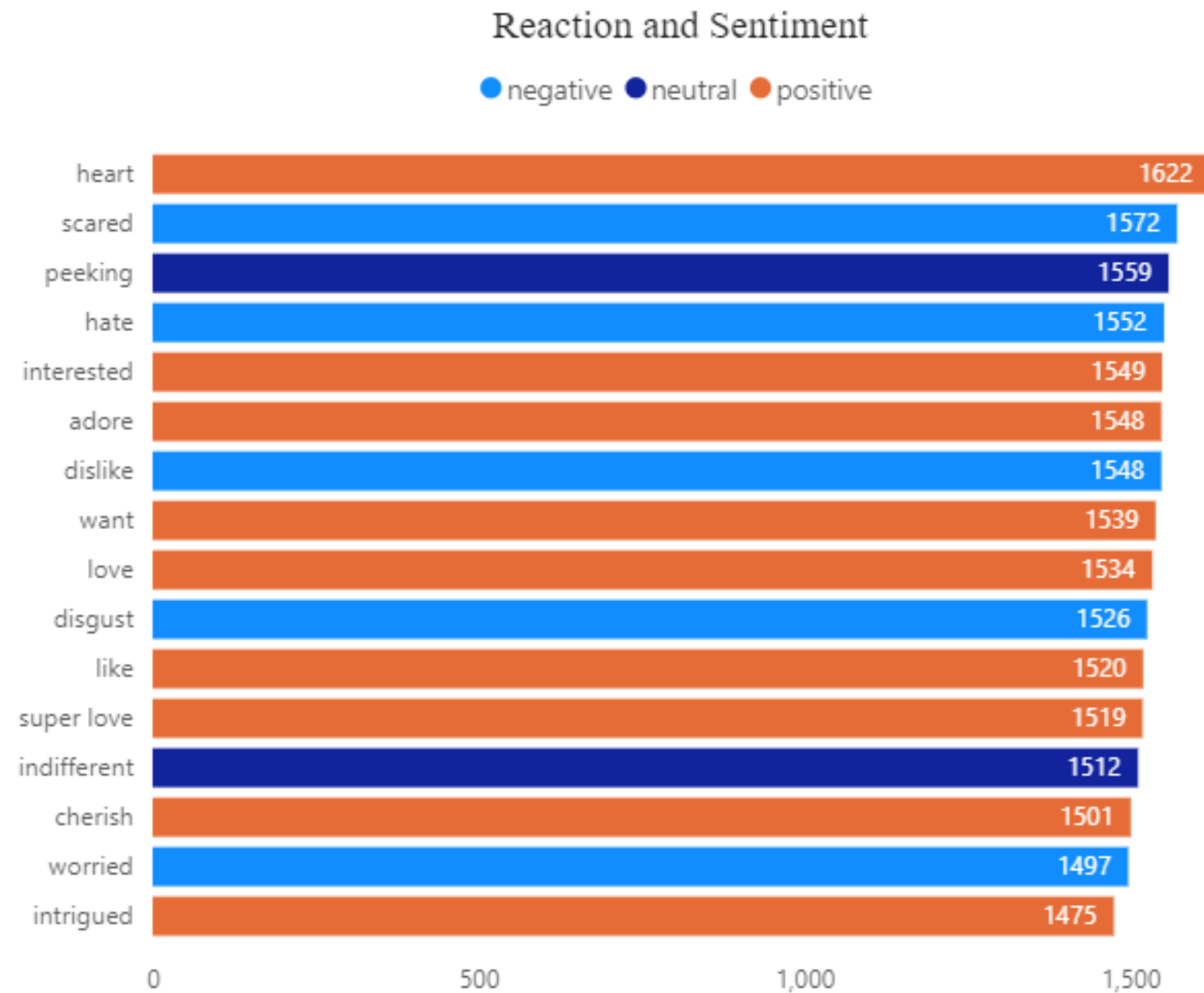
- **Content Type:** Photos seem to be posted more than video, GIF and audio and they also seem to garner more positive reactions in comparison. Video follows the photos which is closely followed by GIFs and audio.



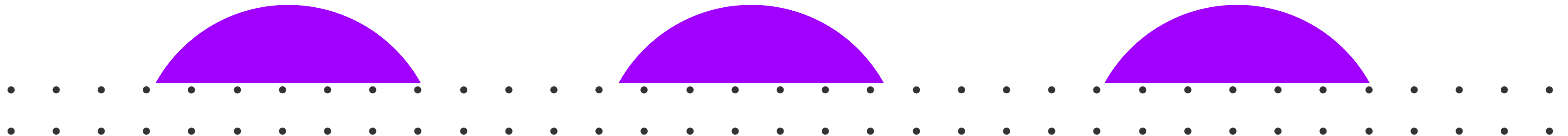


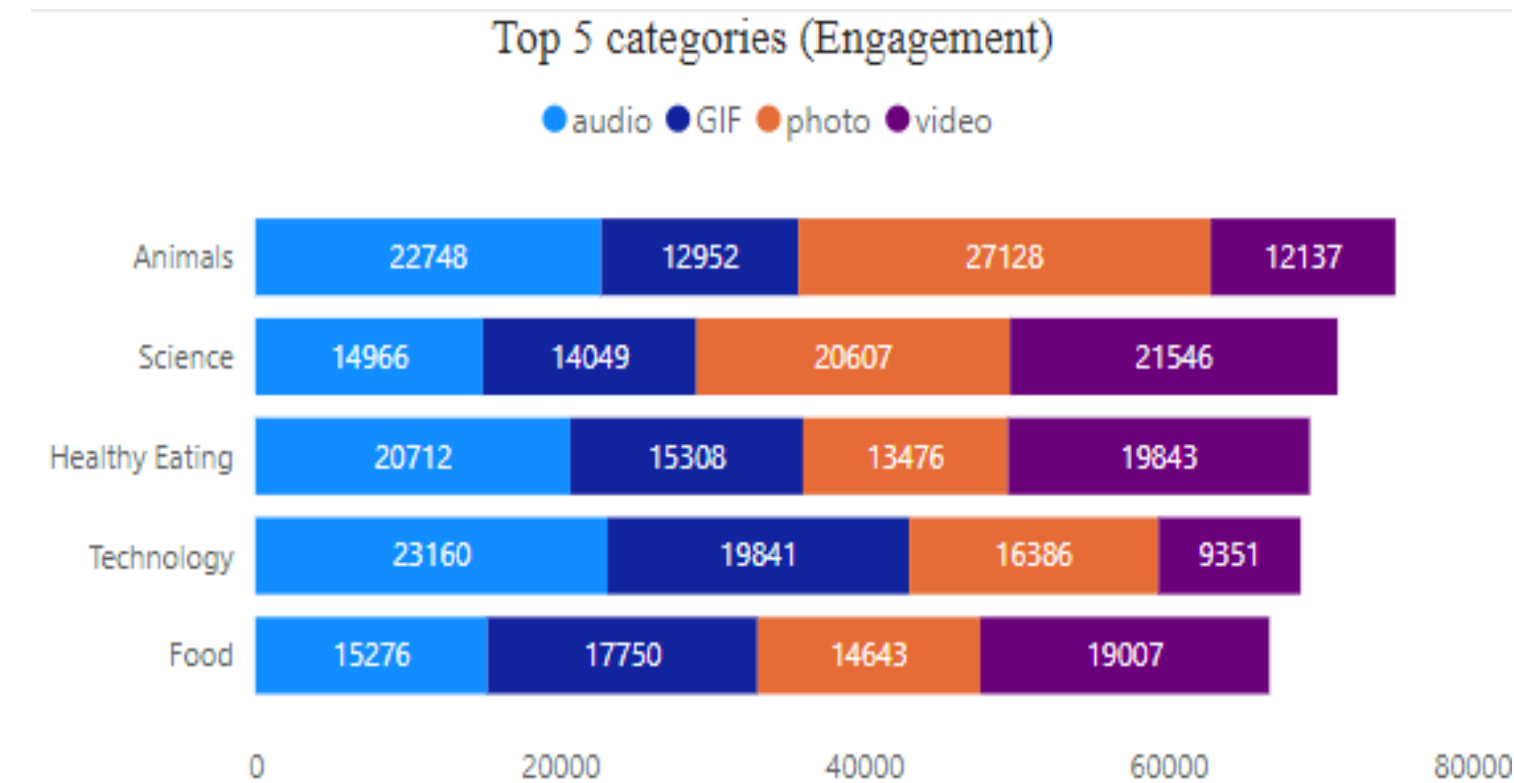
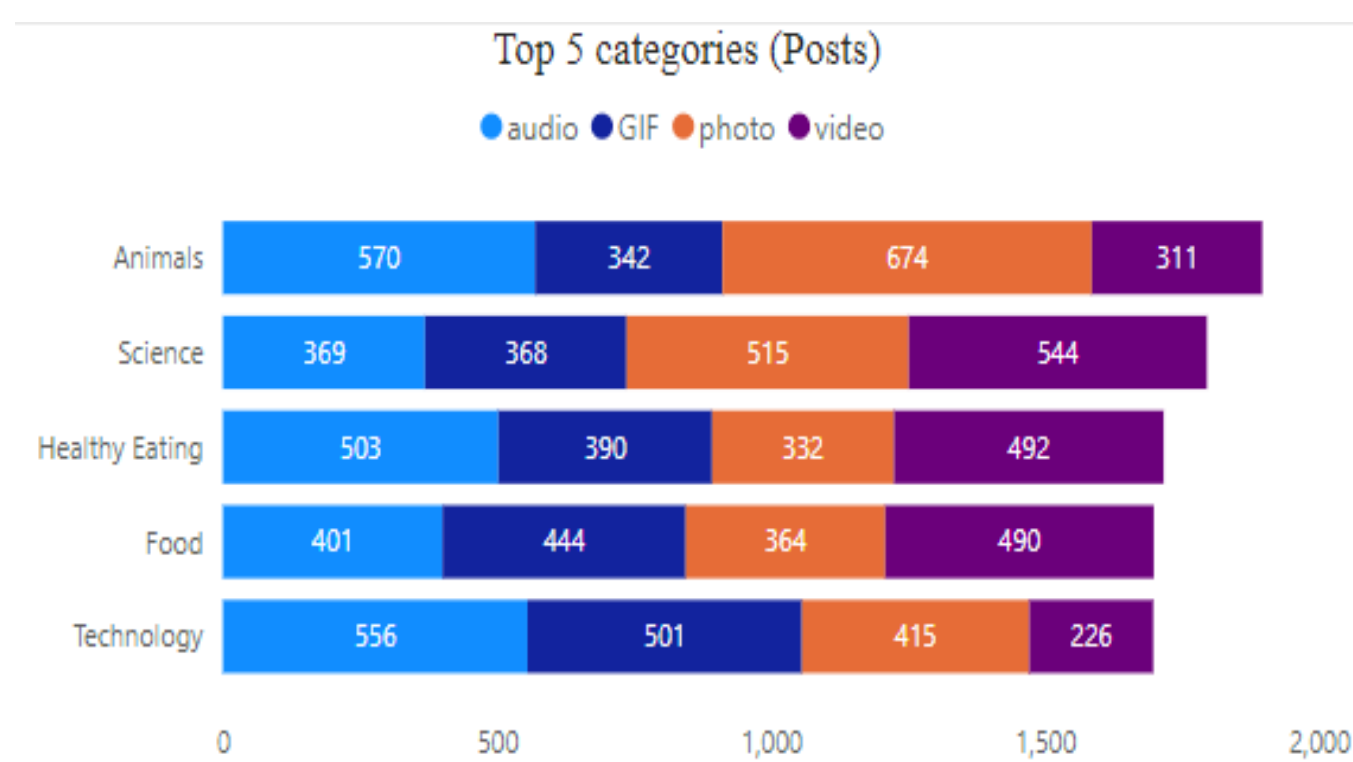
- **Posting Trends:** The posting across hourly, daily, weekly, monthly and yearly trends show that the most type of content posted was photos and least was audio. GIF and video alternated between them. This seems to be the case across the categories and drives engagement by having similar reactions of all three sentiments.

Insights



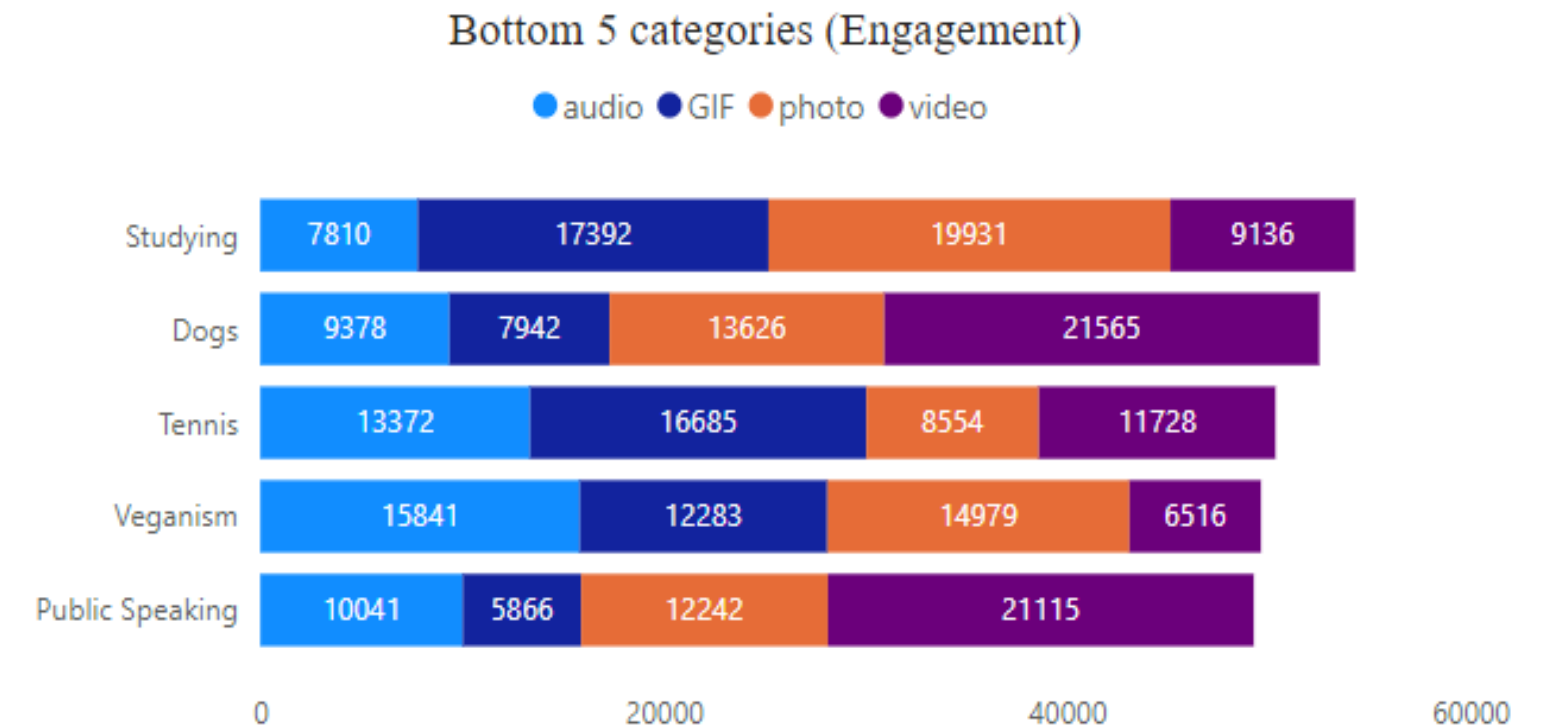
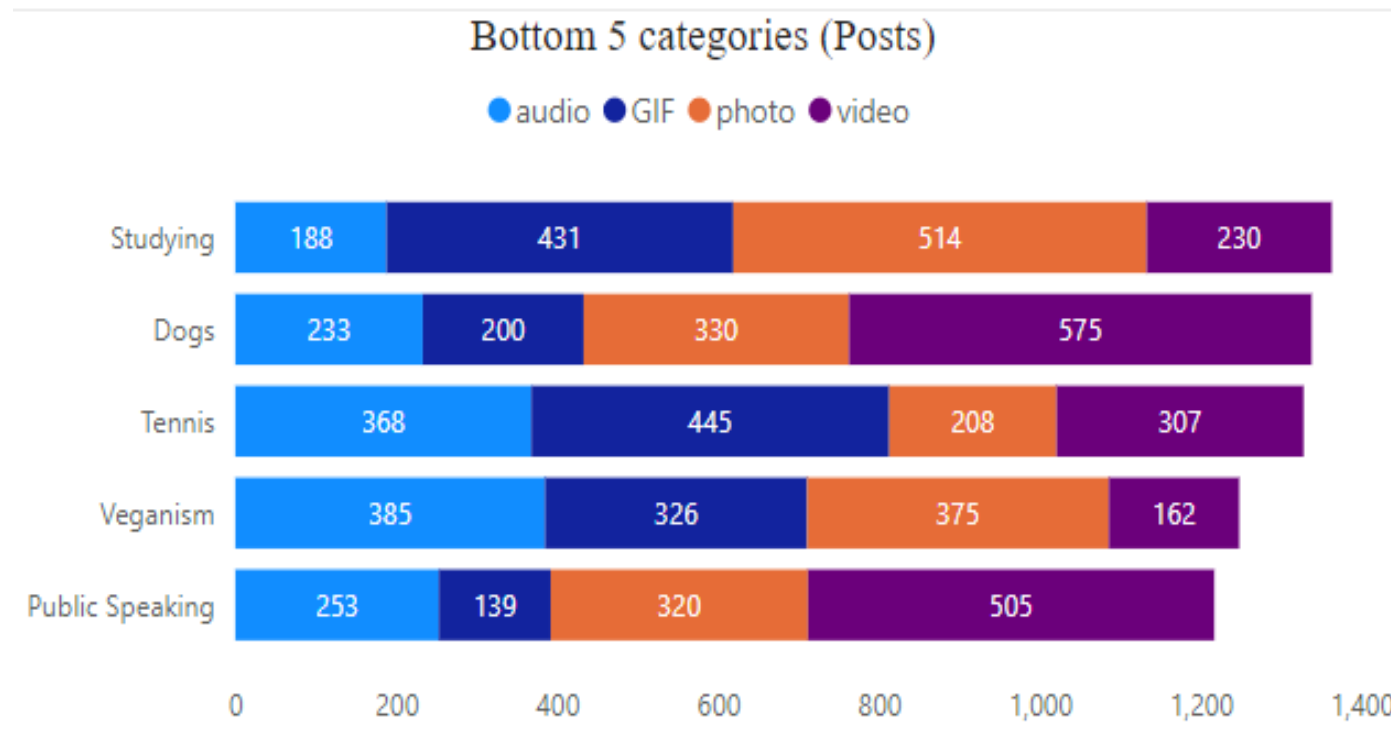
- **Reactions:** There is a lot more types to positive reaction as compared to neutral and negative and Animals is among the top 5 across all reaction types among all sentiments.





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- **Top 5 categories:** Animals, Science, Healthy eating, Food and Technology are the Top 5 categories that have most posts and engagement across all three sentiments. Animals seem to have most positive and most negative sentiments while Science tops the neutral game.



Category	negative	neutral	positive	Total
Science	547	234	1015	1796
Healthy Eating	520	212	985	1717
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- **Bottom 5 categories:** Contents on Public speaking, Veganism, Tennis, Dogs and Studying occupy the bottom 5 categories. The order is maintained across neutral and negative reactions and with positive reactions public speaking out does Veganism.

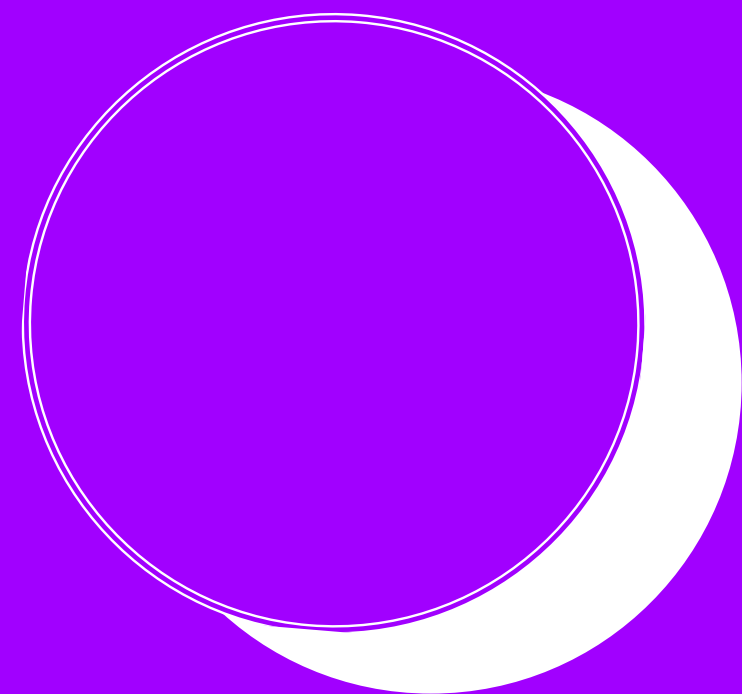
Summary



Sentiment and Engagement: Content, especially in the **Animals** category, garners high engagement across all sentiment types. To leverage this, consider applying successful strategies from this category (like visually appealing content) to improve engagement in underperforming areas like **Public Speaking** and **Veganism**.

Content Type Performance: **Photos** dominate both in volume and positive reactions, with videos following closely behind. To enhance engagement, continue prioritizing photo posts, especially in top-performing categories like **Science** and **Healthy Eating**, while also using more photo-based content in underperforming categories like **Tennis**.

Top and Bottom Categories: **Animals, Science, Healthy Eating, Food, and Technology** are the top five categories for engagement. Boost interest in the lower-performing categories (**Public Speaking, Veganism, Tennis, Dogs, and Studying**) by creating targeted campaigns with more interactive, visual content.



Thank you!

ANY QUESTIONS?