



Dataset Exploration and Analytics

# *Viral Social Media Trends Analysis*

What Makes a Post on Social Media Go Viral?



# *Project Background*

Nowadays, social media plays a major role in spreading trends and information. A post or content that is said to be viral is often driven by visibility and engagement. The goal of this project is to analyze what makes such post or content go viral using metrics such as views, likes, shares, and comments.



# *Dataset Description*

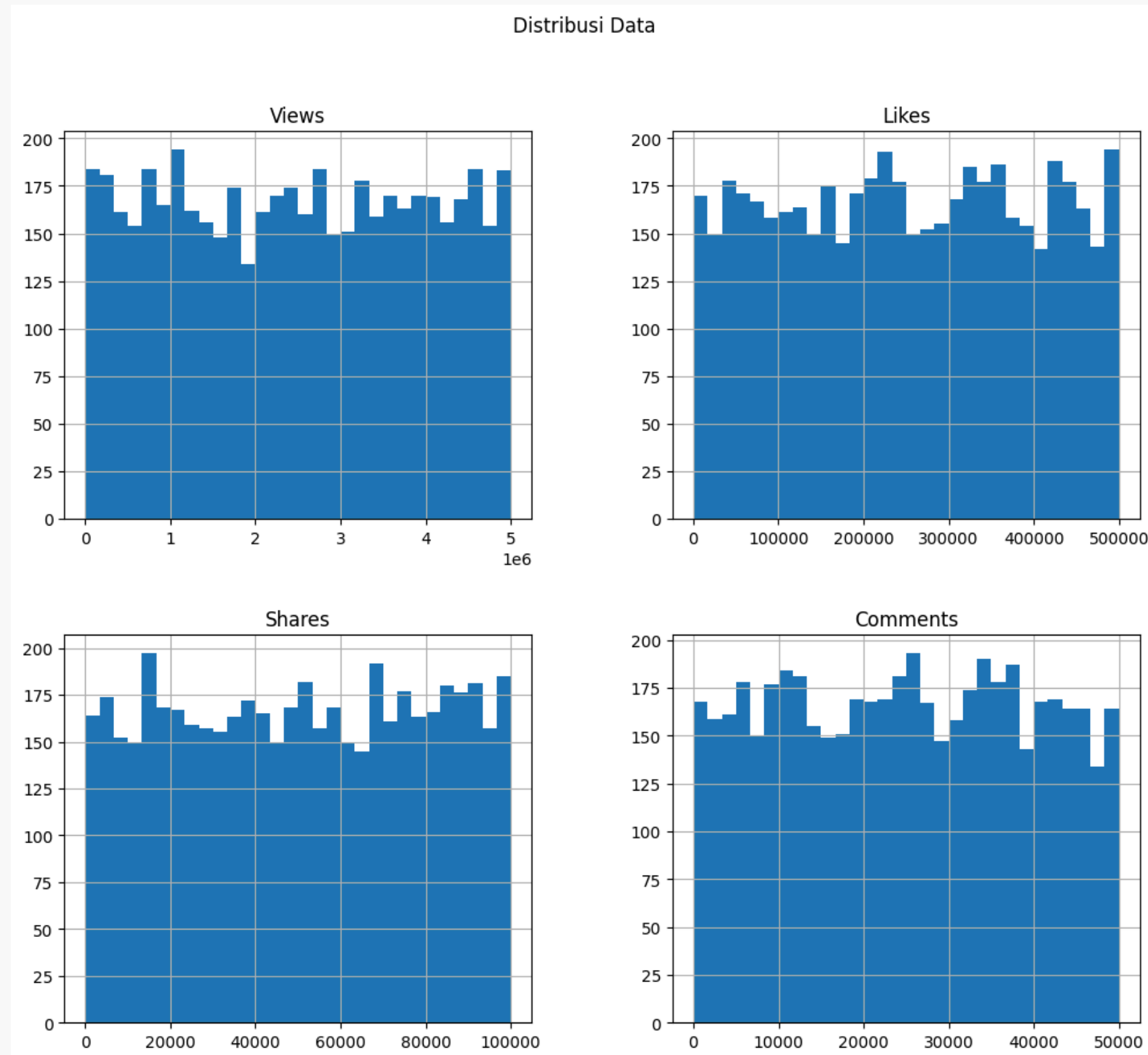
We will be using Dataset from Kaggle.com named Viral\_Social\_Media\_Trends.csv ([Click here for URL](#)). With details as such:

- Total rows: 5,000
- Total columns: 10
- Features: Post\_ID, Platform, Hashtag, Content\_Type, Region, Views, Likes, Shares, Comments, Engagement\_Level
- Data types: Mix of object and numeric (int64)

## *Step by Steps:*

1. **Data Cleaning and Validation:** To clean missing values and duplicate data.
2. **Summary Statistics:** To see the maximum number from all of the data concluded and the median values.
3. **Distribution of Metrics:** Concluded the distributions from each metrics (Views, Likes and Comments, and Shares)
4. **Analyzing and Conclusion.**

# Explanation



## Distribution

- Views are fairly uniform distribution
- Likes and Comments has notiveable spikes at specific intervals

- Shares are more evenly spread

**Analysis:** Not all viral content has the same engagement behavior.



# *Then, What Makes a Post Viral?*



- High views is not the same as high engagement.
- Likes correlate with views, while comments and/or shares may vary.
- Engagement rate = (Likes + Shares + Comments) divided by the amount of Views.
- Some ‘Viral’ content has unusually high interactions, while some others only has high views and minimal interactions.
- Thus, a content is said to be viral if it involves both visibility and interactions.





*Thank You!*



amareamodiac@gmail.com



Amare Amodia

