Good morning, My name is Hok Yin and I am your presenter today. After a careful analysis of the social media data provided by Social Buzz, we have successfully analyzed the data and are able to provide some valuable insights. Without further ado, let's get into our agenda for today.

We will start with a project recap, then move on to discussing the problem and our targets. Following that, I will introduce our team members. Next, we will talk about the process and tools we used. Finally, we will present our insights and conclusion.As we all know, Social Buzz is a fast-growing technology company, and we are very thankful for the opportunity to assist in this part of your growth process. In this presentation, we will mainly focus on item number three – identifying the top five most popular content categories and providing insights.

What’s the problem? Social Buzz handles over hundreds thousands of posts a day, totaling nearly 36.5 million posts annually. How do we capitalize on this data? In this project, our targets are to clean and structure the data, make it analyzable, identify the top five content categories, and provide actionable insights.

Here are our team members:

* Andrew Fleming
* Marcus Rompton
* Michelle Grove
* Hok Yin (myself)

Thank you to everyone for putting this together.

In our process, we first understood the problem and identified the data sources. Then we retrieved the data, performed data cleaning and modeling. Next, we analyzed the data. Finally, we visualized the results and provided insights.

We utilized the Jupyter Notebook platform to perform 90% of the analysis. With Python, we were able to clean and analyze the data. Additionally, we used Excel to perform a secondary cleanup, verify the correctness and accuracy of the analysis, and create visual views of the data using pivot tables.

Based on the data, we categorized the content into 16 categories:

* Animals
* Science
* Healthy Eating
* Technology
* Food
* Culture
* Travel
* Cooking
* Soccer
* Education
* Fitness
* Studying
* Dogs
* Tennis
* Veganism
* Public Speaking

Out of these 16 categories, the top five popular categories are:

1. Animals
2. Science
3. Healthy Eating
4. Technology
5. Food

We also discovered that May has the highest content count, while February has the lowest.

People are most interested in animals and science, indicating a preference for real-life and factual content. Food is a recurring theme, with "Healthy Eating" ranking third among the categories. This suggests that our audience has a significant concern about their diet and healthy eating habits. We also noticed that fitness was one of the categories, but it did not make the top five, indicating that when people think of health, they prioritize eating healthy over exercise.

Once again, thank you very much for the opportunity to assist and present, and we look forward to working together again.