

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



3-month Initial project focused on:

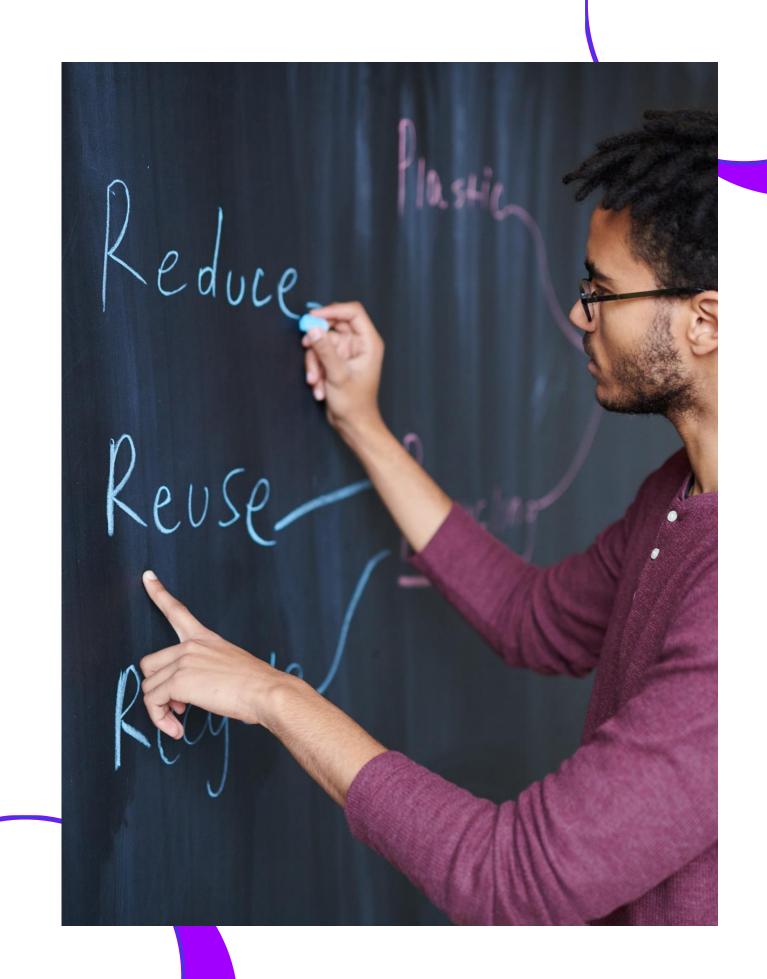
- Big data audit
- IPO recommendation
- Top content category analysis

Problem

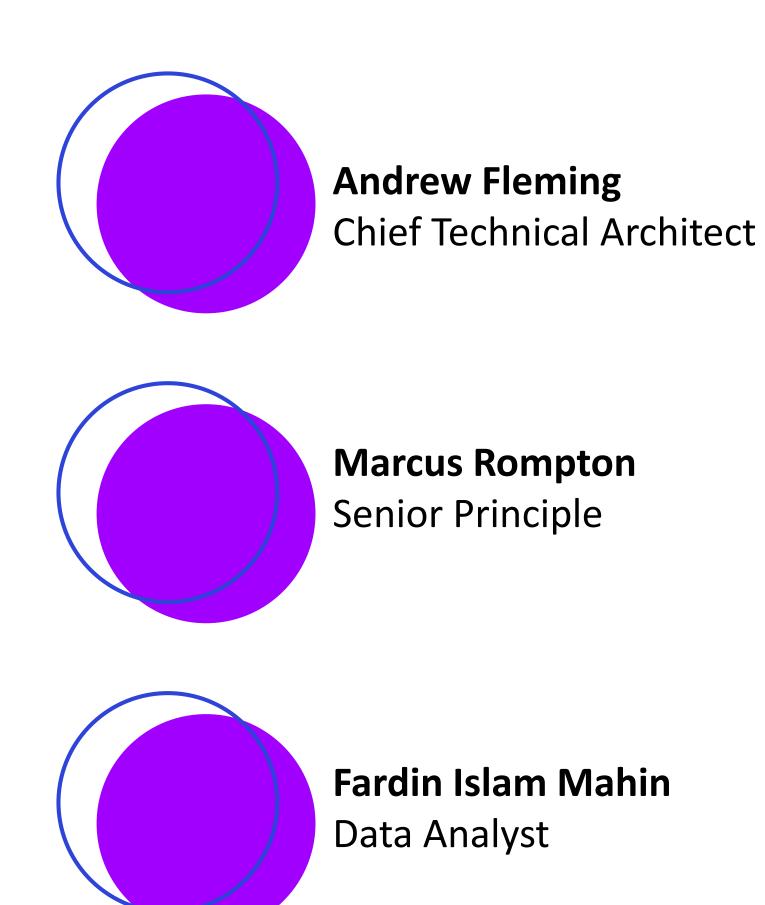
Around a hundred ton of contents per day, huge numbers of users interactions!

What does it mean for the business of Social Buzz?

Analysis to find out the top 5 most popular content categories!















Data Analysis and Vizualization



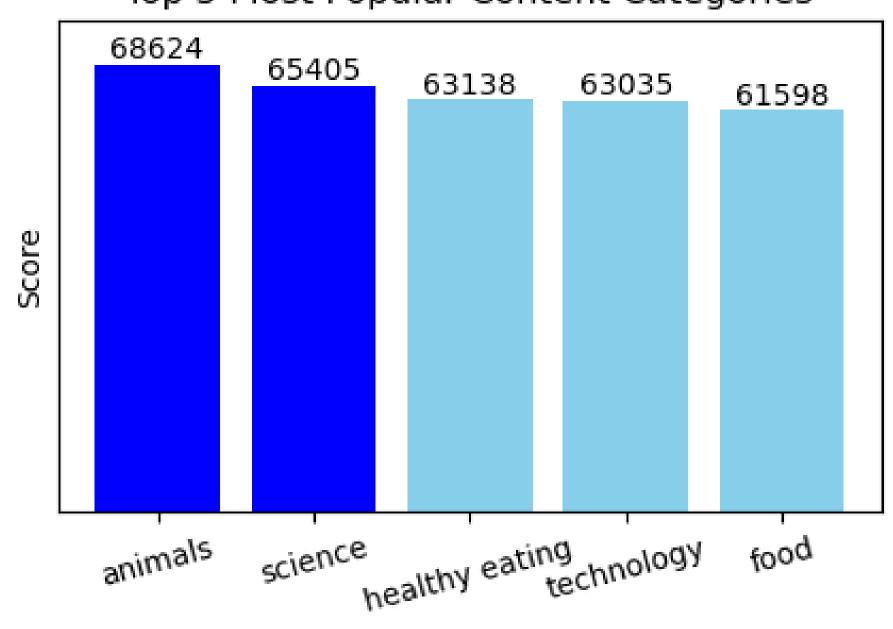
The information!

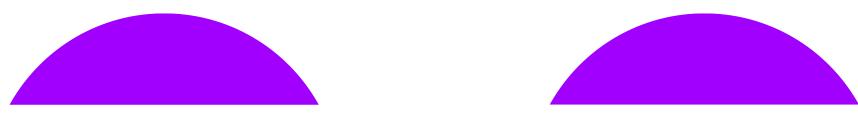
Insights

Here animals category tops the list with an aggregate score of 68624

Second most popular category is science followed by healthy eating, technology, and food.

Top 5 Most Popular Content Categories

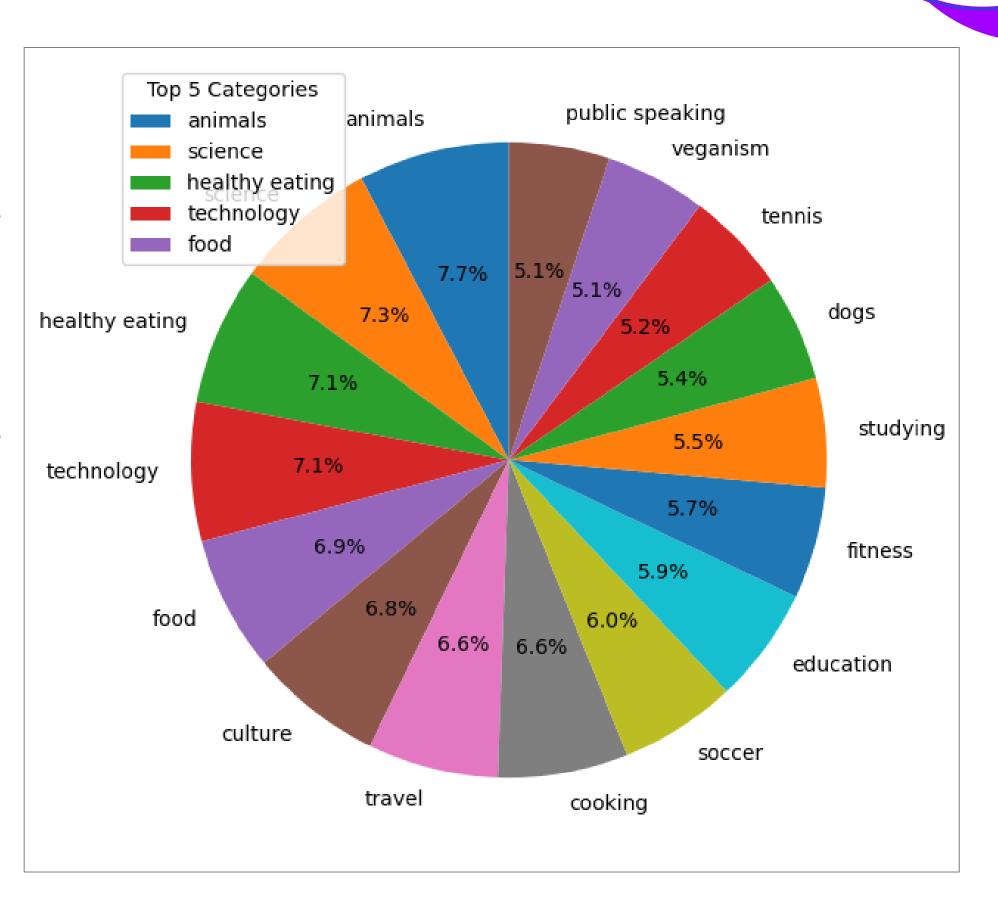




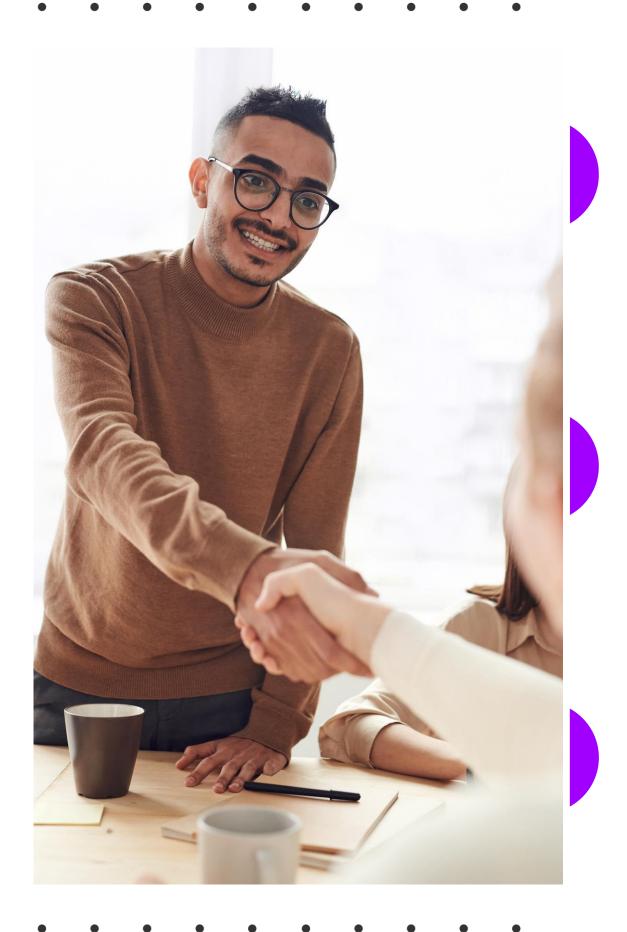


Showing the distribution of scores across all 16 content categories.

Compared to the percentages of the top five most popular categories, the other categories are not significantly less popular.

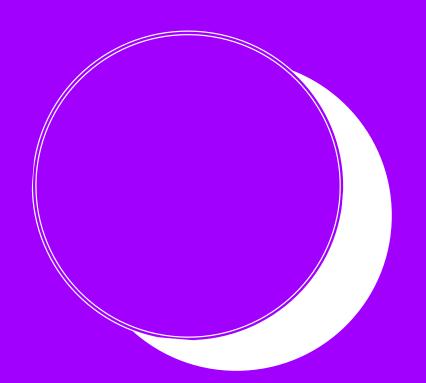


Summary



Users are highly drawn to animals and science, making them popular categories of interest.

Furthermore, food, as well as healthy eating, ranks within the top five. Capitalizing on these interests can significantly boost engagement with your brand. Consider launching public activities centered around food.



Thank you!

ANY QUESTIONS?