

# Social Buzz Content Analysis

# Today's agenda

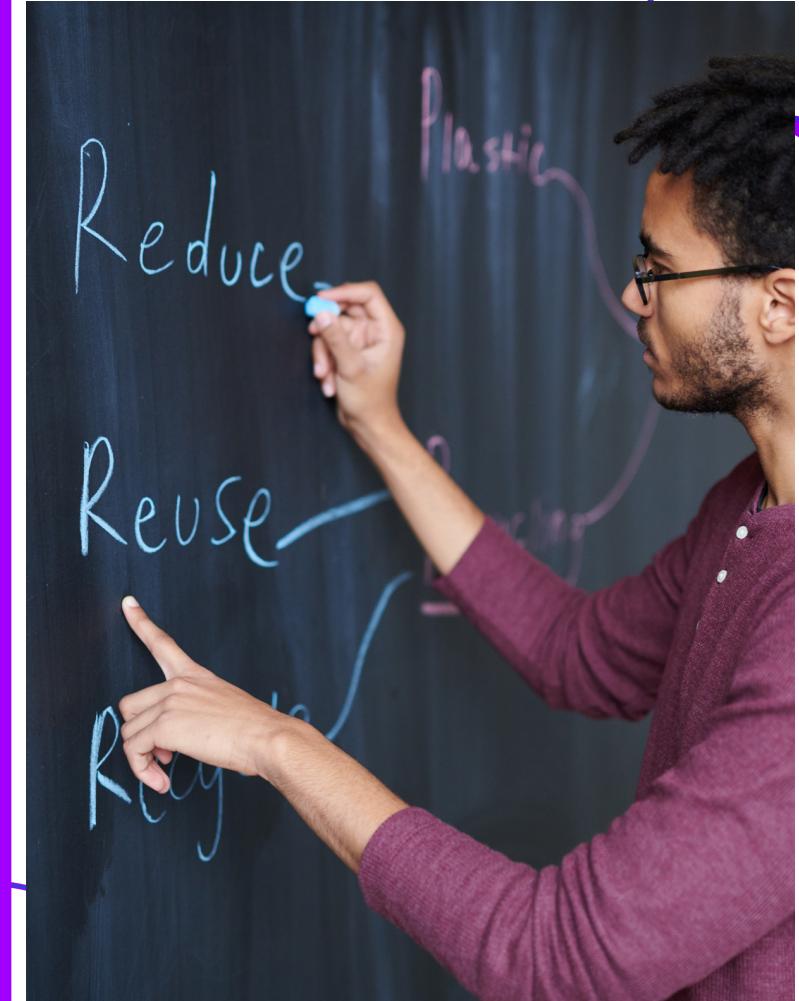
- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

# Project Recap

- Social Buzz is a fast-growing social media platform
- Focus on content creation and user reactions
- Over 500 million monthly active users
- Generates massive amounts of unstructured data daily
- Preparing for IPO by the end of next year

# Problem

- **Rapid Growth Management:**  
**Over 100,000 post per day**
- **How to manage and utilise data  
with this growth scale**
- **Content-Centric:**  
**What is the popular content category**



# The Analytics team



**Andrew Fleming**  
Chief Technical Architect



**Marcus Romptom**  
Senior Principle



**Gaganjot Shan**  
Data Analyst

# Process

1

**Data Understanding**

2

**Data Cleaning**

3

**Data Modelling**

4

**Data Analysis**

5

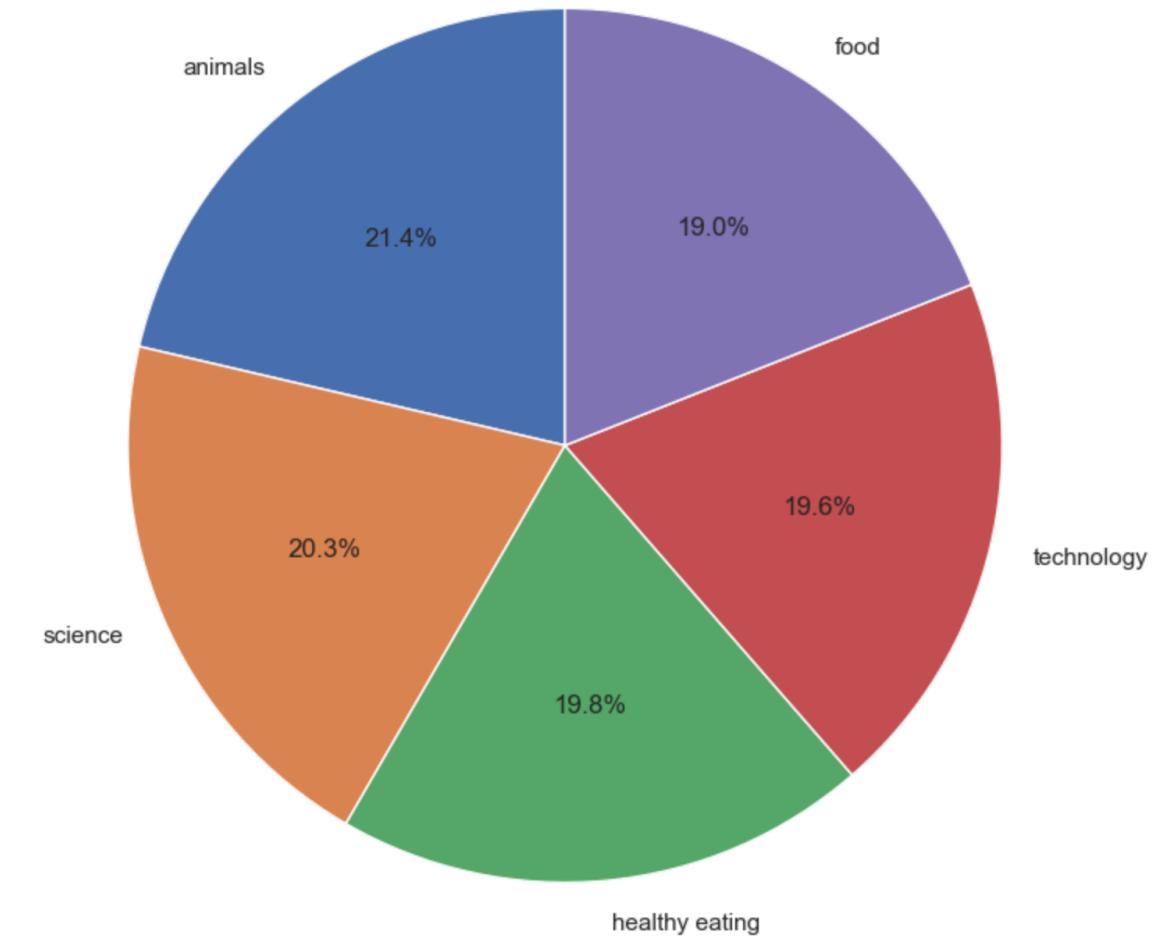
**Insights**

# Insights

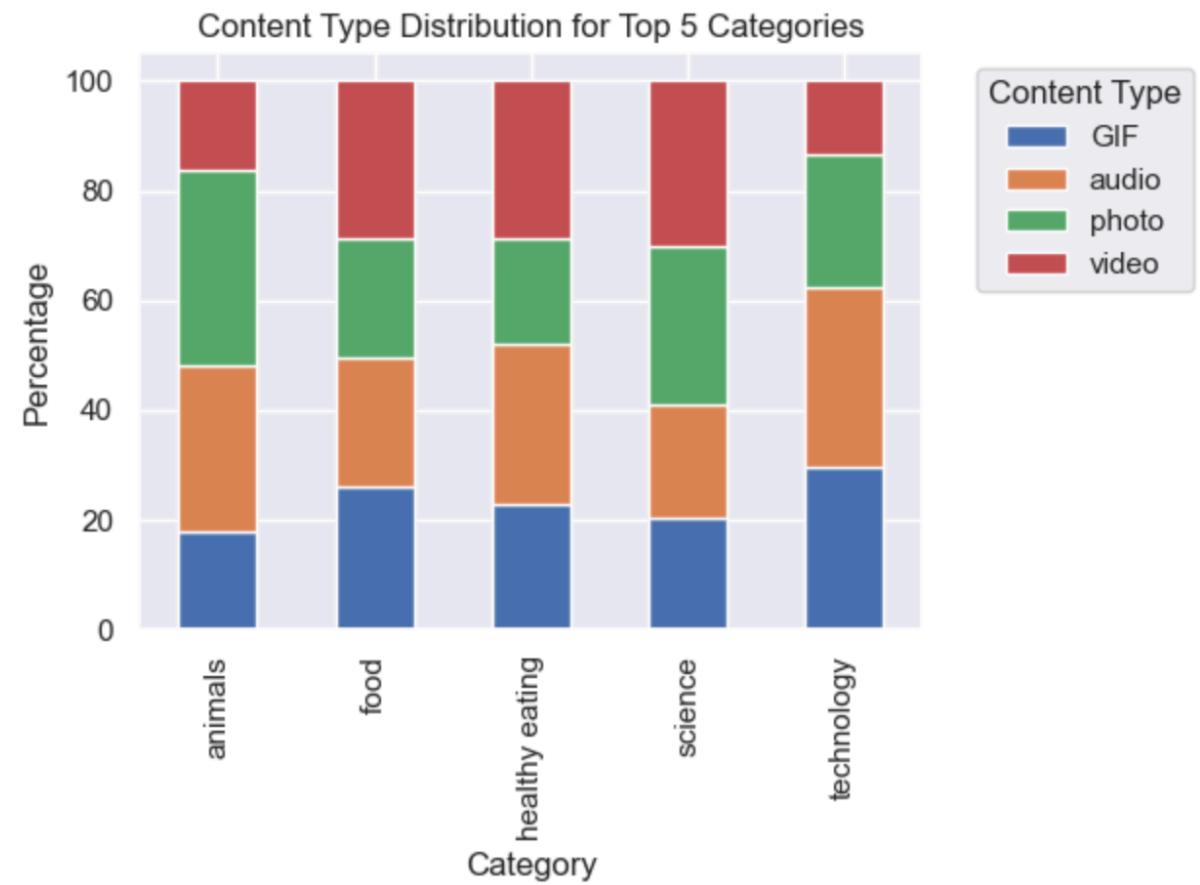
16 unique Categories

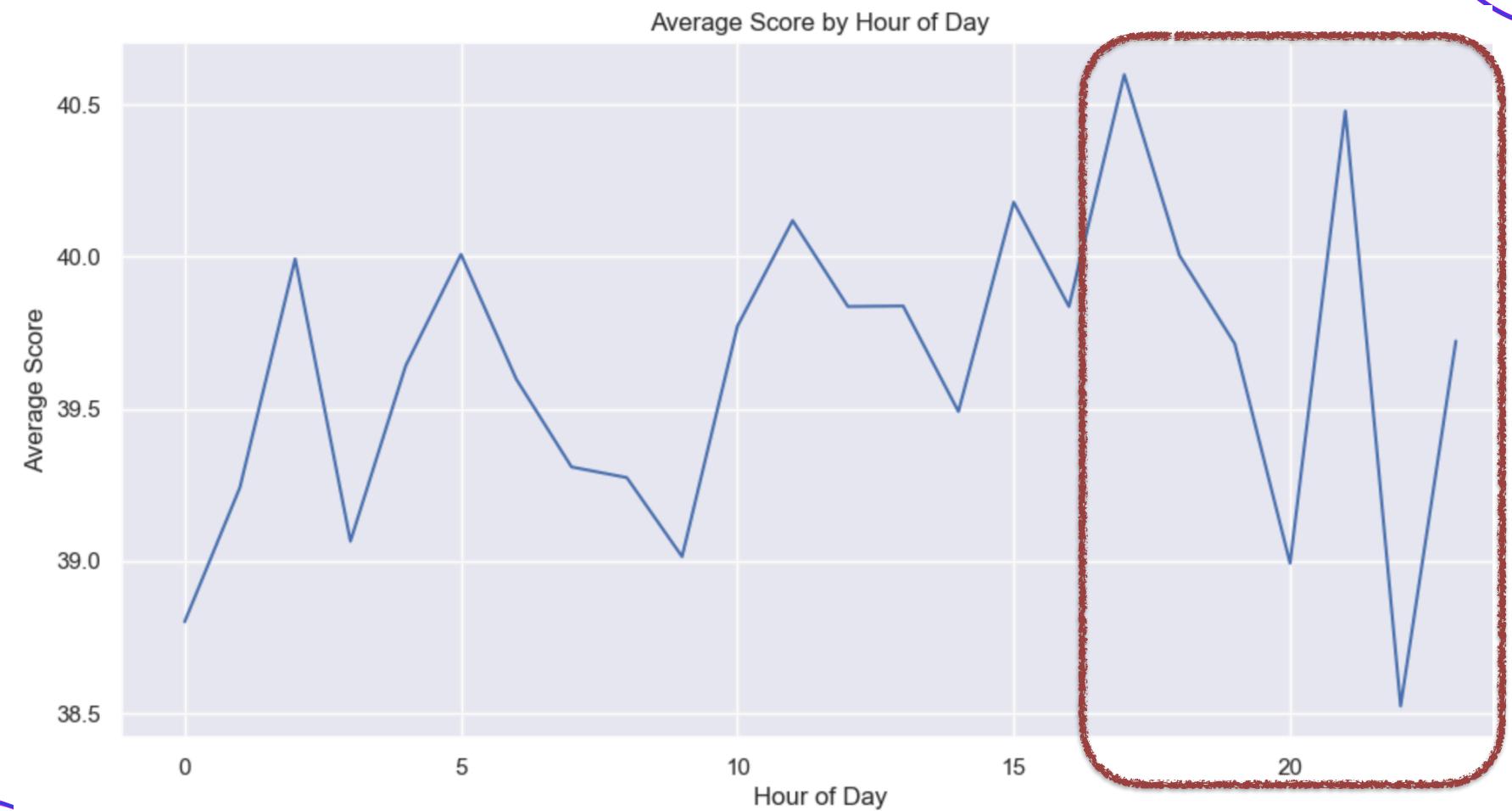


Top 5 Content Categories by Popularity (accounting for 36.04% of total score)



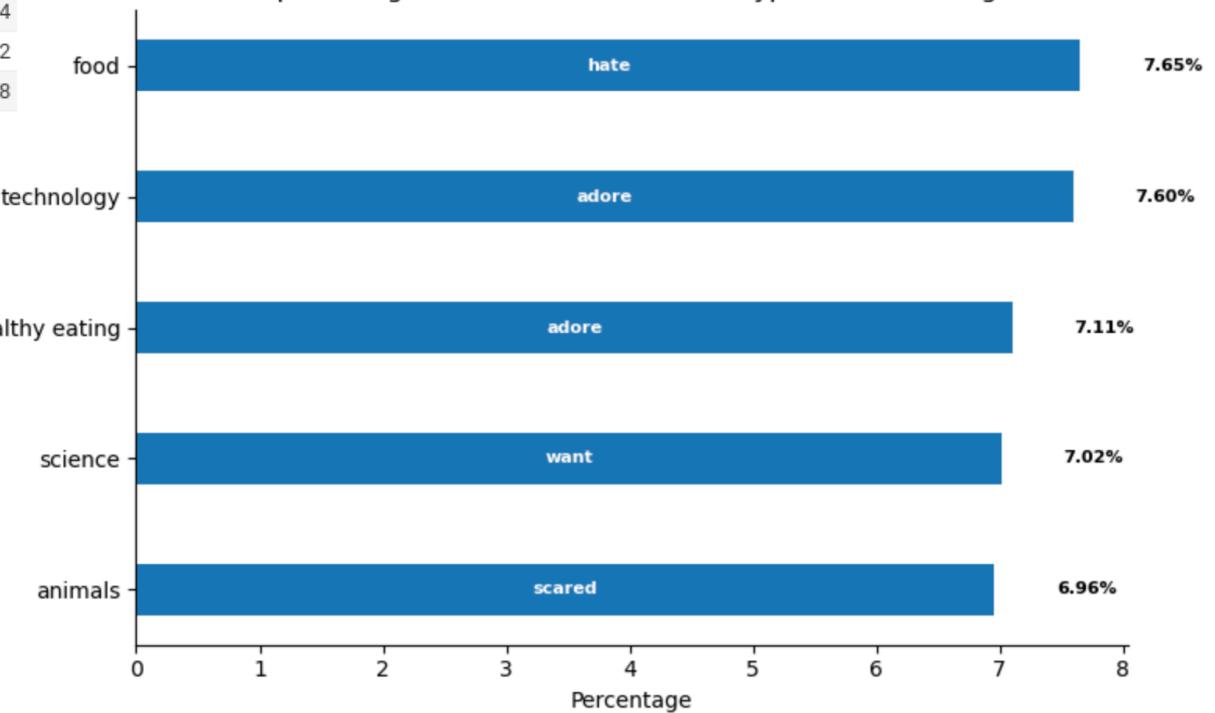
Content Type:  
Animals: Photo  
science: Video  
healthy eating: Audio  
technology: Audio  
food: Video

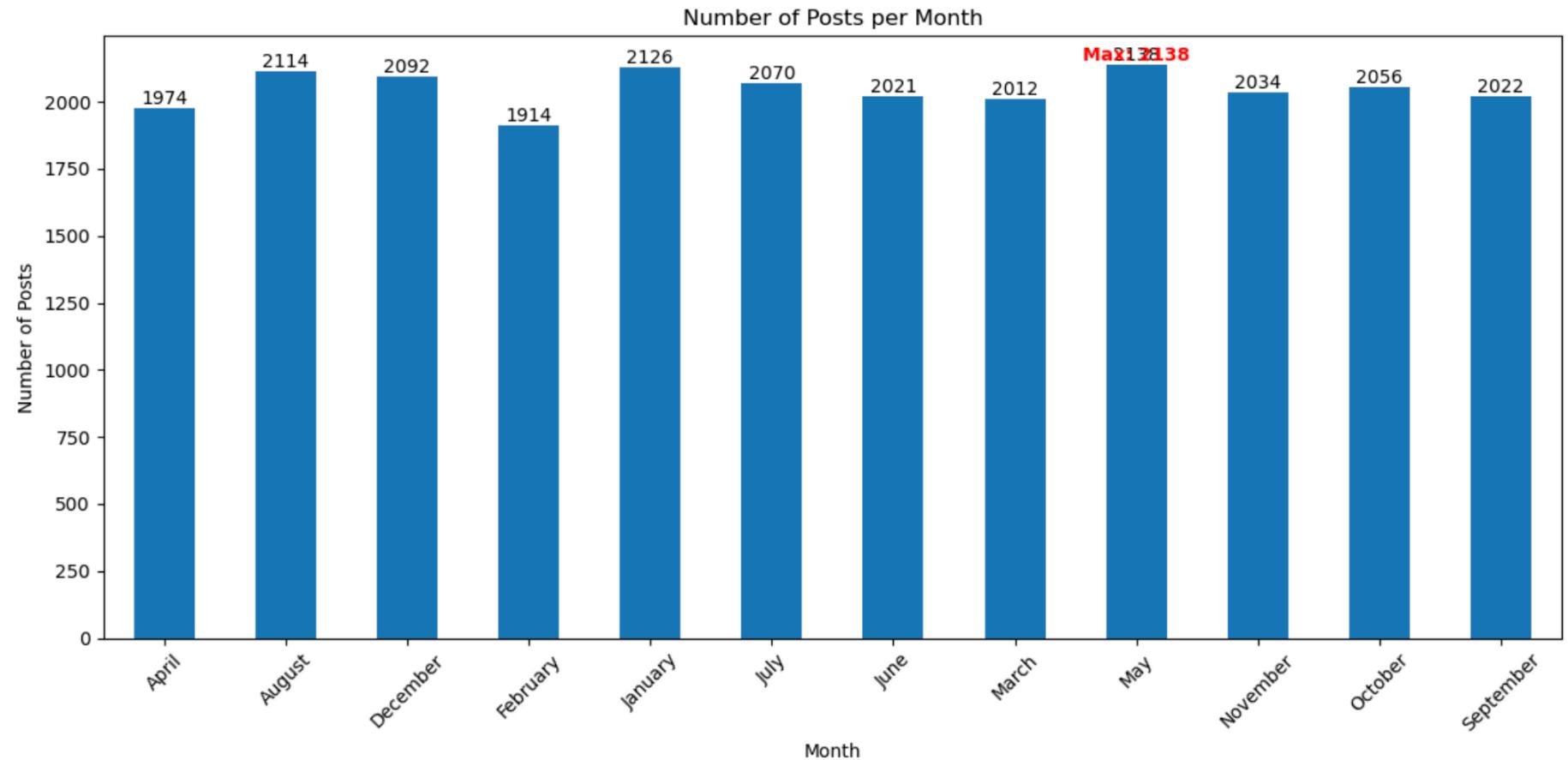




Category	Max Reaction Type	Percentage
soccer	indifferent	7.961564859
food	hate	7.651559741
technology	adore	7.597173145
cooking	interested	7.512019231
travel	dislike	7.407407407
education	love	7.327285415
culture	want	7.279236277
healthy eating	adore	7.105416424
science	want	7.0155902
animals	scared	6.958355298

Top 5 Categories: Maximum Reaction Type and Percentage

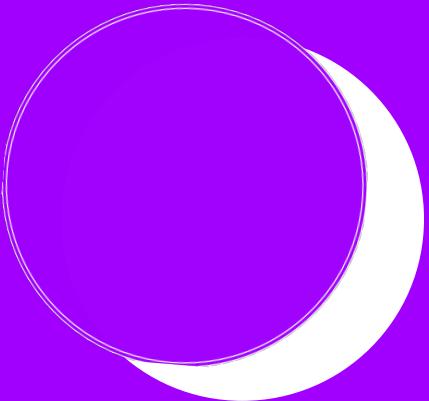




Category	Total Score	Percentage Score	Max Reaction	Max Reaction %
animals	74965	7.699418166	scared	6.958355298
science	71168	7.309440299	want	7.0155902
healthy eating	69339	7.121589491	adore	7.105416424
technology	68738	7.059862681	adore	7.597173145
food	66676	6.848081179	hate	7.651559741

# Summary

- Top 5 Content Categories: Dominated by **Videos and Audios**
- Peak Reaction Time: **7 PM to 10 PM**
- Reaction Types: Vary by category
  - "**Adore**" is a common maximum reaction
- Most Active Month: **May** (possibly due to summer vacation)



# Thank you!

ANY QUESTIONS?