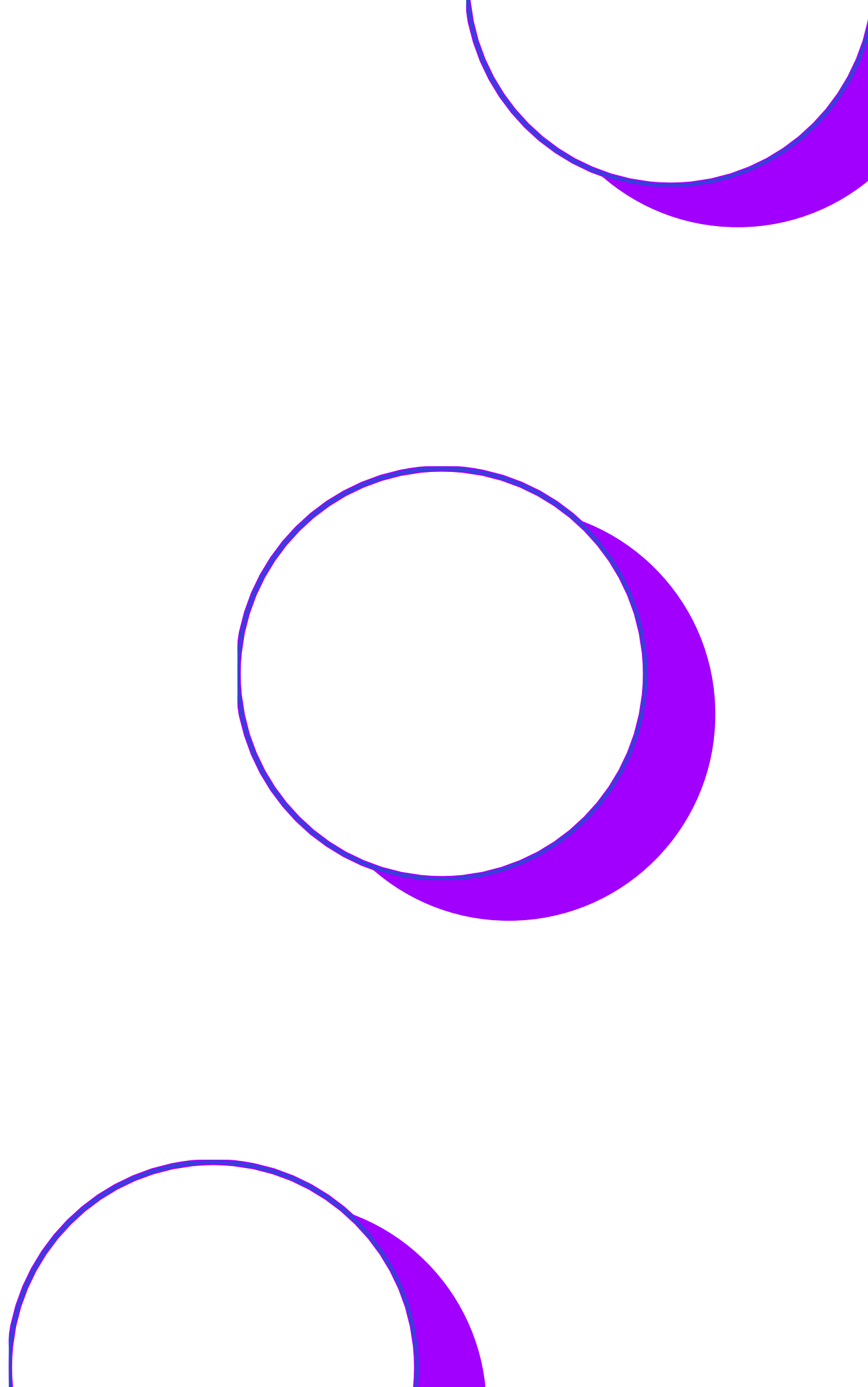# SocialBuzz Content Performance Analysis

Today's agenda

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

Project Recap

The client is SocialBuzz, a social media and content creation company based in San Fransisco. The company was established in 2010.

They have scaled quicker than anticipated and need the help of an advisory firm to oversee their scaling process effectively. They are looking to bring in external expertise to handle the large amount of data.

In this 3 month initial project, they are expecting the following:
- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

- **Over 100,000 contents per day** ranging from text, images, videos, and GIFs.
- More than **36,5 million contents per year**. This signifies rapid growth and massive data volume.

- **How to use the data to increase user engagement?** Analysis of the **top 5 most popular content categories, top contents, and monthly content performance.**

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Giselle Halim
Data Analyst

Process

1. **Project and Data Understanding**

2. **Data Cleaning**

3. **Data Analysis**

4. **Data Visualizations**

5. **Insights and Recommendations**

Tools Used

Microsoft Excel

Microsoft PowerBI

Project and Data Understanding

Start by understanding the business goals and diving deep into the data's origins and structure. The goal is to gain insight from the data in order to increase user engagement.

The dataset contains 24529 rows with the following columns:
- Category (16 different categories)
- Content ID (unique content ID)
- Category Type (audio, video, photo, GIF)
- Datetime (date and time)
- Reaction Type (16 different reactions)
- Score (popularity score based on reaction)
- Sentiment (sentiment based on reaction)
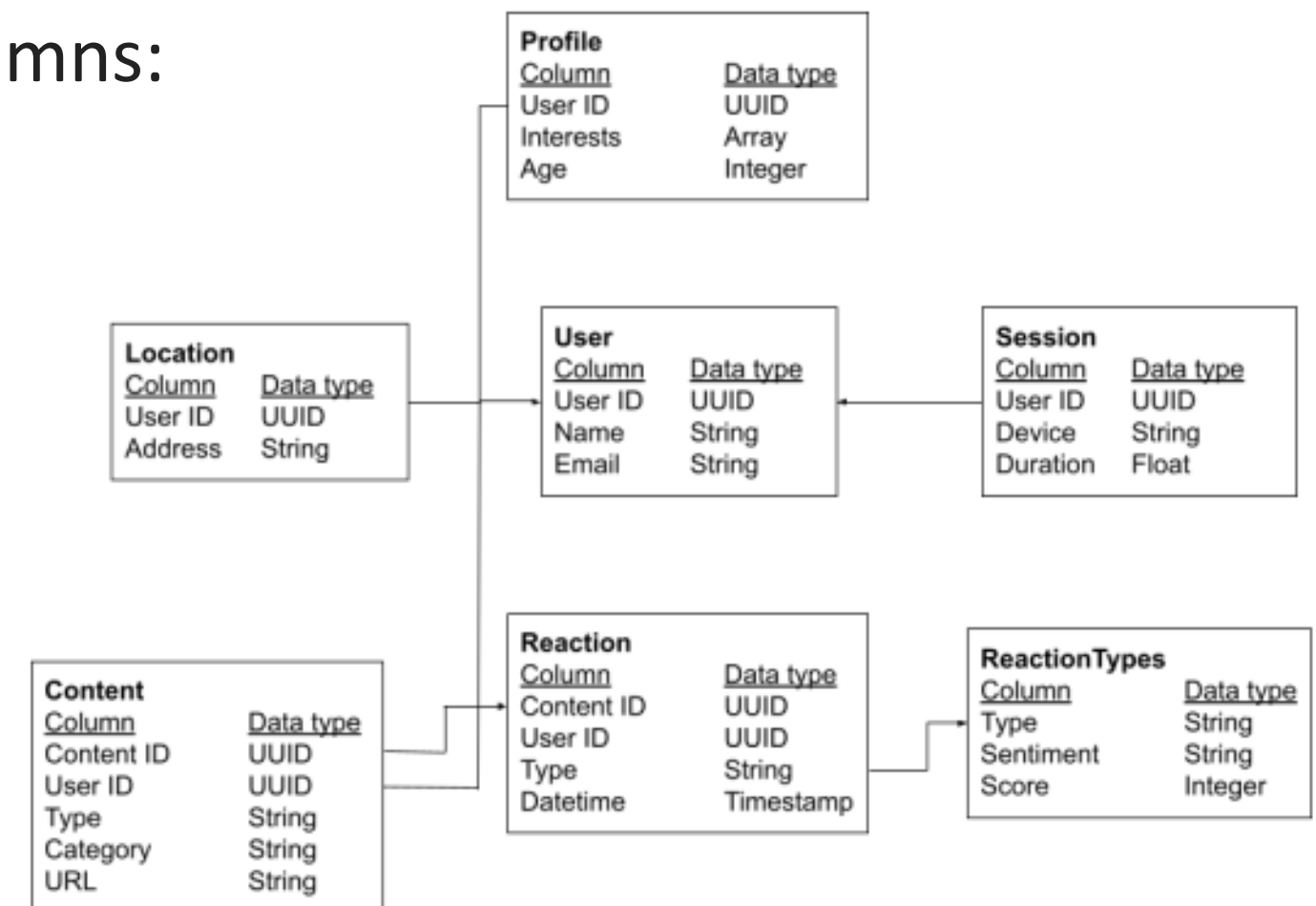
Data Cleaning

Data cleaning is done to ensure data accuracy and consistency using tools like Excel formulas, and potentially restructure it for optimal analysis. This step includes searching for empty rows and deleting duplicate data.

Then, the clean dataset will be processed further to unleash the data's secrets through various analysis methods, revealing trends and patterns.
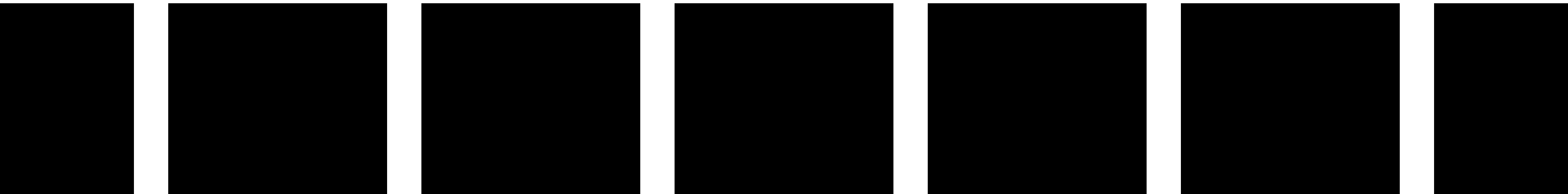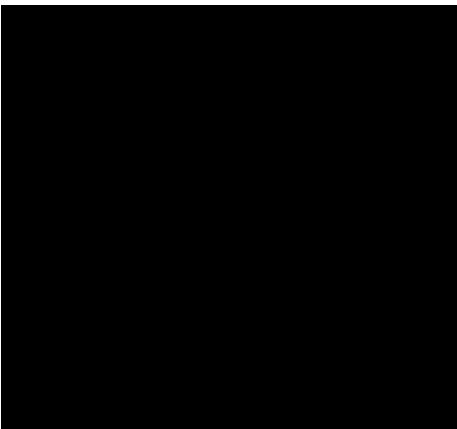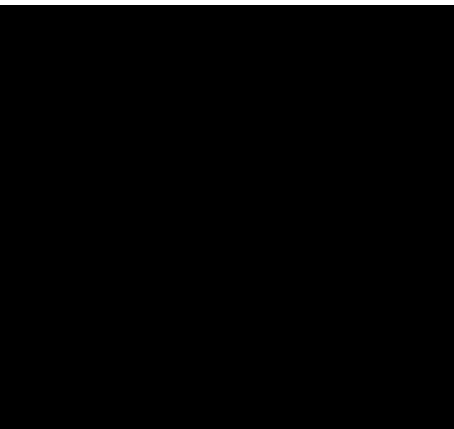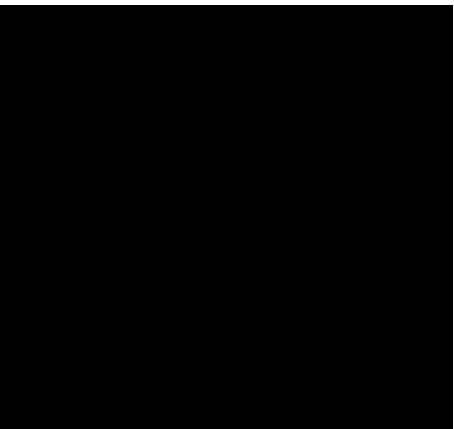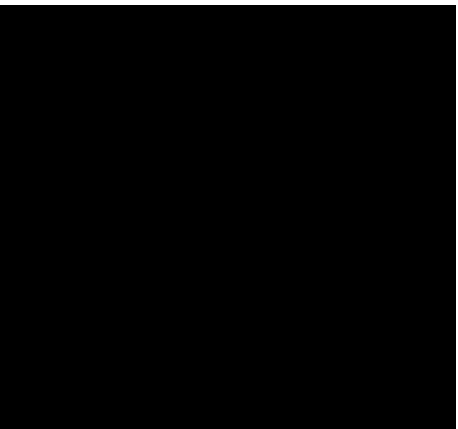
Insights

16

Unique Categories
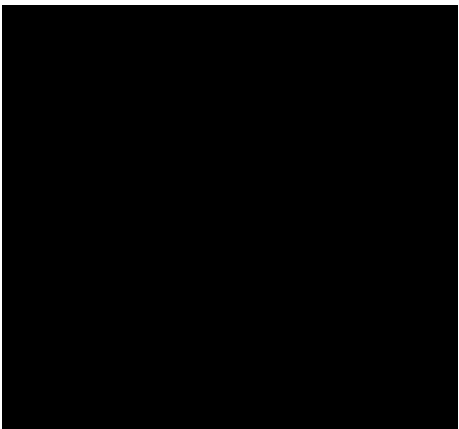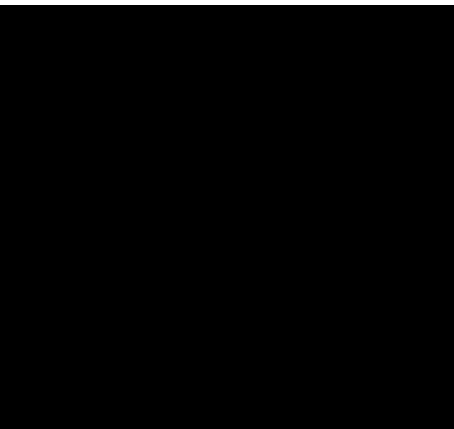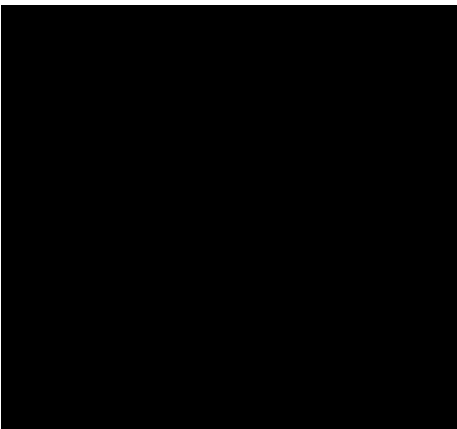
1897

Reactions to "Animals" posts (Highest)

May

Month with the most engagement

accenture

SOCIALBUZZ 2020-2021 CONTENT PERFORMANCE RECAP
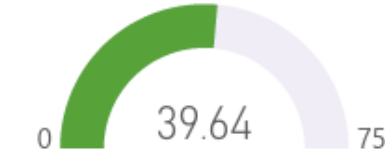
Date
6/18/2020   6/18/2021

16
Topics

961
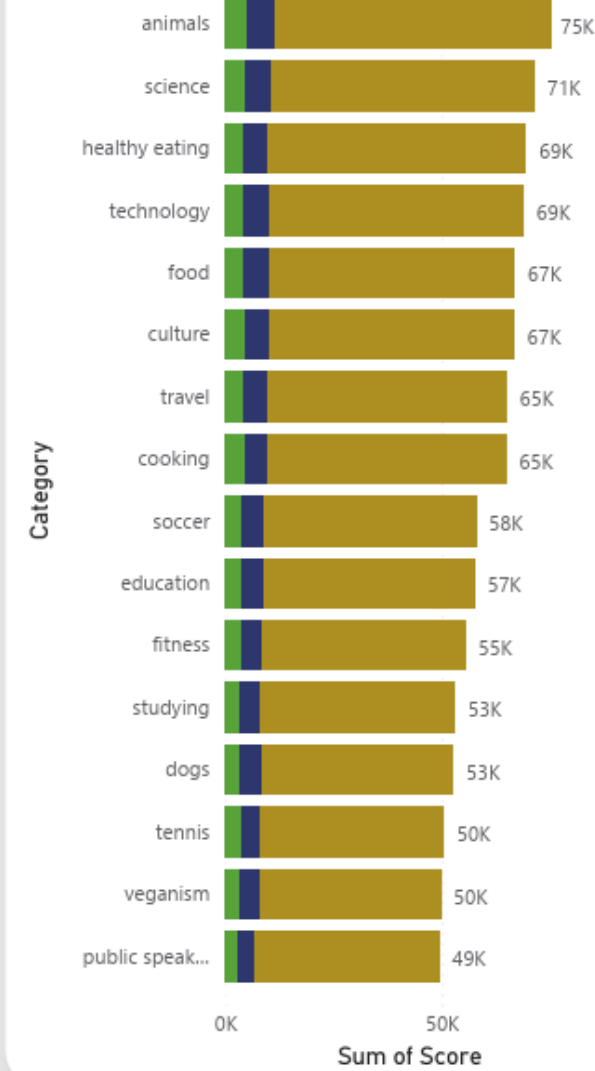Contents Generated

Average Popularity Score per Content
0   39.64   75

24.53K
Reactions Given

Topics
- [ ] animals
- [ ] cooking
- [ ] culture
- [ ] dogs
- [ ] education
- [ ] fitness
- [ ] food
- [ ] healthy eating
- [ ] public speaking
- [ ] science
- [ ] soccer
- [ ] studying
- [ ] technology
- [ ] tennis
- [ ] travel
- [ ] veganism

Content Format

audio	photo
GIF	video

Popularity Score and Sentiment per Topic

Sentiment ● negative ● neutral ● positive

Category	Sum of Score
animals	75K
science	71K
healthy eating	69K
technology	69K
food	67K
culture	67K
travel	65K
cooking	65K
soccer	58K
education	57K
fitness	55K
studying	53K
dogs	53K
tennis	50K
veganism	50K
public speak...	49K

Monthly Reactions and Popularity Score

● Total Reactions ● Sum of Score

(Line chart — Total Reactions 1,900–2,100; Sum of Score 75K–85K; Months January–December)

Reactions per Topic

(Bar chart — Count of Reaction Type 0–2,000; Categories: animals, science, healthy eating, food, technology, culture, cooking, travel, soccer, education, fitness, dogs, tennis, studying, veganism, public speaking)
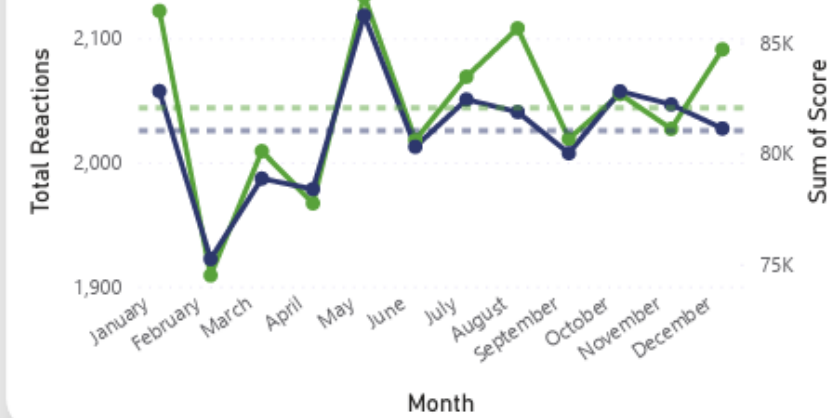
Sentiments about Contents

3.06K (12.49%) neutral
7.68K (31.29%) negative
13.79K (56.22%) positive

Sentiment
● positive
● negative
● neutral
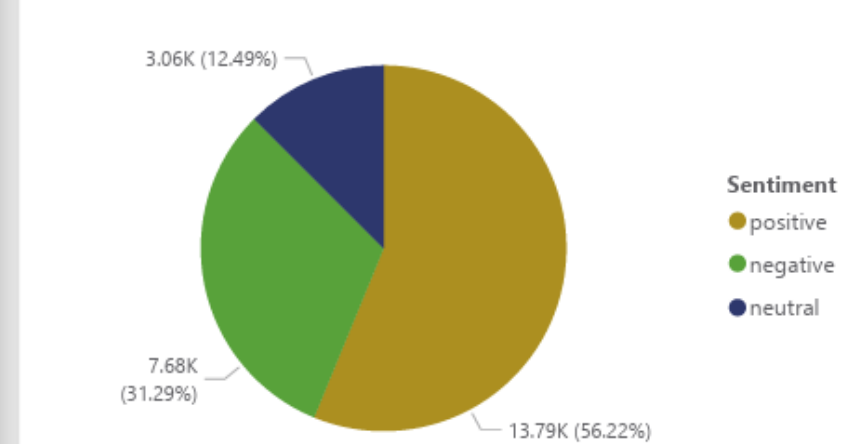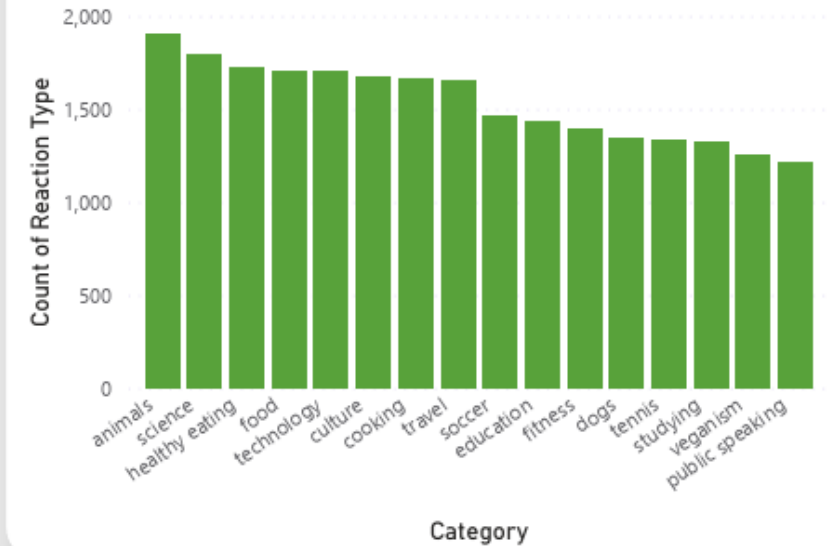
Top Contents based on Total Popularity Score

Content ID	Sum of Score
292051b5-b835-4a...	2273
697af362-e84b-44...	2231
4dd4da35-453e-46...	2223
31d142d9-4557-46...	2164
bac28166-5b8d-4f...	2138
02ba5af1-784a-44c...	2129
7f5299bf-ae57-4c0...	2105
f08bdab2-b888-48...	2094
edc4a60a-b5ba-41...	2068
b62831cc-7447-46...	2067
4b2d0fff-3b4f-43c...	2052
a1d33ddd-1a6c-4d...	2021
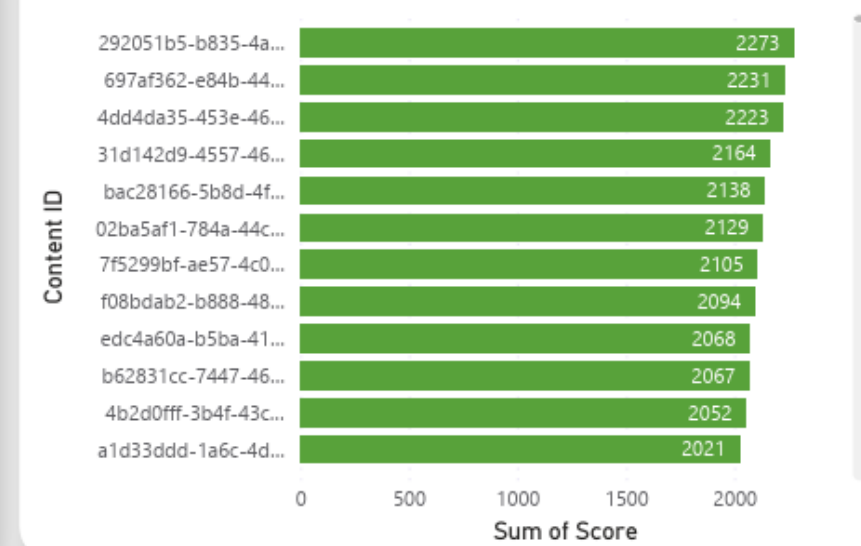
Summary

The most popular category, **"animals"** has 1897 reactions and 74965 total popularity score. The other top categories are **"science"**, **"healthy eating"**, **"technology"**, and **"food"**. **Animals** and **science** are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

May 2021 was the month with the most post reactions with a total of 2134 reactions. Followed by **January 2021** and **August 2020.**

The most popular post, **"292051b5-b835-4a60-962a-bddf10da82bd"** has 2222 total popularity score. Followed by **"697af362-e84b-4429-b4ea-4123c6ab44ba"** and **"4dd4da35-453e-466d-95ca-b1a7710fac1f"**.
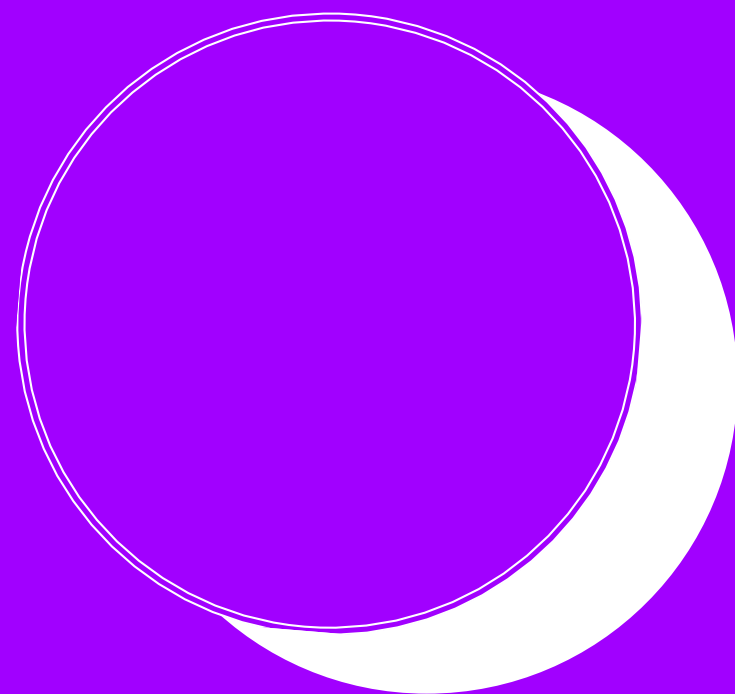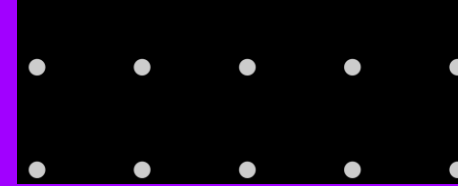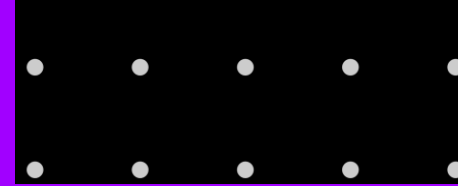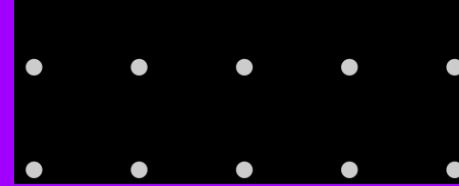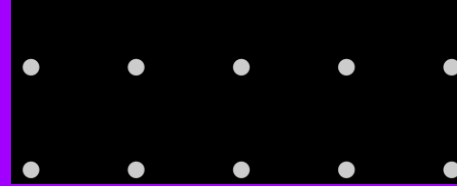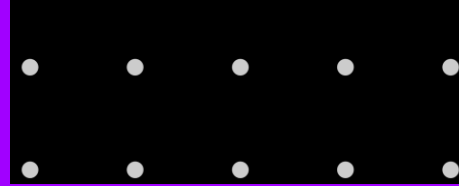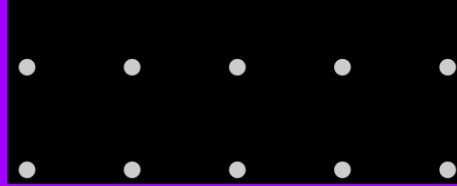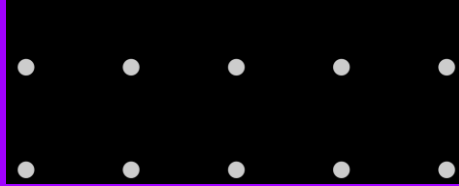
Summary

Food is a common theme with the top 5 categories with **"Healthy Eating"** ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

Most of the content gains positive sentiment with an average popularity score of 39.64. This means that the post is generally positive.

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of the business.

Recommendation

- Content about animals is clearly resonating with the audience, garnering the most reactions and the highest overall popularity score. This suggests an opportunity to focus on creating or showing more animal-themed content.

- Analyze the most popular posts to understand what resonates with the audience. Look for common themes, formats, and approaches to enhance the app's algorithm.

- Don't neglect other high-performing categories like science, healthy eating, technology, and food. Consider creating or showing content that caters to these interests as well.

- May appears to be the month with higher engagement, so create a plan to potentially capitalize on the trend.

- Consider creator partnerships with creators who specialize in popular categories like animals, science, and healthy eating. This can help to expand reach and tap into new audiences.

- Collaborate with relevant brands to create sponsored content that aligns with the audience's interests.

THANK YOU!

ANY QUESTIONS?