

## Summary of Insights for Social Buzz:

### 1. Big Data Practice Audit:

Conducted an audit of Social Buzz's big data practice to understand the existing infrastructure, identify areas for optimization, and ensure scalability.

### 2. Content Analysis:

Analysed Social Buzz's content to identify the top 5 most popular categories.

Identified "Animal" and "Science" as the highest-ranking category.

### 3. Content Production Insights:

Highlighted that "Food" and "Healthy Eating" are common and popular theme among the top 5 categories.

Suggested leveraging this insight to form partnerships with healthy brands and execute campaigns for increased user engagement.

### 4. User Engagement Strategy:

Recognized that content related to "Animals" and "Science" are highly popular.

Proposed leveraging the popularity of "real-life" and "factual" content for user engagement strategies.

### 5. Next Steps:

Recommended transitioning the current analysis into large-scale production for real-time business understanding.

Offered support in implementing the necessary infrastructure for scaling and real-time analytics.

### 6. Data Metrics:

Highlighted significant data metrics, such as 100,000+ pieces of content generated daily and 36,500,000+ posts annually.

Emphasized that 80% of the workforce is dedicated to maintaining the technology.

### 7. Employee Focus:

Recognized the significant workforce commitment to maintaining technology and recommended aligning resources to support ongoing growth.

#### **8. Real-Time Analytics Implementation:**

Advised Social Buzz to move from analysis to large-scale production, providing real-time insights for better business decision-making.

These recommendations aim to guide Social Buzz in optimizing its operations, maximizing engagement, and capitalizing on emerging opportunities for growth.