Social Buzz - Data cleaning & modelling

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Project Recap:

- **Client**: Social Buzz
- **Project Duration**: 3 Months
- **Expectations**:
    - Audit of their big data practice
    - Recommendations for a successful IPO
    - Analysis of content categories highlighting the top 5 categories with the largest aggregate popularity

Problem

- Rapid Scaling beyond the expectation.

- Limited Internal resources for managing scale.

- Managing vast amount unstructured data.

- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity .
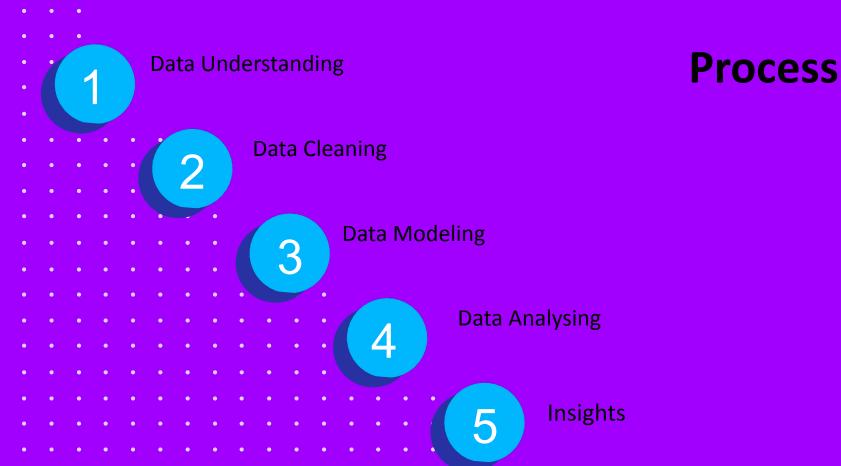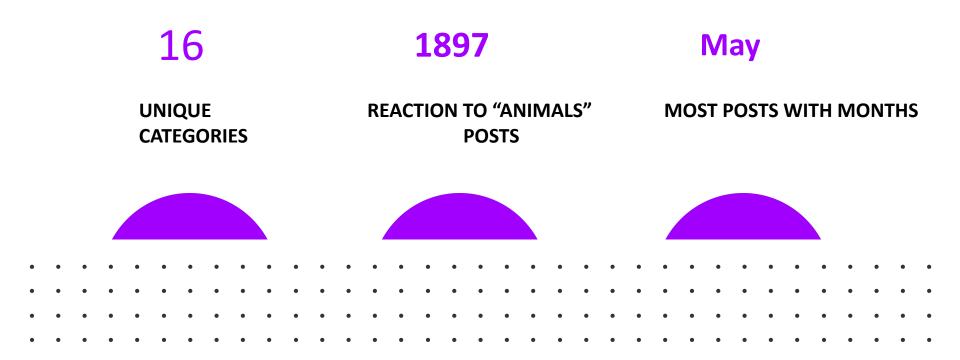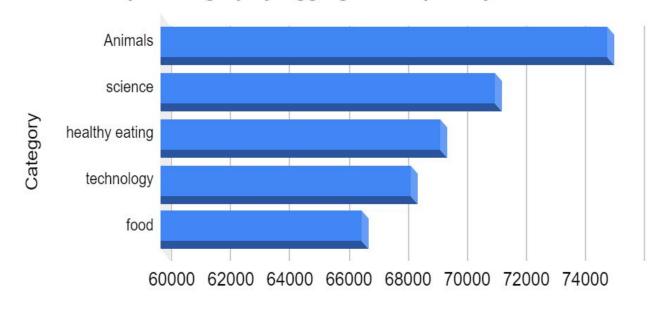
The Analytics Team

Andrew Fle
Chief Technical A

Marcus Rom
Senior Princ

Nikita Irmale
Data Analyst

Process

1 Data Understanding

2 Data Cleaning

3 Data Modeling

4 Data Analysing

5 Insights

Insights

16

UNIQUE CATEGORIES

1897

REACTION TO "ANIMALS" POSTS

May

MOST POSTS WITH MONTHS
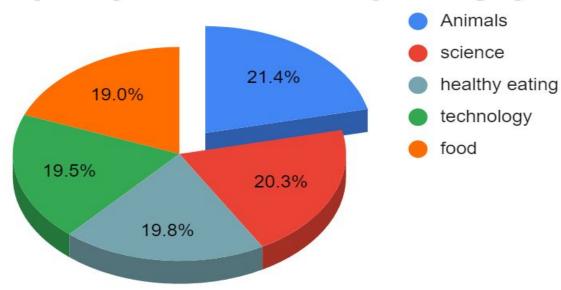
Top 5 Category by Aggregate " Popularity" Score

Popularity score share from top 5 Category

- Animals — 21.4%
- science — 20.3%
- healthy eating — 19.8%
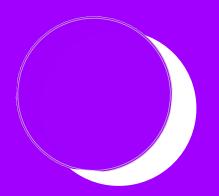- technology — 19.5%
- food — 19.0%

Summary

Analysis

Animals and Science are the two most popular category of content.

Insight

In top 5 category Food is common theme hightest ranking with "Heathly Eating".This may give an indication to the audience within your user base.

Thank you!

ANY QUESTIONS?