

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**





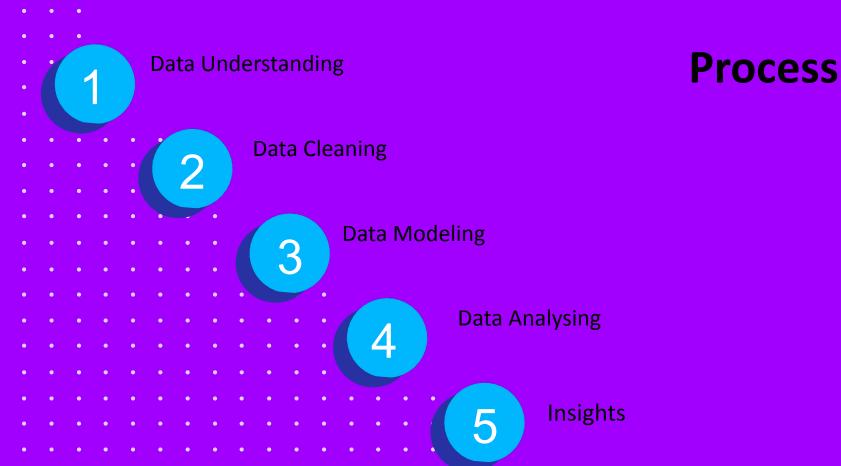








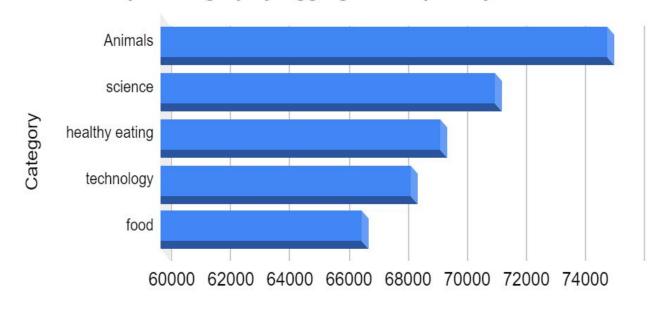
Nikita Irmale Data Analyst



Insights

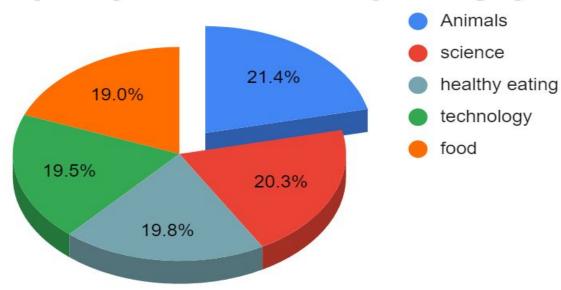
16 1897 **JANUARY UNIQUE REACTION TO "ANIMALS" MOST POSTS WITH MONTHS CATEGORIES POSTS**

Top 5 Category by Aggregate " Popularity" Score



Aggregate "Popularity" Score

Popularity score share from top 5 Category



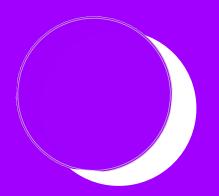
Summary

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?