SOCIAL BUZZ

User Behavior Analysis

Overview and Founding

A social media platform prioritizing user anonymity and interaction

interactive reactions	100
million active user	500
daily posts	100.000

Problem

Challenges in managing and understanding large volume of user data

Purpose

Audit big data to identify growth opportunities and understand top popular category

Goal

Increase user engagement by leveraging insights on user behavior

Key Analysis Questions

Questions	Purposes
What are the top 5 categories by user engagement?	Understanding user behavior across category
How much total user interactions?	Picture of user engagement
How do interactions change over time?	Identify seasonal performance and understanding user engagement pattern
What is the overall sentiment score and it's distributions?	Portray and improving user experience and content quality
How are interactions distributed across content type and category?	Understand content and category performance

Analysis Descriptive

Give general portray, data summary and describe pattern of user behavior trends, identify engagement drivers of Social Buzz, also understand how each data relate to other.

Data Analysis Approach

Content

Column	Data type
Content ID	Varchar
User ID (PK)	Varchar
Type	String
Category	String
URL	String

Data Analysis Step

1 Data Model

Identify relationship across table

Reaction

Column	Data type
Content ID	Varchar
User ID	Varchar
Type (FK)	String
Datetime	Date

Reaction Types

Column	Data type
Type (FK)	String
Sentiment	String
Score	Integer

2 | **Data Cleaning**

Standardized Data	check, standardize and update category for inconsistency upper and lower format of each table
Remove Duplicates	using CTE and PARTITION to check duplicate data, result no duplicate
Null or Blank Values	eliminate row with Null value or blank value

Sentiment Distribution Score

Total Score

Slicer

Monthly Engagement

3 Visualization

Tableau Dashboard Visualization

Total User Interactions

Top 5 Category

User Interactions by Category and content type

Dashboard Visualization
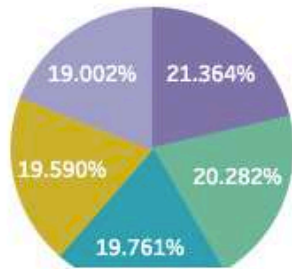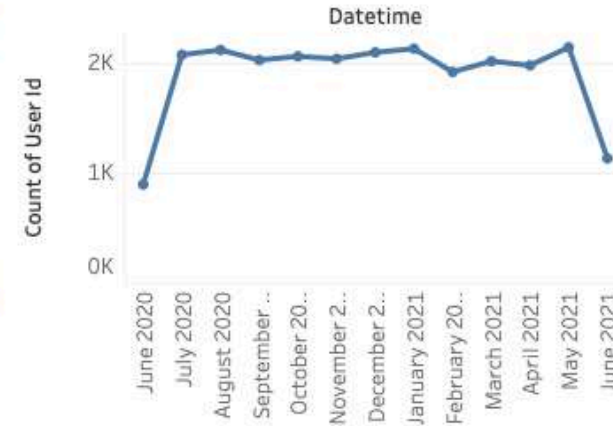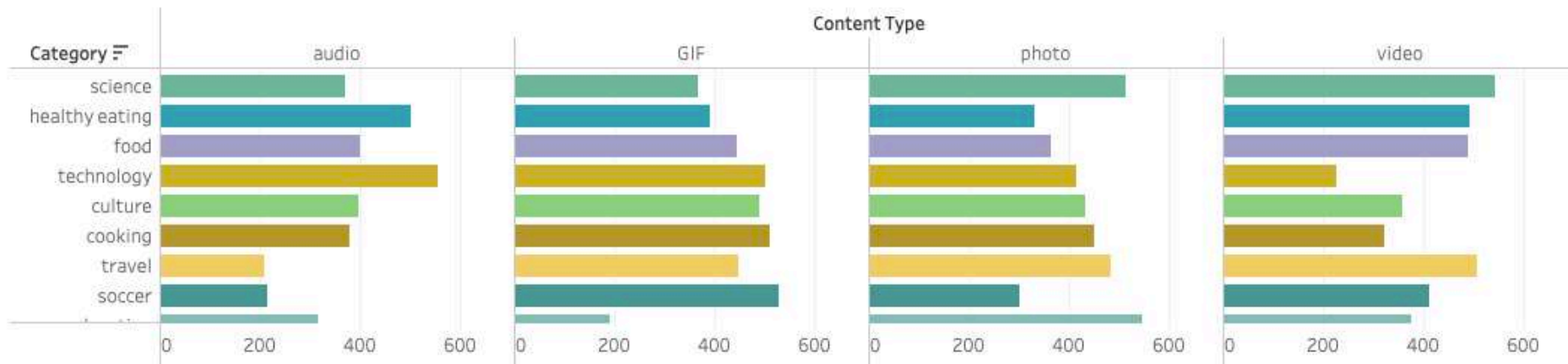
Top 5 Category

animals, science, healthy eating, technology and food based on score

24.573

total of user interactions in 1 period (June 2020 – June 2021)

973.645

total score with over 80% has positive sentiment the rest was neutral and negative sentiment

Monthly Engagement

fluctuates but stable enough over time

User Interactions

fairly balanced across content types, with photo gain most user interactions other content type, minimal difference

5 Uncover Insights

Ideal Placement

Top 5 popular category gain positive sentiment over 80% and quite stable for monthly engagement ideal for ad placement

Campaign & Collaborate

Having campaign and collaborate with adoption community will boost user engagement to animals category

Product Placement

Putting product like healthy eating product and pets products will be a good opportunity because animals, food and healthy eating within top 5 category which gain positive sentiment

Growth and Performance

Maintain quality of all categories to gain engagement and positive sentiment to get potential of advertisement revenue

Improve and invest high performing content type to increase interaction rates

Results and Benefit

Potential Revenue Stream

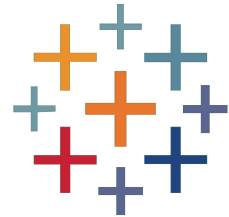Potential advertisement, data monetization, e-commerce and partnership

Strategy

Increasing user engagement and expand user

Get to Know More

https://github.com/irvinmini

https://public.tableau.com/app/profile/irvin.miningsih/vizzes