

# **DATA ANALYTICS AND VISUALIZATION WITH ACCENTURE**

**INTERNSHIP REPORT SUBMITTED TO THE BHARATHIAR UNIVERSITY  
FOR THE AWARD OF THE DEGREE OF**

**MASTER OF BUSINESS ADMINISTRATION**

**By**

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**Tamilnadu, INDIA**

**December 2022**

## **CERTIFICATE**

This is to certify that the Internship report, entitled "**DATA ANALYTICS AND VISUALIZATION WITH REFERENCE TO ACCENTURE**", submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the **DEGREE OF MASTER OF BUSINESS ADMINISTRATION**, is a record of original work done by **Mr. JEBASTIN SAMUEL M** during the period July 2022 – September 2022 of his internship in RVS Institute of Management Studies and Research, RathnavelSubramaniam College of Arts and Science (Autonomous), Coimbatore - 641402, under my supervision and guidance and the internship report has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title of any candidate of any University.

Date:

Director

Signature of the Guide

Date of Viva-voce held on \_\_\_\_\_.

Internal Examiner

External Examiner

## **DECLARATION**

I, **JEBASTIN SAMUEL M** hereby declare that the internship, entitled "**DATA ANALYTICS AND VISUALIZATION WITH ACCENTURE**", submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the **DEGREE OF MASTER OF BUSINESS ADMINISTRATION** is a record of original and independent research work done by me during the period July 2022 – September 2022, under the supervision and guidance of **Dr. Karpagam R**, RVS Institute of Management Studies and Research, Rathnavel Subramaniam College of Arts and Science (Autonomous), Coimbatore – 641 402 and it has not formed the basis for the award of any other Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

Date:

Signature of the Candidate

## **ACKNOWLEDGEMENT**

The successful completion of this internship report would not have been possible without the support and assistance of many individuals and organization. I would like to take this opportunity to offer my earnest admiration to each and every one of them.

First and foremost, I thank Almighty and my parents for having bestowed their greatest blessing on me to complete this internship successfully.

I express my indebtedness and gratefulness to **Dr. THULASIVELU K, Director**, RVS Institute of Management Studies and Research, Sulur, Coimbatore for his continuous support and encouragement and permission to pursue my internship.

I would like to express my deep and sincere gratitude to my institution guide. **Dr. KARPAGAM R**, RVSIMSR, Coimbatore for her valuable advice, timely encouragement and educative guidance for completing the internship successfully and for the instructions for preparing this report standard as per the norms and values.

I express my deep sense of gratitude to **Mr. Dhilip Kumar, Manager – Corporate Connect**, RVS Institute of Management Studies and Research, Sulur, Coimbatore for helping me by all means and ways for the successful completion of my internship.

My sincere gratitude to **BUSINESS ANALYTICS SERVICES WITH ACCENTURE** for unremitting support rendered to complete my internship successfully.

I perceive this opportunity as a big milestone in my career development. I will strive to use those gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

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## **Chapter - I**

### **Introduction**

In this chapter, We discussed the Details of Company, Client and Understanding the Client Problems.

#### **Company Understanding**

**Company Name** : Accenture

**Company Industry** : IT Services and Consulting

**Year Established** : 1989

**Location of HQ** : Dublin, Ireland

**Company Background** :

Accenture is an Irish professional services company based in Dublin, **Specializing in information technology (IT) services and consulting**. A Fortune Global 500 company, it reported revenues of \$61.6 billion in 2022. Accenture's current clients include 91 of the Fortune Global 100 and more than three-quarters of the Fortune Global 500. As of 2022, Accenture is considered the largest consulting firm in the world by number of employees. Julie Sweet has served as CEO of Accenture since 1 September 2019. It has been incorporated in Dublin, Ireland, since 2009.

#### **Client Understanding**

**Client name** : Social Buzz

**Client industry** : Social media & content creation

**Year established** : 2010

**Location of HQ** : San Francisco

**Number of employees** : 250

## **Client background :**

Social Buzz was founded by two former engineers from a large social media conglomerate, one from London and the other from San Francisco. They left in 2008 and both met in San Francisco to start their business. They started Social Buzz because they saw an opportunity to build on the foundation that their previous company started by creating a new platform where content took center stage. Social Buzz emphasizes content by keeping all users anonymous, only tracking user reactions on every piece of content. There are over 100 ways that users can react to content, spanning beyond the traditional reactions of likes, dislikes, and comments. This ensures that trending content, as opposed to individual users, is at the forefront of user feeds.

## **Problem understanding :**

Over the past 5 years, Social Buzz has reached over 500 million active users each month. They have scaled quicker than anticipated and need the help of an advisory firm to oversee their scaling process effectively.

Due to their rapid growth and digital nature of their core product, the amount of data that they create, collect and must analyse is huge. Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted. All of this data is highly unstructured and requires extremely sophisticated and expensive technology to manage and maintain. Out of the 250 people working at Social Buzz, 200 of them are technical staff working on maintaining this highly complex technology.

Up until this point, they have not relied on any third party firms to help them get to where they are. However there are 3 main reasons why they are now looking at bringing in external expertise:

- 1) They are looking to complete an IPO by the end of next year and need guidance to ensure that this goes smoothly.
- 2) They are still a small company and do not have the resources to manage the scale that they are currently at. They could hire more people, but they want an experienced practice to help instead.

3) They want to learn data best practices from a large corporation. Due to the nature of their business, they have a massive amount of data so they are keen on understanding how the world's biggest companies manage the challenges of big data

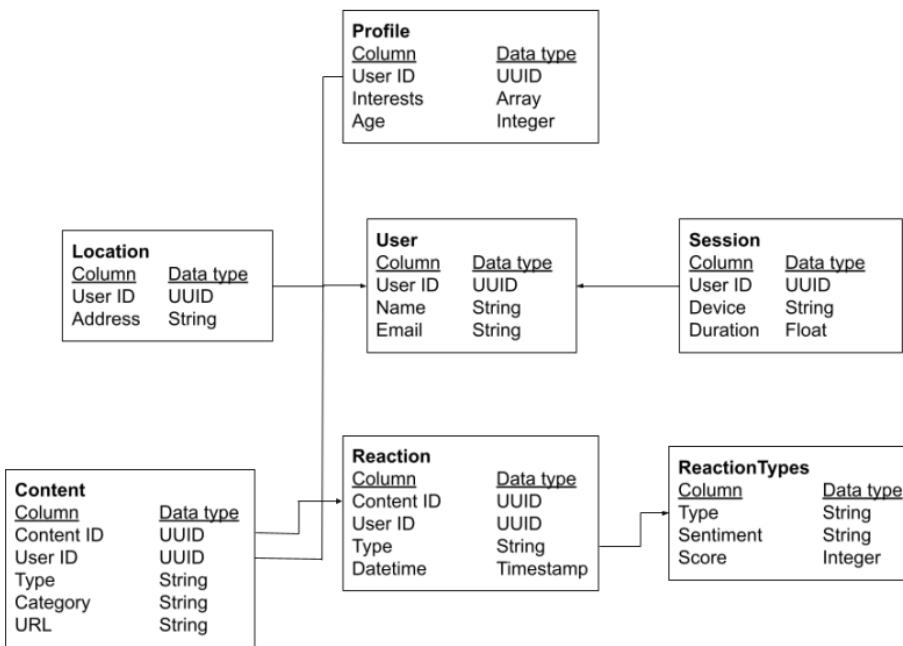
# Chapter - II

## Data

In this chapter includes the Clear information about the client which is provided in data and clear data exploration for the same.

### Datasets Information

Social Buzz has provided set of different data sets all containing Different Columns and Values namely User, Profile, Location, Session, Content, Reaction and Reaction type which are interlinked to each other a Data model is provided below which shows the relationship between all of the data sets as well as the links that we can use for merging the tables.



### Data Understanding

Data understanding includes a brief exploration of the given data sets. This process includes the size of the given data set (Number of Columns and rows) , names of the variables in the dataset, Non-Null Counts and their data type. A brief information about every dataset are given below.

**Tools used :** Jupyter Notebook (anaconda3)

## Content dataset :

**Size** : 5 columns, 1000 rows

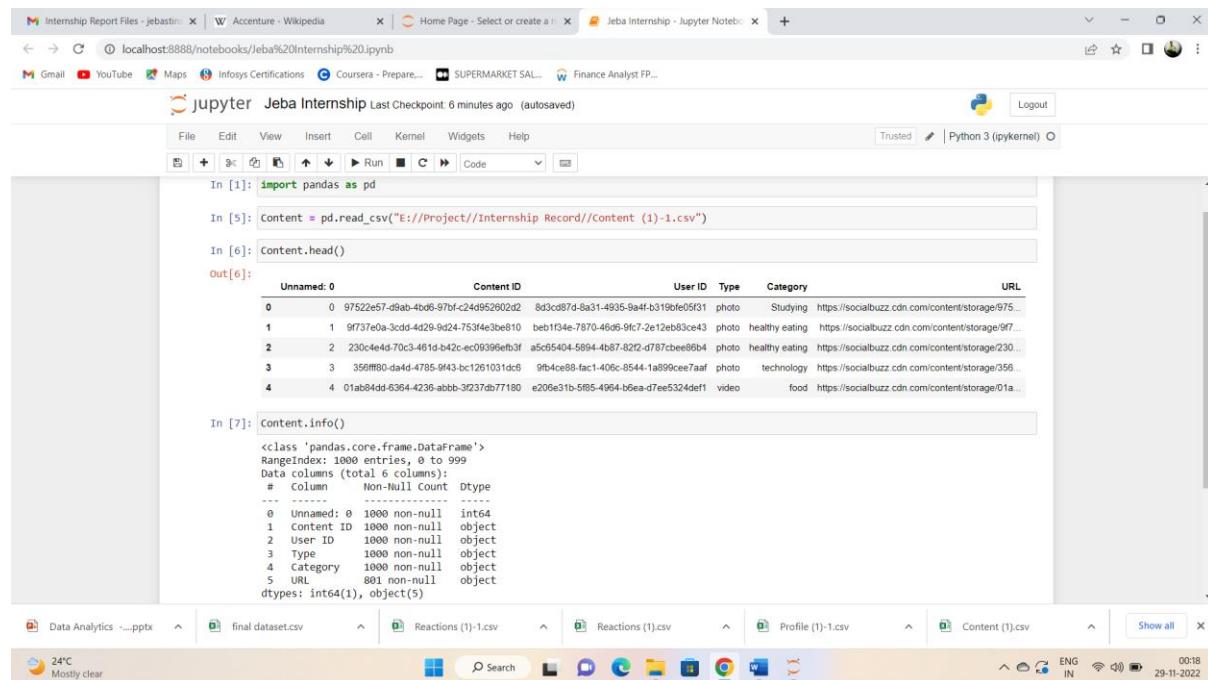
**ID** : Unique ID of the content that was uploaded (automatically generated)

**User ID** : Unique ID of a user that exists in the User table

**Type** : A string detailing the type of content that was uploaded

**Category** : A string detailing the category that this content is relevant to

**URL** : Link to the location where this content is stored



The screenshot shows a Jupyter Notebook interface with the title "Jeba Internship - Jupyter Notebook". The notebook has a single cell containing Python code. The code imports pandas, reads a CSV file named "Content (1)-1.csv", and prints the first few rows of the resulting DataFrame. The output shows five rows of data with columns: Content ID, User ID, Type, Category, and URL. The code then prints the info() method of the DataFrame, which provides detailed information about the data structure, including column names, data types, and non-null counts.

```
In [1]: import pandas as pd
In [5]: Content = pd.read_csv("E://Project//Internship Record//Content (1)-1.csv")
In [6]: Content.head()
Out[6]:
   Unnamed: 0      Content ID    User ID  Type  Category          URL
0         0  97522e57-d9ab-4bd6-97bf-c24d952692d2  8d3cd87d-8a31-4935-9a4f-b319bef05f31  photo  Studying https://socialbuzz.cdn.com/content/storage/975...
1         1  9f737e0a-3cc0-d429-9d24-753f4e3be810  beb1f34e-7870-46d6-9fc7-2e12eb83ce43  photo  healthy eating https://socialbuzz.cdn.com/content/storage/9f7...
2         2  230c4e4d-70c3-4b1d-b42c-e093996fb7a5  a5c65404-5894-4b87-9222-d787cbef8b4  photo  healthy eating https://socialbuzz.cdn.com/content/storage/230...
3         3  356ff80-da4d-4785-9f43-bc1261031dc6  9fb4ce88-fac1-406c-8544-b6ea-d7ee5324def1  photo  technology https://socialbuzz.cdn.com/content/storage/356...
4         4  01ab84dd-6364-4236-abbb-3f237db77180  e206e31b-5f85-4954-b6ea-d7ee5324def1  video   food https://socialbuzz.cdn.com/content/storage/01a...
In [7]: Content.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1000 entries, 0 to 999
Data columns (total 6 columns):
 #   Column        Non-Null Count  Dtype  
--- 
 0   Unnamed: 0    1000 non-null   int64  
 1   Content ID   1000 non-null   object  
 2   User ID      1000 non-null   object  
 3   Type          1000 non-null   object  
 4   Category      1000 non-null   object  
 5   URL           881 non-null   object  
dtypes: int64(1), object(5)
```

## Location Dataset :

**Size** : 2 columns, 500 rows

**User ID** : Unique ID of a user that exists in the User table

**Address** : Full address of the user

The screenshot shows a Jupyter Notebook interface with several tabs at the top: 'Internship Report Files - jedastin' (active), 'Accenture - Wikipedia', 'Home Page - Select or create a new...', and 'Jeba Internship - Jupyter Notebook'. Below the tabs, there's a toolbar with icons for file operations, a search bar, and a Python 3 (ipykernel) button. The main area has a 'File' menu and a 'Trusted' status indicator.

In [10]:

```
Location = pd.read_csv("E://Project//Internship Record//Location (1).csv")
```

In [11]:

```
Location.head()
```

Out[11]:

	User ID	Address
0	4c731e48-0377-4d7d-b4c8-b2174b774ed8	6208 Wright Mountains\nBryantfut, AR 02531
1	96258c30-66b6-4591-85ee-0c43503c1d5	534 Williams Turnpike Suite 788nPort Julie, W...
2	a8229d24-f219-4930-a382-24049a8f73bb	867 Lisa Causeway Apt. 015nWest Brentmouth, A...
3	8f4fc07f-db4f-44f3-ae81-1f99ceee047eb	5687 Wilson Harbors Suite 783nLake Robert, FL...
4	3a8d78b-65c4-4ac0-8181-7cc3f8ect1c9	Unit 2814 Box 899nDPO AE 23860

In [13]:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 500 entries, 0 to 499
Data columns (total 2 columns):
 #   Column   Non-Null Count  Dtype  
0   User ID   500 non-null    object 
1   Address    500 non-null    object 
dtypes: object(2)
memory usage: 7.9+ KB
```

The bottom of the screen shows a taskbar with various open files like 'final dataset.csv', 'Reactions (1)-1.csv', 'Profile (1)-1.csv', and 'Content (1).csv'. It also displays system information such as weather (24°C), battery level (mostly clear), and system date/time (29-11-2022).

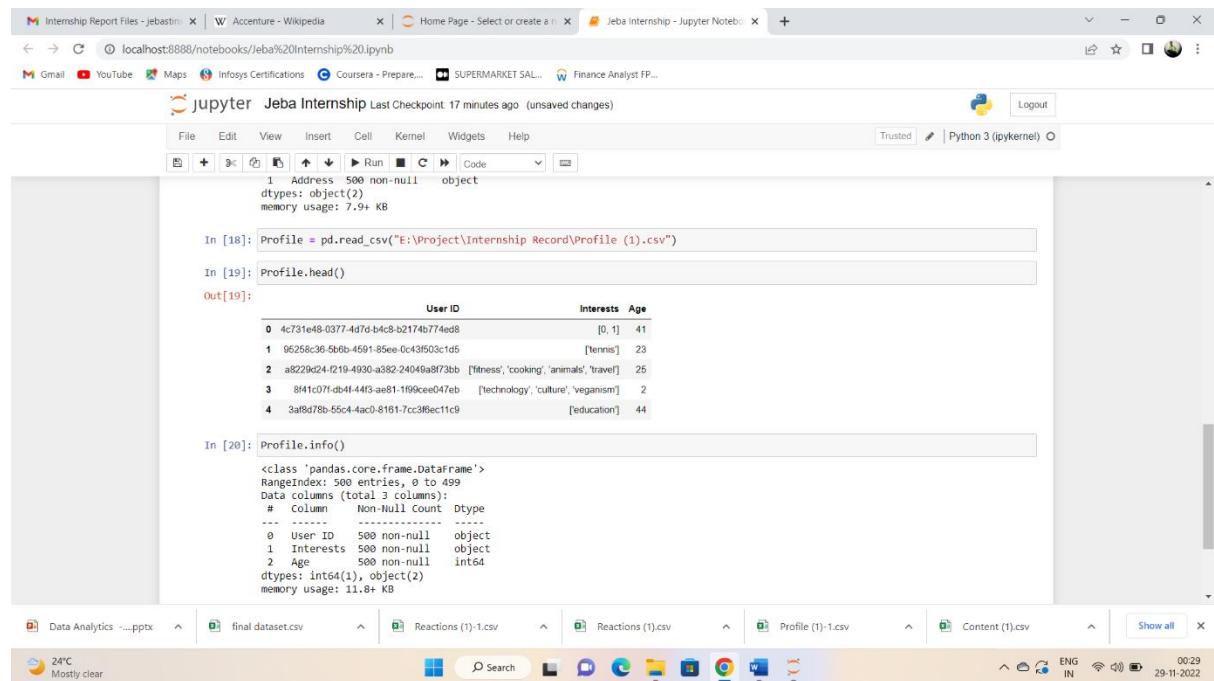
## Profile Dataset :

**Size** : 3 columns, 500 rows

**User ID** : Unique ID of a user that exists in the User table

**Interests** : Interests of the associated user

**Age** : Age of the associated user



The screenshot shows a Jupyter Notebook interface with the following code and output:

```
In [18]: Profile = pd.read_csv("E:\Project\Internship Record\Profile (1).csv")
In [19]: Profile.head()
Out[19]:
   User ID  Interests  Age
0  4c731e48-0377-4d7d-b4c8-b2174b774ed8      [0, 1]  41
1  95258c36-566b-4591-85ee-043f503cd5      [Tennis]  23
2  a8229d44-f219-4930-a382-24049a873bb  [fitness, 'cooking', 'animals', 'travel']  25
3  841cf07f-db4f-44f3-ae81-1f99ce047eb  ['Technology', 'culture', 'veganism']  2
4  3a8d78b-5cc4-4ac0-8161-7cc3d8ec11c9      [education]  44

In [20]: Profile.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 500 entries, 0 to 499
Data columns (total 3 columns):
 #   Column          Non-Null Count  Dtype  
--- 
 0   User ID        500 non-null    object  
 1   Interests      500 non-null    object  
 2   Age            500 non-null    int64  
dtypes: int64(1), object(2)
memory usage: 11.8+ KB
```

## Reaction dataset :

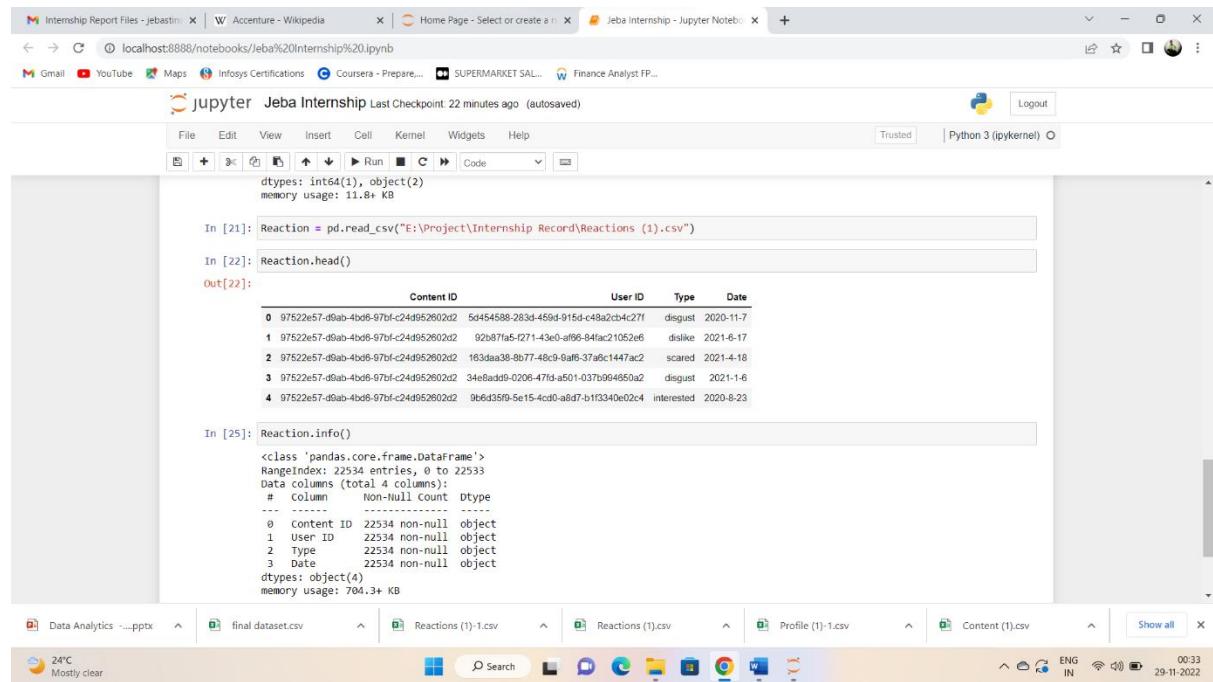
**Size** : 4 columns, 25553 rows

**Content ID** : Unique ID of a piece of content that was uploaded

**User ID** : Unique ID of a user that exists in the User table who reacted to this piece of content

**Type** : A string detailing the type of reaction this user gave

**Datetime** : The date and time of this reaction



The screenshot shows a Jupyter Notebook interface with the title "Jeba Internship". The notebook has a single Python kernel named "Python 3 (ipykernel)". The code cell In [21] contains the command `Reaction = pd.read_csv("E:\Project\Internship Record\Reactions (1).csv")`. The code cell In [22] contains the command `Reaction.head()`. The output cell Out[22] displays the first five rows of the DataFrame:

	Content ID	User ID	Type	Date
0	9752e57-d9ab-4bd8-97bf-c24d952802d2	5d454588-283d-459d-915d-c48a2cb4c27f	disgust	2020-11-7
1	9752e57-d9ab-4bd8-97bf-c24d952802d2	92987fa5-f271-43e0-af96-84fac21052e6	dislike	2021-6-17
2	9752e57-d9ab-4bd8-97bf-c24d952802d2	163aa38-8b77-4e89-9af6-37a8c1447ac2	scared	2021-4-18
3	9752e57-d9ab-4bd8-97bf-c24d952802d2	34e8add9-0206-47fd-a501-0379094650a2	disgust	2021-1-6
4	9752e57-d9ab-4bd8-97bf-c24d952802d2	9b6d35f9-5e15-4cd0-a8d7-b1f3340e02c4	interested	2020-8-23

The code cell In [25] contains the command `Reaction.info()`. The output shows the DataFrame structure with 22534 entries, 0 to 22533 rows, and 4 columns. The columns are Content ID, User ID, Type, and Date, all of type object.

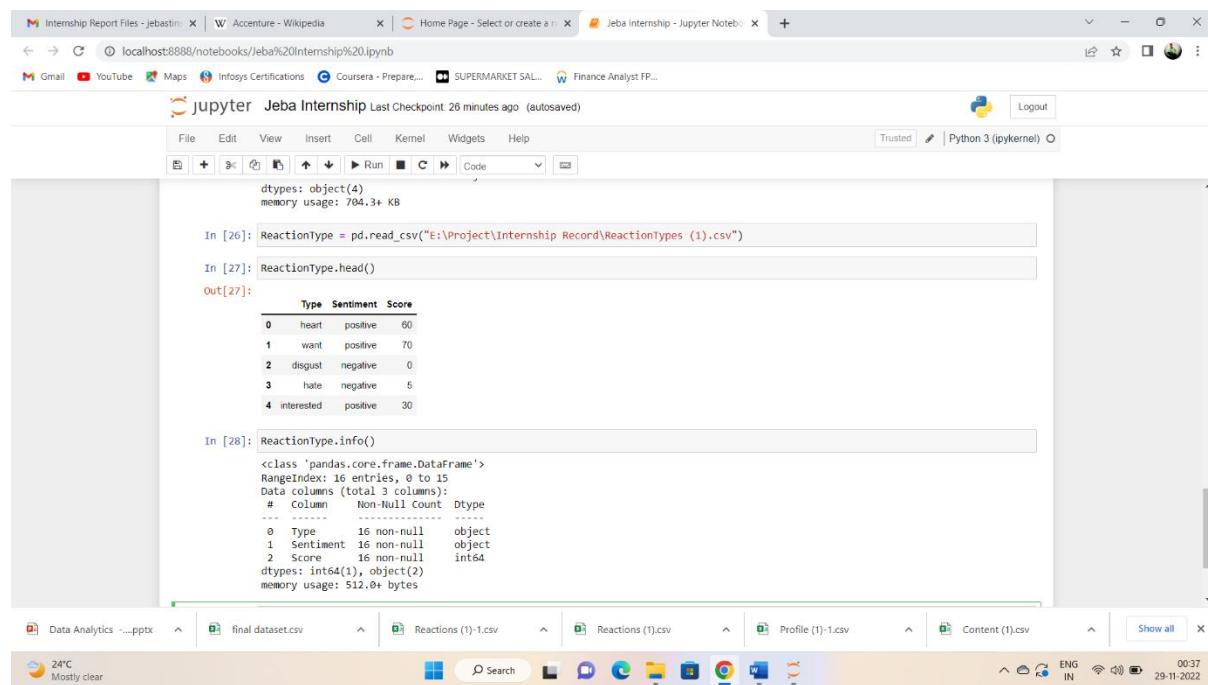
## ReactionTypes Dataset :

**Size** : 3 columns, 16 rows

**Type** : A string detailing the type of reaction this user gave

**Sentiment** : A string detailing whether this type of reaction is considered as positive, negative or neutral

**Score** : This is a number calculated by Social Buzz that quantifies how “popular” each reaction is. A reaction type with a higher score should be considered as a more popular reaction.



The screenshot shows a Jupyter Notebook interface running on a Windows desktop. The browser tab is titled 'Jeba Internship - Jupyter Notebook'. The notebook has the following content:

```
dtypes: object(4)
memory usage: 704.3+ KB

In [26]: ReactionType = pd.read_csv("E:\Project\Internship Record\ReactionTypes (1).csv")
In [27]: ReactionType.head()
Out[27]:
   Type Sentiment Score
0  heart    positive   60
1    want    positive   70
2  disgust   negative    0
3     hate   negative    5
4 interested    positive   30

In [28]: ReactionType.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 16 entries, 0 to 15
Data columns (total 3 columns):
 #   Column      Non-Null Count  Dtype  
0   Type        16 non-null    object 
1   Sentiment   16 non-null    object 
2   Score       16 non-null    int64 
dtypes: int64(1), object(2)
memory usage: 512.0+ bytes
```

The status bar at the bottom shows the date as 29-11-2022 and the time as 00:37. The taskbar includes icons for Data Analytics, final dataset.csv, Reactions (1)-1.csv, Reactions (1).csv, Profile (1)-1.csv, Content (1).csv, and a weather widget showing 24°C and mostly clear.

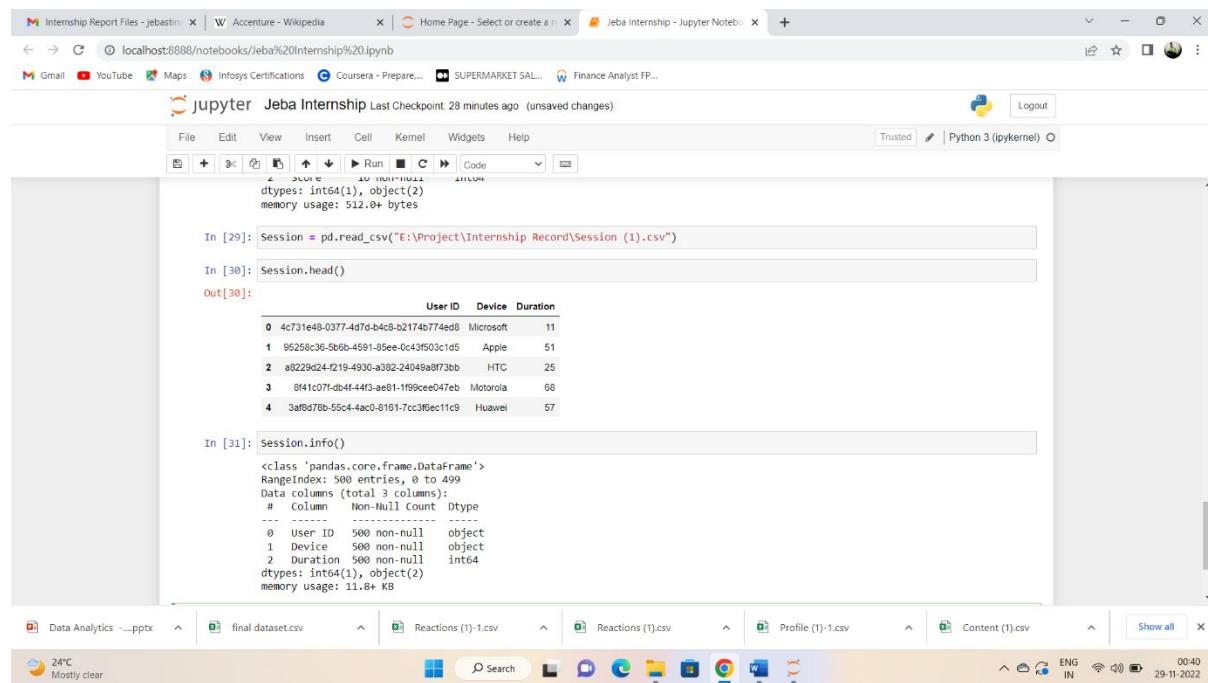
## Session dataset :

**Size** : 3 columns, 500 rows

**User ID** : Unique ID of a user that exists in the User table

**Device** : Mobile device that they used for this session on the application

**Duration** : Amount of time in minutes that this user stayed active on the application during this session



The screenshot shows a Jupyter Notebook interface running on a Windows desktop. The notebook has tabs for 'Internship Report Files - jebastin', 'Accenture - Wikipedia', 'Home Page - Select or create a...', and 'Jeba Internship - Jupyter Notebook'. The main window displays a Python session with the following code and output:

```
In [29]: Session = pd.read_csv("E:\Project\Internship Record\Session (1).csv")
In [30]: Session.head()
Out[30]:
   User ID  Device  Duration
0  4c731e48-0377-4d7d-b4cb-b2174b774ed8  Microsoft    11
1  95250c36-5b6b-4591-85ee-0c43f503c1d5      Apple     51
2  a8229d24-f219-4930-a392-24049a8f73bb       HTC     25
3  8f41c07f-db4f-44f3-ae81-1f99cee047eb  Motorola    68
4  3af8d78b-55c4-4ac0-8161-7cc3f6ec11c9     Huawei     57

In [31]: Session.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 500 entries, 0 to 499
Data columns (total 3 columns):
 #   Column  Non-Null Count  Dtype  
--- 
 0   User ID    500 non-null   object  
 1   Device      500 non-null   object  
 2   duration    500 non-null   int64  
dtypes: int64(1), object(2)
memory usage: 11.8+ KB
```

The desktop taskbar at the bottom shows several open files: 'Data Analytics -...pptx', 'final dataset.csv', 'Reactions (1)-1.csv', 'Reactions (1).csv', 'Profile (1)-1.csv', 'Content (1).csv', and a weather widget showing '24°C Mostly clear'. The system tray indicates the date as '29-11-2022' and the time as '00:40'.

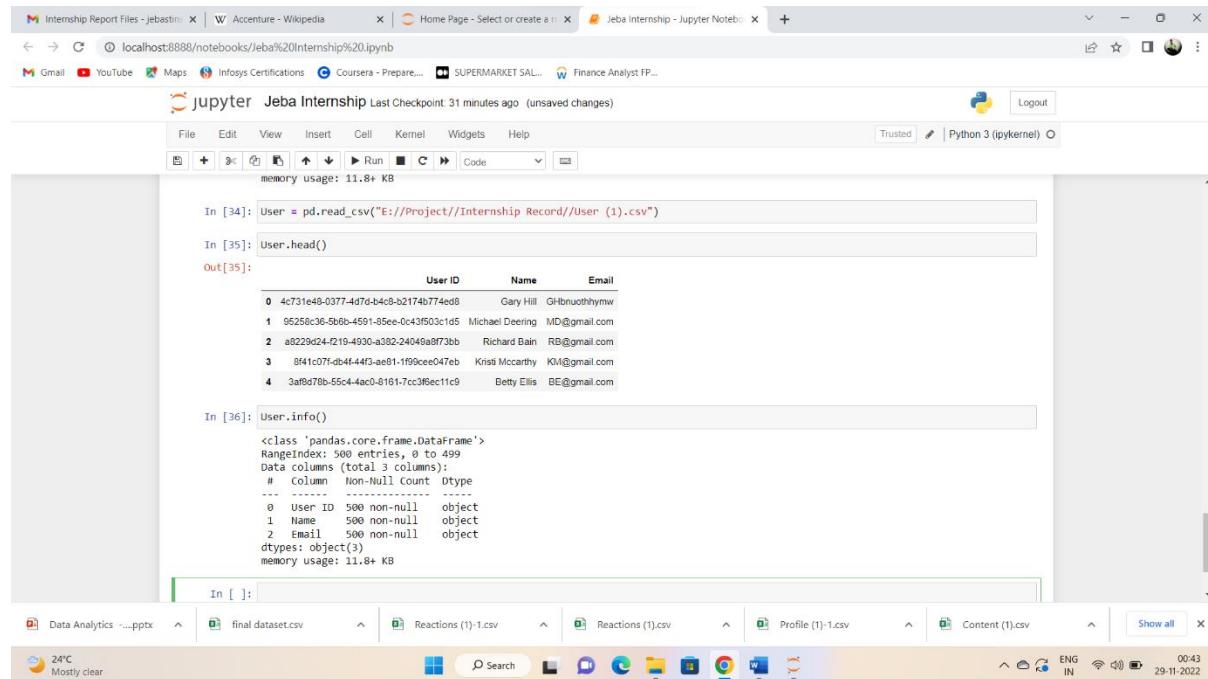
## User Dataset :

**Size** : 3 columns, 500 rows

**ID** : Unique ID of the user (automatically generated)

**Name** : Full name of user

**Email** : Email address of user



The screenshot shows a Jupyter Notebook interface running in a browser window. The notebook has three cells:

- In [34]: `User = pd.read_csv("E://Project//Internship Record//User (1).csv")`
- In [35]: `User.head()`
- Out[35]:

The output of cell 35 is a table showing the first five rows of the User DataFrame:

	User ID	Name	Email
0	4c731e48-0377-4d7d-b4cb-b2174b774ed8	Gary Hill	GH@nuothhyrmw
1	95258c30-566b-4591-85ee-0c43f503c1d5	Michael Deering	MD@gmail.com
2	a8229d24-219-4930-a382-24049a971bb	Richard Bain	RB@gmail.com
3	b841c07f-d841-4433-ae81-1f99cece047eb	Kindi McCarthy	KM@gmail.com
4	3af8d78b-55c4-4ec0-0161-7cc3f6ec1c9	Betty Ellis	BE@gmail.com

In [36]: `User.info()`

The output of cell 36 is the DataFrame information:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 500 entries, 0 to 499
Data columns (total 3 columns):
 #   Column   Non-Null Count  Dtype  
 --- 
 0   User ID  500 non-null   object  
 1   Name      500 non-null   object  
 2   Email     500 non-null   object  
dtypes: object(3)
memory usage: 11.8+ KB
```

# Chapter -III

## Data Preparation

Data preparation includes two major process which are Data Validation and data Manipulation. Data validation includes checking the quality of data before using it for further analysis. Here observations are replaced from lower case and with special characters to proper case. Example “cooking” and cooking to Cooking this is done to bring uniform in observations. And in data manipulation data type of the variable are changed for further analysis.

A list of data validation and data manipulation operations done are given below.

### Tools used : Microsoft Excel

Did following Data validation operations in content dataset and attached the Screenshots for the same.

- Changed “animals” to Animals

The screenshot shows a Microsoft Excel spreadsheet titled "Content (1)-1". The table has columns for "Column1", "Content ID", "User ID", "Type", "Category", and "URL". A search dialog box is open over the table, with the "Find what:" field containing the text "animals". The status bar at the bottom indicates "24°C Mostly clear" and "00:49 29-11-2022".

Column1	Content ID	User ID	Type	Category	URL
124	122_eb6fc324-f85b-4bf-b712-0a3eceb0b9d7	76a034b7-e163-4735-a15b-h0ff645ca627	GIF	soccer	<a href="https://socialbuzz.cdn.com/content/storage/eb6fc324-f85b-4bf-b712-0a3eceb0b9d7">https://socialbuzz.cdn.com/content/storage/eb6fc324-f85b-4bf-b712-0a3eceb0b9d7</a>
125	123_b6c24086-beef-4615-801e-c3c29ba8d4e2	5b62e10e-3c19-4d28-a57-e9bd3cd6758d	photo	travel	<a href="https://socialbuzz.cdn.com/content/storage/b6c24086-beef-4615-801e-c3c29ba8d4e2">https://socialbuzz.cdn.com/content/storage/b6c24086-beef-4615-801e-c3c29ba8d4e2</a>
126	124_1beefffff-1261-435f-a109-6fafe6669d4	a0ed9db41-034e-4b27-bebf-42117025dab0	photo	public speaking	<a href="https://socialbuzz.cdn.com/content/storage/1beefffff-1261-435f-a109-6fafe6669d4">https://socialbuzz.cdn.com/content/storage/1beefffff-1261-435f-a109-6fafe6669d4</a>
127	125_61e66550c-5068-4575-9ae5-4217ef3dbdb1	a81378a5-58de-4631-b2b1-3eca765f68c6	GIF	tennis	<a href="https://socialbuzz.cdn.com/content/storage/3a7f83a0-b9f9-44c1-a15d-656c4095e732">https://socialbuzz.cdn.com/content/storage/3a7f83a0-b9f9-44c1-a15d-656c4095e732</a>
128	126_a37f83a0-b9f9-44c1-a15d-656c4095e732	d0ea9900-4ea9-4c81-b16a-20b772f824ea	GIF	soccer	<a href="https://socialbuzz.cdn.com/content/storage/3a7f83a0-b9f9-44c1-a15d-656c4095e732">https://socialbuzz.cdn.com/content/storage/3a7f83a0-b9f9-44c1-a15d-656c4095e732</a>
129	127_2b6921d-e172-4e30-8f6f-3b6d411beca0	e1d1744d-8561-4b81-8383-7b5f54fbca97	audio	travel	<a href="https://socialbuzz.cdn.com/content/storage/2b6921d-e172-4e30-8f6b-3b6d411beca0">https://socialbuzz.cdn.com/content/storage/2b6921d-e172-4e30-8f6b-3b6d411beca0</a>
130	128_6ef39311-1705-49dc-a79b-994ce3a73787	80c5ce48-46f9-4f5e-b2ca-3b698fc9e949	photo	fitness	<a href="https://socialbuzz.cdn.com/content/storage/6ef39311-1705-49dc-a79b-994ce3a73787">https://socialbuzz.cdn.com/content/storage/6ef39311-1705-49dc-a79b-994ce3a73787</a>
131	129_b56a9e24-d0f2-4599-b893-2889a15e1d6	094fbef9-d844-4445-d828-7fcf593fad	video	veganism	<a href="https://socialbuzz.cdn.com/content/storage/b56a9e24-d0f2-4599-b893-2889a15e1d6">https://socialbuzz.cdn.com/content/storage/b56a9e24-d0f2-4599-b893-2889a15e1d6</a>
132	130_1706b190-216c-4103-9107-fb7304766688	cad2d54d-9555-4dfcd-7e584895a002	video	cooking	<a href="https://socialbuzz.cdn.com/content/storage/1706b190-216c-4103-9107-fb7304766688">https://socialbuzz.cdn.com/content/storage/1706b190-216c-4103-9107-fb7304766688</a>
133	131_61b45c79-c23b-4bbd-a4f1-0bb3611486e7	a1a9c0bd-785a-478f-a19-e96b8ae0bde5	audio	technology	<a href="https://socialbuzz.cdn.com/content/storage/61b45c79-c23b-4bbd-a4f1-0bb3611486e7">https://socialbuzz.cdn.com/content/storage/61b45c79-c23b-4bbd-a4f1-0bb3611486e7</a>
134	132_5c11a63-5eb5-422f-8483-9fcf9a29b58c	007a1366-a46f-40f1-9ba5-01245aef20f	GIF	technology	<a href="https://socialbuzz.cdn.com/content/storage/5c11a63-5eb5-422f-8483-9fcf9a29b58c">https://socialbuzz.cdn.com/content/storage/5c11a63-5eb5-422f-8483-9fcf9a29b58c</a>
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137	135_e51b00b8-49d4-4909-9f25-8ea06e28728	e74adecea-5db4-4412-4cc-e8b75acd314a	video	soccer	<a href="https://socialbuzz.cdn.com/content/storage/e51b00b8-49d4-4909-9f25-8ea06e28728">https://socialbuzz.cdn.com/content/storage/e51b00b8-49d4-4909-9f25-8ea06e28728</a>
138	136_509a5fb0-9b82-4809-9f90-18aa007acc94	64b82ed5-80dc-4fb8-9d6c-d7e037684f0e	video	dogs	<a href="https://socialbuzz.cdn.com/content/storage/509a5fb0-9b82-4809-9f90-18aa007acc94">https://socialbuzz.cdn.com/content/storage/509a5fb0-9b82-4809-9f90-18aa007acc94</a>
139	137_f1038a6c-5202-4e20-8666-675e1637d6b5	13f0fb8a-152a-4961-a6e8-1edfa90b788	GIF	soccer	<a href="https://socialbuzz.cdn.com/content/storage/f1038a6c-5202-4e20-8666-675e1637d6b5">https://socialbuzz.cdn.com/content/storage/f1038a6c-5202-4e20-8666-675e1637d6b5</a>
140	138_08c29f3-a22d-4652-8f27-ff9e0a26289	248a8f9f-10e4-4786-bfd8-d03dd4e5b97	photo	technology	<a href="https://socialbuzz.cdn.com/content/storage/08c29f3-a22d-4652-8f27-ff9e0a26289">https://socialbuzz.cdn.com/content/storage/08c29f3-a22d-4652-8f27-ff9e0a26289</a>
141	139_a784c1dd-e2ab-40d4-a0c3-226a51d420e1	f86853a2-acda-4319-a50c-03f014248042	audio	technology	<a href="https://socialbuzz.cdn.com/content/storage/a784c1dd-e2ab-40d4-a0c3-226a51d420e1">https://socialbuzz.cdn.com/content/storage/a784c1dd-e2ab-40d4-a0c3-226a51d420e1</a>
142	140_a3a064f1-3942-49d4-9358-417f3d760c6	6e6ch3961-8f85-44f1-b2f3-0fcfcfa4d731	photo	Fitness	<a href="https://socialbuzz.cdn.com/content/storage/a3a064f1-3942-49d4-9358-417f3d760c6">https://socialbuzz.cdn.com/content/storage/a3a064f1-3942-49d4-9358-417f3d760c6</a>
143	141_1830d3f0-c239-4287-8663-fadcb0ce884	687245f8-bc4d-4ab4-4fe1-00cd5e95e7d	video	veganism	<a href="https://socialbuzz.cdn.com/content/storage/1830d3f0-c239-4287-8663-fadcb0ce884">https://socialbuzz.cdn.com/content/storage/1830d3f0-c239-4287-8663-fadcb0ce884</a>
144	142_5bb364a6-8646-4cd8-b1cf-0f94125718d4	d47fb6cf-20fa-45fe-97a1-b88a-0403c938	audio	soccer	<a href="https://socialbuzz.cdn.com/content/storage/5bb364a6-8646-4cd8-b1cf-0f94125718d4">https://socialbuzz.cdn.com/content/storage/5bb364a6-8646-4cd8-b1cf-0f94125718d4</a>
145	143_d4d78f91-9b97-40cb-a5f1-15984d4733	181cb56-5258-4f9e-ab2c-4dfb581b44cb	GIF	fitness	<a href="https://socialbuzz.cdn.com/content/storage/d4d78f91-9b97-40cb-a5f1-15984d4733">https://socialbuzz.cdn.com/content/storage/d4d78f91-9b97-40cb-a5f1-15984d4733</a>
146	144_d9e5c5db1-a85a-40de-8467-892e21481af	8abc6f67-7be3-a39f-97b9-3375a3de6c	video	education	<a href="https://socialbuzz.cdn.com/content/storage/d9e5c5db1-a85a-40de-8467-892e21481af">https://socialbuzz.cdn.com/content/storage/d9e5c5db1-a85a-40de-8467-892e21481af</a>
147	145_e5f1a4c6-2b27-4c8b-a9a-21b66f7c946	d27670c9-185e-43e0-80a7-7122cb908f10	audio	soccer	<a href="https://socialbuzz.cdn.com/content/storage/e5f1a4c6-2b27-4c8b-a9a-21b66f7c946">https://socialbuzz.cdn.com/content/storage/e5f1a4c6-2b27-4c8b-a9a-21b66f7c946</a>
148	146_161995c5-cc02-410d-#0034946d162	4baf648a-0a05-d12d-b250-5a0f9289bf	video	animals	<a href="https://socialbuzz.cdn.com/content/storage/161995c5-cc02-410d-#0034946d162">https://socialbuzz.cdn.com/content/storage/161995c5-cc02-410d-#0034946d162</a>
149	147_f9d8c6fc-1c8f-4a1d-86ec-cd1c71e0d44e1	33c1ceef-a5e6-4f8e-84fc-ee0a4b7bbfc	video	public speaking	<a href="https://socialbuzz.cdn.com/content/storage/f9d8c6fc-1c8f-4a1d-86ec-cd1c71e0d44e1">https://socialbuzz.cdn.com/content/storage/f9d8c6fc-1c8f-4a1d-86ec-cd1c71e0d44e1</a>
150	148_8490c29c-177f-4c21-9d37-d509f28730	c8145b49-3841-466e-9d49-a636c62e7d1f	GIF	tennis	<a href="https://socialbuzz.cdn.com/content/storage/8490c29c-177f-4c21-9d37-d509f28730">https://socialbuzz.cdn.com/content/storage/8490c29c-177f-4c21-9d37-d509f28730</a>
151	149_f8b2e27a-7940-4784-8dd6-0186caaa32ed	7bf3ce80-784e-42a0-106a-dbbd1e31a9b7	video	science	<a href="https://socialbuzz.cdn.com/content/storage/f8b2e27a-7940-4784-8dd6-0186caaa32ed">https://socialbuzz.cdn.com/content/storage/f8b2e27a-7940-4784-8dd6-0186caaa32ed</a>
152	150_15651450a-d330-46e6-bac9-7c7e7defaf2	b7f21d00-4fa1-44b1-834f-4730cd51aef0	photo	"animals"	<a href="https://socialbuzz.cdn.com/content/storage/15651450a-d330-46e6-bac9-7c7e7defaf2">https://socialbuzz.cdn.com/content/storage/15651450a-d330-46e6-bac9-7c7e7defaf2</a>
153	151_7c2e209e-acea-4246-a32d-636e27cc2c1	4c05580c-b0d9-44b0-8b70-5fc6acbc362	video	dogs	<a href="https://socialbuzz.cdn.com/content/storage/7c2e209e-acea-4246-a32d-636e27cc2c1">https://socialbuzz.cdn.com/content/storage/7c2e209e-acea-4246-a32d-636e27cc2c1</a>

- Changed “cooking” and cooking to Cooking

Content (1)-1										
Column1	Content ID	User ID	Type	Category	URL	Number	Conditional Formatting	Format as Table	Cell Styles	Insert
724	722 57965149-3459-4757-a0c4-545821236fb0	d97f6964-a2d4-d55-8f3d-5b4aa4c2f569f	video	tennis	https://socialbuzz.cdn.com/content/storage/57965149-3459-4757-a0c4-545821236fb0					
725	723 475541da-3420-4de6-b0aa-198f81e9c9c	4bc62831-3019-7946-9465-1b8f31536347	video	culture	https://socialbuzz.cdn.com/content/storage/475541da-3420-4de6-b0aa-198f81e9c9c					
726	724 ab5fe7f7-1fd7-4950-9fe6-5ce7677ac96	31ff6616-1cde-4b9a-004a-0dc4ca25b1f	GIF	culture	https://socialbuzz.cdn.com/content/storage/ab5fe7f7-1fd7-4950-9fe6-5ce7677ac96					
727	725 dc14628-47c4-8fa8-07b3d16ef5dd	bf7075f5-661c-402d-a5d7-f086421516c9	video	technology	https://socialbuzz.cdn.com/content/storage/dc14628-47c4-8fa8-07b3d16ef5dd					
728	726 17e3a8c5-e6b6-445d-b869-1802208549	69532ce2-1ffe-4187-8042-0230d15b24e	audio	cooking	https://socialbuzz.cdn.com/content/storage/17e3a8c5-e6b6-445d-b869-1802208549					
729	727 d0f6cdab-47c4-8fa8-07b3d16ef5dd	e2377f94-106a-49ed-a266-377c47c0e980	photo	animals	https://socialbuzz.cdn.com/content/storage/d0f6cdab-47c4-8fa8-07b3d16ef5dd					
730	728 8ec8db1-8bea-440b-88ee-1f593e4ba47f	56898484-68bd-425f-8fa2-eabe8cfcfa	photo	education	https://socialbuzz.cdn.com/content/storage/8ec8db1-8bea-440b-88ee-1f593e4ba47f					
731	729 c582f15-4d90-4ae6-9ab7-059fdb7956c	b275788e-31b2-47f3-916a-31dfb7987f50	audio	technology	https://socialbuzz.cdn.com/content/storage/c582f15-4d90-4ae6-9ab7-059fdb7956c					
732	730 6802b46-239-4eb5-8504-32f58b438385	f2b72823e71	video	healthy eating	https://socialbuzz.cdn.com/content/storage/6802b46-239-4eb5-8504-32f58b438385					
733	731 59523d44-6113-46b5-85b5-76d52270f01	31167214-1191-4f66-bc9a-835f54fb6	photo	travel	https://socialbuzz.cdn.com/content/storage/59523d44-6113-46b5-85b5-76d52270f01					
734	732 eb63f187-4c4b-491a-9164-45d420a138b	7a85b6c2-25f3-45f2-91ea-1a332e1fa4	GIF	science	https://socialbuzz.cdn.com/content/storage/eb63f187-4c4b-491a-9164-45d420a138b					
735	733 9c069676-3046-409c-9973-34324277311	7e157af1-7796-424c-9a58974443	audio	tennis	https://socialbuzz.cdn.com/content/storage/9c069676-3046-409c-9973-34324277311					
736	734 1934a201-0594-4f40-5dd62524d471	f17c1ca7-76cc-4e6b-8504-32f58b438385	photo	education	https://socialbuzz.cdn.com/content/storage/1934a201-0594-4f40-5dd62524d471					
737	735 279d1b7-e9ca-4531-b5ff-8ce94083cd	f47ef058-01cc-478f-983a-eaddccca633	video	Healthy Eating	https://socialbuzz.cdn.com/content/storage/279d1b7-e9ca-4531-b5ff-8ce94083cd					
738	736 2297493-3704-47e7-8f8d3-3464b3a0c0a	15c2b5a9-eb2d-49b9-a0e2-7d5461a210a	video	healthy eating	https://socialbuzz.cdn.com/content/storage/2297493-3704-47e7-8f8d3-3464b3a0c0a					
739	737 2529006-005-43eb-8e54-345a1dd1b7	e09aa625-3d87-49bd-909-9aaad86a8bf	photo	education	https://socialbuzz.cdn.com/content/storage/2529006-005-43eb-8e54-345a1dd1b7					
740	740 0411ada-9761-44b6-945d-006a682a80d	ab7336-043-45fe-8917-0327c6e7453	audio	technology	https://socialbuzz.cdn.com/content/storage/0411ada-9761-44b6-945d-006a682a80d					
741	741 78f02001-6269-4212-9159-1f38e75e789	2251f470-0951-40a8-96fb-2eab93153a	photo	technology	https://socialbuzz.cdn.com/content/storage/78f02001-6269-4212-9159-1f38e75e789					
742	740 ee183-1e7-a-4507-9e78-106d01943a	19fa2c9-96ab-45b6-99de-19952be9e330	audio	education	https://socialbuzz.cdn.com/content/storage/ee183-1e7-a-4507-9e78-106d01943a					
743	741 ee0886f-8656-4a3-951-2533b77236	985114a-64f3-4faa-9fe2-5ea5f61e8a3	video	travel	https://socialbuzz.cdn.com/content/storage/ee0886f-8656-4a3-951-2533b77236					
744	742 3fe166-6fd-d435-9c-25-70a01c14744d	bbe8f83a-af9c-4bad-bf5a-792582e450d	video	soccer	https://socialbuzz.cdn.com/content/storage/3fe166-6fd-d435-9c-25-70a01c14744d					
745	743 78526d7cd-bf33-4b4-8fa8-07c-2025-610c	3956953-7739-426a-8e41-95a9d5f9	audio	dogs	https://socialbuzz.cdn.com/content/storage/78526d7cd-bf33-4b4-8fa8-07c-2025-610c					
746	744 df22146-6113-4744-86ab-7c01e50b127	ac90e99-84cd-465e-88e3-1218d0c1da	audio	cooking	https://socialbuzz.cdn.com/content/storage/df22146-6113-4744-86ab-7c01e50b127					
747	745 b175937-4439-4c8-8372-5e8be88a0	5710a8b-972a-4b78-a99c-42634348bf0	photo	travel	https://socialbuzz.cdn.com/content/storage/b175937-4439-4c8-8372-5e8be88a0					
748	746 8818944-beeb-4439-140c-9396eaa31210	a26e148-64ad-4f1a-851-87f35346773	video	science	https://socialbuzz.cdn.com/content/storage/8818944-beeb-4439-140c-9396eaa31210					
749	747 4b2010ff-100-4678-868f-fbe5-567423	987b33d-7b29-4172-81b4-3c48-6580d7f167	video	soccer	https://socialbuzz.cdn.com/content/storage/4b2010ff-100-4678-868f-fbe5-567423					
750	748 fe88d77c-100-4678-868f-fbe5-567423	c1b01541-7508-4712-82-0370f232a41e	video	studying	https://socialbuzz.cdn.com/content/storage/fe88d77c-100-4678-868f-fbe5-567423					
751	749 8945e374-9170-4799-b6b0-8fd95821a6	51fb738-376-427c-8aca-887f175	video	"cooking"	https://socialbuzz.cdn.com/content/storage/8945e374-9170-4799-b6b0-8fd95821a6					
752	750 b0782637-2604-40f7-9fc6-5ed79df2255	1c5b190-5704-4926-ad2c-057c63e3cb4	photo	food	https://socialbuzz.cdn.com/content/storage/b0782637-2604-40f7-9fc6-5ed79df2255					
753	751 55146794-4261-441b-bb60-53b5e6beebc5	953b190-5704-4926-ad2c-057c63e3cb4	photo	food	https://socialbuzz.cdn.com/content/storage/55146794-4261-441b-bb60-53b5e6beebc5					

➤ Changed “culture” and culture to Culture

The screenshot shows a Microsoft Excel spreadsheet with data in columns A through I. A search and replace dialog box is open over the spreadsheet. The search term is set to "culture" and the replacement term is set to "Culture". The "Replace All" button is highlighted. The status bar at the bottom right indicates the date as 29-11-2022 and the time as 00:54.

The screenshot shows a Microsoft Excel spreadsheet with data in columns A through I. A search and replace dialog box is open over the spreadsheet. The search term is set to "culture" and the replacement term is set to "Culture". The "Replace All" button is highlighted. The status bar at the bottom right indicates the date as 29-11-2022 and the time as 00:55.

➤ Changed “dogs” and dogs to Dogs

File Home Insert Page Layout Formulas Data Review View Help Table Design

Column1 - Content ID

	User ID	Type	Category	URL		
222	222 3e6d4fe3-e832-4352-a170-9806f64ac507	audio	healthy eating	<a href="https://socialbuzz.cdn.com/content/storage/3e6d4fe3-e832-4352-a170-9806f64ac507">https://socialbuzz.cdn.com/content/storage/3e6d4fe3-e832-4352-a170-9806f64ac507</a>		
223	30c8a141-2c2e-4272-8854-f5673509652	audio	Culture	<a href="https://socialbuzz.cdn.com/content/storage/30c8a141-2c2e-4272-8854-f5673509652">https://socialbuzz.cdn.com/content/storage/30c8a141-2c2e-4272-8854-f5673509652</a>		
224	928556e17-5173-4481-a3d2-b93a216021597	GIF	fitness	<a href="https://socialbuzz.cdn.com/content/storage/928556e17-5173-4481-a3d2-b93a216021597">https://socialbuzz.cdn.com/content/storage/928556e17-5173-4481-a3d2-b93a216021597</a>		
225	225 ad08de0-ec5d-41ef-baed-10c6dd6028a	84bd5ad5-286c-429a-926d-e0a120720825	GIF	technology	<a href="https://socialbuzz.cdn.com/content/storage/d029339-3808-4a56-9450-7645ee42da07">https://socialbuzz.cdn.com/content/storage/d029339-3808-4a56-9450-7645ee42da07</a>	
226	226 d029339-3808-4a56-9450-7645ee42da07	3956593b-7739-426b-9745-84847715a5df9	video	healthy eating	<a href="https://socialbuzz.cdn.com/content/storage/3956593b-7739-426b-9745-84847715a5df9">https://socialbuzz.cdn.com/content/storage/3956593b-7739-426b-9745-84847715a5df9</a>	
227	227 e4c7258e-3777-42b4-af6a-d889e42cf07	f02267ef-8974-4315-9a2f-03d28ec22ca	photo	travel	<a href="https://socialbuzz.cdn.com/content/storage/e4c7258e-3777-42b4-af6a-d889e42cf07">https://socialbuzz.cdn.com/content/storage/e4c7258e-3777-42b4-af6a-d889e42cf07</a>	
228	228 75747dd7-8d4f-41f2-9209-62765223f3af	4bcb2c2e-36ed-45d4d-90a1-41093f9ef6d2	photo	fitness	<a href="https://socialbuzz.cdn.com/content/storage/75747dd7-8d4f-41f2-9209-62765223f3af">https://socialbuzz.cdn.com/content/storage/75747dd7-8d4f-41f2-9209-62765223f3af</a>	
229	229 b47f0569-8d01-4ac4-a4e4-0fc9c96fc	1add9169-fda0-4d4a-82ab-4de3bf7ed8ca	audio	studying	<a href="https://socialbuzz.cdn.com/content/storage/b47f0569-8d01-4ac4-a4e4-0fc9c96fc">https://socialbuzz.cdn.com/content/storage/b47f0569-8d01-4ac4-a4e4-0fc9c96fc</a>	
230	230 b1c49557-0623-4fb2-8f12-1453286fedaf	54a8e072-5369-4122-9189-a3b355e1a4ba2	video	healthy eating	<a href="https://socialbuzz.cdn.com/content/storage/b1c49557-0623-4fb2-8f12-1453286fedaf">https://socialbuzz.cdn.com/content/storage/b1c49557-0623-4fb2-8f12-1453286fedaf</a>	
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➤ Changed “food” and food to Food

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536	53c6a6a94-7291-4990-ba32-ba345ad70e	7b6e8ebc-3960-4035-e93-6ffdf4d298	photo	fitness	https://socialbuzz.cdn.com/content/storage/53c6a6a94-7291-4990-ba32-ba345ad70e
537	01a1f5ec-2aa8-412e-99e8-526f09a6d5e	6fb7ead6-71f3-a57-94bd-1811fb5e51a	video	fitness	https://socialbuzz.cdn.com/content/storage/01a1f5ec-2aa8-412e-99e8-526f09a6d5e
540	5358e37de-5b8a-447a-a0d1a4407e5e54	87026c67-f0b0-4b57-9126-e04a217d7a399649	photo	travel	https://socialbuzz.cdn.com/content/storage/5358e37de-5b8a-447a-a0d1a4407e5e54
541	5146edf775-b5c-4d6f-8f50-66a3c92a303	7240fb9b-7424-4c4-a0ab1-1d7a399649	GIF	veganism	https://socialbuzz.cdn.com/content/storage/5146edf775-b5c-4d6f-8f50-66a3c92a303
542	540-e72175-bebc-42b4-a3c-7deba2412878	92423e9a-4e8c-49b6-8139912696e	audio	technology	https://socialbuzz.cdn.com/content/storage/540-e72175-bebc-42b4-a3c-7deba2412878
543	541-de61a447-bbf0-477e-9743-71031d59bbf	18421d97-6f86-4d21-a7b1-dcc57d8b76	GIF	studying	https://socialbuzz.cdn.com/content/storage/541-de61a447-bbf0-477e-9743-71031d59bbf
544	542-bcf772d-6afe-45fc-88b1-4d4c85f97c8	94fb7864-52e-405-472b-9702bf79c234	GIF	technology	https://socialbuzz.cdn.com/content/storage/542-bcf772d-6afe-45fc-88b1-4d4c85f97c8
545	543-gee96d2e-a110-4e43-ab89-b5577b73dab	132b1407-16fa-48f6-8112-3e426974bb7	GIF	Culture	https://socialbuzz.cdn.com/content/storage/543-gee96d2e-a110-4e43-ab89-b5577b73dab
546	544-b014a42b-c469-4c26-b4a4-256f43d5072	6ecb39b1-8f85-44f1-b213-0cfcfa4d731	GIF	Culture	https://socialbuzz.cdn.com/content/storage/544-b014a42b-c469-4c26-b4a4-256f43d5072
547	545-3210c7c-67-a2-4a3c-6b9b-a11b359c56d	2251147b-0951-40a8-9f6b-2ceba9f3153a	video	veganism	https://socialbuzz.cdn.com/content/storage/545-3210c7c-67-a2-4a3c-6b9b-a11b359c56d
548	546-9bc09268-798e-4402-ba22-fd1e5f66d	d97f6964-a244-4d55-83d4-5b4a4c52569f	GIF	travel	https://socialbuzz.cdn.com/content/storage/546-9bc09268-798e-4402-ba22-fd1e5f66d
549	547-12b8904e-6770-489a-b7c3-812d3ed1f20	813d5674-544d-4f70-b4c1-7b9d93371855	photo	education	https://socialbuzz.cdn.com/content/storage/547-12b8904e-6770-489a-b7c3-812d3ed1f20
550	548-f7b57486-228b-4777-be51-dde87027b04c	08c64787-e47b-4a7f-800b-559e6fb5f8c3a	GIF	cooking	https://socialbuzz.cdn.com/content/storage/548-f7b57486-228b-4777-be51-dde87027b04c
551	549-bc040662-adbc-4c93-a2ae-60216071d1c	95f4b5f5f7eb7-429a-9f48-0f7cb0fdebaaa	photo	cooking	https://socialbuzz.cdn.com/content/storage/549-bc040662-adbc-4c93-a2ae-60216071d1c
552	550-e4487829-621f-4265-8665-42a4c0610745	6fd58dea-315a-4b2-8023-4246f1455cd	audio	“food”	https://socialbuzz.cdn.com/content/storage/550-e4487829-621f-4265-8665-42a4c0610745
553	551-06cc70bd-87c7-4d40-81f9-8a4b9b9856b	ed1c74d-8561-4b1-b83c-7bf554fbca97	audio	technology	https://socialbuzz.cdn.com/content/storage/551-06cc70bd-87c7-4d40-81f9-8a4b9b9856b

Content (1)-1

File Home Insert Page Layout Formulas Data Review View Help Table Design

Column1 [- Content ID [- User ID [- Type [- Category [- URL

6	4 01ab84dd-6364-4236-abbb-3f237db77180	e206e31b-5f85-4964-b6ea-d7ee5324def1	video	food	https://socialbuzz.cdn.com/content/storage/01ab84dd-6364-4236-abbb-3f237db77180
7	5 c1e8c1a-23eb-4426-9f58-002fb1b53e91	4607d7b0-3313-49b8-9f73-5b8227f5b67	GIF	cooking	
8	6 3f85906c-7-6ab2-4973-80a5-90dec35505	a6e00a5f-1c10-4b1f-adb0-1b7a-426d5e3	video	dogs	https://socialbuzz.cdn.com/content/storage/3f85906c-7-6ab2-4973-80a5-90dec35505
9	7 e5490118-90d5-4572-ab1c-878b8d9ca	583f2bde-886d-4f3c-a5c-7cb60c25df3	video	technology	https://socialbuzz.cdn.com/content/storage/e5490118-90d5-4572-ab1c-878b8d9ca
10	8 0bedcda96-7-6ab6-4287-a83c-17330ed9c00	2bd9fc167-e0e5-47c1-9798-34036d724606	photo	soccer	https://socialbuzz.cdn.com/content/storage/0bedcda96-7-6ab6-4287-a83c-17330ed9c00
11	9 188cb63f-4c8e-44ee-47f-541e95191d11	13fd0bd8-a15a-49ef-a6be-1ed69098789	photo	public speaking	https://socialbuzz.cdn.com/content/storage/188cb63f-4c8e-44ee-47f-541e95191d11
12	10 5118e701d-477-4cc5-83-1139-48d97	ef56931b-540b-4166-9090-73a4c8d97	GIF	science	
13	11 46f1701d-6c26-458e-ad3a-2eb50dbaa01	4f1e09db-0e78-a13-88e18e6889c77	audio	public speaking	https://socialbuzz.cdn.com/content/storage/46f1701d-6c26-458e-ad3a-2eb50dbaa01
14	12 0be95876-4-6ab6-458e-adb0-7a6-2e0b6f7a2cd6	72251587-4626-a05b-486c-4626-a05b	GIF	tennis	https://socialbuzz.cdn.com/content/storage/0be95876-4-6ab6-458e-adb0-7a6-2e0b6f7a2cd6
15	13 81abdf5a-3b76-4574-a07-dfb6f7184ae2	4793c46d-be50-4c2c-b7c4e4d0eab	video	food	https://socialbuzz.cdn.com/content/storage/81abdf5a-3b76-4574-a07-dfb6f7184ae2
16	14 e6ee9a2-9382-49a7-8fb5-4aa4aaa5f6b7	2d50a439-406c-471-9798-16f6-4287-a83c-17330ed9c00	photo	travel	https://socialbuzz.cdn.com/content/storage/e6ee9a2-9382-49a7-8fb5-4aa4aaa5f6b7
17	15 f7f0a082-4a0-457-4d6-251b-756ba7	425b7021-0409-4358-f32-bff14197d0a	GIF	fitness	https://socialbuzz.cdn.com/content/storage/f7f0a082-4a0-457-4d6-251b-756ba7
18	16 f332d362-dc48-46c2-4a6b-641157c0987e	0846769-49f7-87c7-daa5e40292c	GIF	soccer	https://socialbuzz.cdn.com/content/storage/f332d362-dc48-46c2-4a6b-641157c0987e
19	17 a2e93929-929-402-4d7-625f623b874	0ea904-4ea9-4b1-16a-2072f824a	video	public speaking	https://socialbuzz.cdn.com/content/storage/a2e93929-929-402-4d7-625f623b874
20	18 9b3a6630-48b-476c-82be-90315240d4d	3d13e0d3-765-4065-9221-38646899e0	video	food	https://socialbuzz.cdn.com/content/storage/9b3a6630-48b-476c-82be-90315240d4d
21	19 850fe09d-47d-4b7-9c8-810fa99c9	a90c3e2d-7c64-47d-9a-207d4e723e	video	tennis	https://socialbuzz.cdn.com/content/storage/850fe09d-47d-4b7-9c8-810fa99c9
22	20 ba2d900-81ba-4c34-b17d-d9950bf133b	2f112802-2501-458e-99d9-47c0dade23e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/ba2d900-81ba-4c34-b17d-d9950bf133b
23	21 598dd71-ce1d-4f6c-bb05-e05779d207	11f2072-2-113-47e5-a9d2-7f2-791a-75	GIF	soccer	https://socialbuzz.cdn.com/content/storage/598dd71-ce1d-4f6c-bb05-e05779d207
24	22 388bd9db-9010-474-8-6db4e83b3c	76ch4dbe-7748-49ab-8179-c03f3b840dd6	video	education	https://socialbuzz.cdn.com/content/storage/388bd9db-9010-474-8-6db4e83b3c
25	23 78d00751-89c5-a15-435-4921e2bb2ce	34fcadd6-f9a-4404-981a-7c086cde556	photo	studying	https://socialbuzz.cdn.com/content/storage/78d00751-89c5-a15-435-4921e2bb2ce
26	24 bda0b0065-718b-4d52-b7e9-cfc73dab0	7719807-b1f2-4b36-8169-d49d8a7239b	photo	travel	https://socialbuzz.cdn.com/content/storage/bda0b0065-718b-4d52-b7e9-cfc73dab0
27	25 a4067fb5-3ba8-49f7-87c7-daa5e40292c	e2377b94-fo6a-49ed-a26-3774b07980	GIF	food	https://socialbuzz.cdn.com/content/storage/a4067fb5-3ba8-49f7-87c7-daa5e40292c
28	26 809b41e-7-6af6-4d8b-48d-18d7240e	10f311c3-5f47-426d-8c0e-a155008b7936	audio	dogs	https://socialbuzz.cdn.com/content/storage/809b41e-7-6af6-4d8b-48d-18d7240e
29	27 3a3747a-0e77-42f6-ae19-873894b674	5b62e10e-3c19-4d28-457-c99dc1d6758d	GIF	science	https://socialbuzz.cdn.com/content/storage/3a3747a-0e77-42f6-ae19-873894b674
30	28 3920dcbb-e06f-49fc-8049-6ed164dfe8	f8926fc-a703-4925-b5d8-925c26daea1a	GIF	veganism	https://socialbuzz.cdn.com/content/storage/3920dcbb-e06f-49fc-8049-6ed164dfe8
31	29 4e3840e-bb71-40c-2-af5-9408b4842646d	db9ab962-e964-4fd-8ee-abd08654fa67	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/4e3840e-bb71-40c-2-af5-9408b4842646d
32	30 a2ff9b2-1fa6-4001-9566-f5978e754ef	0efef81ec-85b1-4475-a60-a7d373088a	video	food	https://socialbuzz.cdn.com/content/storage/a2ff9b2-1fa6-4001-9566-f5978e754ef
33	31 747180bf-e53a-442f-8ca2-4a328757fc1	e2377b94-fo6a-49ed-a26-3774b07980	video	dogs	https://socialbuzz.cdn.com/content/storage/747180bf-e53a-442f-8ca2-4a328757fc1
34	32 891b889-807f-4076-b-784bd3b1e11c	0c3475b2-ce55-450b-91ab-070/b6zb36f5	audio	studying	https://socialbuzz.cdn.com/content/storage/891b889-807f-4076-b-784bd3b1e11c
35	33 02fa1c4f-722d-46d2-a85e-e5b136b5f3bc	568e7c6f-b1e9-4a85-897c-oe8832	video	cooking	https://socialbuzz.cdn.com/content/storage/02fa1c4f-722d-46d2-a85e-e5b136b5f3bc

Content (1)-1

## ➤ Changed education to Education

The screenshot shows a Microsoft Excel window with a CSV file named 'Content (1)-1'. A search dialog is open, showing the search term 'education' and the results found in the file. The results are highlighted in green, indicating they have been found.

User ID	Type	Category	URL	
4 01ab84dd-6364-4236-abbb-3f237db77180	video	food	https://socialbuzz.cdn.com/content/storage/01ab84dd-6364-4236-abbb-3f237db77180	
5 cf1e8c1a-23eb-4426-9f58-002fb1b53e91	GIF	cooking	https://socialbuzz.cdn.com/content/storage/3f18590c7-6ab2-4973-805a-90dec355f05	
6 3f18590c7-6ab2-4973-805a-90dec355f05	video	dogs	https://socialbuzz.cdn.com/content/storage/3f18590c7-6ab2-4973-805a-90dec355f05	
7 e590118-90d5-4572-ab1c-1fb87bd9ca	video	technology	https://socialbuzz.cdn.com/content/storage/e590118-90d5-4572-ab1c-1fb87bd9ca	
8 0bedca96-7b76-4287-a83c-17303d39ce	photo	soccer	https://socialbuzz.cdn.com/content/storage/0bedca96-7b76-4287-a83c-17303d39ce	
9 b18cb63f-4c8e-44ee-a47f-541e95191d11	photo	public speaking	https://socialbuzz.cdn.com/content/storage/b18cb63f-4c8e-44ee-a47f-541e95191d11	
10 5118ef9c5-1377-4cc5-4ab6-65b35b7b76	GIF	science	https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ad3a-2ebe5dbba01f	
11 46fb701d-6c26-458e-ad3a-2ebe5dbba01f	audio	public speaking	https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ad3a-2ebe5dbba01f	
12 0be59876-d70c-486c-8e0b-a06be7fa2cd6	GIF	tennis	https://socialbuzz.cdn.com/content/storage/0be59876-d70c-486c-8e0b-a06be7fa2cd6	
13 81ab6d5a-3b76-4574-a07-dbf67184ae2	video	food	https://socialbuzz.cdn.com/content/storage/81ab6d5a-3b76-4574-a07-dbf67184ae2	
14 e6ee2244-9382-49a9-8cf8-fa4aaa00929	audio	travel	https://socialbuzz.cdn.com/content/storage/e6ee2244-9382-49a9-8cf8-fa4aaa00929	
15 f7fa0482-4a0a-4527-a06-251b56bac7	audio	fitness	https://socialbuzz.cdn.com/content/storage/f7fa0482-4a0a-4527-a06-251b56bac7	
16 f332d362-dc48-46c2-a64b-64157c0987e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/f332d362-dc48-46c2-a64b-64157c0987e	
17 a2e93b29-9259-4092-4a7-62d5e823b7b76	video	public speaking	https://socialbuzz.cdn.com/content/storage/a2e93b29-9259-4092-4a7-62d5e823b7b76	
18 983a6d30-48e8-47fc-828e-9015240d04d	video	food	https://socialbuzz.cdn.com/content/storage/983a6d30-48e8-47fc-828e-9015240d04d	
19 8950fe90d-47d6-4b6c-b05-e05779d207	GIF	soccer	https://socialbuzz.cdn.com/content/storage/8950fe90d-47d6-4b6c-b05-e05779d207	
20 baad2d000-81ba-4c34-b17d-d9950bf133b	2f112802-2501-45b5-99b-470dade623e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/baad2d000-81ba-4c34-b17d-d9950bf133b
21 5f98d6e71-celd-4f6c-b7b5-a05779d207	11f207c2-0113-7e5-a9a-df2c791a75	GIF	soccer	https://socialbuzz.cdn.com/content/storage/5f98d6e71-celd-4f6c-b7b5-a05779d207
22 288bd9b9d-9010-44f7-87c4-6dbd4e83b95	763c4dbd-7748-49ab-8179-6e3f3b840dd6	video	education	https://socialbuzz.cdn.com/content/storage/288bd9b9d-9010-44f7-87c4-6dbd4e83b95
23 78d0075f-895c-4a15-a35c-4921e2bb2cea	34fcadd6-fa9b-4404-981a-c70c86de556	photo	studying	https://socialbuzz.cdn.com/content/storage/78d0075f-895c-4a15-a35c-4921e2bb2cea
24 bda00605-718b-4052-07e9-cc73cdab00b	77198087-b122-4b36-8f69-44989d239b	photo	travel	https://socialbuzz.cdn.com/content/storage/bda00605-718b-4052-07e9-cc73cdab00b
25 a067fb5-3b8a-4f97-87c2-ddaa5e04029c2	e2377b94-f06a-49ed-a76e-3774b07980	GIF	food	https://socialbuzz.cdn.com/content/storage/a067fb5-3b8a-4f97-87c2-ddaa5e04029c2
26 809b41e3-7a6f-4d08-840f-1fd7b0d20e01	10f311c3-f547-4c14-990c-4f3d-2b47f14197da	audio	dogs	https://socialbuzz.cdn.com/content/storage/809b41e3-7a6f-4d08-840f-1fd7b0d20e01
27 2943747a-0b77-42f6-ae19-8738b94b674	5b62e10e-3c19-4d2f-a57-e9b0a36758d	GIF	science	https://socialbuzz.cdn.com/content/storage/2943747a-0b77-42f6-ae19-8738b94b674
28 2920dcbb-e06f-49fc-8049-b6d6164df8b	f8926fcfa-7036-929-b5d9-925c26daea1a	GIF	veganism	https://socialbuzz.cdn.com/content/storage/2920dcbb-e06f-49fc-8049-b6d6164df8b
29 14e3840e-bb71-40c2-acf5-9408d824640	d9a9b62-e964-4af4-83e-abda085d6a67	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/14e3840e-bb71-40c2-acf5-9408d824640
30 a2ff9bf2-1fa6-4001-9566-f597fe754ef	f0ef81ec-85b1-4475-a60-aa7d373088a	video	food	https://socialbuzz.cdn.com/content/storage/a2ff9bf2-1fa6-4001-9566-f597fe754ef
31 74718bbf-e5a3-442f-8ca2-4a328757fc1	e2377b94-f06a-49ed-a26e-3774b07980	video	dogs	https://socialbuzz.cdn.com/content/storage/74718bbf-e5a3-442f-8ca2-4a328757fc1
32 89d48f89-807f-4076-b7e0-84bd361e11c1	0347562-ce55-450b-91ab-0707662b36f5	audio	studying	https://socialbuzz.cdn.com/content/storage/89d48f89-807f-4076-b7e0-84bd361e11c1
33 02fa1c4f-722d-46d2-a85e-e5b136b5f3bc	568e7c6f-b1e9-a485-897c-aaaaaa0ce8832	video	cooking	https://socialbuzz.cdn.com/content/storage/02fa1c4f-722d-46d2-a85e-e5b136b5f3bc

## ➤ Changed fitness to Fitness

The screenshot shows a Microsoft Excel window with a CSV file named 'Content (1)-1'. A search dialog is open, showing the search term 'fitness' and the results found in the file. The results are highlighted in green, indicating they have been found.

User ID	Type	Category	URL	
4 01ab84dd-6364-4236-abbb-3f237db77180	video	food	https://socialbuzz.cdn.com/content/storage/01ab84dd-6364-4236-abbb-3f237db77180	
5 cf1e8c1a-23eb-4426-9f58-002fb1b53e91	GIF	cooking	https://socialbuzz.cdn.com/content/storage/3f18590c7-6ab2-4973-805a-90dec355f05	
6 3f18590c7-6ab2-4973-805a-90dec355f05	video	dogs	https://socialbuzz.cdn.com/content/storage/3f18590c7-6ab2-4973-805a-90dec355f05	
7 e590118-90d5-4572-ab1c-1fb87bd9ca	video	technology	https://socialbuzz.cdn.com/content/storage/e590118-90d5-4572-ab1c-1fb87bd9ca	
8 0bedca96-7b76-4287-a83c-17303d39ce	photo	soccer	https://socialbuzz.cdn.com/content/storage/0bedca96-7b76-4287-a83c-17303d39ce	
9 b18cb63f-4c8e-44ee-a47f-541e95191d11	photo	public speaking	https://socialbuzz.cdn.com/content/storage/b18cb63f-4c8e-44ee-a47f-541e95191d11	
10 5118ef9c5-1377-4cc5-4ab6-65b35b7b76	GIF	science	https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ad3a-2ebe5dbba01f	
11 46fb701d-6c26-458e-ad3a-2ebe5dbba01f	audio	public speaking	https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ad3a-2ebe5dbba01f	
12 0be59876-d70c-486c-8e0b-a06be7fa2cd6	GIF	tennis	https://socialbuzz.cdn.com/content/storage/0be59876-d70c-486c-8e0b-a06be7fa2cd6	
13 81ab6d5a-3b76-4574-a07-dbf67184ae2	video	food	https://socialbuzz.cdn.com/content/storage/81ab6d5a-3b76-4574-a07-dbf67184ae2	
14 e6ee2244-9382-49a9-8cf8-fa4aaa00929	audio	travel	https://socialbuzz.cdn.com/content/storage/e6ee2244-9382-49a9-8cf8-fa4aaa00929	
15 f7fa0482-4a0a-4527-a06-251b56bac7	audio	fitness	https://socialbuzz.cdn.com/content/storage/f7fa0482-4a0a-4527-a06-251b56bac7	
16 f332d362-dc48-46c2-a64b-64157c0987e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/f332d362-dc48-46c2-a64b-64157c0987e	
17 a2e93b29-9259-4092-4a7-62d5e823b7b76	video	public speaking	https://socialbuzz.cdn.com/content/storage/a2e93b29-9259-4092-4a7-62d5e823b7b76	
18 983a6d30-48e8-47fc-828e-9015240d04d	video	food	https://socialbuzz.cdn.com/content/storage/983a6d30-48e8-47fc-828e-9015240d04d	
19 8950fe90d-47d6-4b6c-b05-e05779d207	GIF	soccer	https://socialbuzz.cdn.com/content/storage/8950fe90d-47d6-4b6c-b05-e05779d207	
20 baad2d000-81ba-4c34-b17d-d9950bf133b	2f112802-2501-45b5-99b-470dade623e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/baad2d000-81ba-4c34-b17d-d9950bf133b
21 5f98d6e71-celd-4f6c-b7b5-a05779d207	11f207c2-0113-7e5-a9a-df2c791a75	GIF	soccer	https://socialbuzz.cdn.com/content/storage/5f98d6e71-celd-4f6c-b7b5-a05779d207
22 288bd9b9d-9010-44f7-87c4-6dbd4e83b95	763c4dbd-7748-49ab-8179-6e3f3b840dd6	video	education	https://socialbuzz.cdn.com/content/storage/288bd9b9d-9010-44f7-87c4-6dbd4e83b95
23 78d0075f-895c-4a15-a35c-4921e2bb2cea	34fcadd6-fa9b-4404-981a-c70c86de556	photo	studying	https://socialbuzz.cdn.com/content/storage/78d0075f-895c-4a15-a35c-4921e2bb2cea
24 bda00605-718b-4052-07e9-cc73cdab00b	77198087-b122-4b36-8f69-44989d239b	photo	travel	https://socialbuzz.cdn.com/content/storage/bda00605-718b-4052-07e9-cc73cdab00b
25 a067fb5-3b8a-4f97-87c2-ddaa5e04029c2	e2377b94-f06a-49ed-a76e-3774b07980	GIF	food	https://socialbuzz.cdn.com/content/storage/a067fb5-3b8a-4f97-87c2-ddaa5e04029c2
26 809b41e3-7a6f-4d08-840f-1fd7b0d20e01	10f311c3-f547-4c14-990c-4f3d-2b47f14197da	audio	dogs	https://socialbuzz.cdn.com/content/storage/809b41e3-7a6f-4d08-840f-1fd7b0d20e01
27 2943747a-0b77-42f6-ae19-8738b94b674	5b62e10e-3c19-4d2f-a57-e9b0a36758d	GIF	science	https://socialbuzz.cdn.com/content/storage/2943747a-0b77-42f6-ae19-8738b94b674
28 2920dcbb-e06f-49fc-8049-b6d6164df8b	f8926fcfa-7036-929-b5d9-925c26daea1a	GIF	veganism	https://socialbuzz.cdn.com/content/storage/2920dcbb-e06f-49fc-8049-b6d6164df8b
29 14e3840e-bb71-40c2-acf5-9408d824640	d9a9b62-e964-4af4-83e-abda085d6a67	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/14e3840e-bb71-40c2-acf5-9408d824640
30 a2ff9bf2-1fa6-4001-9566-f597fe754ef	f0ef81ec-85b1-4475-a60-aa7d373088a	video	food	https://socialbuzz.cdn.com/content/storage/a2ff9bf2-1fa6-4001-9566-f597fe754ef
31 74718bbf-e5a3-442f-8ca2-4a328757fc1	e2377b94-f06a-49ed-a26e-3774b07980	video	dogs	https://socialbuzz.cdn.com/content/storage/74718bbf-e5a3-442f-8ca2-4a328757fc1
32 89d48f89-807f-4076-b7e0-84bd361e11c1	0347562-ce55-450b-91ab-0707662b36f5	audio	studying	https://socialbuzz.cdn.com/content/storage/89d48f89-807f-4076-b7e0-84bd361e11c1
33 02fa1c4f-722d-46d2-a85e-e5b136b5f3bc	568e7c6f-b1e9-a485-897c-aaaaaa0ce8832	video	cooking	https://socialbuzz.cdn.com/content/storage/02fa1c4f-722d-46d2-a85e-e5b136b5f3bc

➤ Changed healthy eating to Healthy\_eating

The screenshot shows an Excel spreadsheet with data in columns A through I. A search and replace dialog box is open over the spreadsheet. The search term 'healthy eating' is highlighted in blue in the 'Find what:' field, and 'Healthy\_Eating' is in the 'Replace with:' field. The 'Replace All' button is visible at the bottom of the dialog.

Column1	Content ID	User ID	Type	eating	URL
0	97522e57-d9ab-4bd6-97bf-c24d952602d2	83dc8d7d-8a31-4935-9a4f-b319bfe0f531	photo	Studying	https://socialbuzz.cdn.com/content/storage/97522e57-d9ab-4bd6-97bf-c24d952602d2
1	9737e0a-3cd-4d29-d24-753fa4e3be810	beb1f34e-7870-46d6-fc7-2e12eb3ca3	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/9737e0a-3cd-4d29-d24-753fa4e3be810
2	230c4ed-703c-461d-b42c-ec09396efb3f	a5c56504-5894-4b87-82f2-c786b64	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/230c4ed-703c-461d-b42c-ec09396efb3f
3	356ffff80-d4d-4785-9a43-bc1261031dc6	9fb4ce88-fac1-400c-8544-1a89f7eaaf	photo	technology	https://socialbuzz.cdn.com/content/storage/356ffff80-d4d-4785-9a43-bc1261031dc6
4	41ab84dd-6364-4236-abbb-3f237db77180	e206e31b-5185-4964-b6ea-d7ee5324def1	video	food	https://socialbuzz.cdn.com/content/storage/01ab84dd-6364-4236-abbb-3f237db77180
5	c1e8c1a-3ce-4426-4785-9a43-bc1261031dc6	4607d7b0-3313-4981-973-2e8b727f567	GIF	cooking	https://socialbuzz.cdn.com/content/storage/3f8590c7-6ab2-4973-805a-90cdec355f05
6	6 f88906c7-6ab2-4973-805a-90cdec355f05	a6e00a5f-c1f0-4b11-adb0-1ba42463734e	video	dogs	https://socialbuzz.cdn.com/content/storage/6 f88906c7-6ab2-4973-805a-90cdec355f05
7	9 e5490118-9005-4572-4b1c-1fb878b9d9ca	58372bde-886d-4fc3-a5c4-7c6b0c25df3	video	technology	https://socialbuzz.cdn.com/content/storage/9 e5490118-9005-4572-4b1c-1fb878b9d9ca
8	8 0bedca96-fb76-4287-a83c-17330d3e9cc	2bd9f167-e06c-471c-9783-430436d724606	photo	soccer	https://socialbuzz.cdn.com/content/storage/8 0bedca96-fb76-4287-a83c-17330d3e9cc
9	9 1b8cb63f-4c77-4e44-a71-541e95191d11	130fdb8a-152a-4961-a6e8-1edfa908788	photo	public speaking	https://socialbuzz.cdn.com/content/storage/9 1b8cb63f-4c77-4e44-a71-541e95191d11
10	10 5118e8c5-1377-c4-45c5-a96-55b357b7b76	f569321b-540b-4166-9097-73ae48ad97	GIF	science	https://socialbuzz.cdn.com/content/storage/10 5118e8c5-1377-c4-45c5-a96-55b357b7b76
11	11 46fb701d-6c76-458e-ada3-2ebe5dbba01f	4f1e900d-5e78-1a13-88ed-1a8e6889fc677	audio	public speaking	https://socialbuzz.cdn.com/content/storage/11 46fb701d-6c76-458e-ada3-2ebe5dbba01f
12	12 0be59876-d70c-486c-8f05-a00bf153b9e1	72d2587e-8fae-462d-a73d-352e64659a0f	GIF	tennis	https://socialbuzz.cdn.com/content/storage/12 0be59876-d70c-486c-8f05-a00bf153b9e1
13	13 81ab6d5a-3b76-4574-a07-dbb6f184ae2	4793cc6d-be60-42c2-fb1d4-7ce8fd4d0eab	video	food	https://socialbuzz.cdn.com/content/storage/13 81ab6d5a-3b76-4574-a07-dbb6f184ae2
14	14 e6ee2244-9382-49a9-8cfb-fa54aaaa239	7404ab4d-187d-4783-990b-161c52fb5f86	audio	travel	https://socialbuzz.cdn.com/content/storage/14 e6ee2244-9382-49a9-8cfb-fa54aaaa239
15	15 f7f0a082-4a0a-4527-4ad-251b756bac7	425b7021-0409-4358-a3f9-14f19179d0a	GIF	Fitness	https://socialbuzz.cdn.com/content/storage/15 f7f0a082-4a0a-4527-4ad-251b756bac7
16	16 1332d362-dc48-46c2-a64b-641157c987e	05782699-264e-4c14-9906-148db1b13ef	GIF	soccer	https://socialbuzz.cdn.com/content/storage/16 1332d362-dc48-46c2-a64b-641157c987e
17	17 a2e93029-9259-4972-a4d7-62d5e823b74	d0e9a900-4e99-4c81-16a-20e727284ea	video	public speaking	https://socialbuzz.cdn.com/content/storage/17 a2e93029-9259-4972-a4d7-62d5e823b74
18	18 9b3a6d30-48e8-476c-828e-90315240bd4d	3d13e0d3-7e65-4065-9221-3f8646899e0	video	food	https://socialbuzz.cdn.com/content/storage/18 9b3a6d30-48e8-476c-828e-90315240bd4d
19	19 850fe90d-47d6-4eb7-b9c8-810fa99c9e9	a90c3ed2-7c64-473-9-d5a-b1005f6f912	video	tennis	https://socialbuzz.cdn.com/content/storage/19 850fe90d-47d6-4eb7-b9c8-810fa99c9e9
20	20 baa2d00-81ba-4c34-b17d-d950ba133b	2f1112802-2501-45b5-9a9-470dace6f23e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/20 baa2d00-81ba-4c34-b17d-d950ba133b
21	21 9fbade71-c1d-4f6c-bb05-a05779d207	11f2072-2-0113-47e5-a9a-df2c7b91a75	GIF	soccer	https://socialbuzz.cdn.com/content/storage/21 9fbade71-c1d-4f6c-bb05-a05779d207
22	22 388bd9b-9d10-4f47-87c4-6db4e683bc9	76cb34db-7748-49ab-8179-6e3f3b840dd6	video	Education	https://socialbuzz.cdn.com/content/storage/22 388bd9b-9d10-4f47-87c4-6db4e683bc9
23	23 7d800751-895c-4a15-35c-921e2bb2ce	34fcadd6-fa90-4404-981a-c70c86dc556	photo	studying	https://socialbuzz.cdn.com/content/storage/23 7d800751-895c-4a15-35c-921e2bb2ce
24	24 bda0b065-7f8b-4d52-b7e9-c3c75cdab0	7719807-7bf2-4b26-9169-449a97d239b	photo	travel	https://socialbuzz.cdn.com/content/storage/24 bda0b065-7f8b-4d52-b7e9-c3c75cdab0
25	25 a4067fb5-3b8-49f7-87c2-ddad5e4029c2	e2377b94-106a-49ed-a26-3774b07980	GIF	food	https://socialbuzz.cdn.com/content/storage/25 a4067fb5-3b8-49f7-87c2-ddad5e4029c2
26	26 809b41e3-7a6f-4d80-84bf-1fb70b20e01	10f311c3-f547-260-8c0e-a15500867936	audio	dogs	https://socialbuzz.cdn.com/content/storage/26 809b41e3-7a6f-4d80-84bf-1fb70b20e01
27	27 34a3747a-0e77-42f6-ae19-87c3b946b74	56b2e10e-3c19-4d28-a57c-99bd-c6d758d	GIF	science	https://socialbuzz.cdn.com/content/storage/27 34a3747a-0e77-42f6-ae19-87c3b946b74
28	28 2920dcbb-e06f-49fc-8049-b6d164dfe84	f8926cfa-7036-4929-b5d9-2526daea1a	GIF	veganism	https://socialbuzz.cdn.com/content/storage/28 2920dcbb-e06f-49fc-8049-b6d164dfe84
29	29 14e3840e-bb71-402c-af5-9408842646d	d9ab962-e964-4a4d-83ee-abda0865da7	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/29 14e3840e-bb71-402c-af5-9408842646d

➤ Changed “studying” to Studying

The screenshot shows an Excel spreadsheet with data in columns A through I. A search and replace dialog box is open over the spreadsheet. The search term 'studying' is highlighted in blue in the 'Find what:' field, and 'Studying' is in the 'Replace with:' field. The 'Replace All' button is visible at the bottom of the dialog.

Column1	Content ID	User ID	Type	eating	URL
0	97522e57-d9ab-4bd6-97bf-c24d952602d2	83dc8d7d-8a31-4935-9a4f-b319bfe0f531	photo	Studying	https://socialbuzz.cdn.com/content/storage/97522e57-d9ab-4bd6-97bf-c24d952602d2
1	9737e0a-3cd-4d29-d24-753fa4e3be810	beb1f34e-7870-46d6-fc7-2e12eb3ca3	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/9737e0a-3cd-4d29-d24-753fa4e3be810
2	230c4ed-703c-461d-b42c-ec09396efb3f	a5c56504-5894-4b87-82f2-c786b64	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/230c4ed-703c-461d-b42c-ec09396efb3f
3	356ffff80-d4d-4785-9a43-bc1261031dc6	9fb4ce88-fac1-400c-8544-1a89f7eaaf	photo	technology	https://socialbuzz.cdn.com/content/storage/356ffff80-d4d-4785-9a43-bc1261031dc6
4	41ab84dd-6364-4236-abbb-3f237db77180	e206e31b-5185-4964-b6ea-d7ee5324def1	video	food	https://socialbuzz.cdn.com/content/storage/01ab84dd-6364-4236-abbb-3f237db77180
5	c1e8c1a-3ce-4426-4785-9a43-bc1261031dc6	4607d7b0-3313-4981-973-2e8b727f567	GIF	cooking	https://socialbuzz.cdn.com/content/storage/3f8590c7-6ab2-4973-805a-90cdec355f05
6	6 f88906c7-6ab2-4973-805a-90cdec355f05	a6e00a5f-c1f0-4b11-adb0-1ba42463734e	video	dogs	https://socialbuzz.cdn.com/content/storage/6 f88906c7-6ab2-4973-805a-90cdec355f05
7	7 e5490118-9005-4572-4b1c-1fb878b9d9ca	58372bde-886d-4fc3-a5c4-7c6b0c25df3	video	technology	https://socialbuzz.cdn.com/content/storage/9 e5490118-9005-4572-4b1c-1fb878b9d9ca
8	8 0bedca96-fb76-4287-a83c-17330d3e9cc	2bd9f167-e06c-471c-9783-430436d724606	photo	soccer	https://socialbuzz.cdn.com/content/storage/8 0bedca96-fb76-4287-a83c-17330d3e9cc
9	9 1b8cb63f-4c77-4e44-a71-541e95191d11	130fdb8a-152a-4961-a6e8-1edfa908788	photo	public speaking	https://socialbuzz.cdn.com/content/storage/9 1b8cb63f-4c77-4e44-a71-541e95191d11
10	10 5118e8c5-1377-c4-45c5-a96-55b357b7b76	f569321b-540b-4166-9097-73ae48ad97	GIF	science	https://socialbuzz.cdn.com/content/storage/10 5118e8c5-1377-c4-45c5-a96-55b357b7b76
11	11 46fb701d-6c76-458e-ada3-2ebe5dbba01f	4f1e900d-5e78-1a13-88ed-1a8e6889fc677	audio	public speaking	https://socialbuzz.cdn.com/content/storage/11 46fb701d-6c76-458e-ada3-2ebe5dbba01f
12	12 0be59876-d70c-486c-8f05-a00bf153b9e1	72d2587e-8fae-462d-a73d-352e64659a0f	GIF	tennis	https://socialbuzz.cdn.com/content/storage/12 0be59876-d70c-486c-8f05-a00bf153b9e1
13	13 81ab6d5a-3b76-4574-a07-dbb6f184ae2	4793cc6d-be60-42c2-fb1d4-7ce8fd4d0eab	video	food	https://socialbuzz.cdn.com/content/storage/13 81ab6d5a-3b76-4574-a07-dbb6f184ae2
14	14 e6ee2244-9382-49a9-8cfb-fa54aaaa239	7404ab4d-187d-4783-990b-161c52fb5f86	audio	travel	https://socialbuzz.cdn.com/content/storage/14 e6ee2244-9382-49a9-8cfb-fa54aaaa239
15	15 f7f0a082-4a0a-4527-4ad-251b756bac7	425b7021-0409-4358-a3f9-14f19179d0a	GIF	Fitness	https://socialbuzz.cdn.com/content/storage/15 f7f0a082-4a0a-4527-4ad-251b756bac7
16	16 1332d362-dc48-46c2-a64b-641157c987e	05782699-264e-4c14-9906-148db1b13ef	GIF	soccer	https://socialbuzz.cdn.com/content/storage/16 1332d362-dc48-46c2-a64b-641157c987e
17	17 a2e93029-9259-4972-a4d7-62d5e823b74	d0e9a900-4e99-4c81-16a-20e727284ea	video	public speaking	https://socialbuzz.cdn.com/content/storage/17 a2e93029-9259-4972-a4d7-62d5e823b74
18	18 9b3a6d30-48e8-476c-828e-90315240bd4d	3d13e0d3-7e65-4065-9221-3f8646899e0	video	food	https://socialbuzz.cdn.com/content/storage/18 9b3a6d30-48e8-476c-828e-90315240bd4d
19	19 850fe90d-47d6-4eb7-b9c8-810fa99c9e9	a90c3ed2-7c64-473-9-d5a-b1005f6f912	video	tennis	https://socialbuzz.cdn.com/content/storage/19 850fe90d-47d6-4eb7-b9c8-810fa99c9e9
20	20 baa2d00-81ba-4c34-b17d-d950ba133b	2f1112802-2501-45b5-9a9-470dace6f23e	GIF	soccer	https://socialbuzz.cdn.com/content/storage/20 baa2d00-81ba-4c34-b17d-d950ba133b
21	21 9fbade71-c1d-4f6c-bb05-a05779d207	11f2072-2-0113-47e5-a9a-df2c7b91a75	GIF	soccer	https://socialbuzz.cdn.com/content/storage/21 9fbade71-c1d-4f6c-bb05-a05779d207
22	22 388bd9b-9d10-4f47-87c4-6db4e683bc95	76cb34db-7748-49ab-8179-6e3f3b840dd6	video	Education	https://socialbuzz.cdn.com/content/storage/22 388bd9b-9d10-4f47-87c4-6db4e683bc95
23	23 7d800751-895c-4a15-35c-921e2bb2ce	34fcadd6-fa90-404a-981a-c70c86dc556	photo	studying	https://socialbuzz.cdn.com/content/storage/23 7d800751-895c-4a15-35c-921e2bb2ce
24	24 bda0b065-7f8b-4d52-b7e9-fc375cdab0	7719807-7bf2-4b26-9169-449a97d239b	photo	travel	https://socialbuzz.cdn.com/content/storage/24 bda0b065-7f8b-4d52-b7e9-fc375cdab0
25	25 a4067fb5-3b8-49f7-87c2-ddad5e4029c2	e2377b94-106a-49ed-a26-3774b07980	GIF	food	https://socialbuzz.cdn.com/content/storage/25 a4067fb5-3b8-49f7-87c2-ddad5e4029c2
26	26 809b41e3-7a6f-4d80-84bf-1fb70b20e01	10f311c3-f547-260-8c0e-a15500867936	audio	dogs	https://socialbuzz.cdn.com/content/storage/26 809b41e3-7a6f-4d80-84bf-1fb70b20e01
27	27 34a3747a-0e77-42f6-ae19-87c3b946b74	56b2e10e-3c19-4d28-a57c-99bd-c3d6758d	GIF	Science	https://socialbuzz.cdn.com/content/storage/27 34a3747a-0e77-42f6-ae19-87c3b946b74
28	28 2920dcbb-e06f-49fc-8049-b6d164dfe84	f8926cfa-7036-4929-b5d9-2526daea1a	GIF	veganism	https://socialbuzz.cdn.com/content/storage/28 2920dcbb-e06f-49fc-8049-b6d164dfe84
29	29 14e3840e-bb71-402c-af5-9408842646d	d9ab962-e964-4a4d-83ee-abda0865da7	photo	healthy eating	https://socialbuzz.cdn.com/content/storage/29 14e3840e-bb71-402c-af5-9408842646d

➤ Changed “public speaking” and public speaking to Public\_speaking

The screenshot shows a Microsoft Excel window with the 'Table Design' ribbon tab selected. A search dialog is open in the center of the screen, displaying the results of a search for "public speaking". The results list numerous rows of data from a CSV file, each containing fields such as Content ID, User ID, Type, and URL. The 'Find what' field contains "public speaking" and the 'Replace with' field contains "Public\_Speaking". The 'Replace All' button is visible at the bottom of the dialog.

Content ID	User ID	Type	URL
772	772	772	https://socialbuzz.cdn.com/content/storage/85260ec2-7b35-4266-8071-580a8b4341ca
773	773	4fbf9824-aeb-4695-8195-945686795630	https://socialbuzz.cdn.com/content/storage/4fbf9824-aeb-4695-8195-945686795630
776	774	e16883d6-7a74-41e2-a8ae-809fa556c8a0	https://socialbuzz.cdn.com/content/storage/e16883d6-7a74-41e2-a8ae-809fa556c8a0
777	775	e1ea39c8-c5d-4fe4-825f-236e8bd5f6f	https://socialbuzz.cdn.com/content/storage/e1ea39c8-c5d-4fe4-825f-236e8bd5f6f
778	776	776 ee631766-3818-4de6-897f-235542b58e7	https://socialbuzz.cdn.com/content/storage/ee631766-3818-4de6-897f-235542b58e7
779	777	777 0ac85023-c8ba-49ed-be1-493b960a88c0	https://socialbuzz.cdn.com/content/storage/0ac85023-c8ba-49ed-be1-493b960a88c0
780	778	778 e619e47-4e88-4e91-590c9e9c137	https://socialbuzz.cdn.com/content/storage/e619e47-4e88-4e91-590c9e9c137
781	779	779 f55dbde9-c8d-c451-927e-964fa2e0908a	https://socialbuzz.cdn.com/content/storage/f55dbde9-c8d-c451-927e-964fa2e0908a
782	780	780 019b6114-926c-438d-adaf-6119c9eab752	https://socialbuzz.cdn.com/content/storage/019b6114-926c-438d-adaf-6119c9eab752
783	781	781 049c926f-9095-4b2d-a46a-666a8257f61	https://socialbuzz.cdn.com/content/storage/049c926f-9095-4b2d-a46a-666a8257f61
784	782	782 bf545d13-6b8b-400c-a126-31b857d0e170	https://socialbuzz.cdn.com/content/storage/bf545d13-6b8b-400c-a126-31b857d0e170
785	783	783 8123c0-30b0-a20-babe-866a2698e9a	https://socialbuzz.cdn.com/content/storage/8123c0-30b0-a20-babe-866a2698e9a
786	784	784 724b931-80dc-4152-b93f-4d3e457201ef	https://socialbuzz.cdn.com/content/storage/724b931-80dc-4152-b93f-4d3e457201ef
787	785	785 6aa06c00-d79e-43c3-816d-70f21e58f0	https://socialbuzz.cdn.com/content/storage/6aa06c00-d79e-43c3-816d-70f21e58f0
788	786	786 6f61b9d9-d7b8-a495-9d6-7b9e99e5b	https://socialbuzz.cdn.com/content/storage/6f61b9d9-d7b8-a495-9d6-7b9e99e5b
789	787	787 6f6e5ca5a-89e4-4c18-b216-860f08e158	https://socialbuzz.cdn.com/content/storage/6f6e5ca5a-89e4-4c18-b216-860f08e158
790	788	788 5efb3710-c34d-4e4d-84ad-31cd5d95e7d	https://socialbuzz.cdn.com/content/storage/5efb3710-c34d-4e4d-31cd5d95e7d
791	789	789 6912f8e6-86b7-44f7-8aa8-c21c2e0d053	https://socialbuzz.cdn.com/content/storage/6912f8e6-86b7-44f7-8aa8-c21c2e0d053
792	790	790 94dd435-453e-466d-95ca-b1a7710fa1cf	https://socialbuzz.cdn.com/content/storage/94dd435-453e-466d-95ca-b1a7710fa1cf
793	791	791 47074e8-5189-44a2-8218-4309d63650b8	https://socialbuzz.cdn.com/content/storage/47074e8-5189-44a2-8218-4309d63650b8
794	792	792 15e13281-8b0d-4f40-a0fa-44749cf3237a	https://socialbuzz.cdn.com/content/storage/15e13281-8b0d-4f40-a0fa-44749cf3237a
795	793	793 31cbcfa1-7579-4541-abd1-1572378047b	https://socialbuzz.cdn.com/content/storage/31cbcfa1-7579-4541-abd1-1572378047b
796	794	794 1bbfe2f1-37e2-4874-8422-161a0b331e1	https://socialbuzz.cdn.com/content/storage/1bbfe2f1-37e2-4874-8422-161a0b331e1
797	795	795 948ff8bf-b888-4713-cfd-e5746d688b2	https://socialbuzz.cdn.com/content/storage/948ff8bf-b888-4713-cfd-e5746d688b2
798	796	796 6f1e13d3-3fba-4b01-8de7-7798eccc431e	https://socialbuzz.cdn.com/content/storage/6f1e13d3-3fba-4b01-8de7-7798eccc431e
799	797	797 c3d1c3d6-2a49-45ce-ba99-51c10351e62	https://socialbuzz.cdn.com/content/storage/c3d1c3d6-2a49-45ce-ba99-51c10351e62
800	798	798 93872313-878c-4308-6173-140f369d908	https://socialbuzz.cdn.com/content/storage/93872313-878c-4308-6173-140f369d908
801	799	799 942c5154-791e-47c0-bfd4-264a3d6296e6	https://socialbuzz.cdn.com/content/storage/942c5154-791e-47c0-bfd4-264a3d6296e6
802	800	800 1eb1b9d92-2e08-48b0-8be7-a298048aa08	https://socialbuzz.cdn.com/content/storage/1eb1b9d92-2e08-48b0-8be7-a298048aa08
803	801	801 44eabb5ca-b4a4-46c4-977d-197a8551861	https://socialbuzz.cdn.com/content/storage/44eabb5ca-b4a4-46c4-977d-197a8551861

The screenshot shows a Microsoft Excel window with the 'Table Design' ribbon tab selected. A search dialog is open in the center of the screen, displaying the results of a search for "public speaking". The results list numerous rows of data from a CSV file, each containing fields such as Content ID, User ID, Type, and URL. The 'Find what' field contains "public speaking" and the 'Replace with' field contains "Public\_Speaking". The 'Replace All' button is visible at the bottom of the dialog.

Content ID	User ID	Type	URL
11	9	9 118e9c9-1377-4cc5-a48-65b35b7b76	https://socialbuzz.cdn.com/content/storage/b18cb63f4c8-4ee4-a47f-541e95191d11
12	10	10 5118e9c9-1377-4cc5-a48-65b35b7b76	https://socialbuzz.cdn.com/content/storage/f5e6931b540b4166-9099-37aa48cad97
13	11	11 46f701d-6c26-458e-ad3-zeb55dbba01f	https://socialbuzz.cdn.com/content/storage/46f701d-6c26-458e-ad3-zeb55dbba01f
14	12	12 0be5987e-d70c-486c-8e0b17a2c0d	https://socialbuzz.cdn.com/content/storage/0be5987e-d70c-486c-8e0b17a2c0d
15	13	13 81abbd5a-3b7e-4574-a07-dbbf718a4e2	https://socialbuzz.cdn.com/content/storage/81abbd5a-3b7e-4574-a07-dbbf718a4e2
16	14	14 e6e2244-9382-49a9-8cfb-fa54aaa2932	https://socialbuzz.cdn.com/content/storage/e6e2244-9382-49a9-8cfb-fa54aaa2932
17	15	15 ff00a862-dc48-46c2-a641-54157c0987	https://socialbuzz.cdn.com/content/storage/ff00a862-dc48-46c2-a641-54157c0987
18	16	16 f332d362-dc48-46c2-a641-54157c0987	https://socialbuzz.cdn.com/content/storage/f332d362-dc48-46c2-a641-54157c0987
19	17	17 a2e930b9-9d29-4092-4d7-625d823b74	https://socialbuzz.cdn.com/content/storage/a2e930b9-9d29-4092-4d7-625d823b74
20	18	18 9b3a6d30-48e8-476c-82de-9031524d0d4d	https://socialbuzz.cdn.com/content/storage/9b3a6d30-48e8-476c-82de-9031524d0d4d
21	19	19 850fe90d-47d6-4c0d-7c64-3d032f69d912	https://socialbuzz.cdn.com/content/storage/850fe90d-47d6-4c0d-7c64-3d032f69d912
22	20	20 baa2d900-81ba-4c34-b17d-d950f0a133b	https://socialbuzz.cdn.com/content/storage/baa2d900-81ba-4c34-b17d-d950f0a133b
23	21	21 9ff8d471-c1d1-4f6c-b505-e05779d207	https://socialbuzz.cdn.com/content/storage/9ff8d471-c1d1-4f6c-b505-e05779d207
24	22	22 3888b9d9-9d10-4f77-874-6db4683bc95	https://socialbuzz.cdn.com/content/storage/3888b9d9-9d10-4f77-874-6db4683bc95
25	23	23 780007f1-895c-4a15-8e92-913e0b2c2ea	https://socialbuzz.cdn.com/content/storage/780007f1-895c-4a15-8e92-913e0b2c2ea
26	24	24 bda065b9-718b-4d52-b7e9-cc375cdab07	https://socialbuzz.cdn.com/content/storage/bda065b9-718b-4d52-b7e9-cc375cdab07
27	25	25 a067fb5-3b45-4b19-4f97-37e2-4d4029c2	https://socialbuzz.cdn.com/content/storage/a067fb5-3b45-4b19-4f97-37e2-4d4029c2
28	26	26 208941e3-7a6f-4092-4d7-625d823b74	https://socialbuzz.cdn.com/content/storage/208941e3-7a6f-4092-4d7-625d823b74
29	27	27 34a374a-077b-42fe-ae19-87c3b946b74	https://socialbuzz.cdn.com/content/storage/34a374a-077b-42fe-ae19-87c3b946b74
30	28	28 2920dcbb-06f1-49f1-8049-b6d4164df8e9	https://socialbuzz.cdn.com/content/storage/2920dcbb-06f1-49f1-8049-b6d4164df8e9
31	29	29 4e3840e-bb71-40c2-afc5-9408b425460	https://socialbuzz.cdn.com/content/storage/4e3840e-bb71-40c2-afc5-9408b425460
32	30	30 a2f9fb2-1f2a-4001-956e-f5978e754ef	https://socialbuzz.cdn.com/content/storage/a2f9fb2-1f2a-4001-956e-f5978e754ef
33	31	31 7471bbfb-53a3-442f-8ca2-43a28757c1	https://socialbuzz.cdn.com/content/storage/7471bbfb-53a3-442f-8ca2-43a28757c1
34	32	32 896d88b-807-4076-87e-784d361e11c	https://socialbuzz.cdn.com/content/storage/896d88b-807-4076-87e-784d361e11c
35	33	33 d21614f-722d-462c-85e5-53b65f3b	https://socialbuzz.cdn.com/content/storage/d21614f-722d-462c-85e5-53b65f3b
36	34	34 ee5e521-4c28-4e8a-93a9-d54a031ad7e	https://socialbuzz.cdn.com/content/storage/ee5e521-4c28-4e8a-93a9-d54a031ad7e
37	35	35 0788a73-aef2-45f1-bf5d-418e448853d	https://socialbuzz.cdn.com/content/storage/0788a73-aef2-45f1-bf5d-418e448853d
38	36	36 49367a0-1f05-4417-a7c9-a1541eaed	https://socialbuzz.cdn.com/content/storage/49367a0-1f05-4417-a7c9-a1541eaed
39	37	37 457301ee-3e87-40d8-8b82-ea4e1fa90e39	https://socialbuzz.cdn.com/content/storage/457301ee-3e87-40d8-8b82-ea4e1fa90e39
40	38	38 a14453-72b9-4302-b5f1-9aa2b3472c1b	https://socialbuzz.cdn.com/content/storage/a14453-72b9-4302-b5f1-9aa2b3472c1b

➤ Changed “science” and science to Science

This screenshot shows a Microsoft Excel spreadsheet with multiple tabs open. The active tab is 'Content (1)-1'. The spreadsheet contains data from row 924 to 953, with columns A through I visible. The data includes various categories like 'Culture', 'Fitness', 'Soccer', 'Animals', 'Photography', 'GIFs', 'Food', 'Healthy Eating', 'Education', 'Tennis', 'Cooking', 'Science', 'Public Speaking', and 'Veganism'. Some rows contain links to external websites. A context menu is open over the cell at row 953, column C, with options for 'Find', 'Replace', 'Find All', 'Find Next', and 'Close'. The status bar at the bottom right shows the date as 29/11/2022.

Saved AutoSave Content (1)-1

Search (Alt+Q)

JEBASTIN SAMUEL

File Home Insert Page Layout Formulas Data Review View Help Table Design

PivotTable Recommended PivotTables Tables Illustrations Get Add-ins My Add-ins Recommended Charts Maps PivotChart 3D Map Line Column Win/Loss Slicer Timeline Link Comment Text Symbols

Column1 | Content ID | User ID | Type | eating | URL

12 10 5118e9-1737-4cc5-a486-65b35b767b5 ef59f61b-540b-4166-9090-73ae-fa8c8d97 GIF science https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ada-3ebe5dbaa01f

13 11 46fb701d-6c26-458e-ada-3ebe5dbaa01f e4f1900d-5e78-41a3-88ed-18e688b677 Public Speaking https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ada-3ebe5dbaa01f

14 12 0be59876-1b29-40bb-a0b6ef7a2cd6 d2a28578-8f8e-462c-bfa6bf7a184e GIF tennis https://socialbuzz.cdn.com/content/storage/b0e59876-1b29-40bb-a0b6ef7a2cd6

15 13 81ab6d5a-3b76-4574-a0a7-b6bf71784ae2 4793c66be0-42cc-bf64-7c8fdaf0a8 video food https://socialbuzz.cdn.com/content/storage/81ab6d5a-3b76-4574-a0a7-b6bf71784ae2

16 14 e16ee2244-2d48-45a2-a0a0-4527-e6d5-2157b56ac8 7404ab0a-187e-4782-bf3a54aaa2392 audio food https://socialbuzz.cdn.com/content/storage/e16ee2244-2d48-45a2-a0a0-4527-e6d5-2157b56ac8

17 15 7ffdb082-4a0a-4527-e6d5-2157b56ac8 425b7021-0409-4358-af39-2bf1197d0a GIF fitness https://socialbuzz.cdn.com/content/storage/7ffdb082-4a0a-4527-e6d5-2157b56ac8

18 16 f332d36c-dc48-45a2-a0a1-6115767b7e05 07582769-264e-414c-990e-4bd81bb13bf GIF soccer https://socialbuzz.cdn.com/content/storage/f332d36c-dc48-45a2-a0a1-6115767b7e05

19 a2e93b29-9259-4092-447d-2eb6823b7ad6 d0ea0a09-4e09-4c81-b1a6-202b1232ae video Public Speaking https://socialbuzz.cdn.com/content/storage/a2e93b29-9259-4092-447d-2eb6823b7ad6

20 19 983ab6d30-438c-476e-82bc-903152ab0404 3d13e03-765-4065-9211-28686896bf0 video food https://socialbuzz.cdn.com/content/storage/983ab6d30-438c-476e-82bc-903152ab0404

21 19 850f040d-4746-4eb7-9bc8-810cafc99e9 a903ed-7d4-47c3-9a5-1b04d5f6f92 video tennis https://socialbuzz.cdn.com/content/storage/850f040d-4746-4eb7-9bc8-810cafc99e9

22 20 baa2b00b-81ba-4c34-117d-d950ba1f33b 2f112802-2501-4585-a99-497d0cae6f3c GIF soccer https://socialbuzz.cdn.com/content/storage/baa2b00b-81ba-4c34-117d-d950ba1f33b

23 21 f980de71-1e1d-4f65-0b05-a0e05779207 111072c0-0113-47e5-a99a-df271991ac75 GIF soccer https://socialbuzz.cdn.com/content/storage/f980de71-1e1d-4f65-0b05-a0e05779207

24 22 3888b65b-9d10-4f47-7374-6db6b68e395 76e4bd48-7748-49ab-8179-6e3f380406d video Education https://socialbuzz.cdn.com/content/storage/3888b65b-9d10-4f47-7374-6db6b68e395

25 23 78d0075f-895c-41a5-15c-a921e2b283c 341cadb-fab4-4940-981a-70c830c5556 photo studying https://socialbuzz.cdn.com/content/storage/78d0075f-895c-41a5-15c-a921e2b283c

26 24 bfa0d065-778b-4797-9fc3-753cd50ab8 771980b7-1204-4b36-8699-44a9ab7e3239 photo travel https://socialbuzz.cdn.com/content/storage/bfa0d065-778b-4797-9fc3-753cd50ab8

27 25 a0657b5-3ba8-497r-872-d2daad5e4029c e237794a-106a-49ed-266-3774-ab07e980 GIF food https://socialbuzz.cdn.com/content/storage/a0657b5-3ba8-497r-872-d2daad5e4029c

28 26 809041e3-7a6f-4k8b-f8d7b0e2d0e1 103113c-f547-4260-8c8d-155008b7936 audio dogs https://socialbuzz.cdn.com/content/storage/809041e3-7a6f-4k8b-f8d7b0e2d0e1

29 27 3a4374a-0677-4216-873-3889467a674 5652e6-30-3c19-4d28-a57c-e9d36c758d GIF science https://socialbuzz.cdn.com/content/storage/3a4374a-0677-4216-873-3889467a674

30 28 2920dcab-064f-490c-8049-b6d4164dfe84 8982f6ca-7036-4929-5bd5-925d65daea1a GIF veganism https://socialbuzz.cdn.com/content/storage/2920dcab-064f-490c-8049-b6d4164dfe84

31 29 f4e3840c-b71-40c2-904-af540842646d g9aeb9c-964a-4fcf-83ee-abda865d61t photo healthy eating https://socialbuzz.cdn.com/content/storage/f4e3840c-b71-40c2-904-af540842646d

32 30 a2f9ff01-1fa6-4001-9566-597987e0878 fe0f81ec-b511-4475-aef4-a37370388aa video food https://socialbuzz.cdn.com/content/storage/a2f9ff01-1fa6-4001-9566-597987e0878

33 31 74718bf-b5a3-4421-842c-3428757454c e237794a-106a-49ed-266-3774-ab07e980 video dogs https://socialbuzz.cdn.com/content/storage/74718bf-b5a3-4421-842c-3428757454c

34 32 89df8899-807-4076-7e7-84bd361e11c 0345762c-e55-45b0-9ab-070762b365f audio studying https://socialbuzz.cdn.com/content/storage/89df8899-807-4076-7e7-84bd361e11c

35 33 02 f1724-7442-485-e1b36b51565b 568e7-cb1e9-485-897c-a00e8832 video cooking https://socialbuzz.cdn.com/content/storage/02 f1724-7442-485-e1b36b51565b

36 34 ee5c521-2c48-4e8a-53aa-d5408a3f7e da25d45a-9555-4dfe-bfcd-7548859002 audio food https://socialbuzz.cdn.com/content/storage/ee5c521-2c48-4e8a-53aa-d5408a3f7e

37 35 07f88a3-7f-451d-85d-41648ab853d 18c5602d-937e-4f3c-bcf3-430b14212ca GIF Animals https://socialbuzz.cdn.com/content/storage/07f88a3-7f-451d-85d-41648ab853d

38 36 49367a0f-1665-417d-a79-4a154ea00d 3e8bd6d3-017-4e77-980f-bfde0a800cc photo technology https://socialbuzz.cdn.com/content/storage/49367a0f-1665-417d-a79-4a154ea00d

39 37 4573010e-3e87-4008-8802-454e1fa9039 ce3a622-1373-492d-95d7-e0281c345fc GIF healthy eating https://socialbuzz.cdn.com/content/storage/4573010e-3e87-4008-8802-454e1fa9039

40 38 4fa14453-7b29-430b-5b19-5aa23b472c1b 8c9c9ee1-9c8c-4842-bbd1-1de15da18164 audio animals https://socialbuzz.cdn.com/content/storage/4fa14453-7b29-430b-5b19-5aa23b472c1b

41 39 1675b70-2803-4464-b5d7-372d877337 e6357570-36e-495d-9c45-281b73fa5f GIF technology https://socialbuzz.cdn.com/content/storage/1675b70-2803-4464-b5d7-372d877337

Content (1)-1

Accessibility: Unavailable

25°C

Autosave

File Home Insert Page Layout Formulas Data Review View Help Table Design

PivotTable Recommended PivotTables Tables Illustrations Get Add-ins My Add-ins Recommended Charts Maps PivotChart 3D Map Line Column Win/Loss Slicer Timeline Link Comment Text Symbols

Column1 | Content ID | User ID | Type | eating | URL

12 10 5118e9-1737-4cc5-a486-65b35b767b5 ef59f61b-540b-4166-9090-73ae-fa8c8d97 GIF science https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ada-3ebe5dbaa01f

13 11 46fb701d-6c26-458e-ada-3ebe5dbaa01f e4f1900d-5e78-41a3-88ed-18e688b677 Public Speaking https://socialbuzz.cdn.com/content/storage/46fb701d-6c26-458e-ada-3ebe5dbaa01f

14 12 0be59876-1b29-40bb-a0b6ef7a2cd6 d2a28578-8f8e-462c-bf64-7c8fdaf0a8 video food https://socialbuzz.cdn.com/content/storage/b0e59876-1b29-40bb-a0b6ef7a2cd6

15 13 81ab6d5a-3b76-4574-a0a7-b6bf71784ae2 4793c66be0-42cc-bf64-7c8fdaf0a8 video food https://socialbuzz.cdn.com/content/storage/81ab6d5a-3b76-4574-a0a7-b6bf71784ae2

16 14 e16ee2244-2d48-45a2-a0a0-4527-e6d5-2157b56ac8 7404ab0a-187e-4782-bf3a54aaa2392 audio food https://socialbuzz.cdn.com/content/storage/e16ee2244-2d48-45a2-a0a0-4527-e6d5-2157b56ac8

17 15 7ffdb082-4a0a-4527-e6d5-2157b56ac8 425b7021-0409-4358-af39-2bf1197d0a GIF fitness https://socialbuzz.cdn.com/content/storage/7ffdb082-4a0a-4527-e6d5-2157b56ac8

18 16 f332d36c-dc48-45a2-a0a1-6115767b7e05 07582769-264e-414c-990e-4bd81bb13bf GIF soccer https://socialbuzz.cdn.com/content/storage/f332d36c-dc48-45a2-a0a1-6115767b7e05

19 a2e93b29-9259-4092-447d-2eb6823b7ad6 d0ea0a09-4e09-4c81-b1a6-202b1232ae video Public Speaking https://socialbuzz.cdn.com/content/storage/a2e93b29-9259-4092-447d-2eb6823b7ad6

20 19 983ab6d30-438c-476e-82bc-903152ab0404 3d13e03-765-4065-9211-28686896bf0 video food https://socialbuzz.cdn.com/content/storage/983ab6d30-438c-476e-82bc-903152ab0404

21 19 850f040d-4746-4eb7-9bc8-810cafc99e9 a903ed-7d4-47c3-9a5-1b04d5f6f92 video tennis https://socialbuzz.cdn.com/content/storage/850f040d-4746-4eb7-9bc8-810cafc99e9

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PivotTable Recommended PivotTables Tables Illustrations Get Add-ins My Add-ins Recommended Charts Maps PivotChart 3D Map Line Column Win/Loss Slicer Timeline Link Comment Text Symbols

Column1 | Content ID | User ID | Type | eating | URL

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PivotTable Recommended PivotTables Tables Illustrations Get Add-ins My Add-ins Recommended Charts Maps PivotChart 3D Map Line Column Win/Loss Slicer Timeline Link Comment Text Symbols

➤ Changed “soccer” and soccer to Soccer

Search (Alt+Q)

Find what: "soccer"

Replace with: Soccer

Replace All Replace Find All Find Next Close

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174	172	fa81e01-b928-401f-86f4-d42b0a3b55ab	3956593b-7739-426a-b7a5-e841c95a5df9	photo	studying	<a href="https://socialbuzz.cdn.com/content/storage/fa781e01-b928-401f-86f4-d42b0a3b55ab">https://socialbuzz.cdn.com/content/storage/fa781e01-b928-401f-86f4-d42b0a3b55ab</a>
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- Changed “technology” and technology to Technology

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20	18 9b3a6d30-4868-472c-9031524b0404	31d30e3-765-4065-9221-31864689b9eo	Replace with:	Technology						
21	19 850fe90d-4746-4e7b-9bc810a9fc99e9	a9c03ed2-7c64-473-9da1-b1d0d5f69f12	Options >							
22	20 baad2b00-81ba-4317-d495-40a95fa133b	f212b802-2501-4b9d-407a-4d6eaf23e	GIF							
23	21 f98de71-1e1d-4fbc-b5b0-ae057792d207	11207c27-03-113-47e5-a9a9-df27f791a75	GI							
24	22 388b9d95-9d10-4474-788b-6d468eb8874	76b4cd4-788-49ab-8917-6e3f3b840d6	audio							
25	23 78d00751-995-4415-a3c5-921b2b2ce2	341cad6-fa9b-4404-981a-70c86c556	Replace all	Replace						
26	24 bfa0605-7685-475-4b2-97d4d4a022c	2377194-106s-49ed-2266-377c40d7b0980	Find	Sheet	Cell	Value	Formula	End Next	Close	
27	25 a406f75-3b84-497-872-cdd4a022c	Book Content (1-1) Content (1-1)	\$E\$9	technology						
28	26 8098413-7641-480f-840f-7d87020e001	1013113-1547-4260-80e-1515008b7936	Content (1-1) Content (1-1)	\$E\$9	technology					
29	27 3374a747c-07-77-426-19-87-193-8489674	56b5e10a-39-1428-457c-9ed9c3d6758d	Content (1-1) Content (1-1)	\$E\$8	technology					
30	28 292d0cb-6e1-494-8049-b64146ade84	89261e-703a-4926-952b-6206eaa1	73 cells found							
31	29 f4e3408e-7b71-402c-af5-9408a842646d	da09a6b3-964-4af3-a8da-0bda6d6	photo	meanly eating	<a href="https://socialbuzz.cdn.com/content/storage/f4e3408e-7b71-402c-af5-9408a842646d">https://socialbuzz.cdn.com/content/storage/f4e3408e-7b71-402c-af5-9408a842646d</a>					
32	30 a2ff9bf2-1fa6-4001-9566-5959765e4	f0ef81ec-8531-4421-8ca2-4a3428757fc1	video	food						
33	31 74178bf5-e5a3-4421-8ca2-4a3428757fc1	e237fb4a-10fa-49ed-a266-377c4b7e980	video	dogs	<a href="https://socialbuzz.cdn.com/content/storage/74178bf5-e5a3-4421-8ca2-4a3428757fc1">https://socialbuzz.cdn.com/content/storage/74178bf5-e5a3-4421-8ca2-4a3428757fc1</a>					
34	32 89df8d987-4076-b7-e7-84b361e11c1	0347626-c55-450b-91ab-0706762b365	audio	Studying	<a href="https://socialbuzz.cdn.com/content/storage/89df8d987-4076-b7-e7-84b361e11c1">https://socialbuzz.cdn.com/content/storage/89df8d987-4076-b7-e7-84b361e11c1</a>					

➤ Changed “tennis” and tennis to Tennis

File Home Insert Page Layout Formulas Data Review View Help Table Design

Column1 - Content ID User ID Type eating URL

422	422	58e8f463-aee3-46bb-81bb-a49ed8de8b004	b7b551bd-8cd-44f3-aef8-29bf82b51535	GIF	Technology	<a href="https://socialbuzz.cdn.com/content/storage/58e8f463-aee3-46bb-81bb-a49ed8de8b004">https://socialbuzz.cdn.com/content/storage/58e8f463-aee3-46bb-81bb-a49ed8de8b004</a>	
423	423	218838db-52f4-4608-a1ba-d8988c3d029	d71363d5-6468-4400-b641-94c4776bc98	video	Food	<a href="https://socialbuzz.cdn.com/content/storage/218838db-52f4-4608-a1ba-d8988c3d029">https://socialbuzz.cdn.com/content/storage/218838db-52f4-4608-a1ba-d8988c3d029</a>	
426	424	81d2e11e-39c2-41da-bea4-a6b46daa3f6f	55380131-13c6-4a5c-8826-eade0e8895cc	video	Science	<a href="https://socialbuzz.cdn.com/content/storage/81d2e11e-39c2-41da-bea4-a6b46daa3f6f">https://socialbuzz.cdn.com/content/storage/81d2e11e-39c2-41da-bea4-a6b46daa3f6f</a>	
427	425	197da0fa-42bd-4a0c-93b1-2ecbb0214fe	47de0f58-01c-4781-9830-eaddcccac633	audio	travel		
428	428	22884cb-6361-44ab-925b-a0b2fe3350e6	9e9cf8e7-6731-47d4-bcf0-3a487e835586	GIF	Technology	<a href="https://socialbuzz.cdn.com/content/storage/d22884cb-6361-44ab-925b-a0b2fe3350e6">https://socialbuzz.cdn.com/content/storage/d22884cb-6361-44ab-925b-a0b2fe3350e6</a>	
429	427	a63258d-9d70-4167-934e-48b3f43d3a9	084e6113-0d87-4ae5-891b-2ce7f1194a8	audio	tennis	<a href="https://socialbuzz.cdn.com/content/storage/ac63258d-9d70-4167-934e-48b3f43d3a9">https://socialbuzz.cdn.com/content/storage/ac63258d-9d70-4167-934e-48b3f43d3a9</a>	
430	428	96d90aae-575b-4a75-95e6-45f6cc8c9e98	286516cf-d236-40de-82d8-70bd0f73125d	video	Public Speaking	<a href="https://socialbuzz.cdn.com/content/storage/96d90aae-575b-4a75-95e6-45f6cc8c9e98">https://socialbuzz.cdn.com/content/storage/96d90aae-575b-4a75-95e6-45f6cc8c9e98</a>	
431	429	d200b97e-f661-4502-8001-1e45881d558	23cc47ff-e5cd-4915-82d8-258aefca514	audio	Science	<a href="https://socialbuzz.cdn.com/content/storage/d200b97e-f661-4502-8001-1e45881d558">https://socialbuzz.cdn.com/content/storage/d200b97e-f661-4502-8001-1e45881d558</a>	
432	430	79423ac-89b4-49b4-93a4-3392-63a80e381	3a80a467c-0f14-9ca-b004-1938ea217e9	video	Education		
433	431	6b09861c-712e-46ee-a25-72e4b3878767	4fe1900d-5e78-1a13-88ed-18e6889c677	photo	Studying	<a href="https://socialbuzz.cdn.com/content/storage/6b09861c-712e-46ee-a25-72e4b3878767">https://socialbuzz.cdn.com/content/storage/6b09861c-712e-46ee-a25-72e4b3878767</a>	
434	432	4c009116-c94a-4633-83fb-95650358565	6fd5b8ea-4b2-8023-24a6f1455cd	photo	Soccer	<a href="https://socialbuzz.cdn.com/content/storage/4c009116-c94a-4633-83fb-95650358565">https://socialbuzz.cdn.com/content/storage/4c009116-c94a-4633-83fb-95650358565</a>	
435	433	34cd13f5-f69-45fe-a8d-0135b67b558d	9ed68c70-13fd-4346-808f-2665942c6d6	photo	tennis	<a href="https://socialbuzz.cdn.com/content/storage/34cd13f5-f69-45fe-a8d-0135b67b558d">https://socialbuzz.cdn.com/content/storage/34cd13f5-f69-45fe-a8d-0135b67b558d</a>	
436	434	76356018-e3c4-4dec-a40c-411c-22d05c7b	57107193-a3e6-4909-b25c-891fc126f31	ph	Find and Replace		
437	435	21b1c508-d996-4b11-8b81-a92b7ef9f669	037113-3-1547-260-8c0-e15500867936	at	Find	Find what: "tennis"	
438	436	5911a1f4-2a5f-4e7-48b3-3b685597a89	5fd9a26e-988d-48b3-1c16-9493f1b64736	at	Replace	Replace with: Tennis	
439	437	95311f78-0dcc-4e2-9b1b-94d93626531	72d2587e-8f8e-4626-473d-525e64650a0f	ph	Find what:		
440	438	3eef7e2c-19b6-40e-83-63b93621f9	5662e10e-3c19-4d28-a57-49bd3c6d758d	GI	Replace with:		
441	439	09b6b0893-a05b-49bc-95ec-1e15857f7b13	11f072e-2-113-3-7e5-a9e-df2c7b91ca75	ph	Options >>		
442	440	323d478-30a2-4140-a2b-a93a37b2e10	f0ef81ec-85b1-4475-a60-a9d7373088a	Gi	Replace All		
443	441	e4095b5e-a02d-4688-98b4-e940fe1e133	002c8d24-10f2-447-81c-9403251cd4	au	Replace		
444	442	b6d56a40-09-1-4219-8210-667136e734	132b1407-16fa-48f8-8112-3e426974bb7	Gi	Find All		
445	443	28f14c78-30a2-4140-a2b-a93a37b2e10	1b2c3c26-e82e-40f4-9d16-3311-8c1df6	ph	Find Next		
446	444	afe1fed5-5639-45c7-898f-e9d1078e91a	b726d35b-6345-4e0d-8431-7c538a179	au	Close		
447	445	a6c5966f-df7-4600-9853-42ed9f18a4ed	0047a133-383b-49c-976-6974c5cc1b19	Content (1)-1.csv	Sheet	Book	
448	446	Secad91d-3e8b-4a9e-9473-3d5b2a72f	cbs9993-e646-4269-9819-bffce638751	Content (1)-1	Name	Sheet	
449	447	b7f2f2b2-2a0b-4d33-ad9-9e9b2f742d2f	727178c-5bdc-4380-81c-3378e0a11312	ph	Cell	Value	
450	448	5752891-7b0d-4120-acaf-82e87f67f7d	b1ceae0c-016d-421f-6f0-488a78379f6f	Content (1)-1	Value	Formula	
451	449	a82b8250-08aa-47a5-97c4-19f30236179	acfcd174-178c-4f3s-8118-5be7021b80f	Content (1)-1	Formula	Content (1)-1	
452	450	5de82663-7e3-453d-afc2-539202d72c3	7adaf9b3c-7c7c-92b-be5b-5dd9ff1316a	video	"tennis"		
453	451	4e7535a7-4547-4da5-952e-607442bed79	a81378a5-58de-4631-b2b1-3eca76f568c	GIF	Dogs	<a href="https://socialbuzz.cdn.com/content/storage/4e7535a7-4547-4da5-952e-607442bed79">https://socialbuzz.cdn.com/content/storage/4e7535a7-4547-4da5-952e-607442bed79</a>	

Content (1)-1

File Home Insert Page Layout Formulas Data Review View Help Table Design

Column1 - Content ID User ID Type eating URL

14	12	0be59876-d70c-486c-8e0b-a0b6fe7a2cd6	72d2587e-8f8e-4626-873d-352e6465bd0a	GIF	tennis	<a href="https://socialbuzz.cdn.com/content/storage/0be59876-d70c-486c-8e0b-a0b6fe7a2cd6">https://socialbuzz.cdn.com/content/storage/0be59876-d70c-486c-8e0b-a0b6fe7a2cd6</a>
15	13	81abd5a-3b76-4574-a07-dbb6f7184e2	4793cc6d-be60-42c2-bfd4-7ce8f4d0eab	video	Food	<a href="https://socialbuzz.cdn.com/content/storage/81abd5a-3b76-4574-a07-dbb6f7184e2">https://socialbuzz.cdn.com/content/storage/81abd5a-3b76-4574-a07-dbb6f7184e2</a>
16	14	ebe2244-9382-49b-8cfa-5a4aaa2392	740a4abd-187d-4783-990b-161c52f6b186	audio	travel	<a href="https://socialbuzz.cdn.com/content/storage/ebe2244-9382-49b-8cfa-5a4aaa2392">https://socialbuzz.cdn.com/content/storage/ebe2244-9382-49b-8cfa-5a4aaa2392</a>
17	15	f7f0a082-4a0a-457d-446e-251b756ba7	425b7021-0409-4358-a3f9-7d1f14197d36	GI	Fitness	
18	16	1332d362-dc48-46c2-a64b-614157c987e	0578269-2646-4214-990c-1438d1b3e1b3e	GIF	Soccer	<a href="https://socialbuzz.cdn.com/content/storage/f332d362-dc48-46c2-a64b-614157c987e">https://socialbuzz.cdn.com/content/storage/f332d362-dc48-46c2-a64b-614157c987e</a>
19	17	a7e93929-9259-4092-4d7-62ab5e23b74	d0ea900e-4e9a-4c81-16a-20b722824e	video	Public Speaking	<a href="https://socialbuzz.cdn.com/content/storage/a7e93929-9259-4092-4d7-62ab5e23b74">https://socialbuzz.cdn.com/content/storage/a7e93929-9259-4092-4d7-62ab5e23b74</a>
20	18	9b3a6d0-81b-409-42f-46b-921-47d95bfa0d4	3d13a0d3-922-4505-426-42d8-99e0	video	Food	<a href="https://socialbuzz.cdn.com/content/storage/9b3a6d0-81b-409-42f-46b-921-47d95bfa0d4">https://socialbuzz.cdn.com/content/storage/9b3a6d0-81b-409-42f-46b-921-47d95bfa0d4</a>
21	19	850fe0d-47d-4eb-7b9c-810afac199e0c	a90c690d-47d-4eb-7b9c-810afac199e0c	video	tennis	<a href="https://socialbuzz.cdn.com/content/storage/850fe0d-47d-4eb-7b9c-810afac199e0c">https://socialbuzz.cdn.com/content/storage/850fe0d-47d-4eb-7b9c-810afac199e0c</a>
22	20	baa2d900-81b-4c20-417-4d95bfa0d4	211f2802-4504-545b-899-427c5b17c	GI	Soccer	
23	21	f98ddee7-1-c1d-4f6c-bb05-40779d207	11f072e-2-113-3-7e5-a9e-df2c7b91ca75	GI	Soccer	<a href="https://socialbuzz.cdn.com/content/storage/f98ddee7-1-c1d-4f6c-bb05-40779d207">https://socialbuzz.cdn.com/content/storage/f98ddee7-1-c1d-4f6c-bb05-40779d207</a>
24	22	388b89db-9d7-412-4f6-8db-4387e83b74	7719807-748-9ab-813b-3a072284d6	video	Education	<a href="https://socialbuzz.cdn.com/content/storage/388b89db-9d7-412-4f6-8db-4387e83b74">https://socialbuzz.cdn.com/content/storage/388b89db-9d7-412-4f6-8db-4387e83b74</a>
25	23	78d007f5-895c-4a15-3c5-921e2bb2cea	34fcadd6-f9a9-404-981c-7086e556	photo	Studying	<a href="https://socialbuzz.cdn.com/content/storage/78d007f5-895c-4a15-3c5-921e2bb2cea">https://socialbuzz.cdn.com/content/storage/78d007f5-895c-4a15-3c5-921e2bb2cea</a>
26	24	bd0a065-718b-4d52-4b7c-7c57cd8b08	7719807-748-9ab-813b-3a072284d6	ph	Find and Replace	
27	25	40676f3b-497-4f7-4d45-42d54f29c2	e2377b94-106a-49ed-4-266-3774b07980	GI	Find and Replace	
28	26	809b41e-7e6d-408d-840f-1bd6b20e2001	10f313-3-1547-260-8c0-e15500867936	at	Find	Find what: "tennis"
29	27	24a477-42f-42f-187-387b94674	5662e10e-3c19-4d28-a57-49bd3c6d758d	GI	Replace	Replace with: Tennis
30	28	2920dc0c-e60f-49f-8049-65d41d4e80	f8926ca-7036-929-92b-9526daea1a	GI	Find what:	
31	29	14e3840e-bb71-4f2-4c5-94088426460	db9ab962-4964-4af3-83-1bda0865da67	ph	Replace with:	
32	30	a2f19bf2-1fa6-4001-9566-f5978e754ef	f0ef81ec-85b1-4475-a60-a9d7373088a	vii	Options >>	
33	31	741788bf-e5a3-442f-8ca2-4a3428757c1	e2377b94-106a-49ed-4-266-3774b07980	vii	Replace All	
34	32	89ydr89-807f-407b-67e-74bd-361e111c	0347562-ce55-4509-91ab-707662b36f5	at	Replace	
35	33	02f1ac4f-722d-4602-485-e5b136b53b8	568e7c6f-1619-4a8-897-aaaaa8e8332	vii	Find All	
36	34	ec5ec521-4c28-485-e9a-95448031ad7e	cad2d54d-9555-4dfe-bfcd-7a584899002	at	Find Next	
37	35	0788a73-ae1f-451d-b5f-418c4488353d	18c56602-937e-4ff1-bc6c-43f014212ca	GI	Close	
38	36	4936740f-1f5-4417-47c-9-a154e1a0ad	3eb56ad3-017-4e77-8920-fbde48acc	GI		
39	37	457301e-3e87-408d-88b82-ea1e190e39	b2e3a622-1373-49c-2-9d5-7-e02134f5cf	GI		
40	38	4fa14453-7b29-4302-051-9aa23b472c1b	8c9c5ee7-9c8c-4842-bb01-1d1e51da8164	audio	Fitness	<a href="https://socialbuzz.cdn.com/content/storage/4fa14453-7b29-4302-051-9aa23b472c1b">https://socialbuzz.cdn.com/content/storage/4fa14453-7b29-4302-051-9aa23b472c1b</a>
41	39	1675780-2803-4464-b5d7-3728d77337	3e03775b-16e4-495d-94-45-8217f3d459	GI	Technology	<a href="https://socialbuzz.cdn.com/content/storage/1675780-2803-4464-b5d7-3728d77337">https://socialbuzz.cdn.com/content/storage/1675780-2803-4464-b5d7-3728d77337</a>
42	40	4b4c75b-1650-413b-bad9-3216e01facc2	bfe23c39-1814-482-607-506c8d295084	audio	animals	<a href="https://socialbuzz.cdn.com/content/storage/4b4c75b-1650-413b-bad9-3216e01facc2">https://socialbuzz.cdn.com/content/storage/4b4c75b-1650-413b-bad9-3216e01facc2</a>
43	41	4478d98e-43e8-4dc0-884d-c115aa8b970	d6204684-926d-41db-ae5c-a7bf2e76313a	audio	animals	<a href="https://socialbuzz.cdn.com/content/storage/4478d98e-43e8-4dc0-884d-c115aa8b970">https://socialbuzz.cdn.com/content/storage/4478d98e-43e8-4dc0-884d-c115aa8b970</a>

Content (1)-1

#### ➤ Changed travel to Travel

- Changed “veganism” and veganism to Veganism

This screenshot shows a Microsoft Excel spreadsheet titled "Content (1)-1.xlsx" with multiple tabs open. The main content tab displays a table of data with columns for ID, Content ID, User ID, Type, URL, and various other fields like Title, Description, and Tags. The table includes rows for various posts, such as news articles and cooking recipes, with links to their respective URLs. The ribbon at the top provides navigation and toolbars for file operations, insertions, and data analysis. A status bar at the bottom right indicates the date and time.

Column1	Content ID	User ID	Type	eating	URL
30	28 290ddcb-e06f-49fc-8040-b6d4164df8e4	f8982fa-7036-4929-b5db-92526daea1	GIF	veganism	<a href="https://socialbuzz.cdn.com/content/storage/2920ddcb-e06f-49fc-8040-b6d4164df8e4">https://socialbuzz.cdn.com/content/storage/2920ddcb-e06f-49fc-8040-b6d4164df8e4</a>
31	29 f4e480e-bb71-40c2-af5c-940884a2646d	aa9da96e-9f64-4af4-83ee-abda085ed67	photo	Healthy_Eating	<a href="https://socialbuzz.cdn.com/content/storage/14e380e-bb71-40c2-af5c-940884a2646d">https://socialbuzz.cdn.com/content/storage/14e380e-bb71-40c2-af5c-940884a2646d</a>
32	30 a2ff9fb2-8ca4-4756-a967-5947ae60-a76370388ba	f0ef81e-85b1-4475-a660-a76370388ba	video	Food	<a href="#">https://socialbuzz.cdn.com/content/storage/30a2ff9fb2-8ca4-4756-a967-5947ae60-a76370388ba</a>
33	31 7471bbef-e5a3-442f-8ca2-4a3428757fc1	e2377b94-106a-49ed-a766-377c0b7e980	video	Dogs	<a href="https://socialbuzz.cdn.com/content/storage/7471bbef-e5a3-442f-8ca2-4a3428757fc1">https://socialbuzz.cdn.com/content/storage/7471bbef-e5a3-442f-8ca2-4a3428757fc1</a>
34	32 89ff8ff6-001f-4956-b597-5945afeb754ef	0fe7f81e-85b1-4475-a660-a76370388ba	audio	Studying	<a href="https://socialbuzz.cdn.com/content/storage/89ff8ff6-001f-4956-b597-5945afeb754ef">https://socialbuzz.cdn.com/content/storage/89ff8ff6-001f-4956-b597-5945afeb754ef</a>
35	33 02fa1cf-722d-462d-a85e-b5136b5f3bc	566e767b1e9-4885-897c-aaaaaaaae0882	video	Cooking	<a href="https://socialbuzz.cdn.com/content/storage/02fa1cf-722d-462d-a85e-b5136b5f3bc">https://socialbuzz.cdn.com/content/storage/02fa1cf-722d-462d-a85e-b5136b5f3bc</a>
36	34 eec5e521-4c28-4e8a-9349-5548030ad3	cad2d459-5555-4dfe-bfcd-a58a8950a	audio	Food	<a href="https://socialbuzz.cdn.com/content/storage/eec5e521-4c28-4e8a-9349-5548030ad3">https://socialbuzz.cdn.com/content/storage/eec5e521-4c28-4e8a-9349-5548030ad3</a>
37	35 0f78a3e7-45f0-45bd-814e-488b583d	18c5660d937e-4f13-lcc3-430b1212ca	GIF	Animals	<a href="#">https://socialbuzz.cdn.com/content/storage/0f78a3e7-45f0-45bd-814e-488b583d</a>
38	36 493676f0-11f5-4417-a7c9-4514e5a1e0ad	03eb6d3-0017-477-8920-bf8480ac	photo	Technology	<a href="https://socialbuzz.cdn.com/content/storage/493676f0-11f5-4417-a7c9-4514e5a1e0ad">https://socialbuzz.cdn.com/content/storage/493676f0-11f5-4417-a7c9-4514e5a1e0ad</a>
39	37 457301e3-3e87-408-88b2-e19f60e9	be3a622-1373-49c2-9057-e281c45fc5	GIF	Health_eating	<a href="https://socialbuzz.cdn.com/content/storage/457301e3-3e87-408-88b2-e19f60e9">https://socialbuzz.cdn.com/content/storage/457301e3-3e87-408-88b2-e19f60e9</a>
40	38 4fa14453-7b29-4302-9a32-b9a32b72c1b	8c9ce79-7c8c-4842-bbd1-1d1a1b81a	audio	Animals	<a href="https://socialbuzz.cdn.com/content/storage/4fa14453-7b29-4302-9a32-b9a32b72c1b">https://socialbuzz.cdn.com/content/storage/4fa14453-7b29-4302-9a32-b9a32b72c1b</a>
41	39 16757b80-2803-4464-5b57-d236e77d7337	3657575b-36ed-4954-9c45-28127b3d5f	GIF	Technology	<a href="https://socialbuzz.cdn.com/content/storage/16757b80-2803-4464-5b57-d236e77d7337">https://socialbuzz.cdn.com/content/storage/16757b80-2803-4464-5b57-d236e77d7337</a>
42	40 ab4e756-501-4136-bad9-3216e011fac2	b23c30-f914-4282-b017-500cd82958b	audio	Fitr	<a href="#">https://socialbuzz.cdn.com/content/storage/ab4e756-501-4136-bad9-3216e011fac2</a>
43	41 447984-43e8-4dc0-884d-1115aa8076	0206484-92d-41dh-aefc-7bf2e76313a	audio	Animals	<a href="https://socialbuzz.cdn.com/content/storage/447984-43e8-4dc0-884d-1115aa8076">https://socialbuzz.cdn.com/content/storage/447984-43e8-4dc0-884d-1115aa8076</a>
44	42 34173132-f1fe-4f01-a05e-4b465641c7	9487e96-4986-4770-bc9d-cb3fb65c15	photo	Fitr	<a href="#">https://socialbuzz.cdn.com/content/storage/34173132-f1fe-4f01-a05e-4b465641c7</a>
45	43 bfa496-4747-4996-bd43-49d95c2e5181	197760-2-43b-4d54-9d9-7c9a-4897979c	photo	veg	<a href="https://socialbuzz.cdn.com/content/storage/bfa496-4747-4996-bd43-49d95c2e5181">https://socialbuzz.cdn.com/content/storage/bfa496-4747-4996-bd43-49d95c2e5181</a>
46	44 220969c1-8a5-422d-320b-381938989b2	26c9a1c-78b0-460b-8931-ce1cd87a0d	video	Dog	<a href="https://socialbuzz.cdn.com/content/storage/220969c1-8a5-422d-320b-381938989b2">https://socialbuzz.cdn.com/content/storage/220969c1-8a5-422d-320b-381938989b2</a>
47	45 ea1fb02-0e8-4007-ac46-917a126b0	49d4a73-0-44-48-64a-62-537b0e7256d1	GIF	He	<a href="#">https://socialbuzz.cdn.com/content/storage/ea1fb02-0e8-4007-ac46-917a126b0</a>
48	46 18bd8a5f2-5f2d-4bde-9201-9013581d9	b6d0982-1509-41ab-700b-3900d64a02	GIF	Stu	<a href="#">https://socialbuzz.cdn.com/content/storage/18bd8a5f2-5f2d-4bde-9201-9013581d9</a>
49	47 2597dc5-0017-4414-8411-7e29b35092	b70b764-7447-4990-202-000000000000	video	Cul	<a href="#">https://socialbuzz.cdn.com/content/storage/2597dc5-0017-4414-8411-7e29b35092</a>
50	48 14e77fb-29c6-4458-839-606c25c1481	7918464d-5347-40-92-9e8-7482e2f	video	Ter	<a href="#">https://socialbuzz.cdn.com/content/storage/14e77fb-29c6-4458-839-606c25c1481</a>
51	49 c01154-5348-4040-9320-00016349b	69532c2-1ffe-4187-8042-0230d1152b4	GIF	audio	<a href="#">https://socialbuzz.cdn.com/content/storage/c01154-5348-4040-9320-00016349b</a>
52	50 2499603-6676-4000-900c-728315e0	af4ba4fa-005-41d2-8250-5a0ff2989f	audio	Cul	<a href="#">https://socialbuzz.cdn.com/content/storage/2499603-6676-4000-900c-728315e0</a>
53	51 50c93724-5348-4151-41b2-000-000-000	7be0764-2-71e-4469-84d-8733846042	GIF	tra	<a href="#">https://socialbuzz.cdn.com/content/storage/50c93724-5348-4151-41b2-000-000-000</a>
54	52 Se7c9ff0-1848-4836-81c5-10e3131ba07	77a081e-96f7-4e5a-92-75-007d33391	video	Sci	<a href="#">https://socialbuzz.cdn.com/content/storage/se7c9ff0-1848-4836-81c5-10e3131ba07</a>
55	53 e4289c-4226-4392-2-40b16ae47	c7d881e-96-7b-48-877-8cfbf7-5c8	video	Ter	<a href="#">https://socialbuzz.cdn.com/content/storage/e4289c-4226-4392-2-40b16ae47</a>
56	54 daab7b1a-f8d3-bf3d-h2918a5e6	80e03b0-4-87-45b-87d-80784ab7-8313	video	Sci	<a href="#">https://socialbuzz.cdn.com/content/storage/daab7b1a-f8d3-bf3d-h2918a5e6</a>
57	55 8215a60-013e-4d96-81a5-399a8618158	2ad548c-d-899-4992-972b-92cd9e8a81	audio	Food	<a href="#">https://socialbuzz.cdn.com/content/storage/8215a60-013e-4d96-81a5-399a8618158</a>
58	56 d852b946-01e1-44fe-abd7-2198660c0bd	242a3620-f18-4120-ac72-37b0f3716879	GIF	Food	<a href="#">https://socialbuzz.cdn.com/content/storage/d852b946-01e1-44fe-abd7-2198660c0bd</a>
59	57 9dd95c34-8b39-4776-a232-125123293f	a613347-5586-434-8be1-e7122d1c0e	audio	Fitness	<a href="#">https://socialbuzz.cdn.com/content/storage/9dd95c34-8b39-4776-a232-125123293f</a>

- In Profile Dataset, the Data Manipulation operation was used in where age variable's data type is changed from General to Number and Attached the screenshot for the same.

The screenshot shows a Microsoft Excel spreadsheet titled 'Profile (1)-1'. The 'Age' column (Column D) has its data type set to 'General'. A context menu is open over the 'Age' column, specifically the dropdown menu for the 'Number' data type. Other options visible in the dropdown include 'Currency', 'Accounting', 'Short Date', 'Long Date', 'Time', 'Percentage', 'Fraction', 'Scientific', and 'More Number Formats...'. The Excel interface includes standard toolbars, a ribbon menu, and a status bar at the bottom indicating the date and time.

- Did following Data manipulation operations in reaction data set where datetime variable's data type is changed from general to Short date and attached the screen shot for the same

The screenshot shows a Microsoft Excel spreadsheet titled 'Reactions (1)-1'. The 'Datetime' column (Column E) has its data type set to 'General'. A context menu is open over the 'Datetime' column, specifically the dropdown menu for the 'Short Date' data type. Other options visible in the dropdown include 'General', 'Currency', 'Accounting', 'Long Date', 'Time', 'Percentage', 'Fraction', 'Scientific', and 'More Number Formats...'. The Excel interface includes standard toolbars, a ribbon menu, and a status bar at the bottom indicating the date and time.

- Did following Data manipulation operations in reaction types data set where Score variable's data type is changed from general to number and attached the screen shot for the same

	Type	Sentiment	Score
1	0 heart	positive	60
2	1 want	positive	70
3	2 disgust	negative	0
4	3 hate	negative	5
5	4 interested	positive	30
6	5 indifferent	neutral	20
7	6 love	positive	65
8	7 super love	positive	75
9	8 cherish	positive	70
10	9 adore	positive	72
11	10 like	positive	50
12	11 dislike	negative	10
13	12 intrigued	positive	45
14	13 peeking	neutral	35
15	14 scared	negative	15
16	15 worried	negative	12

- Did following Data manipulation operations in Session data set where duration variable's data type is changed from general to number and attached the screen shot for the same

	User ID	Device	Duration
1	0 4c731e48-Microsoft		11
2	1 95258c36-Apple		51
3	2 a8229d24-HTC		25
4	3 8f41cd7f-cMotorola		68
5	4 3af8d78b-Huawei		57
6	5 2bd9c167-Apple		90
7	6 7d474ec0-Apple		40
8	7 f62c95db8-Microsoft		6
9	8 22056f9a-Huawei		58
10	9 30a7de02-Huawei		12
11	10 c70be374-Huawei		21
12	11 eff1e80a-tSamsung		8
13	12 346174b1-Microsoft		56
14	13 0f1f6aeef-tGoogle		18
15	14 0828c4e1-HTC		81
16	15 8665a934-Apple		24
17	16 44dc38d4-Microsoft		8
18	17 5ff89fb3-tGoogle		84
19	18 bbf3f3be1-Apple		72
20	19 fb4654ff-cHuawei		12
21	20 77908afa-Google		31
22	21 26c6734f-HTC		35
23	22 41b0e0c9-Google		74
24	23 2a0641a8-Huawei		53
25	24 da97952a-Microsoft		79
26	25 92c3576c-HTC		11
27	26 a19c0bd1-HTC		12
28	27 e8493c32-Motorola		23
29	28 aa71ef91-Motorola		5

## **Chapter – IV**

### **Merging**

In this Chapter several data sets are merged to make final dataset for further analysis. The final dataset combined three datasets: - Reaction - Content - ReactionTypes

By reading the given brief carefully it states that the client wanted to see “An analysis of their content categories showing the top 5 categories with the largest aggregate popularity”. This meant that the client wanted to know which categories of their content had yielded the greatest popularity out of all their content. But how do we quantify popularity? This was explained in the data model. Popularity is quantified by the “Score” given to each reaction type, as a numeric value. Therefore, each reaction gives a weighting to how popular a piece of content may become. To find the categories with the greatest popularity, the data analyst must sum up which content categories have the largest aggregate Score.

To create the model dataset, I started with the Reaction table as my base table. This table shows all of the reactions to particular content IDs. To find out the category of these pieces of content that have been reacted to, I have merged the Content table to the Reaction table using a “left” join and merging on the “Content ID” column Then I merged the ReactionTypes table with the previously joined table. This will allow us to include the popularity score of each piece of content based on the reaction type. To clean things up and to make your data more understandable, I have changed some column names and remove unnecessary columns.

- **Tools used :** Microsoft Excel and MySQL Workbench.

To perform the join functions and to create the final dataset I created a separate database called “Accenture\_Internship” in MySQL Workbench and created separate tables for every datasets provided by the client. The Query for creating the database and the query which I have used to define the tables are given below.

The screenshot shows the MySQL Workbench interface. In the top left, the 'MANAGEMENT' section lists 'Server Status', 'Client Connections', 'Users and Privileges', 'Status and System Variables', 'Data Export', and 'Data Import/Restore'. The 'INSTANCE' section includes 'Startup / Shutdown', 'Server Logs', and 'Options File'. The 'PERFORMANCE' section has 'Dashboard', 'Performance Reports', and 'Performance Schema Setup'. The main area shows 'Query 1' with the following SQL code:

```

1 • Create database Accenture_Internship;
2 • show databases;
3 • use Accenture_Internship;
4 • Create table Content(ContentId varchar(100), UserId varchar(100), Category Varchar(20));
5 • create table Location(UserId varchar(100), Address varchar(50));
6 • Create table Profile(UserId varchar(100), Interest varchar (100), Age Int);
7 • Create table Reaction(ContentId varchar(100), UserId varchar (100), Type varchar(20), DateTime date);
8 • Create table ReactionType (Type varchar(100), Sentiment varchar(25), Score int);
9 • Create table session(UserId varchar(100), Device varchar(20), Duration int);
10 • Create table user (UserId varchar(100), Name varchar(35), Email varchar(50));
11 • rename table user to UserDetails;
12 • show tables;
13

```

Below the code, the 'Result Grid' shows the results of the 'show tables' command:

Tables_in_accenture_internship
content
location
profile
reaction
reactiontype

The 'Information' tab shows a history of recent actions:

Action Output	Time	Action	Message	Duration / Fetch
#	11 08:49:45	Create table User(UserId varchar(100), Name varchar(35), Email varchar(50))	0 row(s) affected	0.016 sec
12	08:49:25	rename table user to UserDetails	Error Code: 1064. You have an error in your SQL syntax; check the manual that corresponds to your MySQL se...	0.000 sec
13	08:49:30	rename table user to UserDetails	0 row(s) affected	0.016 sec
14	08:49:41	show tables	7 row(s) returned	0.000 sec / 0.000 sec
15	08:50:26	select count(*) from Content LIMIT 0, 1000	1 row(s) returned	0.000 sec / 0.000 sec
16	08:53:44	show tables	7 row(s) returned	0.000 sec / 0.000 sec

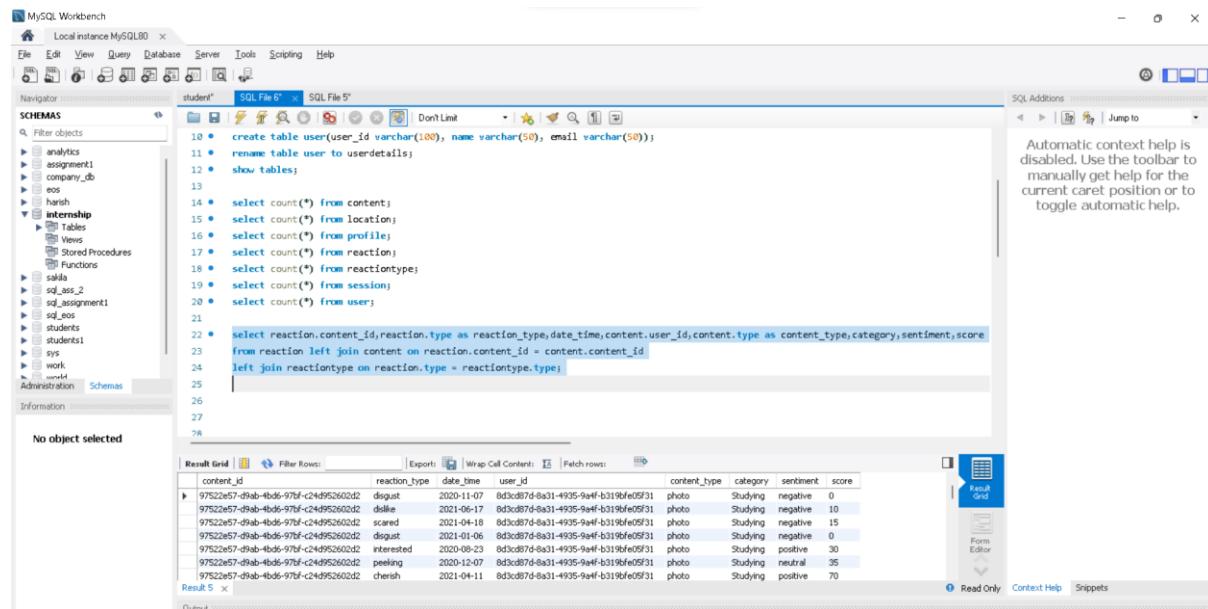
The bottom status bar shows the date and time: 29-11-2022 08:54.

After creating the database and defining the tables to insert values I have used **Concatenate function** in the cleaned dataset for ease insert of data. The bellow attached is the screenshot of the above mentioned operation.

The screenshot shows a Microsoft Excel spreadsheet with data in columns A through G. The data consists of two main parts: 'CONTENT' and 'USER'. The 'CONTENT' part includes columns 'CONTENT ID', 'USER ID', 'TYPE', and 'CATEGORY'. The 'USER' part includes columns 'CONTENT ID', 'USER ID', 'FIRST NAME', 'LAST NAME', 'EMAIL', 'PHONE', and 'ADDRESS'. The 'CONTENT' data is being concatenated into a single string for each row, as indicated by the formula in cell C2: '=CONCATENATE("Insert into content values"', A2, ',', B2, ',', C2, ',', D2, ')". The 'USER' data is also being concatenated into a single string for each row, as indicated by the formula in cell E2: '=CONCATENATE("Insert into user values"', A2, ',', B2, ',', C2, ',', D2, ',', E2, ',', F2, ',', G2, ')". The bottom status bar shows the date and time: 29-11-2022 09:01.

## The Query used for merge and make the final dataset :

“select reaction.content\_id,reaction.type as reaction\_type,date\_time,content.user\_id,content.type as content\_type,category,sentiment,score from reaction left join content on reaction.content\_id = content.content\_id left join reactiontype on reaction.type = reactiontype.type ;” the below attached is the screen shot for the above mentioned process.



The screenshot shows the MySQL Workbench interface with the following details:

- Navigator:** Shows the database schema with the **internship** database selected. Under **Tables**, there are entries for **user**, **content**, **reaction**, and **reactiontype**.
- SQL Editor:** Contains the following SQL code:

```
10 •  create table user(user_id varchar(100), name varchar(50), email varchar(50));
11 •  rename table user to userdetails;
12 •  show tables;
13
14 •  select count(*) from content;
15 •  select count(*) from location;
16 •  select count(*) from profile;
17 •  select count(*) from reaction;
18 •  select count(*) from reactiontype;
19 •  select count(*) from session;
20 •  select count(*) from user;
21
22 •  select reaction.content_id,reaction.type as reaction_type,date_time,content.user_id,content.type as content_type,category,sentiment,score
from reaction left join content on reaction.content_id = content.content_id
left join reactiontype on reaction.type = reactiontype.type;
23
24
25
26
27
28
```
- Result Grid:** Displays the query results in a grid format. The columns are: content\_id, reaction\_type, date\_time, user\_id, content\_type, category, sentiment, and score. The data consists of 7 rows, each representing a reaction record with its corresponding content and reaction type information.

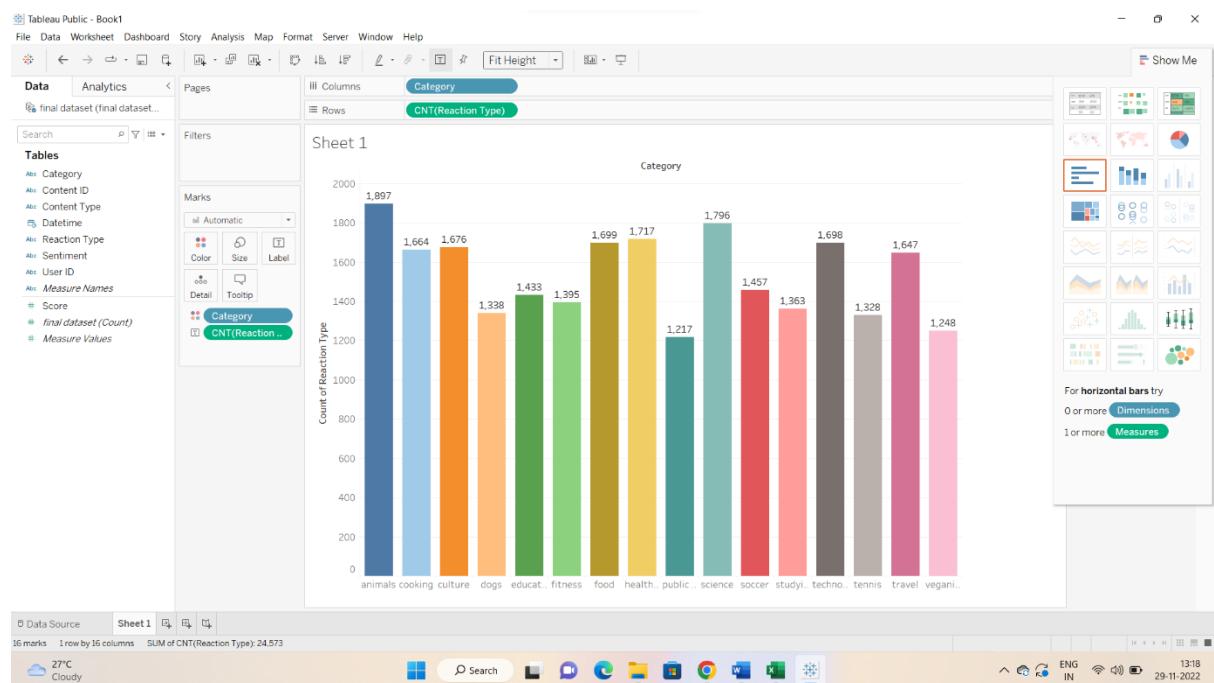
content_id	reaction_type	date_time	user_id	content_type	category	sentiment	score
97522657-d9ab-4bde-97bf-c24952602d2	disgust	2020-11-07	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	negative	0
97522657-d9ab-4bde-97bf-c24952602d2	dislike	2021-06-17	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	negative	10
97522657-d9ab-4bde-97bf-c24952602d2	scared	2021-04-18	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	negative	15
97522657-d9ab-4bde-97bf-c24952602d2	disgust	2021-01-06	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	negative	0
97522657-d9ab-4bde-97bf-c24952602d2	interested	2020-08-23	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	positive	30
97522657-d9ab-4bde-97bf-c24952602d2	peeling	2020-12-07	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	neutral	35
97522657-d9ab-4bde-97bf-c24952602d2	cherish	2021-04-11	8d3c87d-0a31-4935-9aef-b319bf05931	photo	Studying	positive	70

# Chapter – V

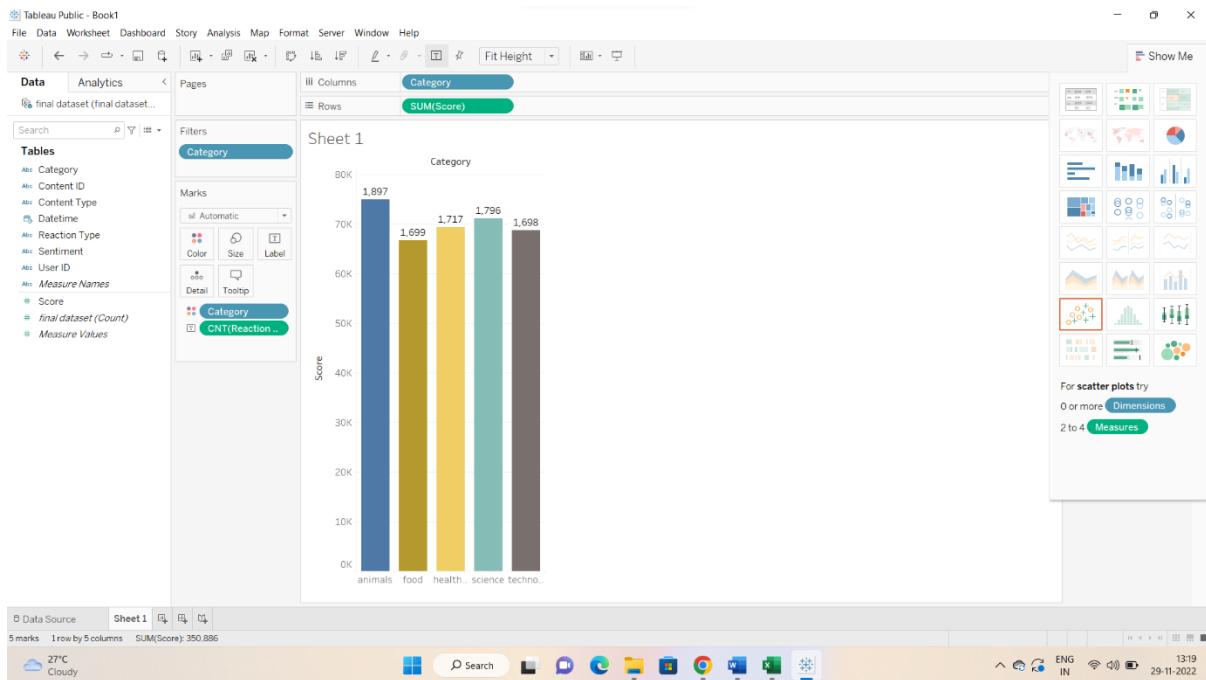
## Insights

This chapter includes finding insights from the final dataset which we have created with the help of client provided datasets. The insights which I have found with the help of visualization are given below.

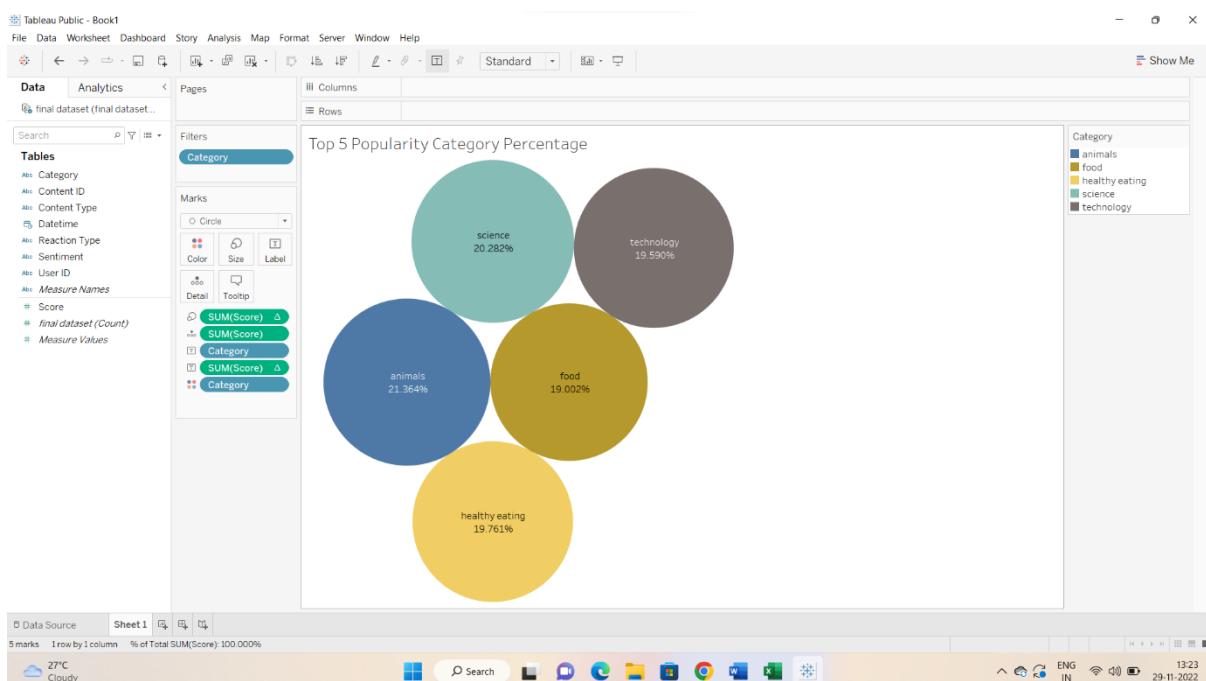
### Tools used : Tableau



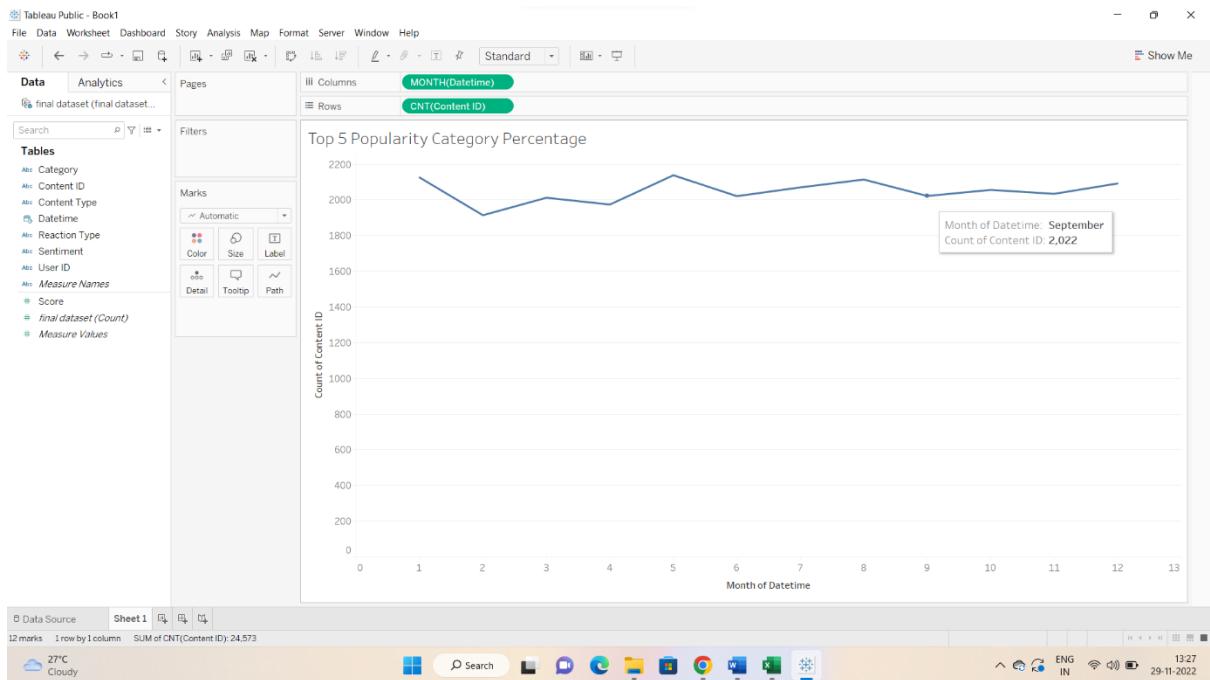
- Social buzz has 16 unique categories of posts.



➤ The Top 5 Categories are Animals, Science, Healthy Eating



➤ Top 5 Categories are almost same count (20% of total counts in each category).

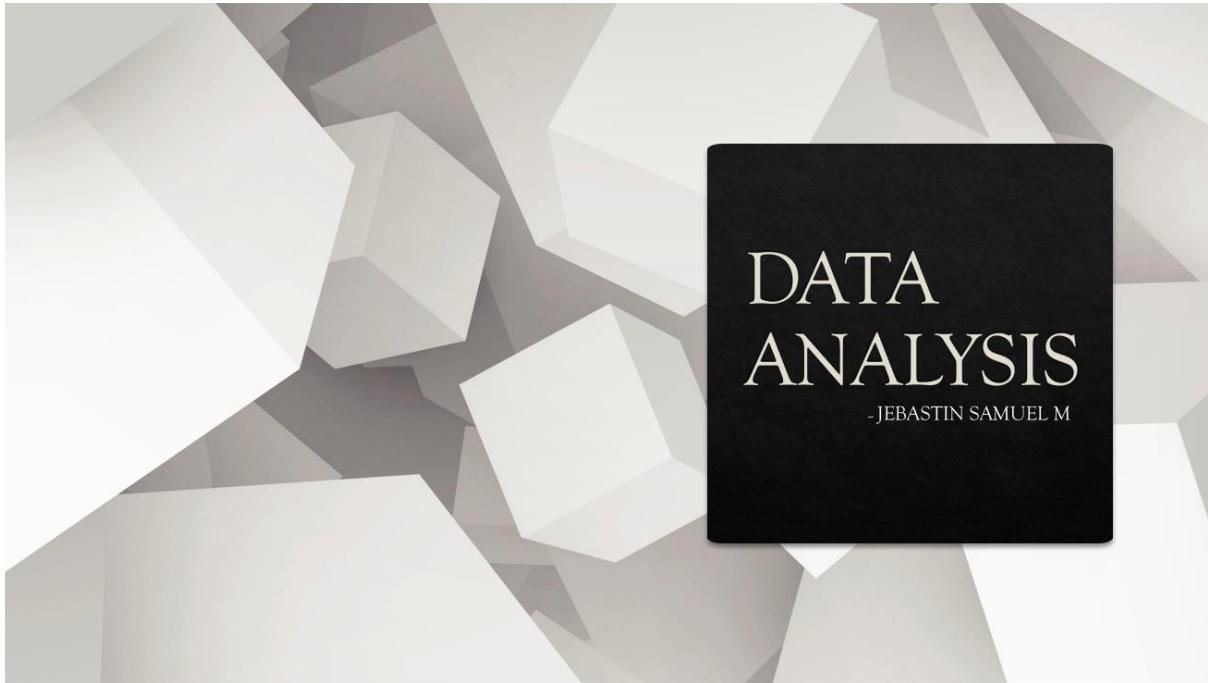


- September month was the month with most post with a count of 2,022

## **Chapter – VI**

### **Presentation**

This chapter includes the presentation made by me to social buzz which includes the data analytics task performed by me below attached is the powerpoint presentation and the transcript which I have used during the presentation.



**Transcript:** Hello Everyone and Welcome you all, Myself **Jebastin Samuel M** and today I will be presenting to you the results of the Data Analytics task.



## Today's Agenda

- ❖ Project Recap
- ❖ Problem
- ❖ The Analytics Team
- ❖ Process
- ❖ Insights
- ❖ Summary

**Transcript:** Today's agenda will be as follows:

1. We will recap the overall project to give a high-level understanding of the business problem we're tackling and the specific requirements.
2. We will dive into the specific problem that we, the Data Analytics team, have been focusing on and will give some background as to why this is such a big problem.
3. After introducing the problem, I will go over the team responsible from our side in tackling this task.
4. I will then go over the high-level process that we followed to complete this task, so that you have complete clarity in how we tackle these kinds of tasks.
5. Finally, I will go over the all-important results and I will present them as a series of insights and visualizations from our analysis.

To wrap up, I will summarize and open for any questions.

❖ Social Buzz is a fast growing technology unicorn that need to adapt quickly to its global scale. Accenture has begun a 3 month POC focusing on these tasks :

- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

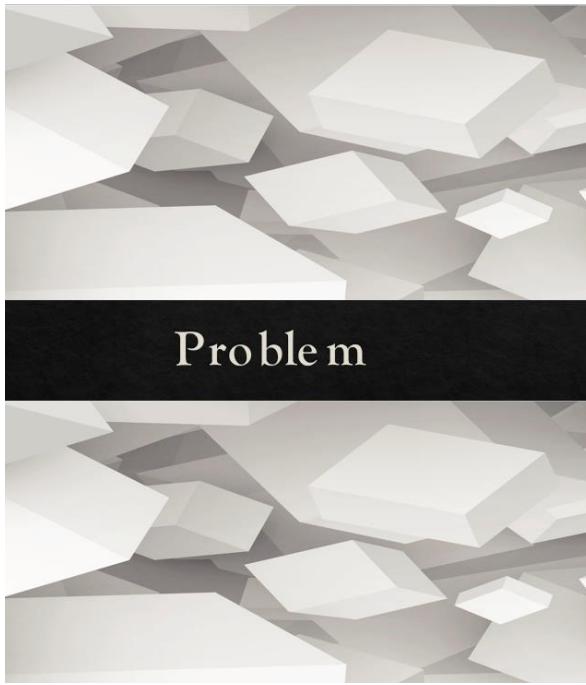
## Project Recap

**Transcript:** To kick things off let me recap this engagement.

We, Accenture have embarked on a 3-month pilot with Social Buzz to focus on 3 main tasks, aligned with some of the biggest challenges that you're currently facing.

Social Buzz has reached huge scale in recent years to become recognized as a global unicorn company. We are here to help you manage this scale and to guide you in the right direction.

Firstly, we will be doing an audit of your big data practice and sharing best practices and industry expertise. Secondly, we will be guiding you through a successful IPO, of which we have deep expertise and knowledge of within our team. And finally, we have conducted an analysis of your data to find insights regarding your top 5 most popular categories of content



- ✓ Over 100000 posts per day
- ✓ 36,500,000 pieces of content per year!
- ✓ But how to capitalize on it when there is so much?
- ✓ Analysis to find Social Buzz's top 5 most popular categories of content

**Transcript:** Focusing on the last point that I mentioned there, this is what the Data Analytics team has been specifically focused on.

Clearly with such grand scale, this comes with a lot of data and with such vast amounts of data comes challenges.

To give a background on how much data you've been creating:

- You told us that your platform receives over 100000 posts per day which amounts to 36 500 000 posts every year, of which, this is all unstructured data making it very hard to make sense of.

In this day and age, content is king. Just look at some of the biggest platforms in the world, for example YouTube, Facebook and Netflix... they are all content businesses...

But how to capitalize on it when there is so much?

It's not just all about harvesting as much content as possible... The real value is in understanding and crunching this content to gain a deeper understanding of your audience and to therefore provide a more personalized and enjoyable experience.

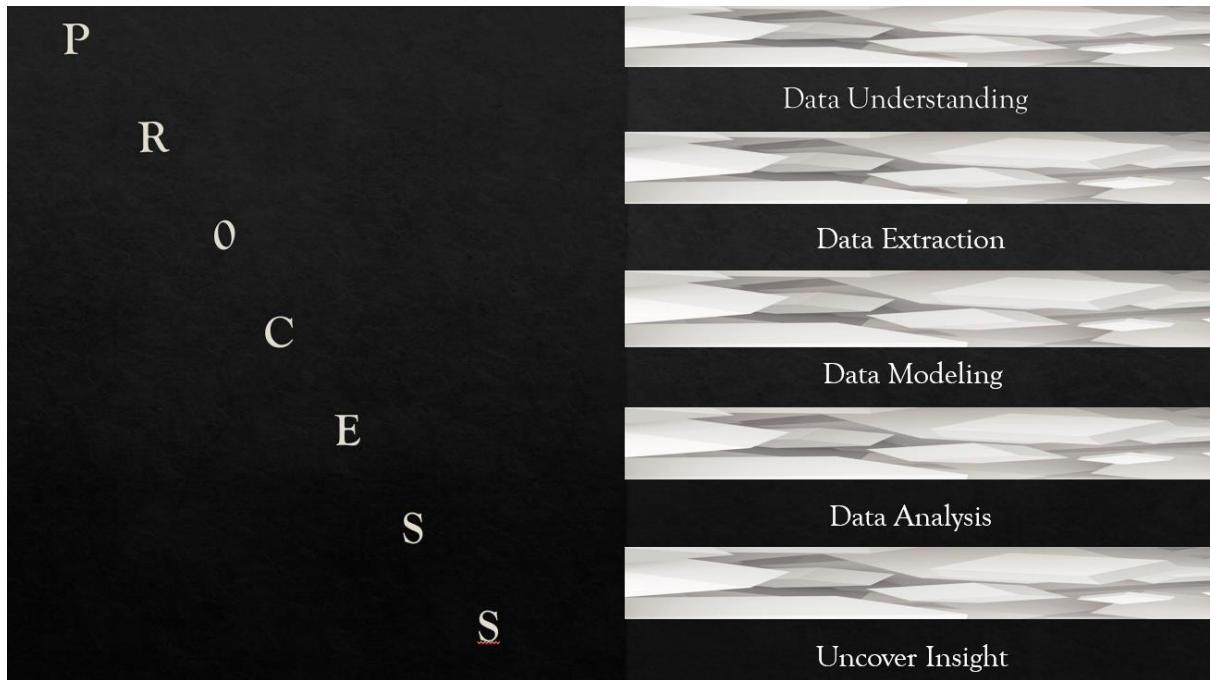
And this is where our data analytics expertise comes in, with the insights that we've uncovered from this task, we can show you exactly how to take analytics to production at scale.



**Transcript:** Talking about experience, we have a large data analytics practice at Accenture but we had a team of 3 people primarily focusing on this task. Andrew Fleming is our Chief Technical Architect and his expertise really helped to guide the team to produce high quality analysis.

Marcus Rrompton, a senior data expert has worked with the worlds biggest clients on solving their data problems and was heavily involved in the data engineering side of this project.

And finally myself, Jebastin Samuel M, who was solely responsible for taking leadership guidance and delivering high quality insights from the raw datasets and turning these into business decisions.



**Transcript:** So, how did we tackle this problem?

Well, we approached it in 5 steps:

1. Data understanding - the key to success on any data project is to understand the data in detail. So we took the time to understand the data model and domain of your business.
2. Data extraction - after understanding your business, we then architected what an ideal dataset should look like for this problem and extracted it from the relevant data sources.
3. Data Modeling-After extracting the raw data, we needed to process and model this data into a dataset that can precisely answer the business questions and produce analytics.
4. Data Analysis-With our new dataset, we used our analytical expertise to uncover insights from this dataset and to produce visualizations to describe the insights.
5. Uncover Insight-And finally we used these insights to unlock business decisions and to make recommendations on next steps.

16 Unique Categories

1897 Reaction to Animals Category

May Month with Most post

Insights

**Transcript:** From your data we found that you had a total of 16 unique categories of posts across your sample dataset. This includes things such as Food, Culture and Sport.

As well as this, there was 1897 posts from just the Animals category alone! People really like Animal Category

And also the most common month for users to post within was may.

But now, onto the main question... which is... what were the top 5 most popular categories of posts?



**Transcript:** From our analysis, you can see that the top 5 most popular categories of posts were animals, science, healthy eating, technology and food in descending order.

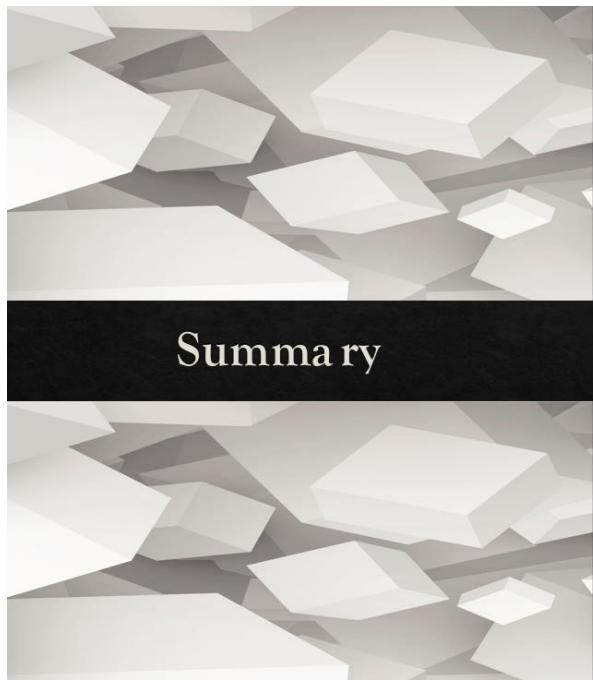
Animals had an aggregate popularity score of around 74965. It is very interesting to see both food and healthy eating within the top 5, it really shows that food is a highly engaging content category. Healthy eating ranks slightly higher than food, so perhaps your user base may be skewed towards healthy eaters and health-conscious people.

Finally, its also interesting to see science and technology too. This may suggest that people enjoy consuming factual content and snippets of content that they can learn something from.



**Transcript:** Additionally, you can see from this chart the % split of popularity between the top 5 categories. There is not much difference between the share of each category, however, the difference between the 1st most popular, animals and the 2nd most popular, science, is the largest gap equal to 1.1%.

In business terms, this could suggest that the most popular category, animals, is tailing away from the rest of the categories and may continue to get more and more popular. To avoid an issue where 1 content category consumes the entire platform, it will be important for you to ensure that any algorithms used to govern the content on the platform gives a fair balance to the content categories.



## Summary

**Analysis :**  
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

**Insights :**  
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.

**Next Step :**  
This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.

**Transcript:** So to summarize:

We tackled this task and found the top 5 most popular categories as asked, but we also went one step further.

- We found that animals and science are the two most popular categories, suggesting that users like "real-life" and "factual" content
- We also found that food was a common theme amongst popular content and the most popular food category was healthy eating. This could be a signal to show the types of people that are using your platform, and you could use this insight to boost engagement even further. For example, you could run a campaign with content focused on this category or work with healthy eating brands to promote content.
- As much as this analysis was insightful, we are ready to take it to the next stage and we have the expertise within Accenture to help you realize these kinds of insights in production across your organization and in real-time. We would love to help you with this.

## **Chapter – VII**

### **Learning Outcomes, Challenges Faced and Suggestions**

#### **Learning Outcomes**

- Business Problem Understanding
- Data Exploration
- Data Cleaning and Data Modelling
- Data Visualization
- Client Presentation
- Tableau is very Useful Business Analytics Tool
- Using Tableau Dashboard, We can easily Interpret Insights.
- Handling the Data Cleaning in Excel was Easy.

#### **Challenges Faced**

- Understanding the dataset was very difficult because of the new industry.
- My first challenges was understanding the client problem in this kind of industry was a different industry to me But, identified many information.
- The lack of Clear Goals and Success Criteria of the Project.
- Handling the Data in Tableau was good but, faced some difficulties while Data Manipulation.
- Merging the 7 dataset to One dataset was very difficulty when I used in MySql.
- In Visualization, the chart selection was little tough because all the charts are not given a perfect insights.
- When I doing the joining in MySql the code writing consumes more time So, I used concatenate function in Excel. Its was little difficult.

#### **Suggestions**

- When you are doing Data Cleaning and Data Validation operations I suggest to use excel because with excel was friendly handling for those operations.
- For Data Visualization Tableau and Powerbi was good comparitively Excel and Others.
- For data merging and Querying the data was better to do in MySql was Better.
- Using Python, Jupitor Notebook was handling very easy comparitively Others So, I suggest using Jupitor Notebook.



# Jebastin Samuel M

## Data Analytics and Visualization Virtual Experience

### Certificate of Completion

November 19th, 2022

Over the period of September 2022 to November 2022, Jebastin Samuel M has completed practical tasks in:

Project Understanding  
Data Cleaning & Modeling  
Data Visualization & Storytelling  
Present to the Client

**Caroline Dudley**  
Managing Director  
North America  
Recruiting

**Tom Brunskill**  
CEO, Co-Founder of  
Forage

Enrolment Verification Code kBuqlrDutHXHeTkr2 | User Verification Code fTdEff7FC6Fc4Yxfk | Issued by Forage