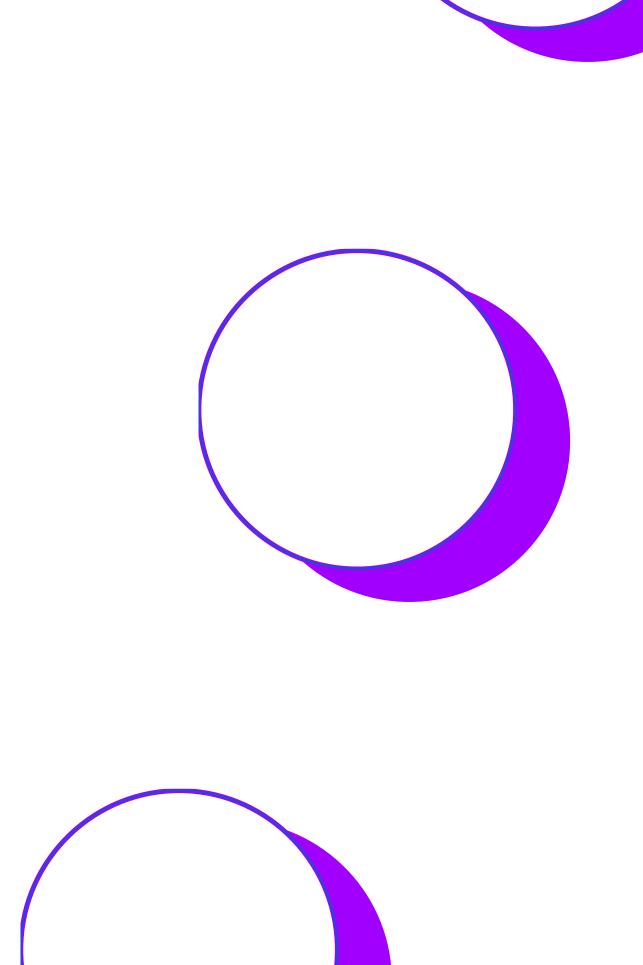
Social Buzz: Top 5 content categories

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

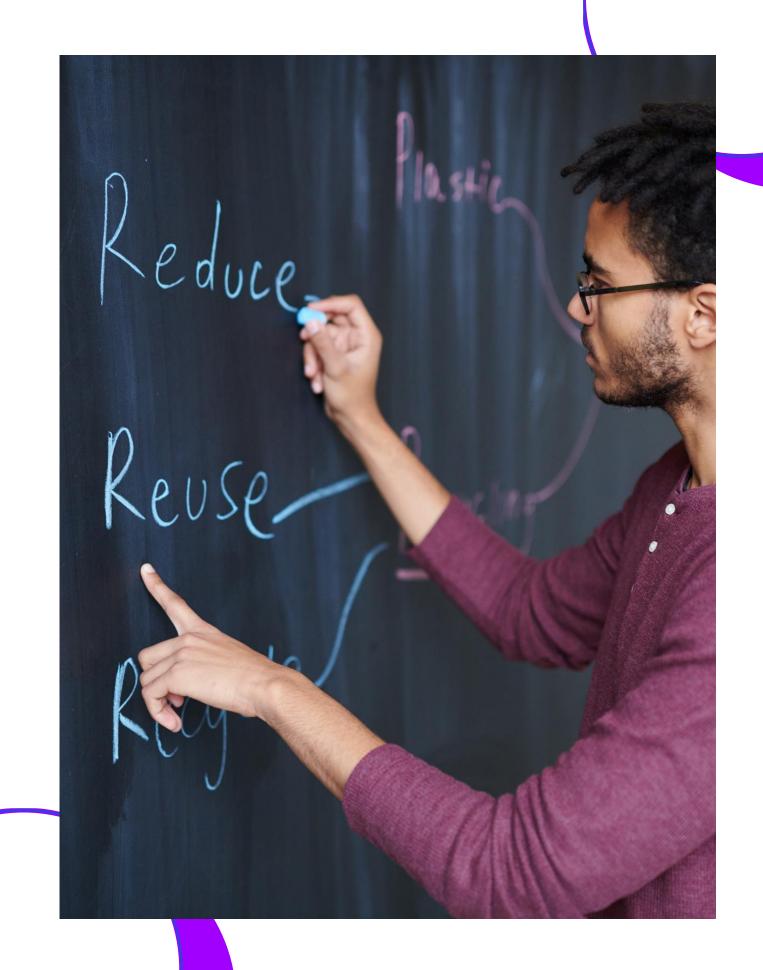


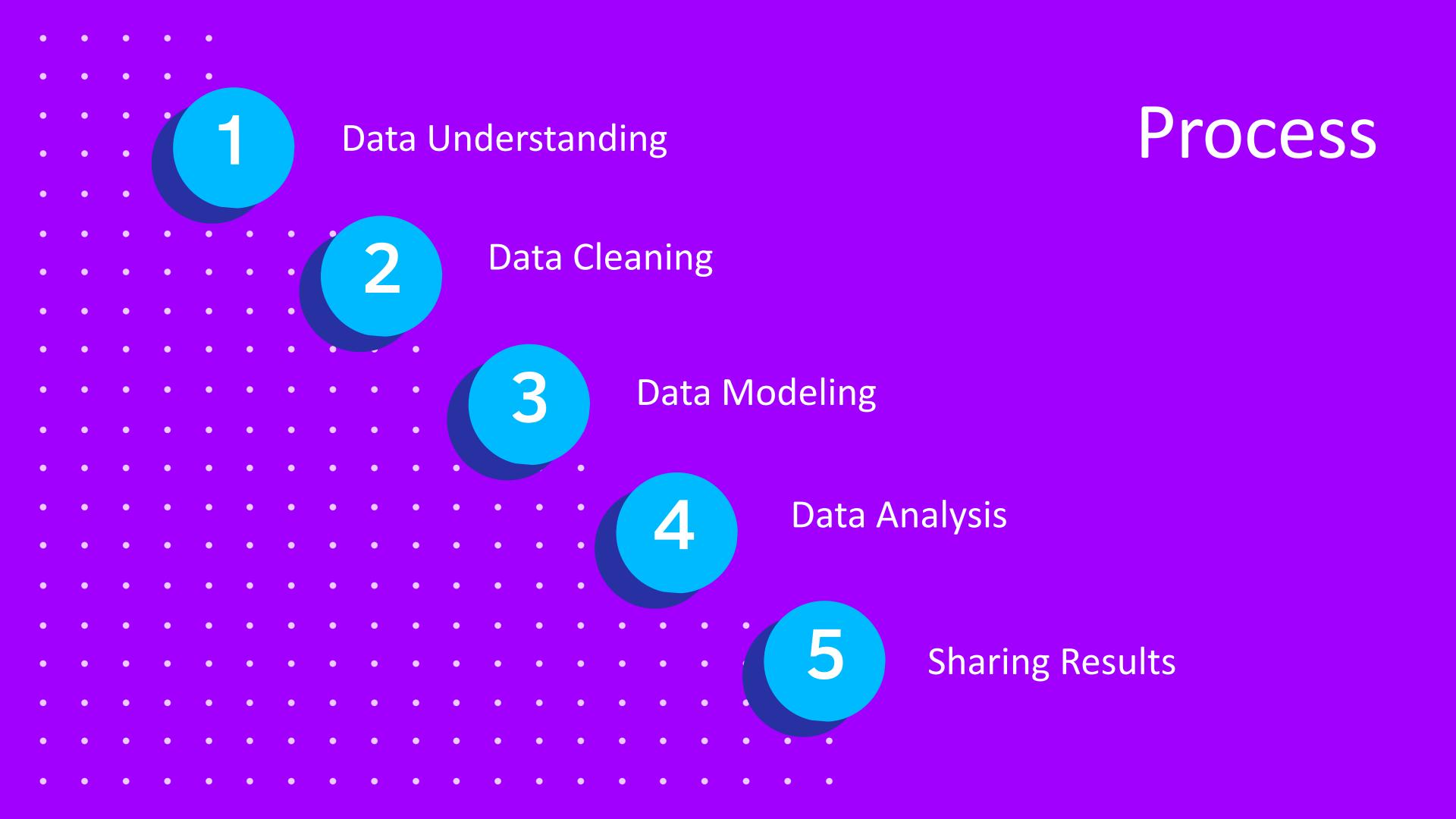


- Social Buzz is a social media and content creation company; it emphasizes content by tracking user reactions
- Our team's primary goal was to conduct analysis that highlights the top 5 categories with the largest aggregate popularity

Problem

Identifying the top 5 most popular content categories to develop a more effective monetization and user engagement strategy





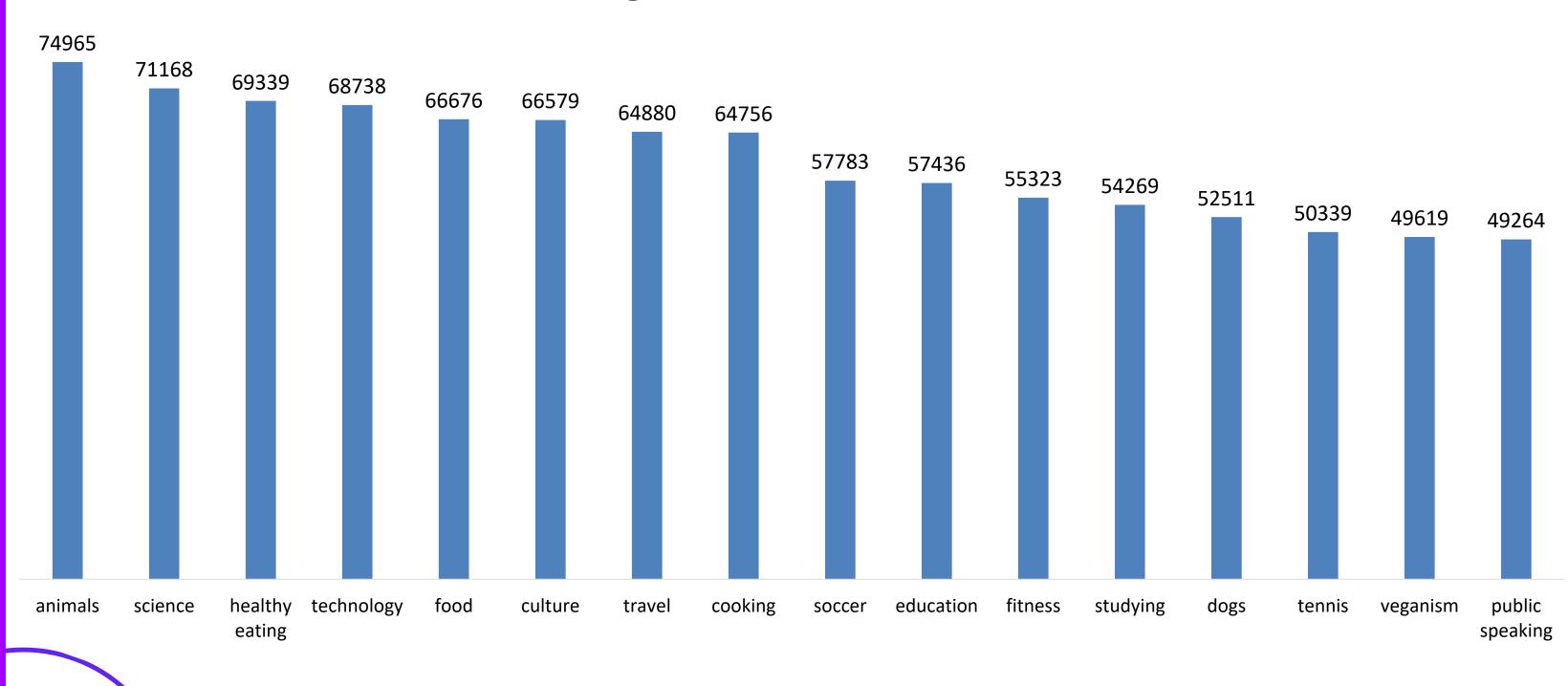
Insights

16
unique
categories

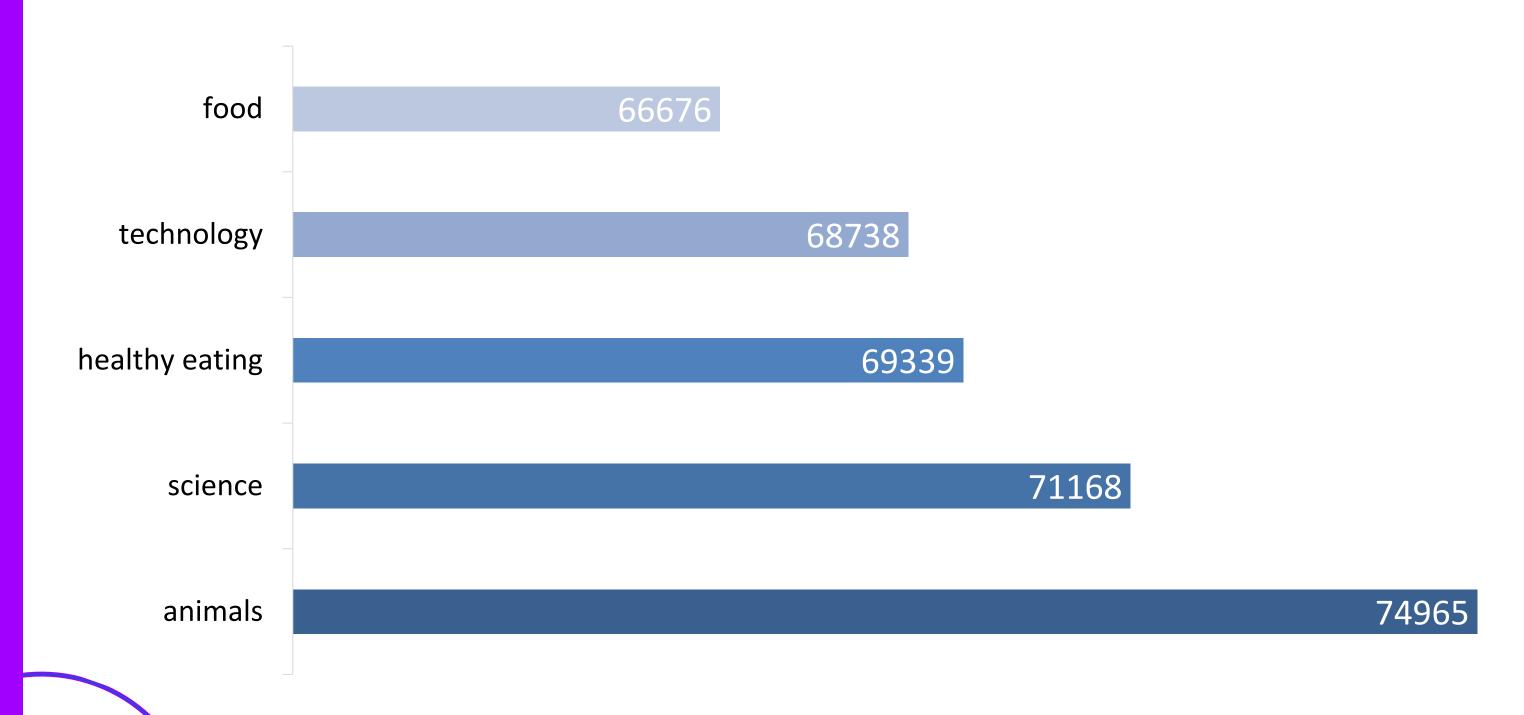
Animals
most popular
category

May month with the most posts

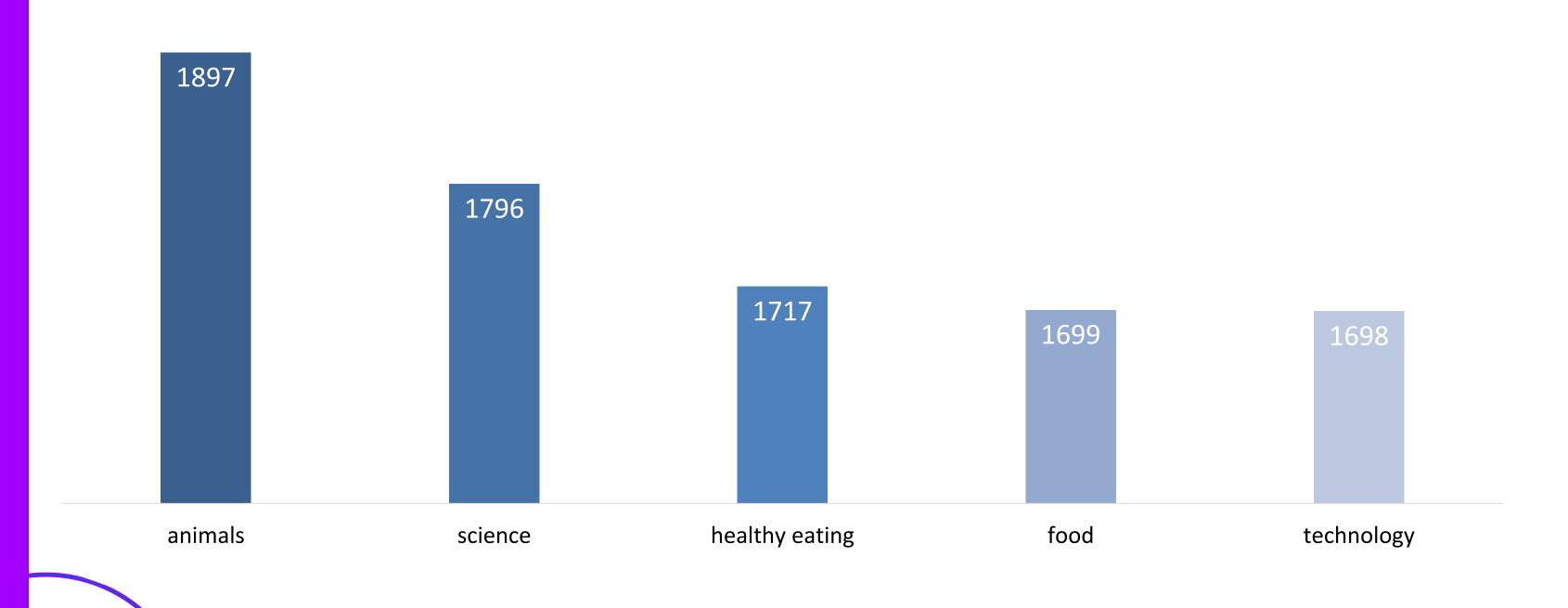
Categories and total score



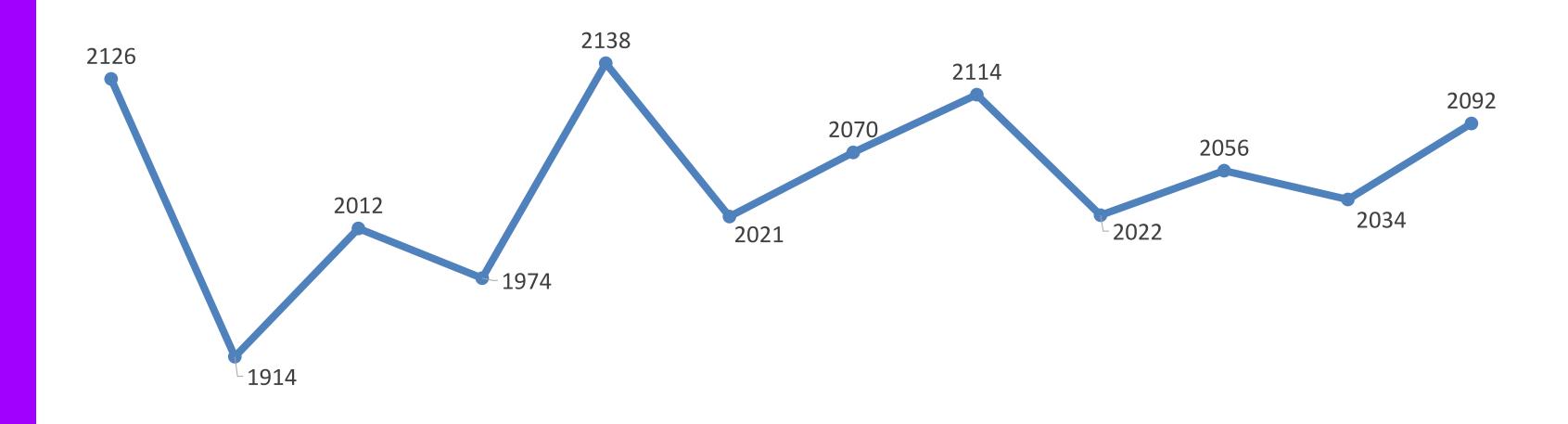
Top 5 categories by aggregated popularity score

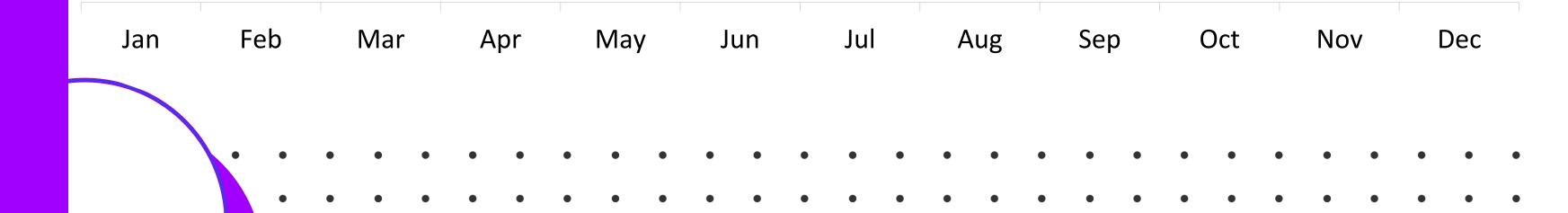


Top 5 categories by number of reactions

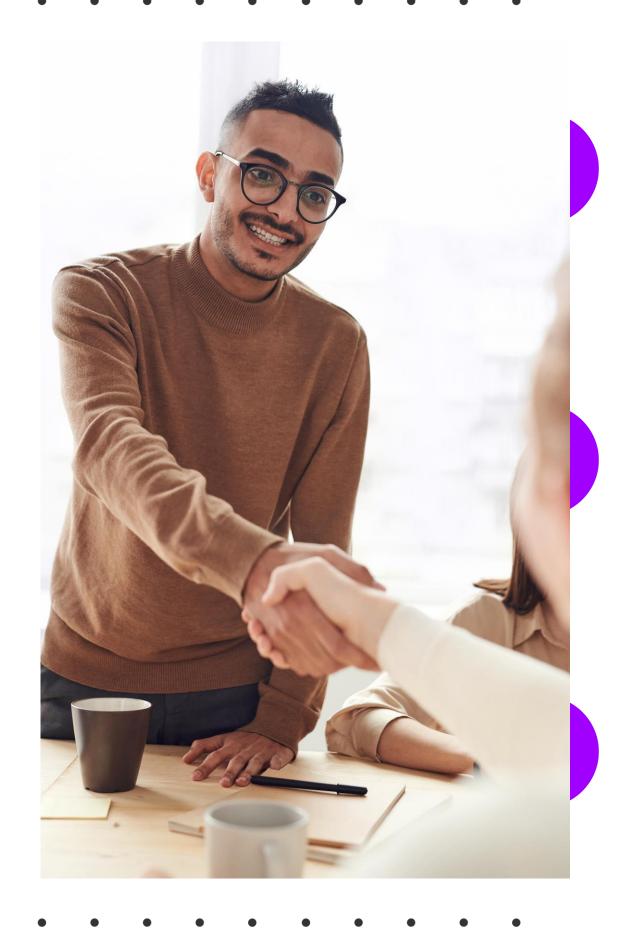


Posts by month





Summary



Top 5 most popular categories:

animals
science
healthy eating
food
technology

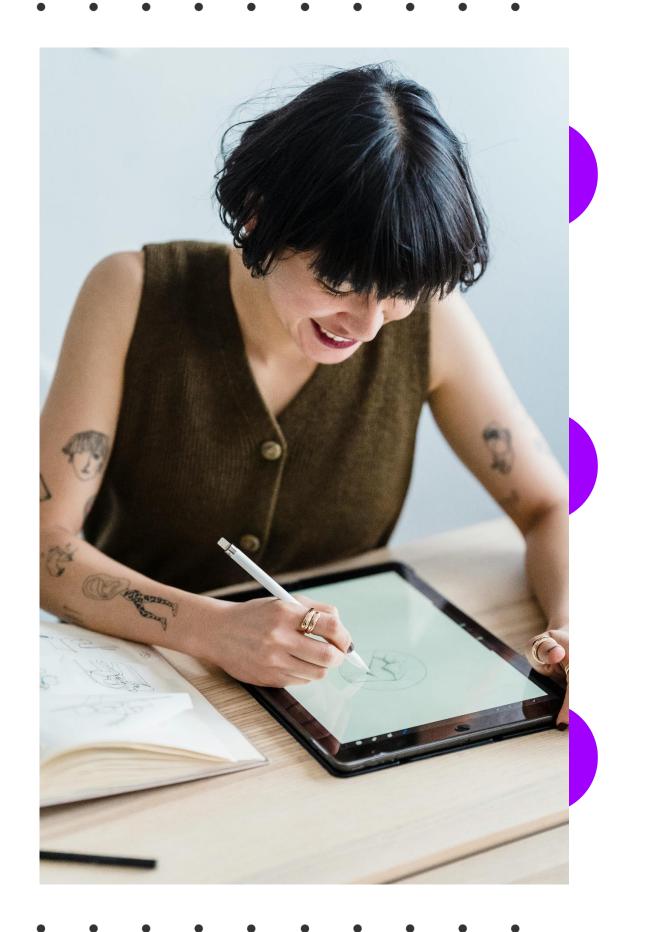
Summary



Two out of the top 5 categories are related to food: **Healthy Eating** and **Food**.

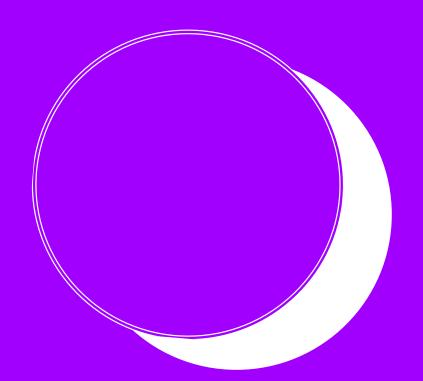
Users' interest in food-related content make it a crucial area for engagement and advertising opportunities.

Summary



Although **Technology** content scores higher in terms of overall popularity, **Food** content receives more user reactions.

While technology content attracts a broad audience, food content is more engaging.



Thank you!

ANY QUESTIONS?