



Client Social Buzz



Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

To start our engagement with Social Buzz, we are running a 3 month initial project in order to prove to them that we are the best firm to work with. They are expecting the following:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

Social Buzz is still growing as a company. However, there is too much data the company creates, collects, and must analyze!

Over 10000 posts per day and 36500000 pieces of content each year!

It's difficult to capitalize so much of it. Thus, let's find the top 5 most popular categories.



The Analytics team



Medha Prodduturi
Data Analyst



Marcus Rompton
Senior Principle



Andrew Fleming
Chief Technical Architect

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncovering Insights

Insights

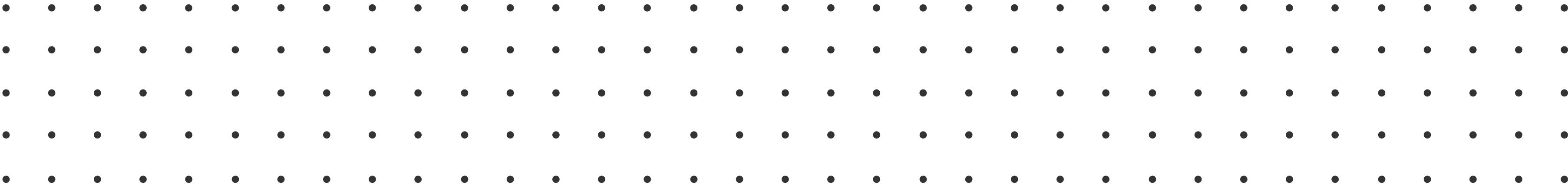
The unique categories existing within the dataset are: Studying, healthy eating, technology, food, dogs, soccer, public speaking, tennis, travel, education, studying, science, veganism, cooking, animals, and culture.



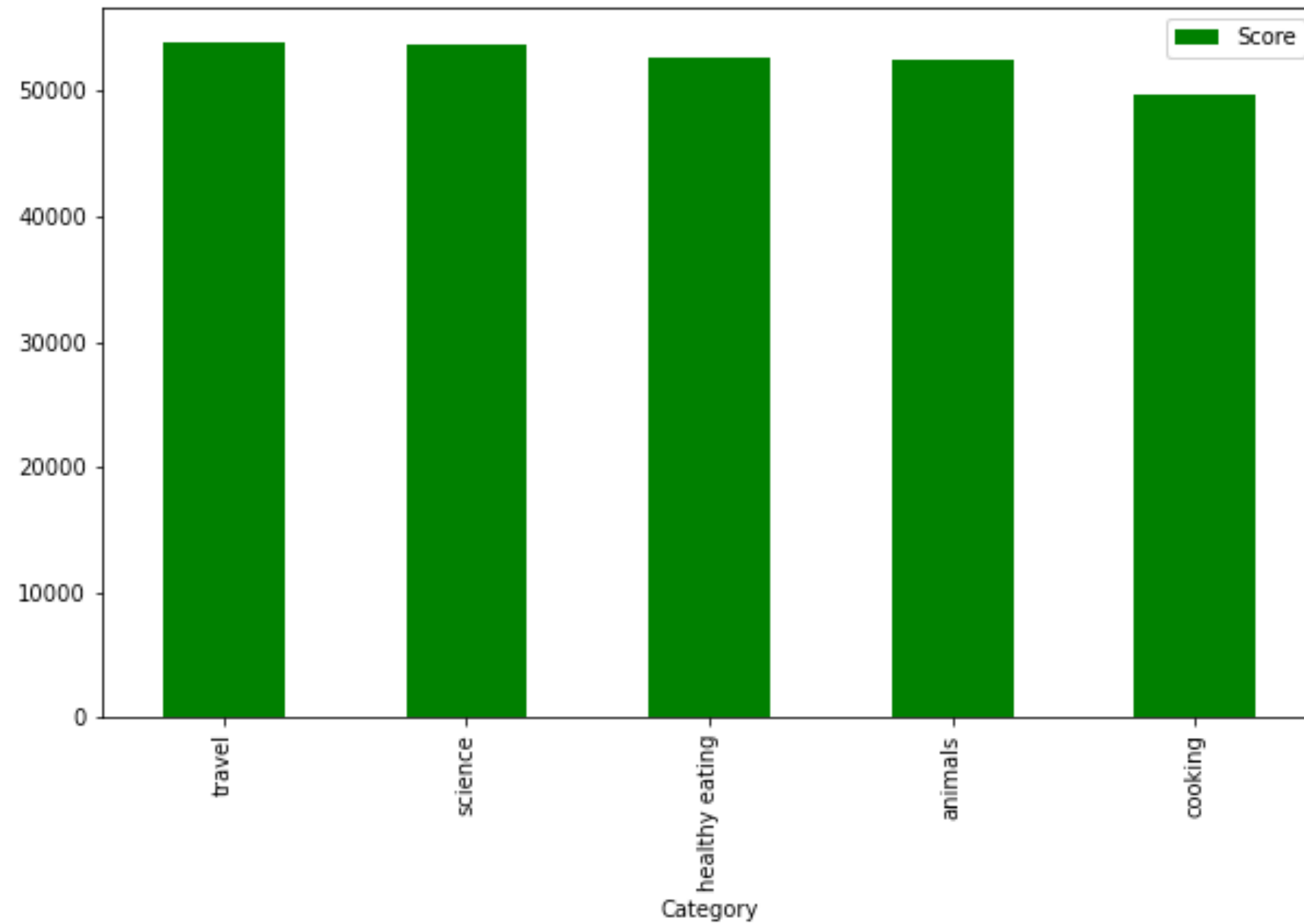
For our most popular category - Travel - the total number of reactions were 1368.



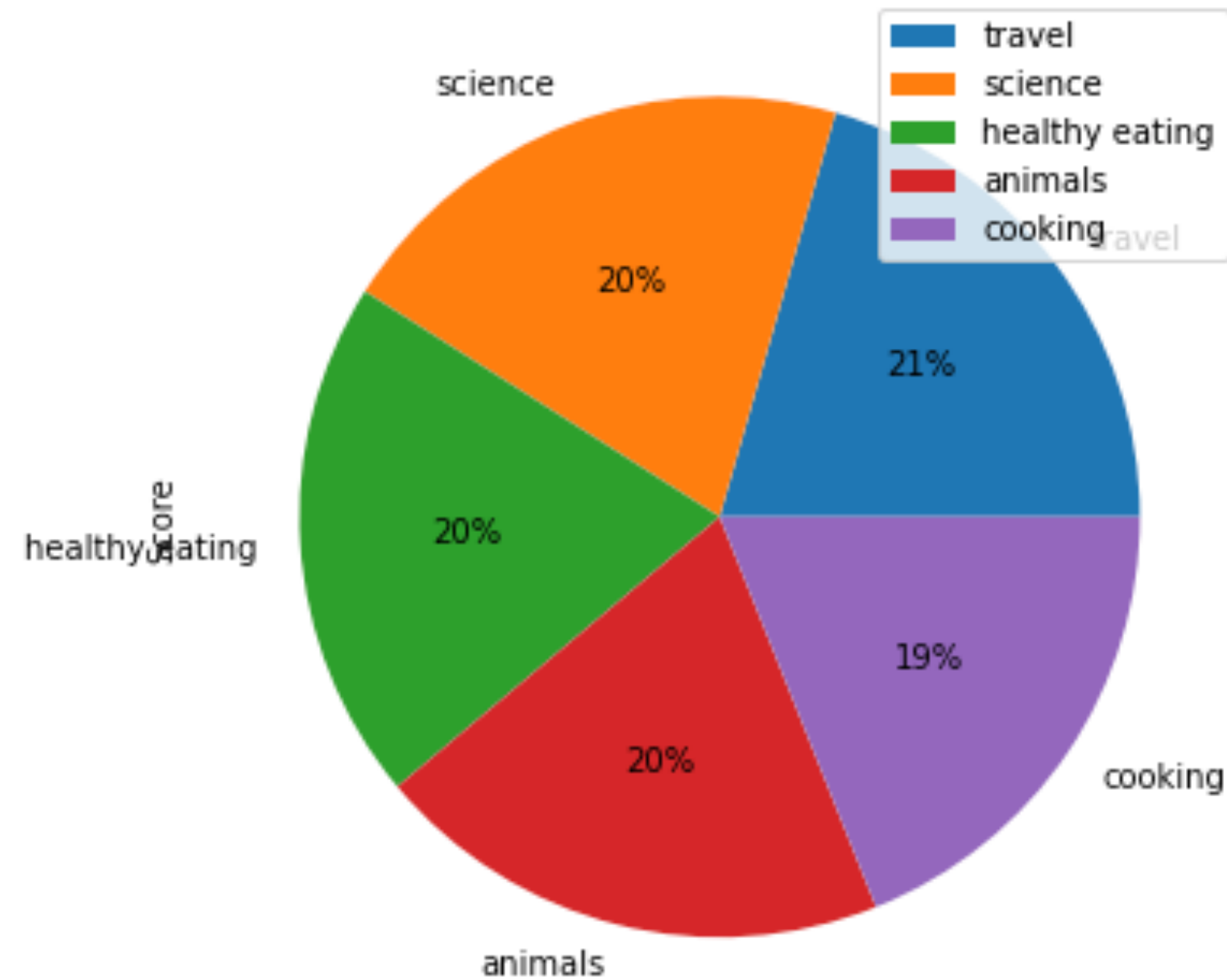
The month with the most amount of posts recorded is August, with a total of 1612 posts.



Results Visualized In Bar Graph



Results Visualized In Pie Chart

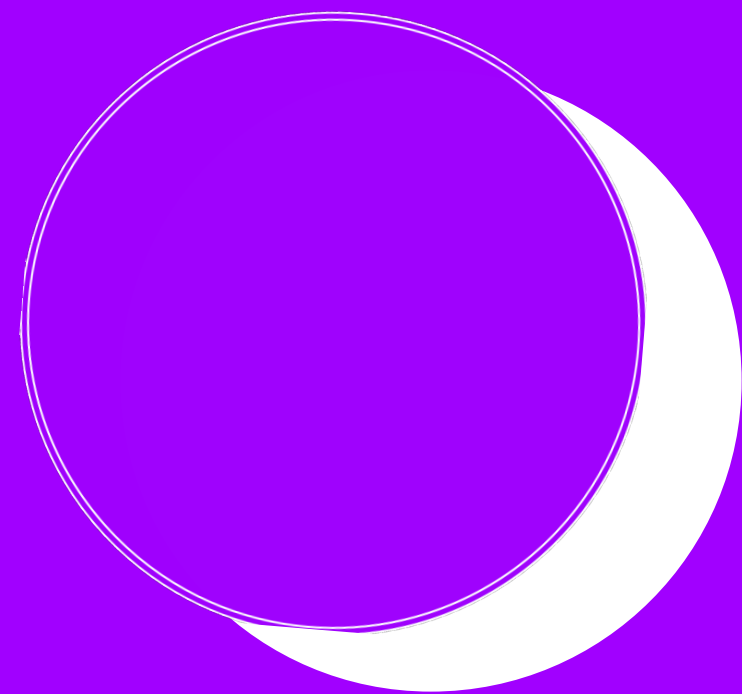


Summary



The top 5 categories with the largest popularity according to our findings were:

1. Travel (Score 53935.0)
2. Science (Score 53657.0)
3. Healthy Eating (Score 52745.0)
4. Animals (Score 52443.0)
5. Cooking (Score 49681.0)



Thank you!

ANY QUESTIONS?