



**Decoding Social Buzz:**

**Data Insights for**

**Strategic Action**



# Today's agenda



## 1. Project Recap

- Brief overview of the project's goals and objectives.

## 2. Problem

- Identification and explanation of the specific problem or challenge addressed by the project.

## 3. The Analytics Team

- Introduction to the key members of the analytics team involved in the project.

## 4. Process

- Overview of the methodology and analytics process employed to tackle the problem.

## 5. Insights

- Key findings and insights derived from the social buzz data analysis.

## 6. Summary

- Recapitulation of the main points and a concise summary of the project's outcomes and implications.

# Project Recap

**Founding (2008):**

- Founded by former engineers for a content-centric platform.

**Core Philosophy:**

- Anonymous user reactions, 100+ options.

**Growth:**

- 500 million users in 5 years, seeking external data expertise for scaling.

**Data Landscape:**

- Complex tech, vast unstructured data.

**Seeking Expertise:**

- IPO guidance, resource constraints, learning data best practices.

**Engagement Focus:**

- 3-month project:
  - Big data practice audit.
  - IPO recommendations.
  - Top 5 content category analysis.

# Problem

## Data Overload:

- 100,000 daily content pieces (text, images, videos, GIFs).
- Unstructured data volume poses a significant analytical challenge.

## Complex User Reactions:

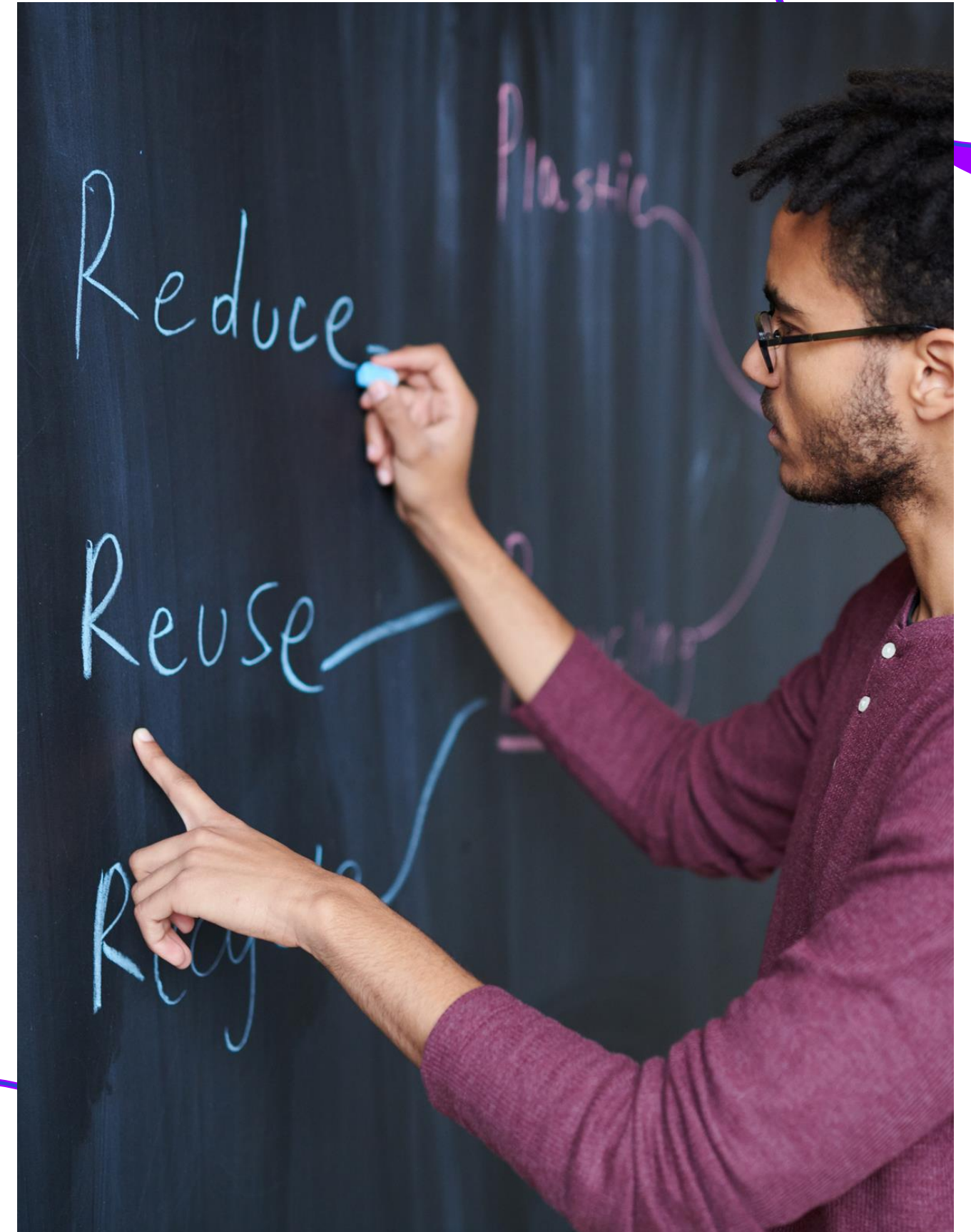
- Over 100 diverse user reaction options.
- Traditional metrics (likes, dislikes, comments) offer limited insights.

## Strategic Insights Needed:

- Content-centric approach requires a deep understanding of popular content categories.
- Essential for refining content strategy and ensuring trending content prominence.

## Proposed Solution:

- In-depth analysis of sample data sets.
- Visualizations to uncover popularity trends in different content categories.
- Actionable insights for refining content strategy and improving user experience.



# The Analytics team



**Andrew Fleming**  
Chief Technology Architect



**Marcus Rompton**  
Senior Principal



**Mostafiz Afraim**  
Data Analyst



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Data Insights

# Insights

16

Unique Categories



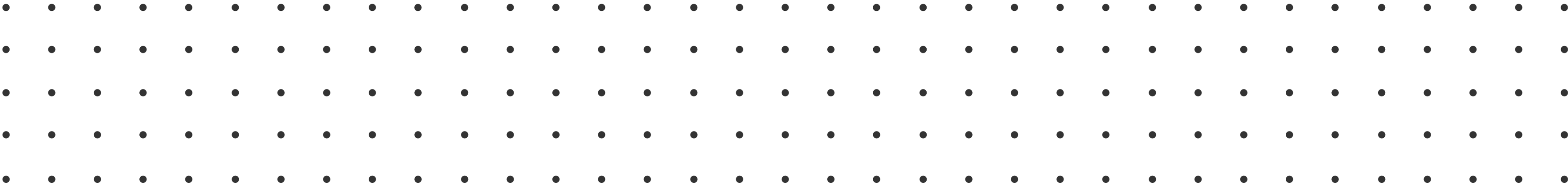
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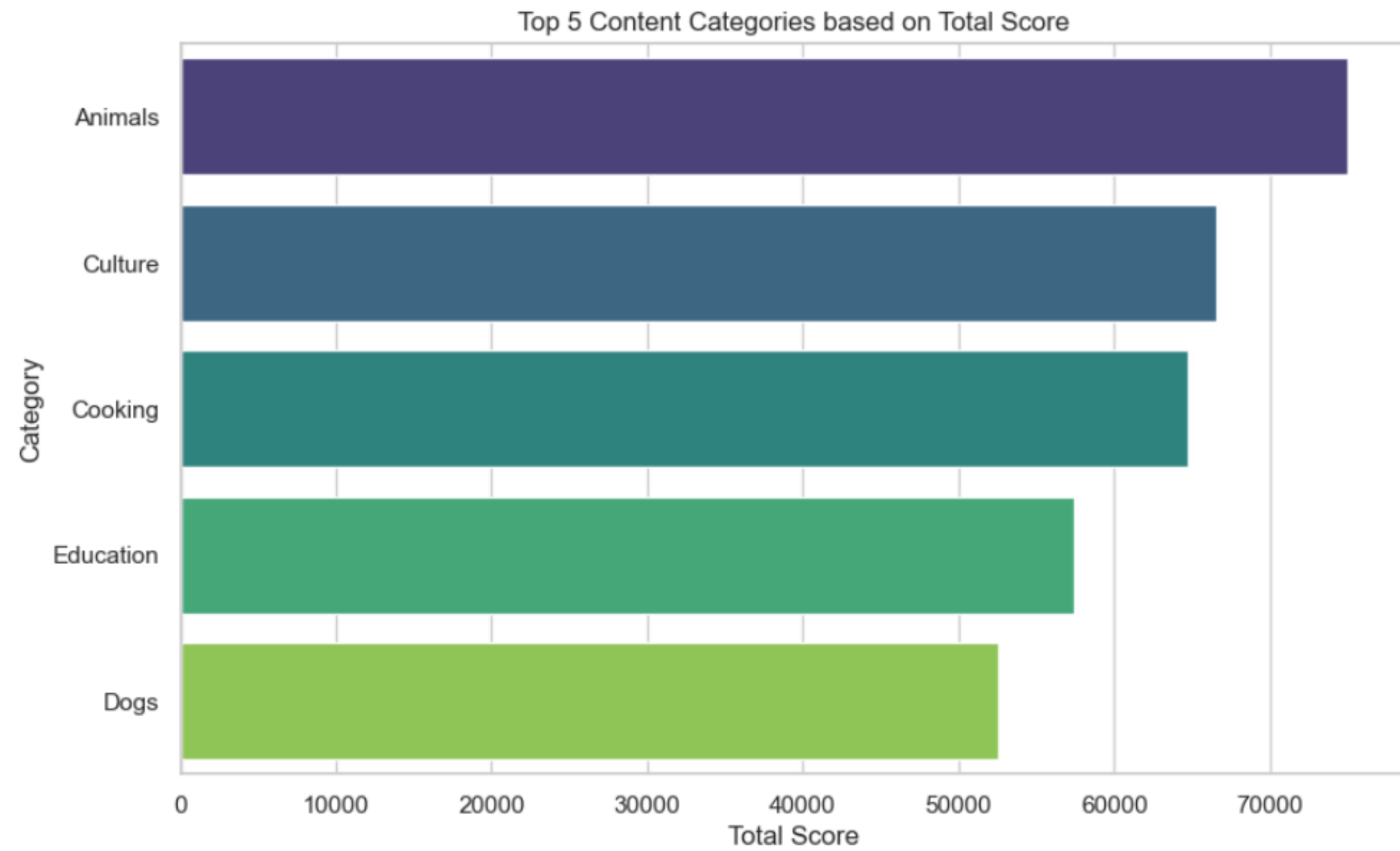
Reactions to 'Animal'  
Posts



MAY 2021

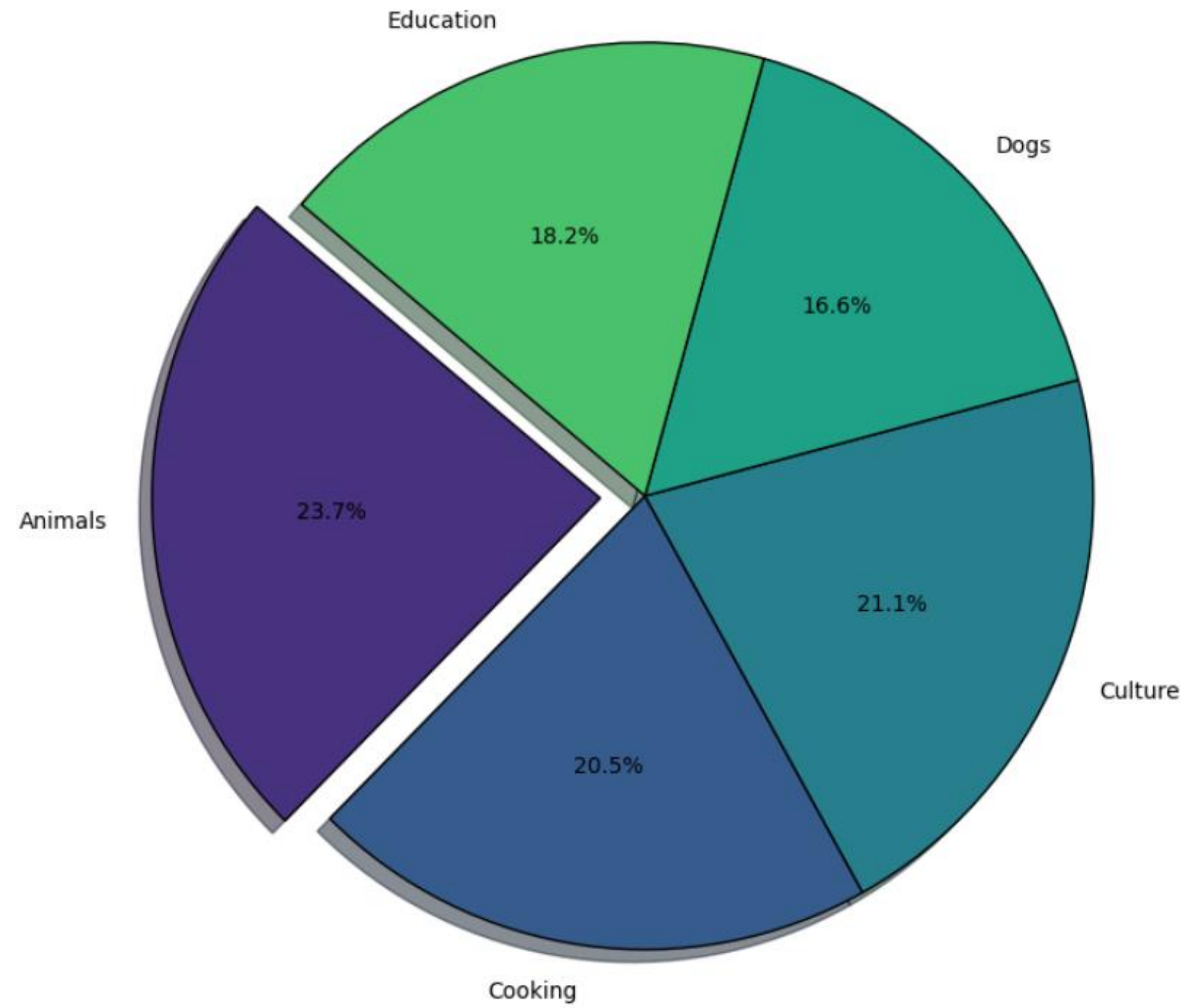
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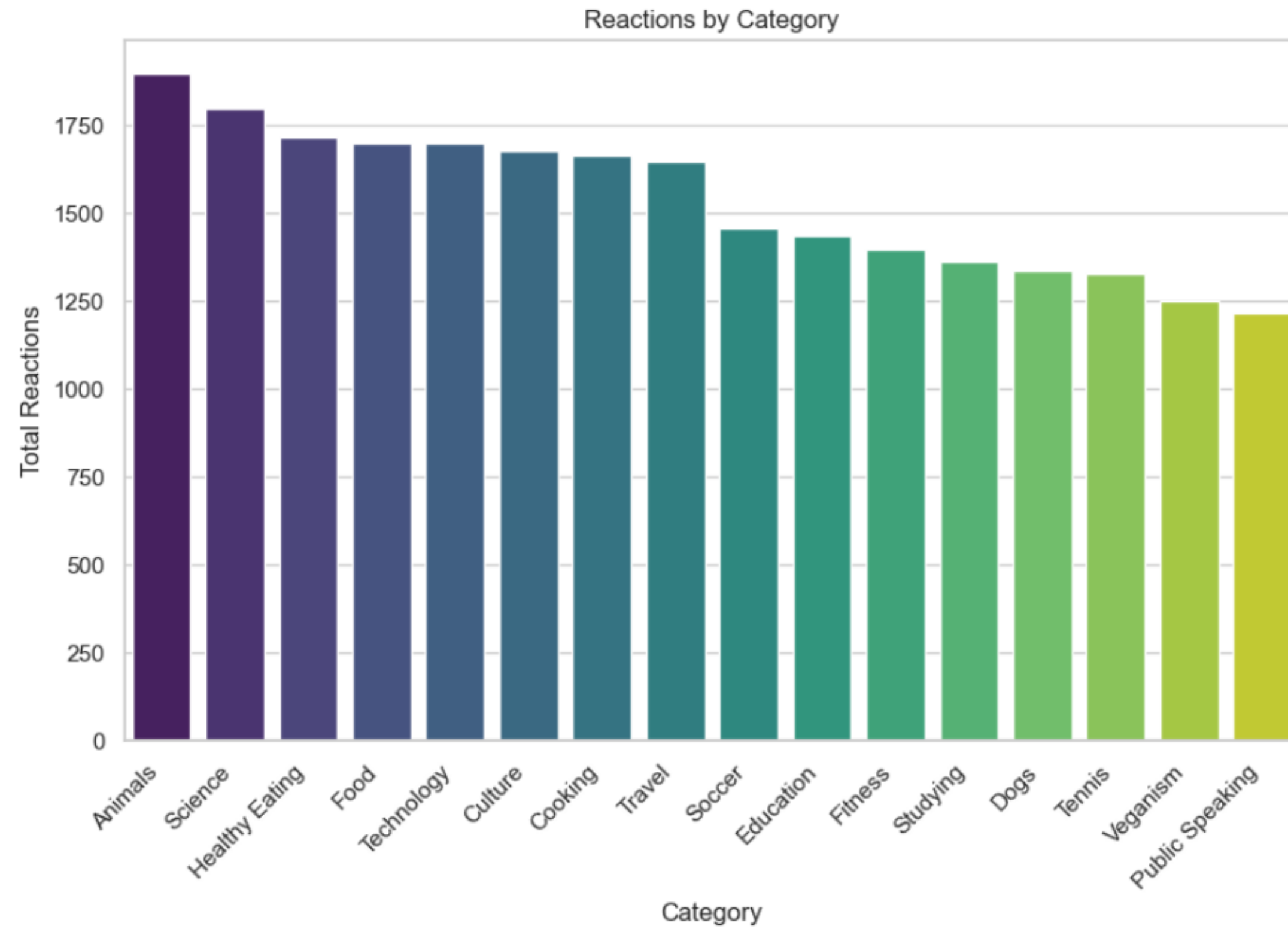


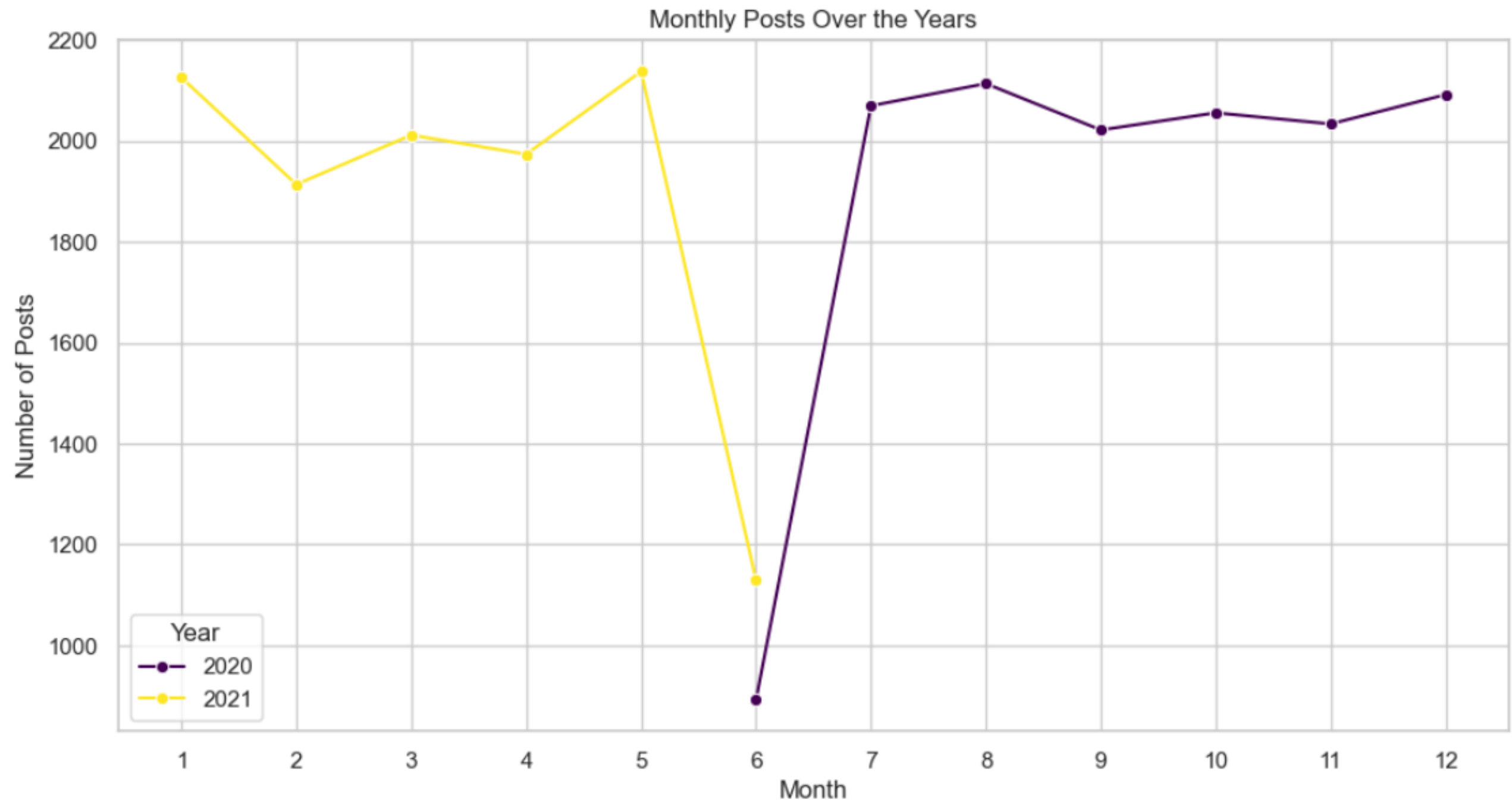




**Percentage Distribution of Scores Across Top 5 Content Categories**







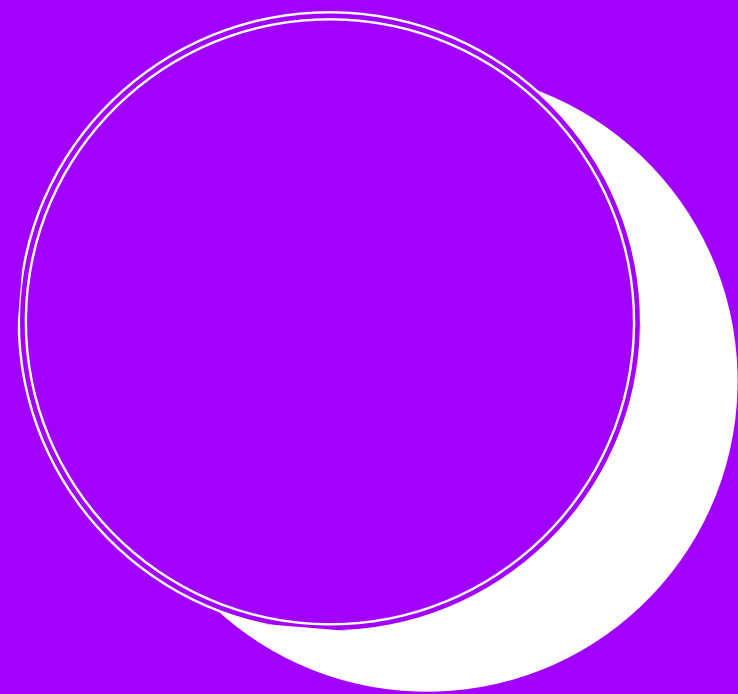
# Summary



Looking at the top 5 categories, we see that people are interested in a wide range of topics, like animals and technology. Seeing that topics like "Animals" and "Science" are always popular reminds us to keep focusing on what's trending. Also, noticing newer topics like "Healthy Eating" gives us a chance to create content specifically for those interests.

By using information we gather from data, Social Buzz can make its content better and promote it more effectively to get more people involved and interested. This helps keep the platform fresh, up-to-date, and in line with what users want, which ultimately makes sure it stays successful for a long time.

This analysis is helpful, but now it's time to make it a regular part of how we understand and improve our business. We can help you do this by setting up systems that constantly analyze data in real-time, giving you up-to-date insights into how our business is doing. This way, we can make faster and smarter decisions to keep growing and succeeding.



# Thank you!

ANY QUESTIONS?