Social Buzz
Data Analysis

Today's agenda

- Project recap

- Problem

- The Analytics team

- Process

- Insights

- Summary

Project Recap

Overview:
- Social Buzz: A platform founded by ex-engineers from a major social media company, Surpassed 500 million monthly active users, necessitating expert advisory for rapid scaling.
- Emphasis on content, maintaining user anonymity and tracking reactions.

Objectives & Approach:

Conduct a 3-month project to:
- Audit big data practices.
- Advise on IPO readiness.
- Identify top 5 content categories for strategic focus.

Problem

- Over the past 5 years, Social Buzz has reached over 500 million active users each month.
- Rapid growth leads to extensive unstructured data creation.
- Daily influx of 100,000+ varied content pieces requires advanced data handling.
- Objective: Identify top 5 popular content categories.
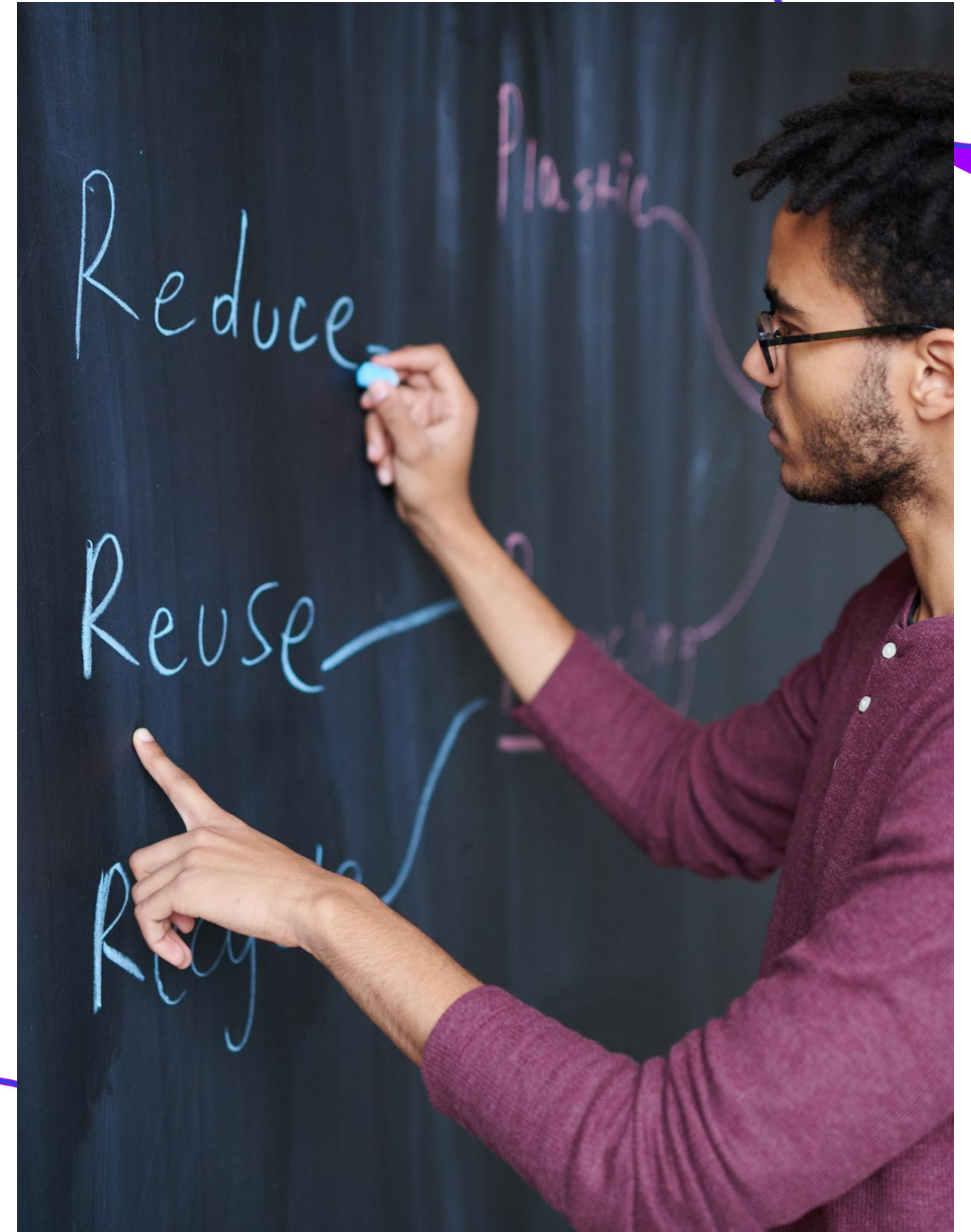
The Analytics team

ANDREW FLEMING
Chief Technology Architect

MARCUS ROMPTON
Senior Principal

NAVIN KUMAR S
Data Analyst

Process
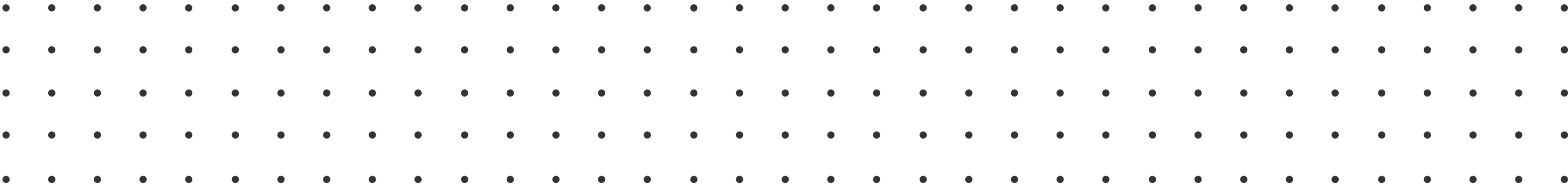
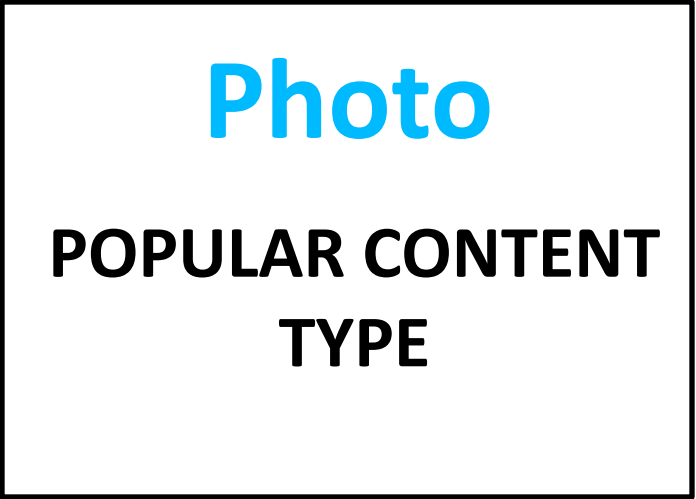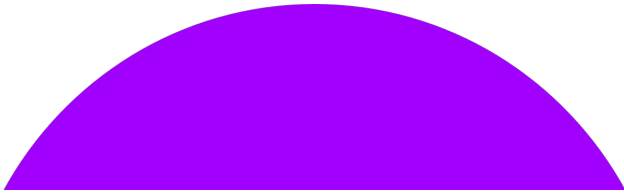1 Data Understanding
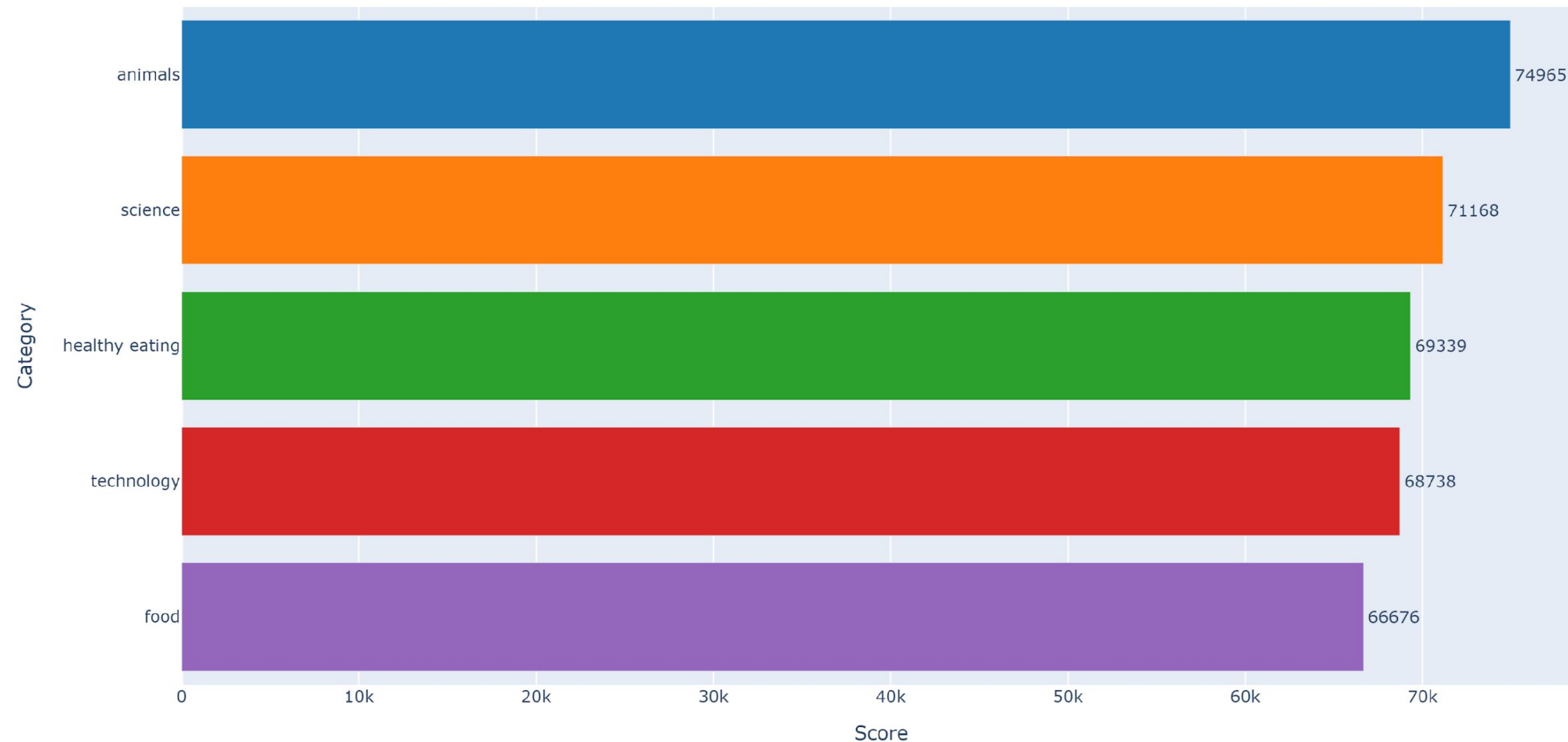
2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover Insights

Top Insights

Animals

TOP CONTENT CATEGORY

Photo

POPULAR CONTENT TYPE

56%

POSITIVE SENTIMENT

# Top 5 Categories by Aggregated Score

*These are all the top 5 categories that people more interested. The top most is "**Animals**" followed by "**science and technology** ". People seem to be favoring real-life and factual content. "**Food and healthy eating**" are also ranking in the top 5 indicates high engagement in these content categories, potentially reflecting a health-conscious user base.*
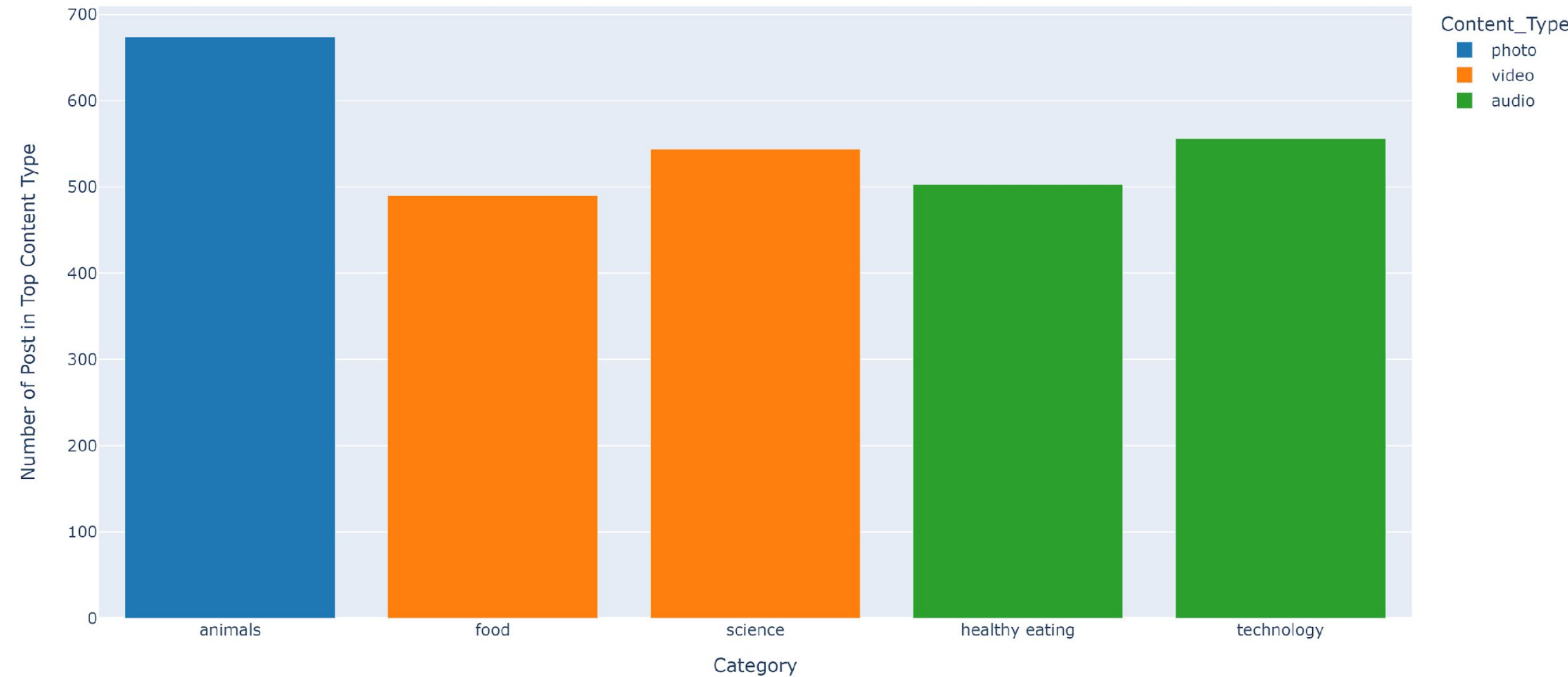
Least 5 Categories by Aggregated Score
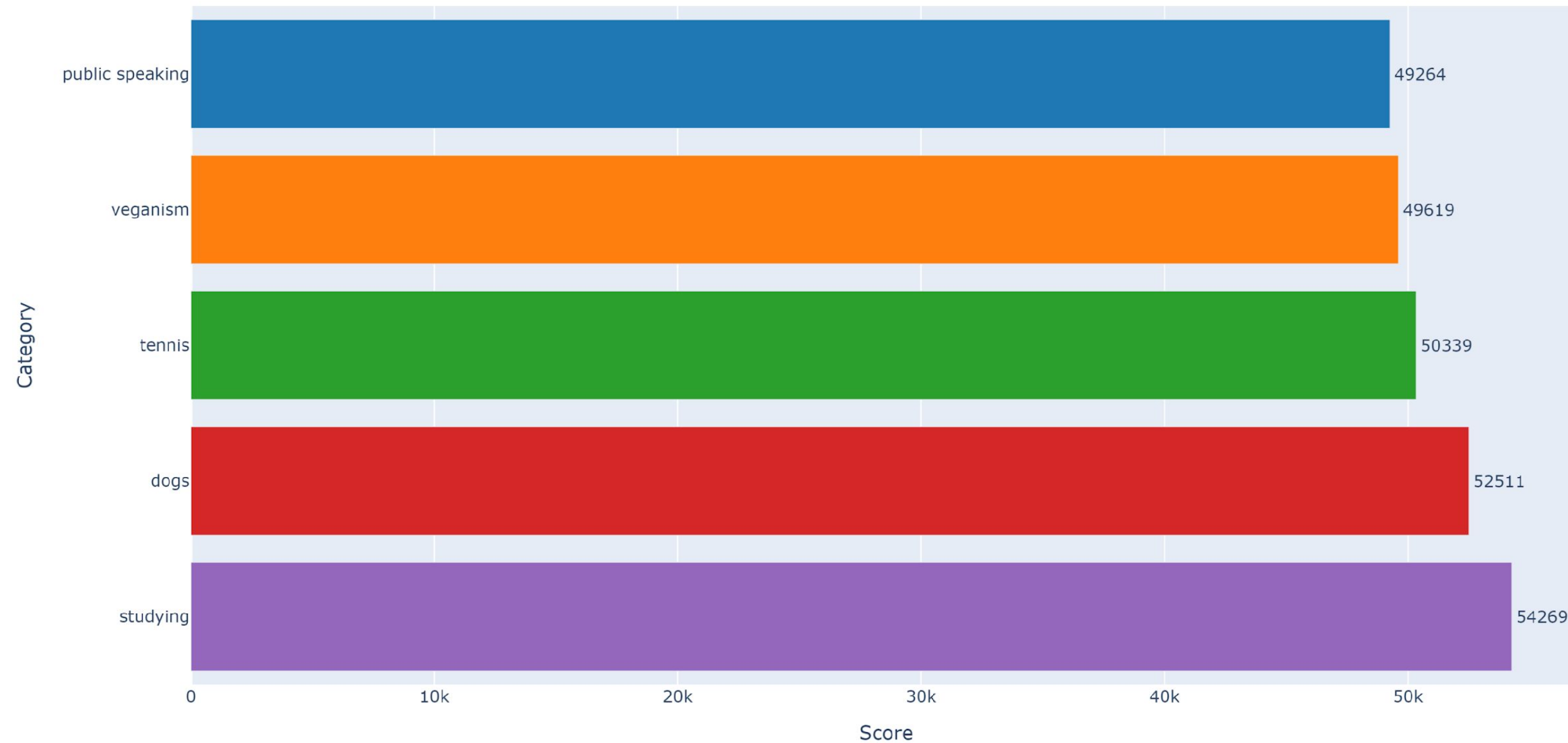
These are all the least 5 categories that people not interested as much. The most is "**Public Speaking**" followed by "**veganism, tennis, dogs and studying**"

TOP CONTENT TYPE
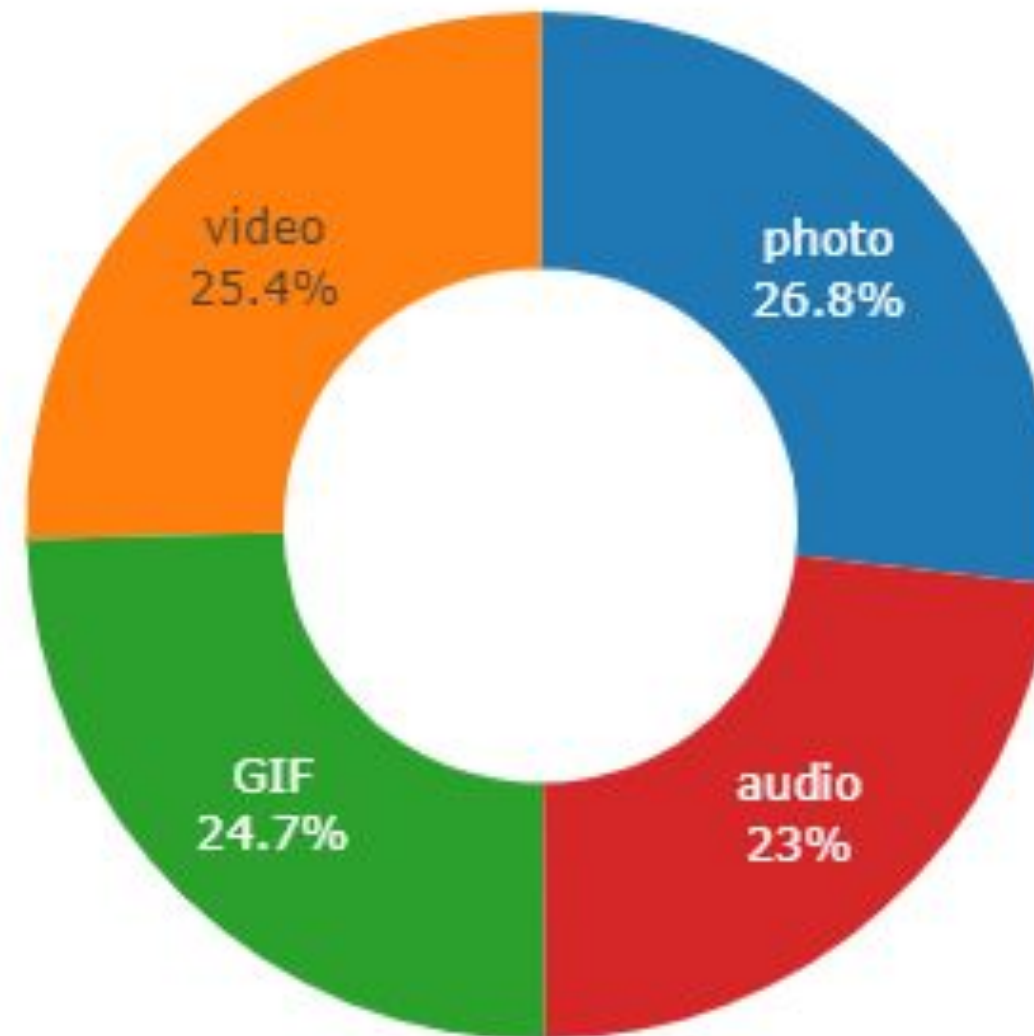
The top content type used the most is "**photo**" that is **26.8%** and followed by "**video**" **25.4%**

Popular Content Type in Each Top 5 Category

In **"animals"** category people used **photo content** the most , in **"food and science"** people used **video content** the most and in **"healthy eating and technology"** people used the **audio content** the most.

Unpopular Content Type in Each Top 5 Category
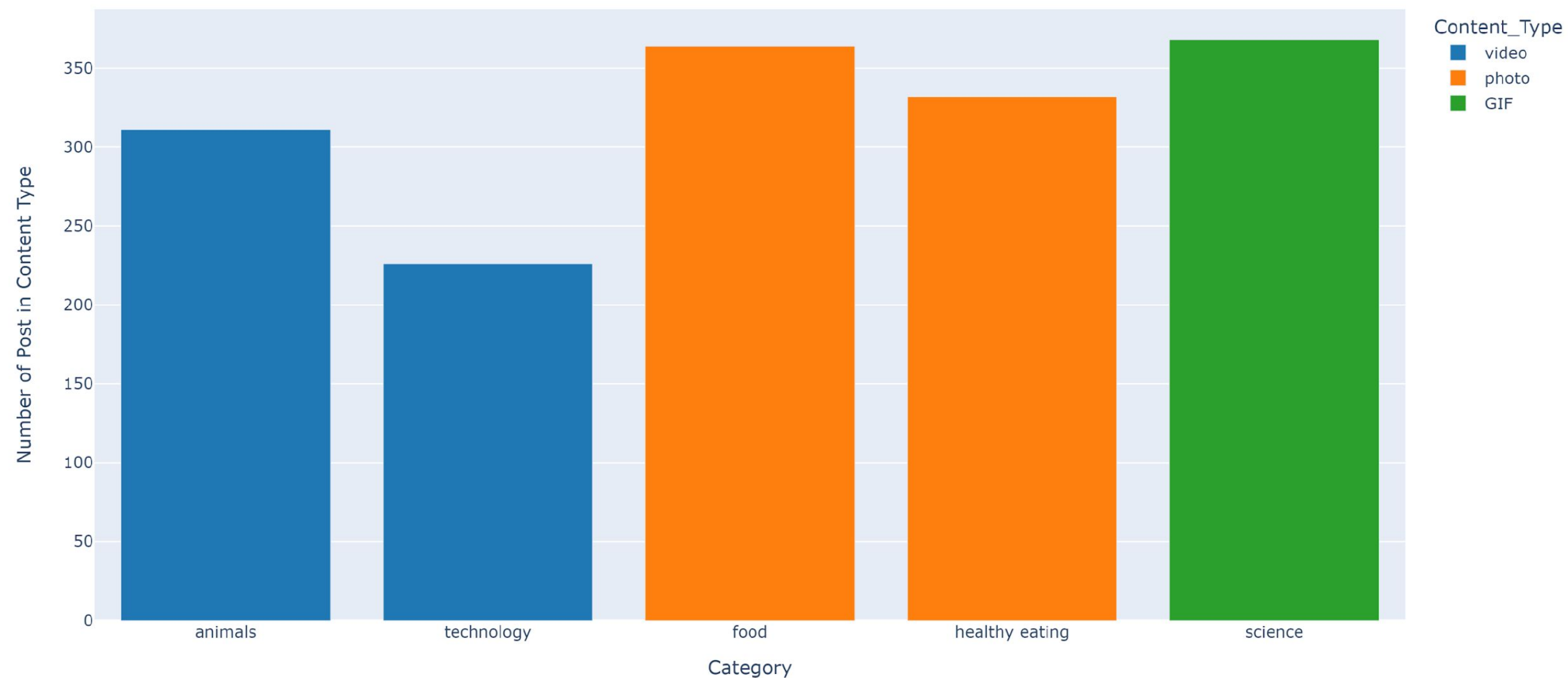
In "animals and technology" category people used video content the least , in "food and healthy eating" people used photo content the least and in "science" people used the GIF content the least.

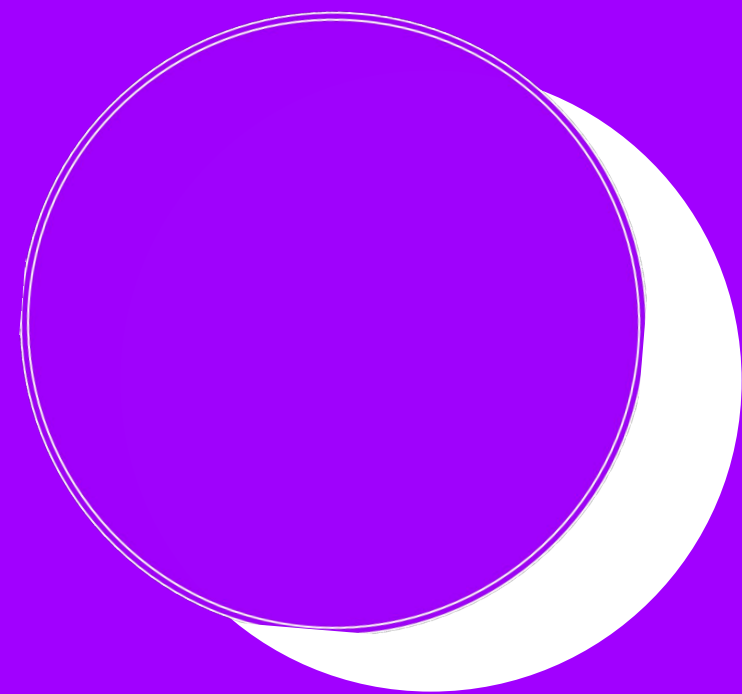# User Sentiment
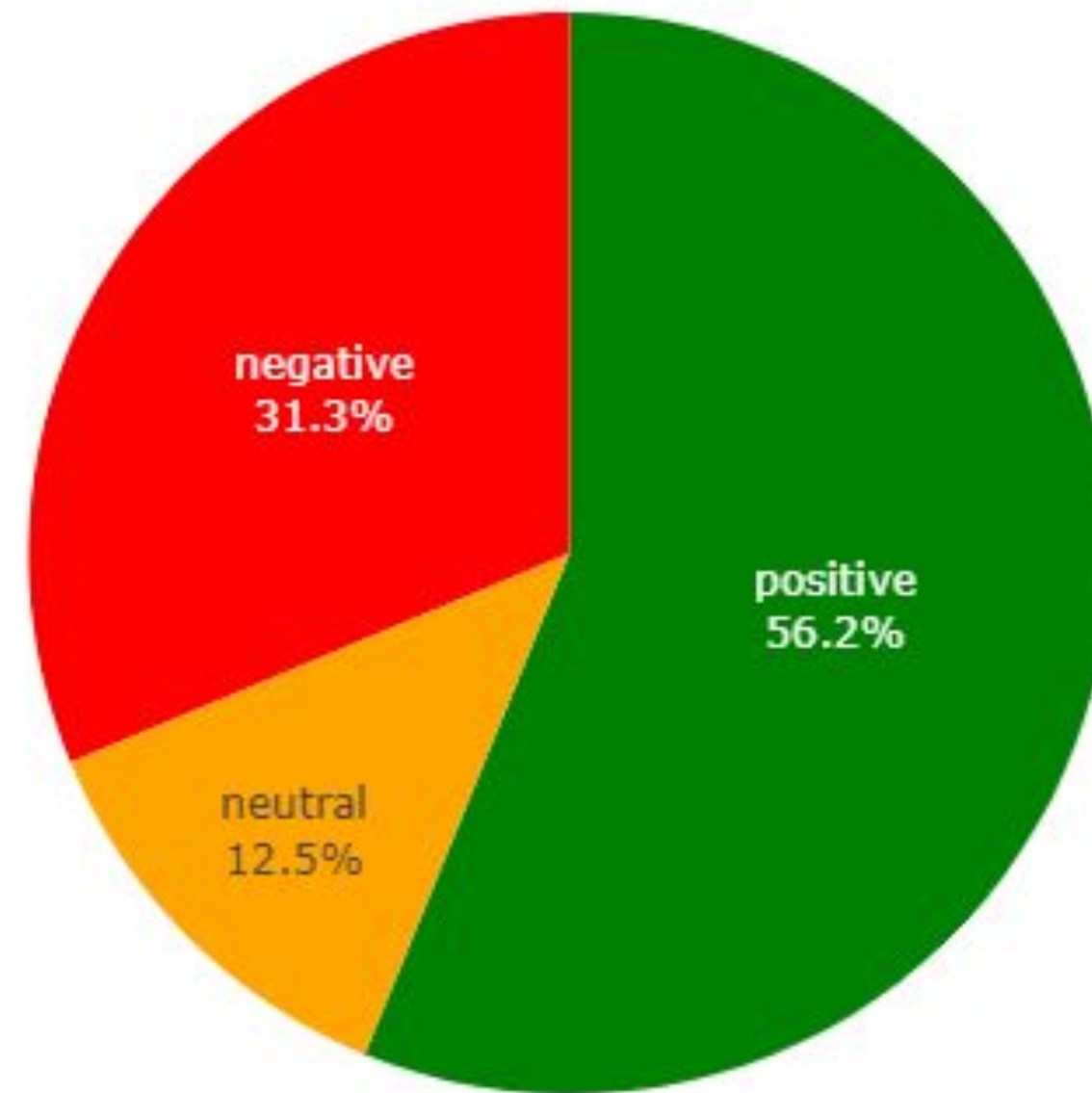
Approximately **56%** express **positive sentiments**, indicating satisfaction or approval with the content. Around **31%** of the reactions convey **negative sentiments**, suggesting dissatisfaction or disagreement. Additionally, about **12%** of the reactions are **neutral**, indicating a lack of strong emotion or opinion.

Summary

- Social Buzz, a platform with **500M+ users**, focuses on user anonymity and reaction tracking.

- Project objective: audit big data practices, advise on IPO readiness, identify top 5 content categories.

- **"Animals**" emerges as the most popular category, followed by **"Science".** People are finding pleasure in real-life and fact-based content. "**Food and healthy"** eating ranking are also in the top 5 indicates high engagement in these content categories, potentially reflecting a health-conscious user base.

- Least popular categories include **"Public Speaking," "Veganism," "Tennis," "Dogs,"** and **"Studying."**

- **"Photo"** is the predominant content type (**26.8%**), followed closely by "Video" (**25.4%**).

- Content preferences vary by category; e.g., **"Photo" dominates in "Animals," while "Video" is popular in "Food" and "Science."**

- User sentiment breakdown: **56% positive, 31% negative, 12% neutral.**

Thank you!

ANY QUESTIONS?