
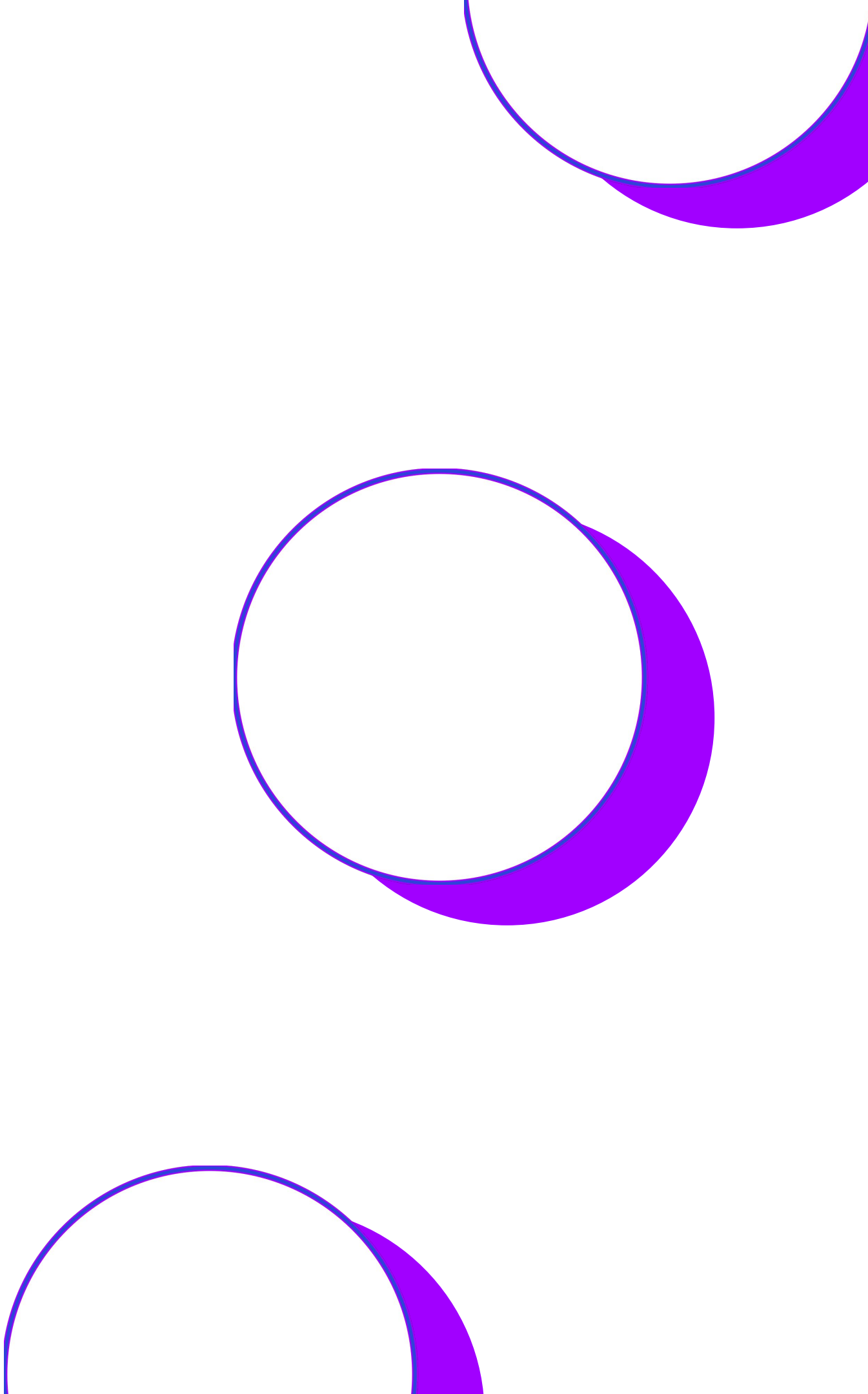




Leading
Categories
Powering
Social Buzz



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Client: Social Buzz

Industry: Social Media and content creation.

Project Duration: 3 Months

Project Deliverables:

- An Audit of Client's Data
- Recommendations for IPO
- Analyzing Top 5 most popular categories.

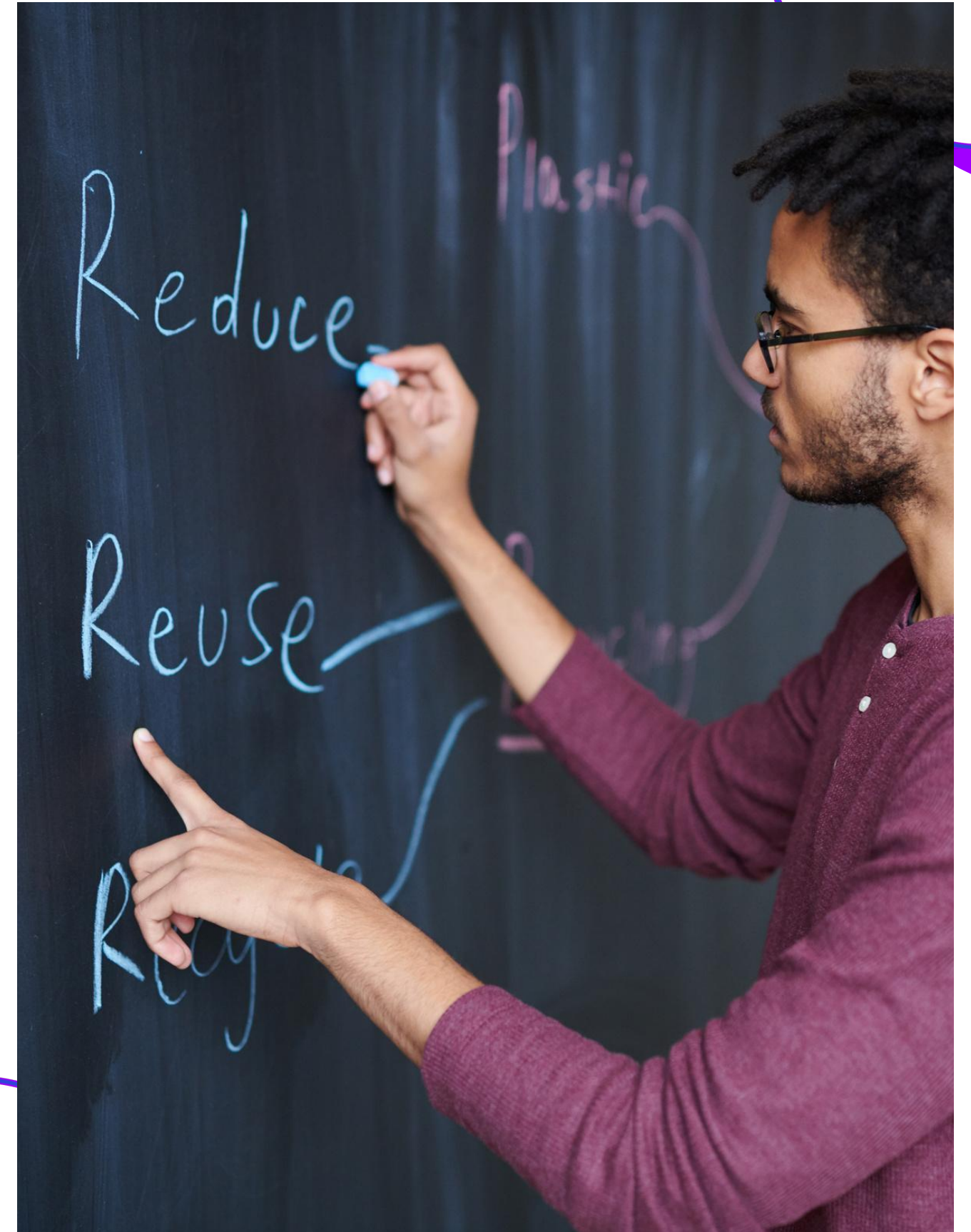
Problem

100000 posts per day!

Over 36.5 million pieces of content per year!!

Way Out?

- To filter out Top 5 Categories of Content



The Analytics team



Andrew Fleming
Chief Technology Architect



Marcus Rompton
Senior Principal



Nevil Mehta
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

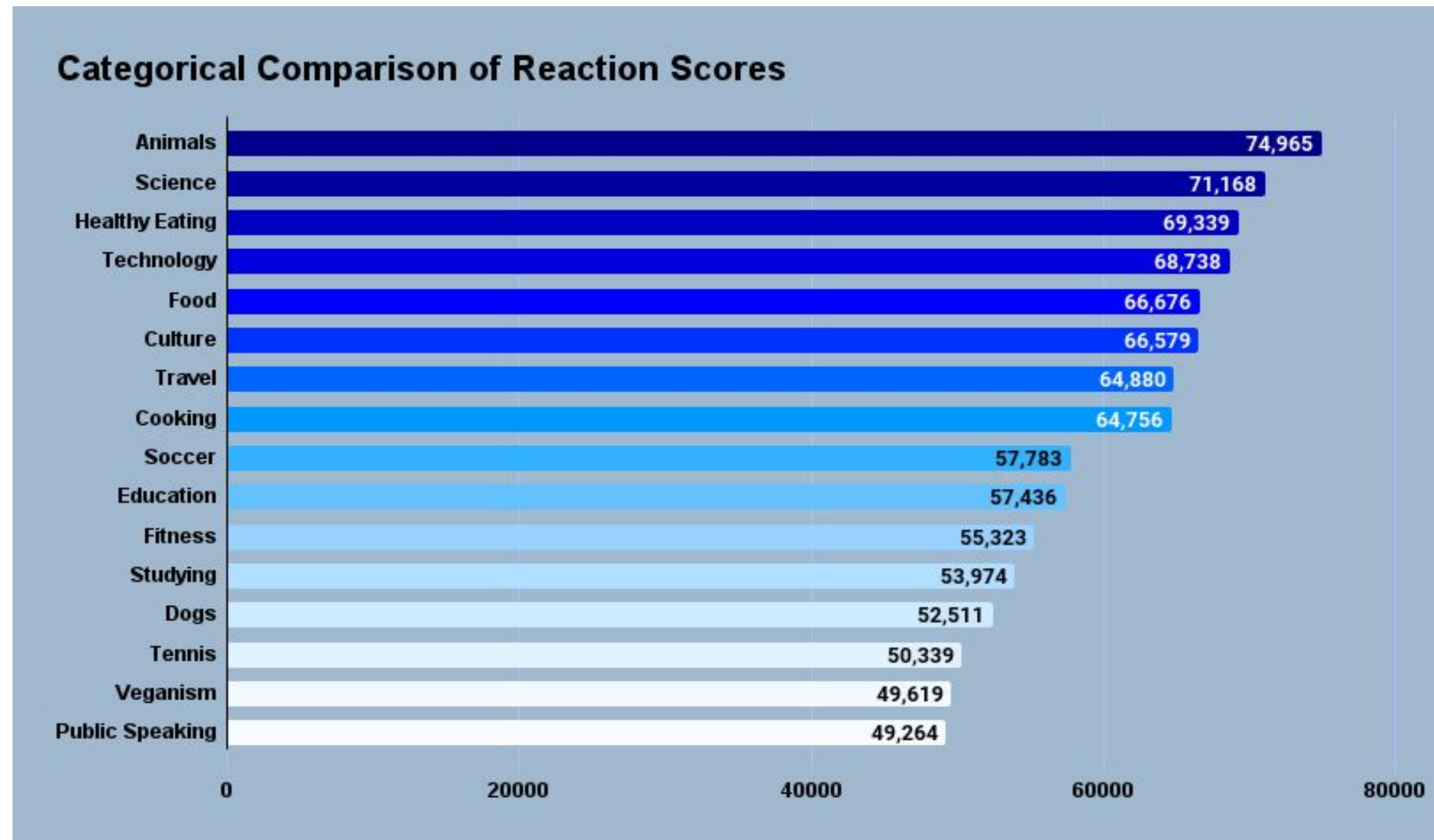
4

Data Analysis

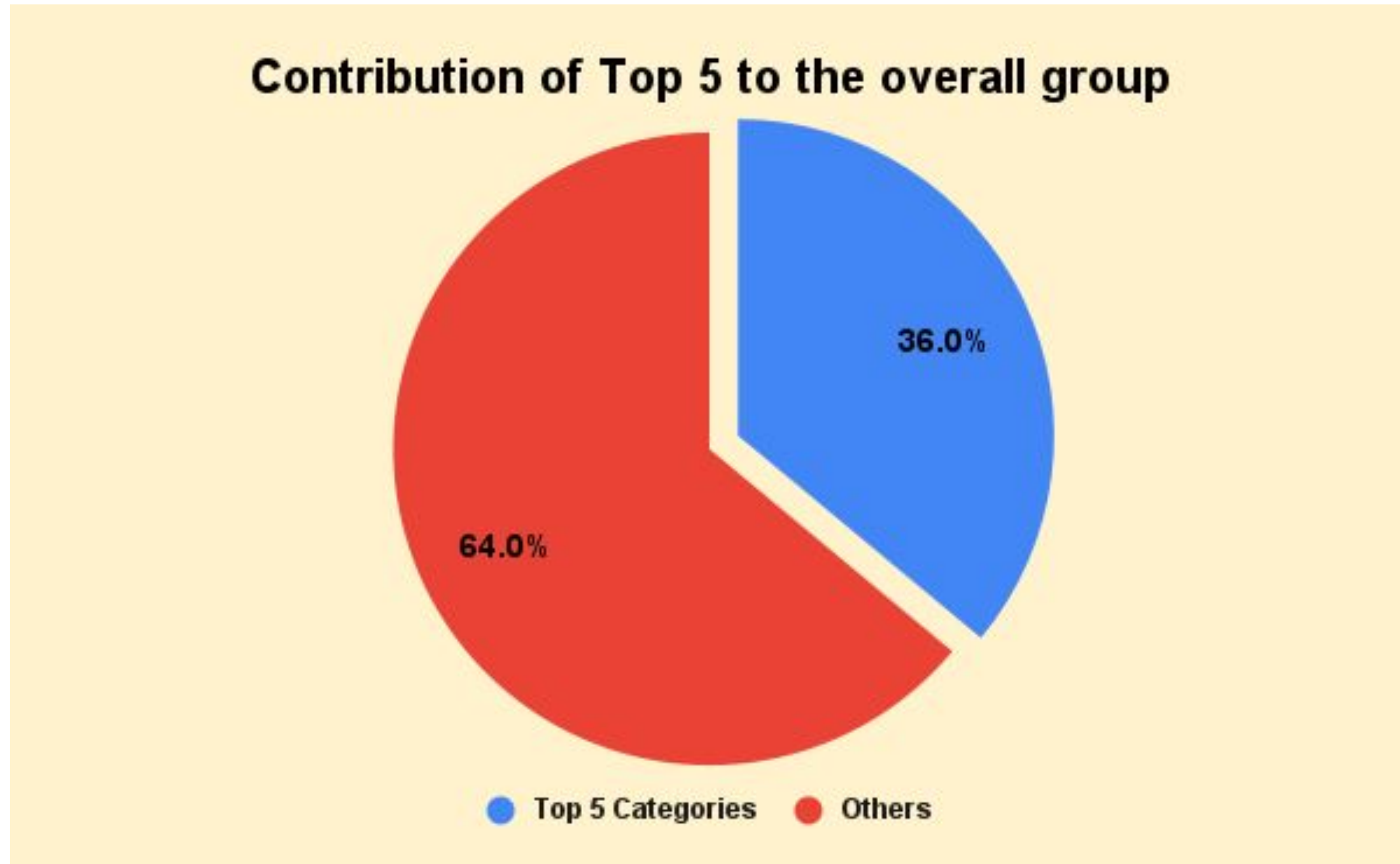
5

Uncovering Insights

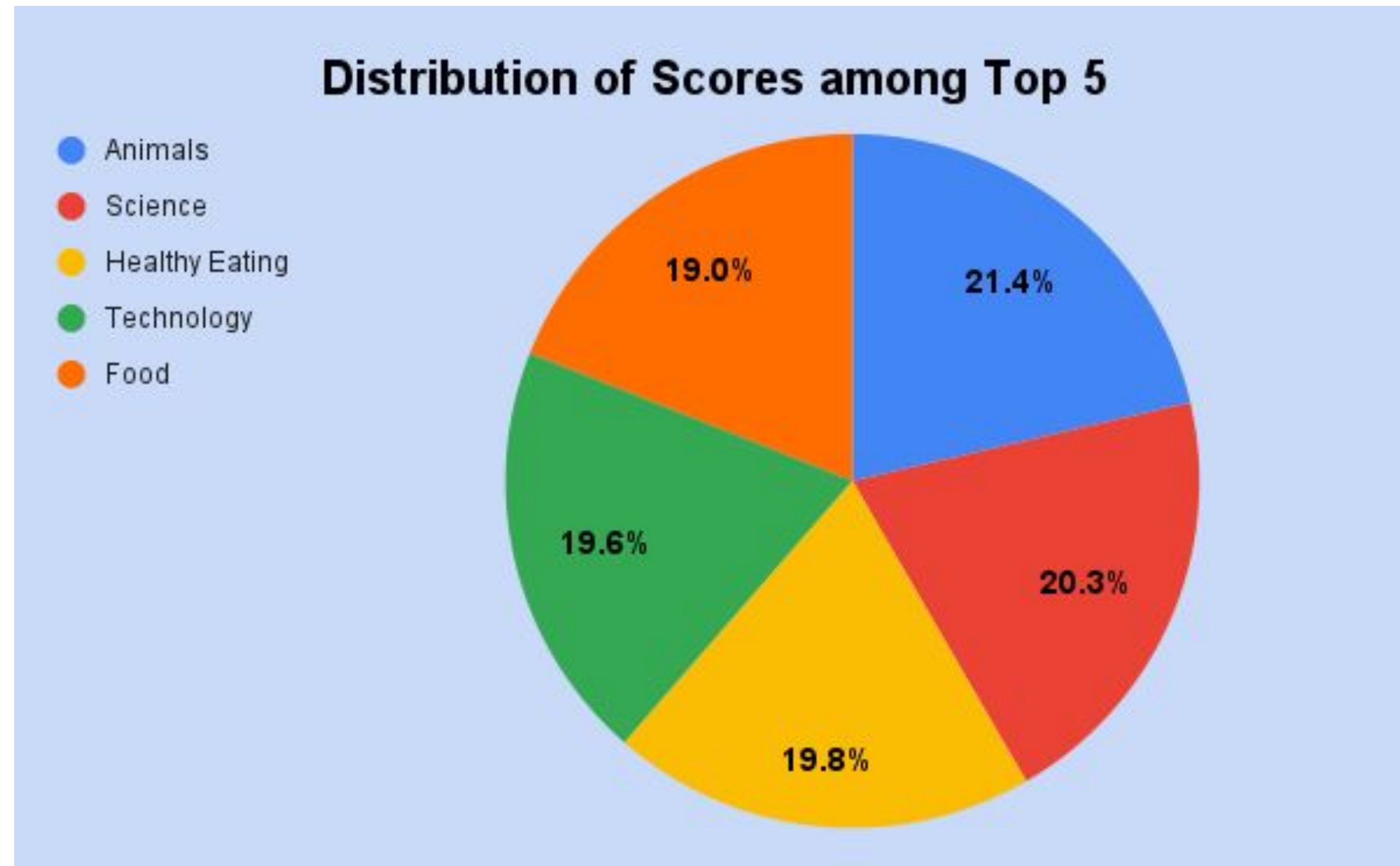
Ranking Content Categories based on Reaction Scores



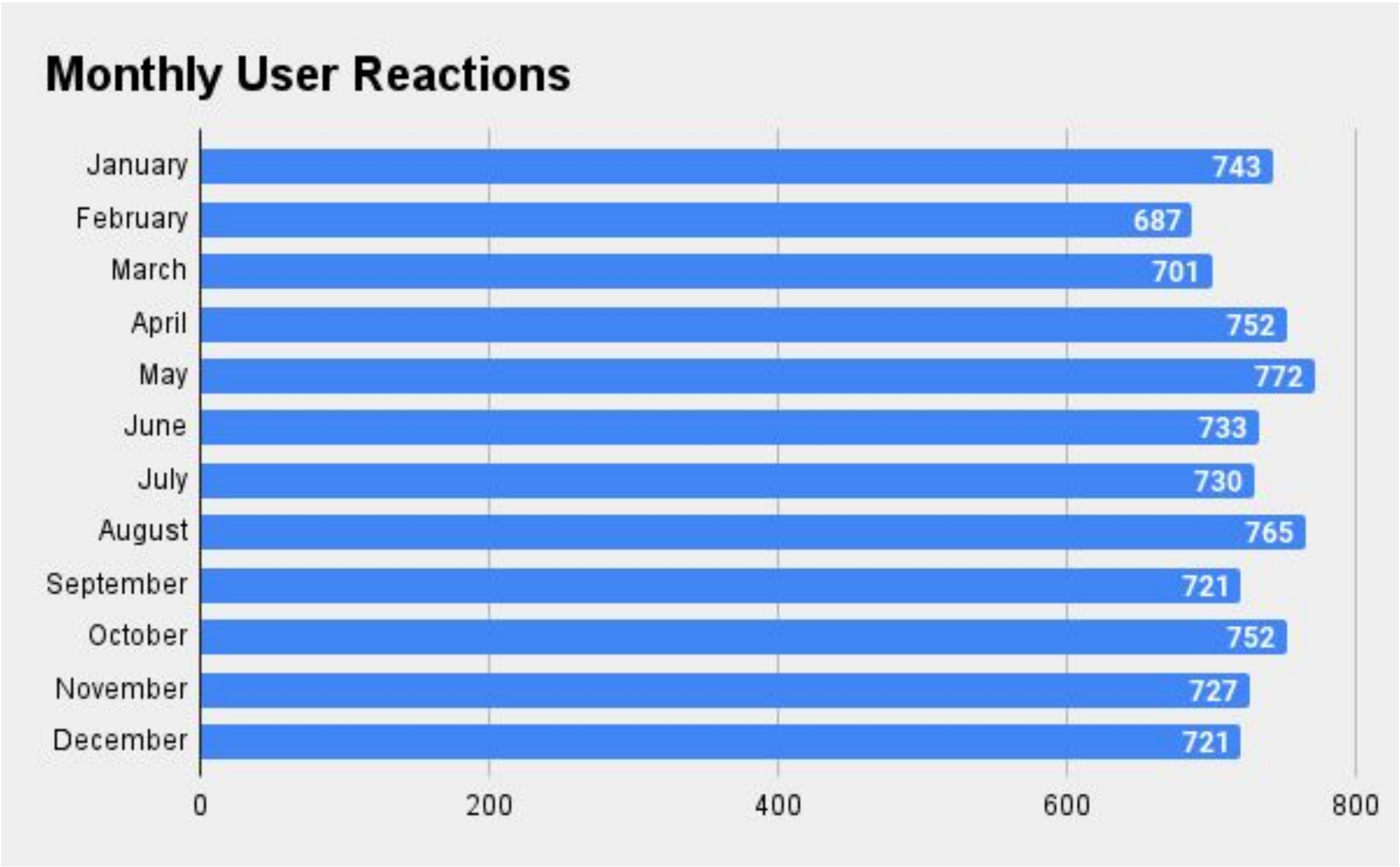
Overall Categorical Distribution of Reaction Scores



Analyzing Scores Distribution within the Top 5



Monthly distribution of User Reactions among the Top 5



Heatmap of User Reactions by Time and Day

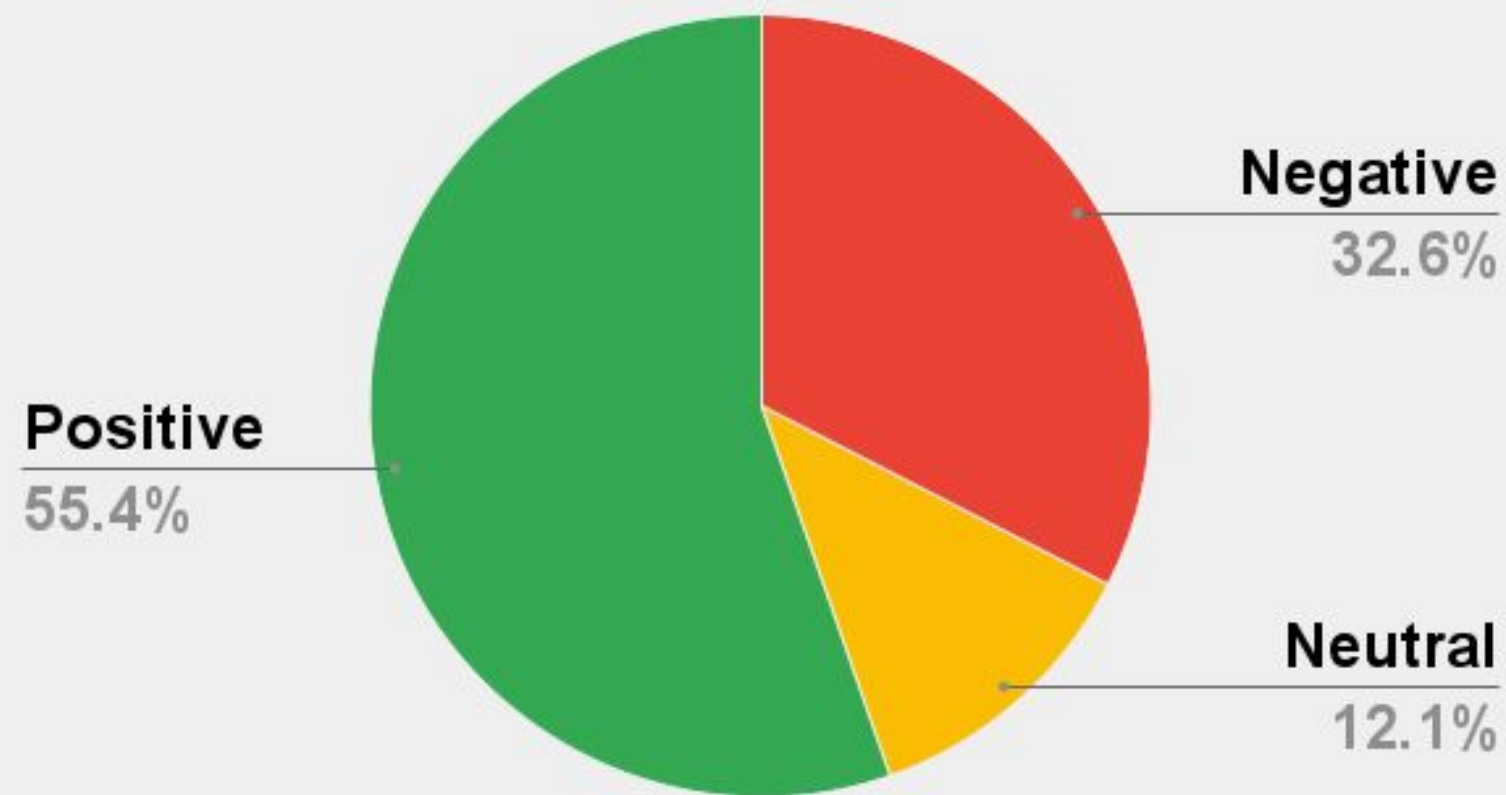
| Time | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------|--------|--------|---------|-----------|----------|--------|----------|
| 0 | 62 | 43 | 48 | 62 | 47 | 65 | 48 |
| 1 | 61 | 60 | 49 | 51 | 45 | 49 | 47 |
| 2 | 55 | 42 | 45 | 45 | 42 | 50 | 49 |
| 3 | 41 | 53 | 69 | 54 | 53 | 36 | 52 |
| 4 | 64 | 53 | 46 | 58 | 59 | 64 | 57 |
| 5 | 51 | 44 | 49 | 44 | 67 | 56 | 44 |
| 6 | 65 | 55 | 51 | 51 | 47 | 56 | 47 |
| 7 | 43 | 56 | 48 | 63 | 57 | 50 | 61 |
| 8 | 53 | 59 | 48 | 48 | 53 | 57 | 62 |
| 9 | 62 | 52 | 60 | 40 | 57 | 57 | 49 |
| 10 | 60 | 52 | 58 | 60 | 45 | 46 | 54 |
| 11 | 41 | 61 | 50 | 51 | 41 | 51 | 63 |
| 12 | 32 | 50 | 57 | 58 | 43 | 61 | 51 |
| 13 | 52 | 53 | 52 | 50 | 58 | 54 | 33 |
| 14 | 56 | 62 | 53 | 49 | 54 | 54 | 43 |
| 15 | 59 | 43 | 56 | 55 | 47 | 55 | 53 |
| 16 | 63 | 47 | 48 | 50 | 51 | 61 | 45 |
| 17 | 53 | 58 | 42 | 46 | 45 | 52 | 54 |
| 18 | 40 | 41 | 54 | 53 | 57 | 62 | 48 |
| 19 | 47 | 58 | 51 | 48 | 55 | 53 | 39 |
| 20 | 56 | 49 | 56 | 59 | 65 | 50 | 55 |
| 21 | 65 | 44 | 53 | 44 | 60 | 43 | 59 |
| 22 | 52 | 57 | 47 | 58 | 46 | 57 | 46 |
| 23 | 49 | 66 | 58 | 57 | 49 | 64 | 60 |

Heatmap of User Reactions by Reaction Type

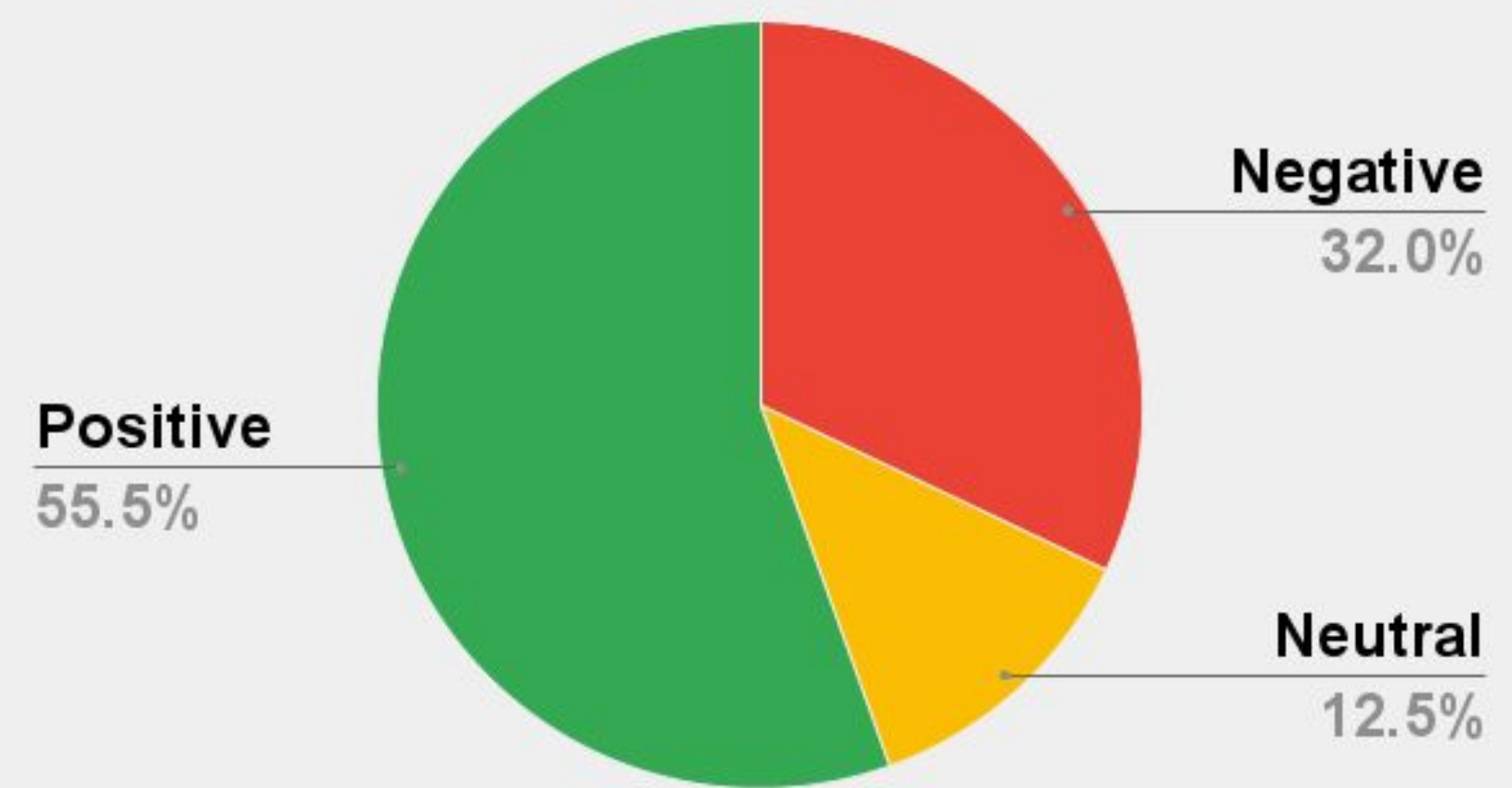
| <i>Reaction Type</i> | Animals | food | healthy eating | science | technology |
|----------------------|---------|------|----------------|---------|------------|
| adore | 114 | 93 | 122 | 118 | 129 |
| cherish | 125 | 119 | 105 | 103 | 114 |
| disgust | 122 | 107 | 103 | 114 | 110 |
| dislike | 115 | 106 | 101 | 113 | 95 |
| hate | 128 | 130 | 121 | 102 | 112 |
| heart | 120 | 107 | 114 | 115 | 114 |
| indifferent | 100 | 97 | 108 | 122 | 98 |
| interested | 110 | 108 | 101 | 118 | 121 |
| intrigued | 116 | 94 | 107 | 111 | 87 |
| like | 101 | 100 | 106 | 113 | 87 |
| love | 119 | 123 | 103 | 119 | 96 |
| peeking | 129 | 115 | 104 | 112 | 116 |
| scared | 132 | 101 | 100 | 102 | 88 |
| super love | 123 | 89 | 116 | 92 | 113 |
| want | 122 | 110 | 111 | 126 | 113 |
| worried | 121 | 100 | 95 | 116 | 105 |

Sentiment Analysis of Top 5 Categories

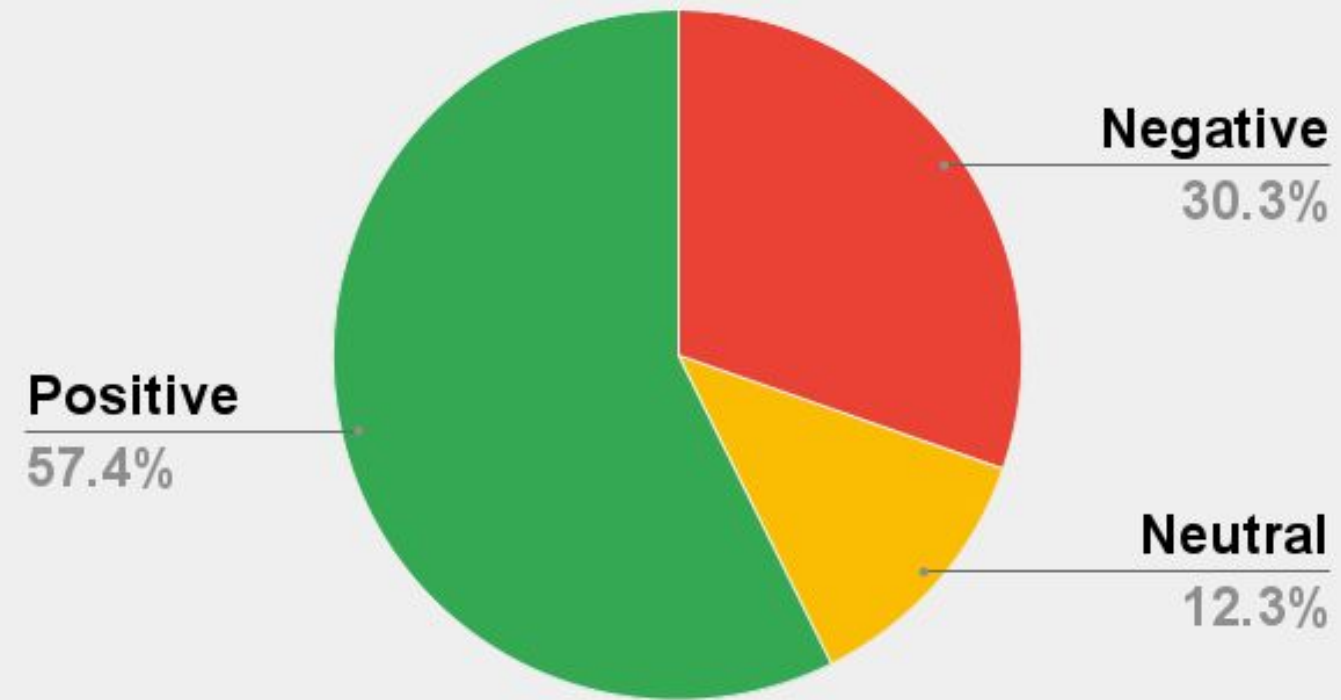
Sentiment Distribution for Animals



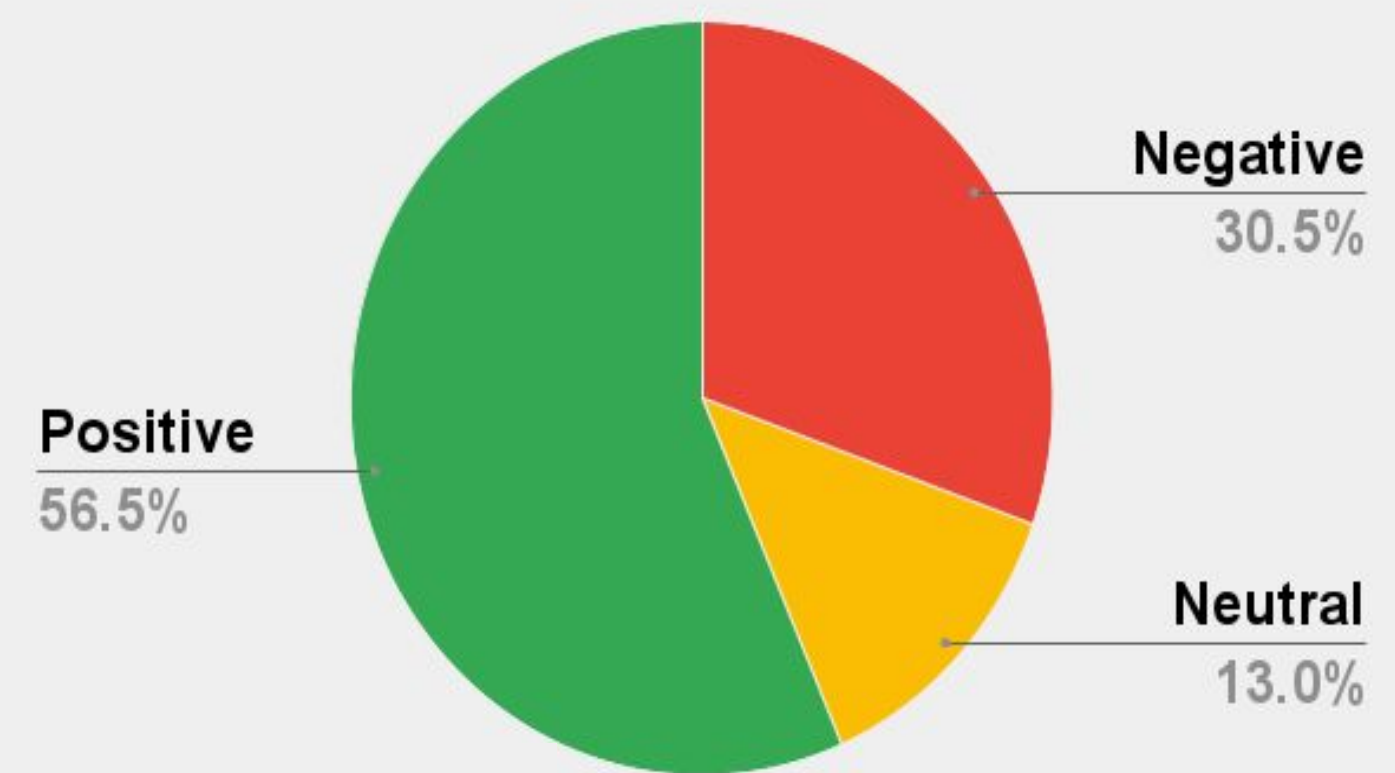
Sentiment Distribution for Food



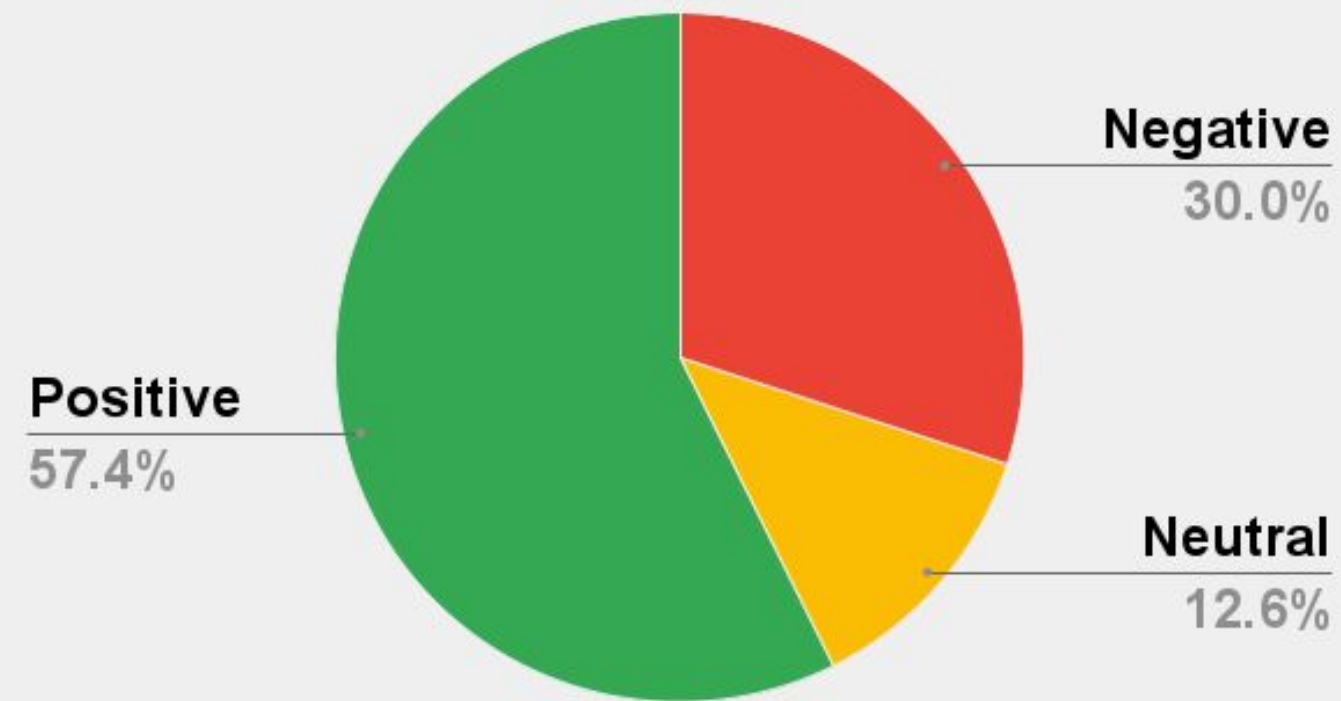
Sentiment Distribution for Healthy Eating



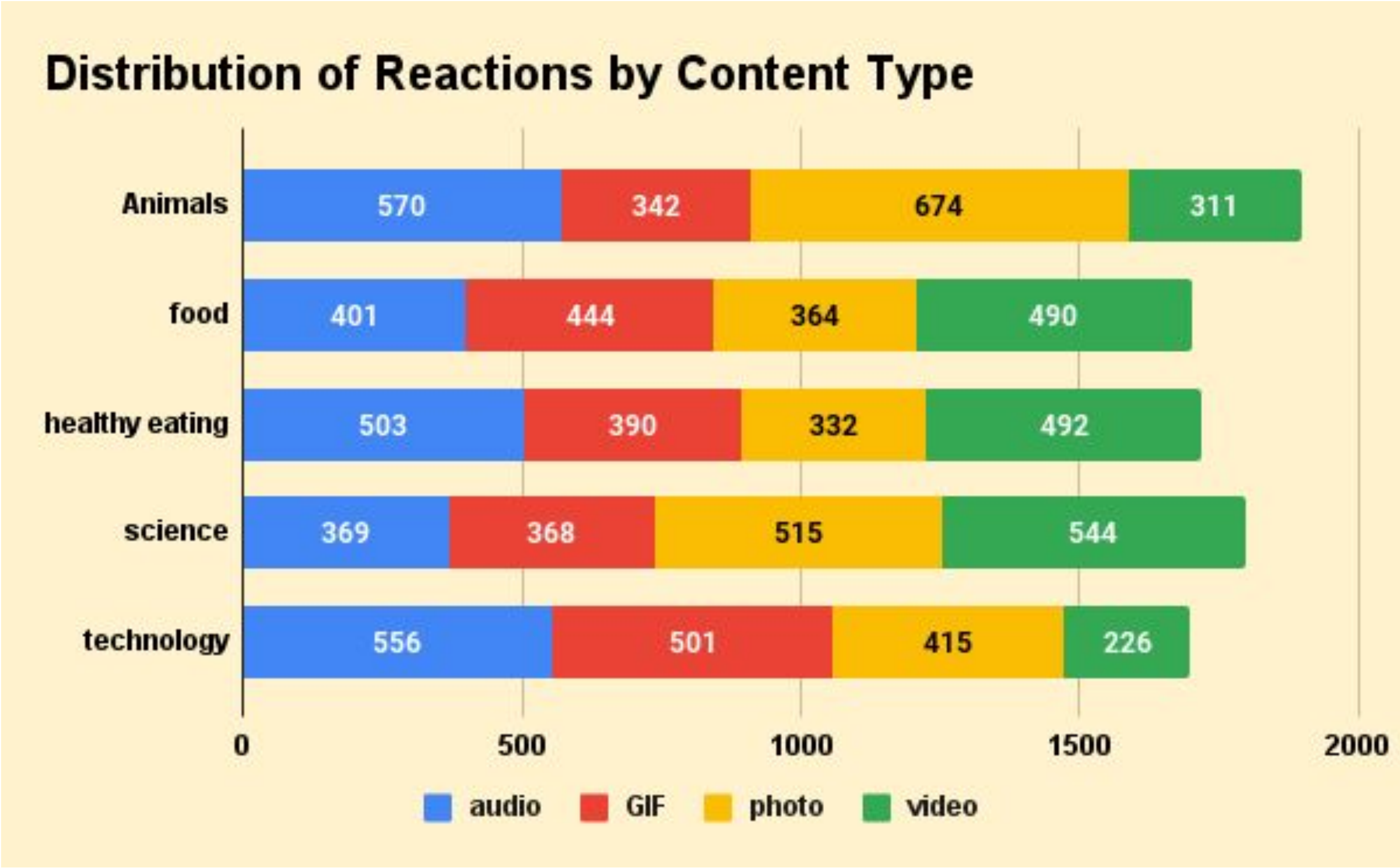
Sentiment Distribution for Science



Sentiment Distribution for Technology




Content Type Breakdown of Reactions





Insights

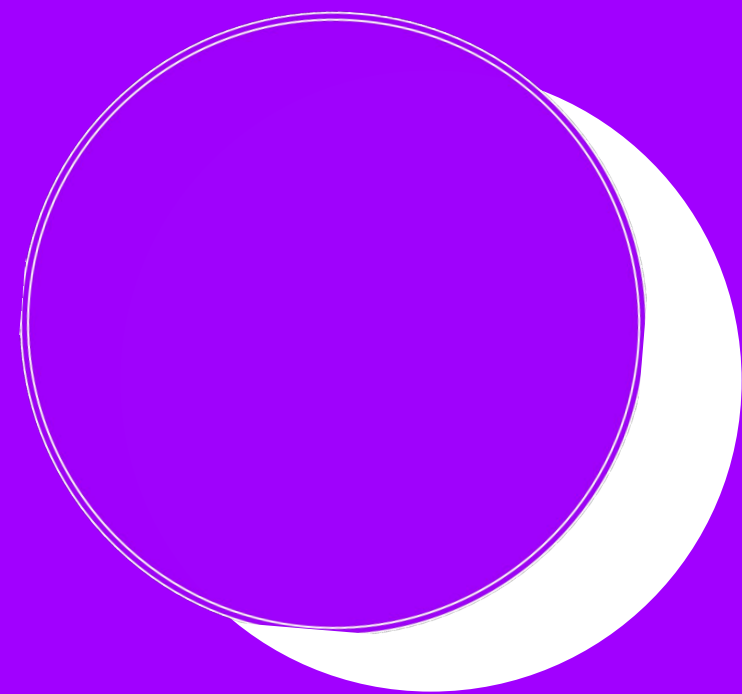
- Overall **16** unique categories
 - Top 5 categories: Animals, Science, Healthy Eating, Technology, Food
 - Highest Sentimental Score : **Animals (74,965)**
 - Month with most reactions: **May**
 - Day with most reactions : Sunday
 - Time : **3 AM - 6 AM and 8 PM - 12 AM**
 - Top Reaction Types : Adore, Hate, Want
 - Average of 55% likeness and 30% hatred observed
- 

Summary



- Top 5 categories identified and insights gained.
- Average of 30% hatred observed.
- Reaction Types: Scared, Worried, Hate.
- Reaction peak time: Early Morning, Late Night.
- Most Popular Category was Animal followed by Food (Healthy eating)
- Indicates Users are more of **nature lovers** and **health conscious**.

Suggestion: Feeding content related to healthy eating and animals in the form of photos during these hours.



Thank you!

ANY QUESTIONS?