Elevating Social Buzz: From Startup Visionaries to IPO Pioneers

Today's Agenda

- ➤ **Project recap**

- ➤ **Problem**

- ➤ **The Analytics team**

- ➤ **Process**

- ➤ **Insights**

- ➤ **Summary**

Project Overview

Social Buzz, Founded by two engineers from London and San Francisco, Social Buzz emerged to innovate upon their prior social media experience. Prioritizing content, the platform ensures user anonymity, tracking over 100 unique reactions. This focus on diverse engagement places trending content, not individual users, at the forefront of user feeds.

Over the past 5 years, Social Buzz has reached over 500 million active users each month. They have scaled quicker than anticipated and need the help of an advisory firm to oversee their scaling process effectively.

We are consulted to help in the current situation

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

PROBLEMS

❖ **Rapid Scaling Challenges**
  ❖ Unforeseen and rapid growth beyond expectations; daily generation of 100,000+ diverse content pieces; internal technical team of 200 facing complexities in managing the scale.

❖ **Resource Constraints:**
  ❖ Limited resources despite rapid growth; hiring constraints due to company size.

❖ **IPO Preparation:**
  ❖ Aspiring to complete an IPO within the next year; requires guidance and support for a smooth and successful process.

❖ **Data Complexity:**
  ❖ Massive amounts of unstructured data generated daily; current technology requires sophisticated and expensive maintenance.

❖ **Lack of External Expertise:**
  ❖ Despite prior self-reliance, recognizing the need for external expertise due to the unique challenges of rapid digital growth and data management.

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Ayodele Odugbile
Data Analyst

Process

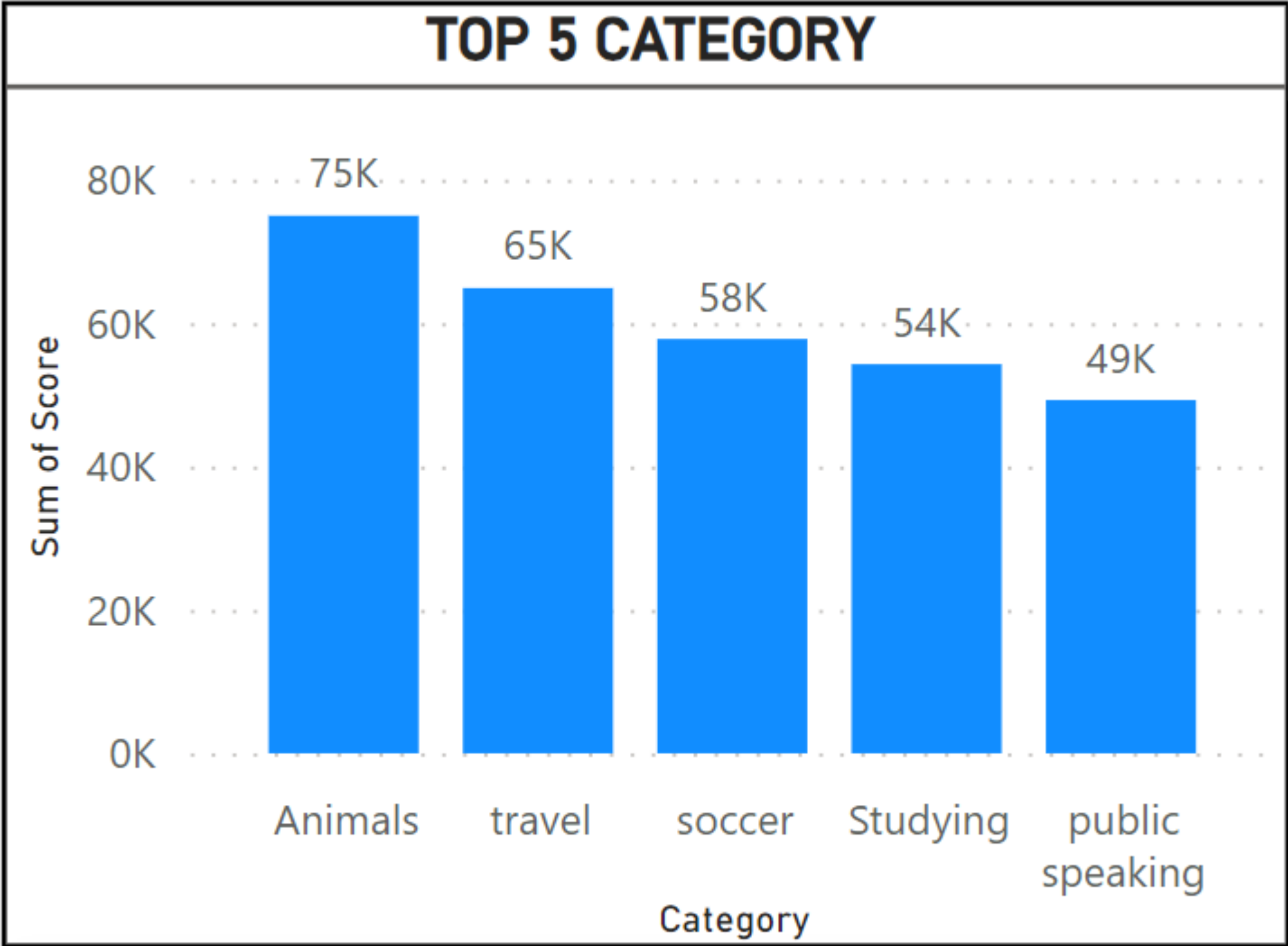**1** Understanding Data

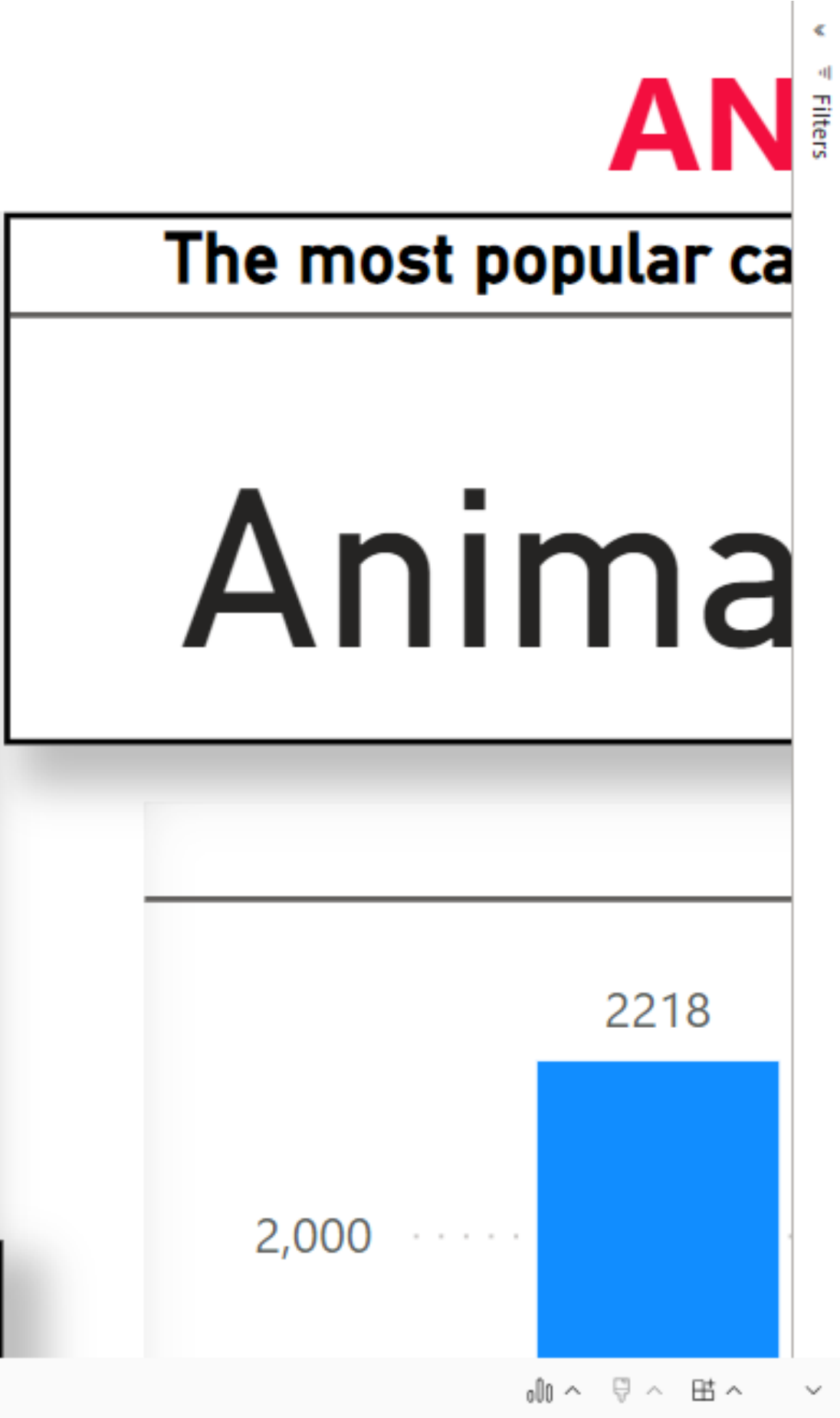**2** Data Cleaning

3 Data Modeling

4 Data Analysis

5 Insight

Insights

Insights

- ❖ **Diverse Content Creation:**
  - ➢ A total of 25.55k content pieces have been created, spanning across 16 unique categories, showcasing a diverse range of topics.
- ❖ **Popular Categories:**
  - ➢ Animal content leads with the highest score of 75k, followed by travel, soccer, study, and public speaking, suggesting these categories resonate well with users.
- ❖ **Monthly Posting Peak:**
  - ➢ January stands out with the highest content posting frequency, reaching 2218 posts, indicating potential seasonality or heightened user engagement during that period.
- ❖ **Engagement Preference:**
  - ➢ Healthy reaction types receive the highest engagement, indicating a positive and interactive user community.

Recommendations

❑ **Leverage Popular Categories:**
- ➢ Capitalize on the success of high-performing categories like animal content, travel, soccer, study, and public speaking by creating targeted campaigns and features to further engage users.

❑ **Content Calendar Optimization:**
- ➢ Explore the factors contributing to the high posting in January and consider optimizing content calendars to maintain or replicate such engagement spikes.
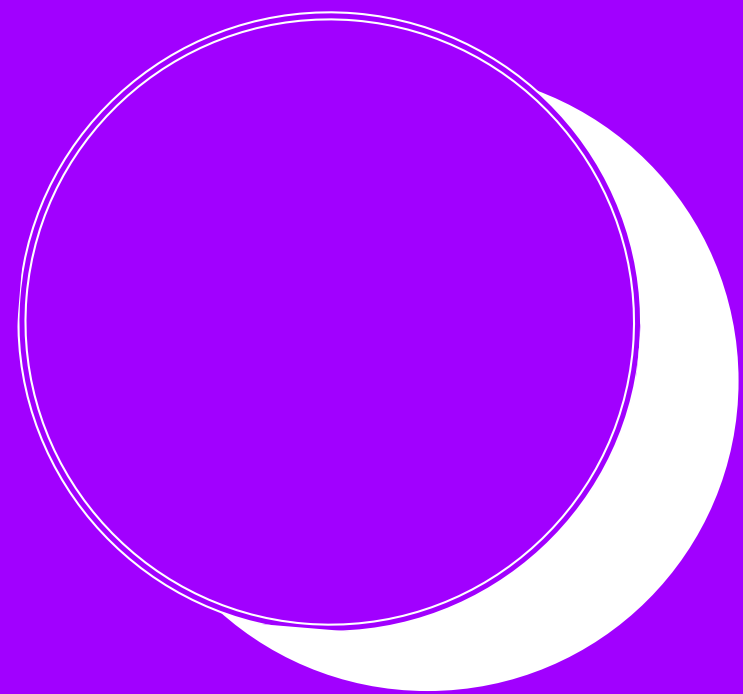
❑ **Community Engagement:**
- ➢ Foster a positive and interactive community by continuing to emphasize healthy reaction types. Encourage user participation and feedback to enhance overall user satisfaction.

❑ **Diversify Content:**
- ➢ While certain categories may be popular, continue experimenting with new and diverse content to attract a broader audience and keep the platform dynamic.

❑ **Monetization Opportunities:**
➢ Explore potential monetization avenues, especially within popular categories, to support the platform's growth and sustainability. This could include partnerships, sponsorships, or premium content offerings.

Thank you!

ANY QUESTIONS?