
Social Media Analysis

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Data Model

Content

ID: Unique ID of the content that was uploaded (automatically generated)

User ID: Unique ID of a user that exists in the User table

Type: A string detailing the type of content that was uploaded

Category: A string detailing the category that this content is relevant to

URL: Link to the location where this content is stored

Reaction

Content ID: Unique ID of a piece of content that was uploaded

User ID: Unique ID of a user that exists in the User table who reacted to this piece of content

Type: A string detailing the type of reaction this user gave

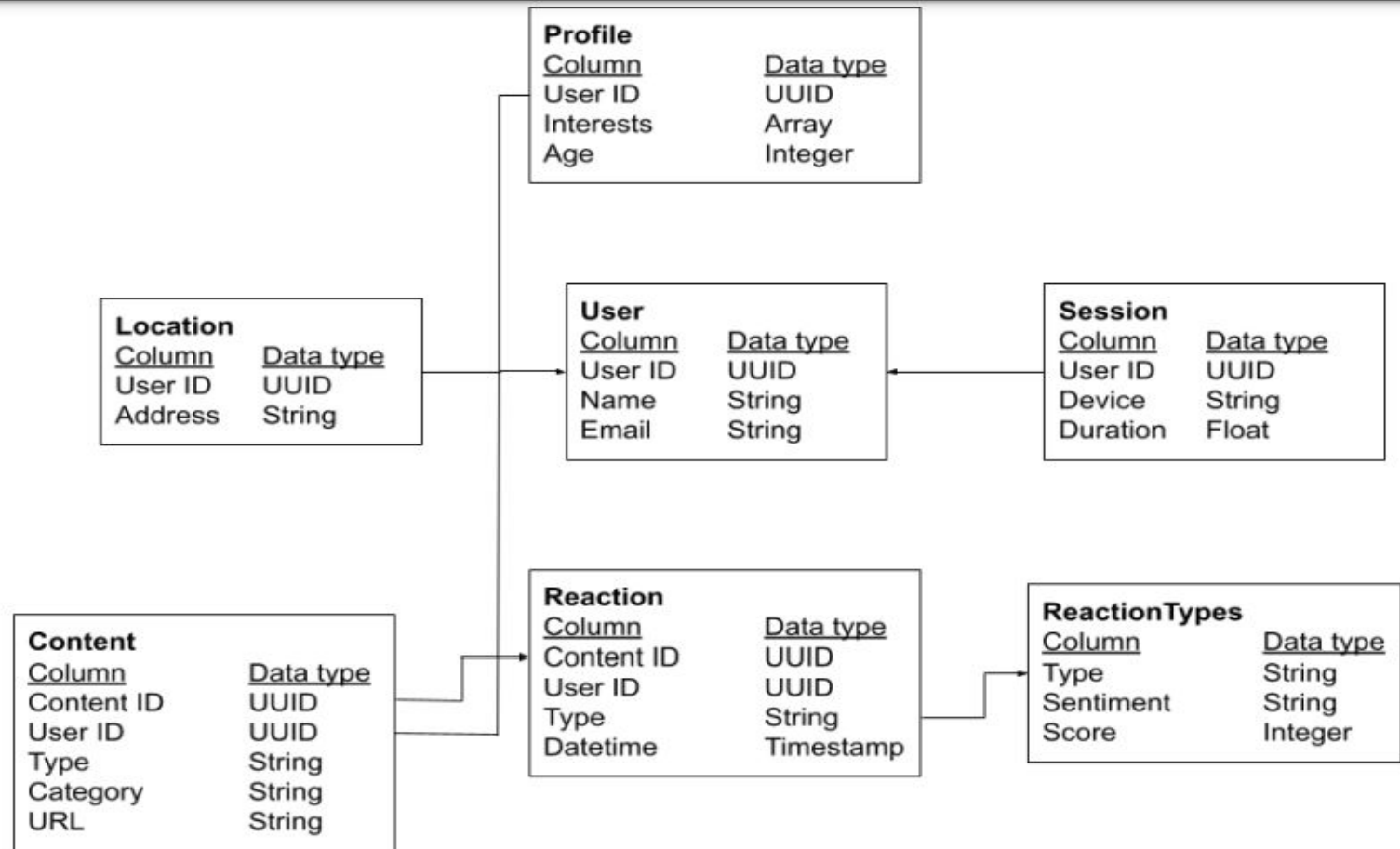
Datetime: The date and time of this reaction

ReactionTypes

Type: A string detailing the type of reaction this user gave

Sentiment: A string detailing whether this type of reaction is considered as positive, negative or neutral

Score: This is a number calculated by Social Buzz that quantifies how "popular" each reaction is. A reaction type with a higher score should be considered as a more popular reaction.



Data Cleaning

1. Removing unnecessary columns like url, Renaming Fields- changing type to Content Type
2. Changing the values in the rows to be consistent (like changing “Animals”, animals to animals)
3. Removing null reaction type rows in Reactions
4. Combining all three into one Final Data Set


Create a final data set by merging your three tables together([Final Dataset](#))

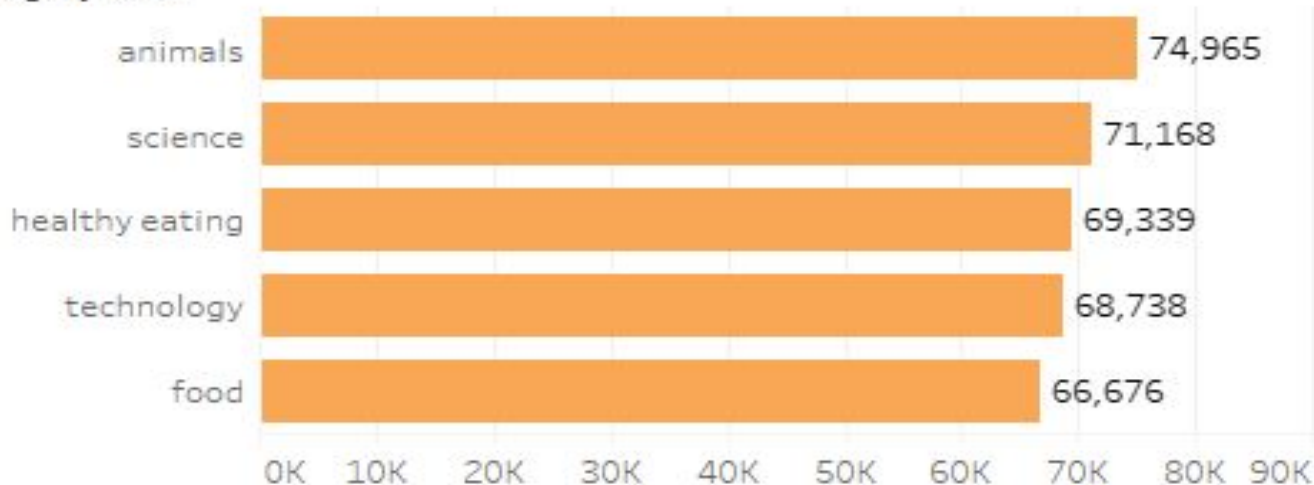
using the Reaction table as base table, then first joined the relevant columns from Content data set, and then the Reaction Types data set using vlookup

	A	B	C	D	E	F	G	H
1	Content ID	Reaction Type	Datetime	Content Type	Content Category	Sentimen	Score	
2	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	11/7/2020 9:43	photo	Studying	negative	0	
3	97522e57-d9ab-4bd6-97bf-c24d952602d2	dislike	6/17/2021 12:22	photo	Studying	negative	10	
4	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	4/18/2021 5:13	photo	Studying	negative	15	
5	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	1/6/2021 19:13	photo	Studying	negative	0	
6	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	8/23/2020 12:25	photo	Studying	positive	30	
7	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	12/7/2020 6:27	photo	Studying	neutral	35	
8	97522e57-d9ab-4bd6-97bf-c24d952602d2	cherish	4/11/2021 17:35	photo	Studying	positive	70	
9	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	1/27/2021 8:32	photo	Studying	negative	5	
10	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	4/1/2021 22:54	photo	Studying	neutral	35	
11	97522e57-d9ab-4bd6-97bf-c24d952602d2	love	8/4/2020 5:05	photo	Studying	positive	65	
12	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	11/7/2020 8:36	photo	Studying	neutral	20	
13	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	11/2/2020 6:28	photo	Studying	negative	15	
14	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	11/1/2020 1:16	photo	Studying	positive	30	
15	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	10/7/2020 18:39	photo	Studying	negative	5	
16	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	9/3/2020 18:51	photo	Studying	negative	15	
17	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	2/24/2021 5:09	photo	Studying	positive	75	
18	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	9/23/2020 6:24	photo	Studying	neutral	35	
19	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	2/24/2021 11:37	photo	Studying	neutral	20	
20	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	5/22/2021 19:44	photo	Studying	positive	30	
21	97522e57-d9ab-4bd6-97bf-c24d952602d2	intrigued	1/31/2021 16:03	photo	Studying	positive	45	
22	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	11/20/2020 17:26	photo	Studying	neutral	35	
23	97522e57-d9ab-4bd6-97bf-c24d952602d2	worried	4/11/2021 20:47	photo	Studying	negative	12	

Top 5 Popular Categories

Top 5 Content Categories with Popularity Scores

Content Category Set 



How many unique categories are there

Unique
Categories

16

Content Categories with Popularity Scores

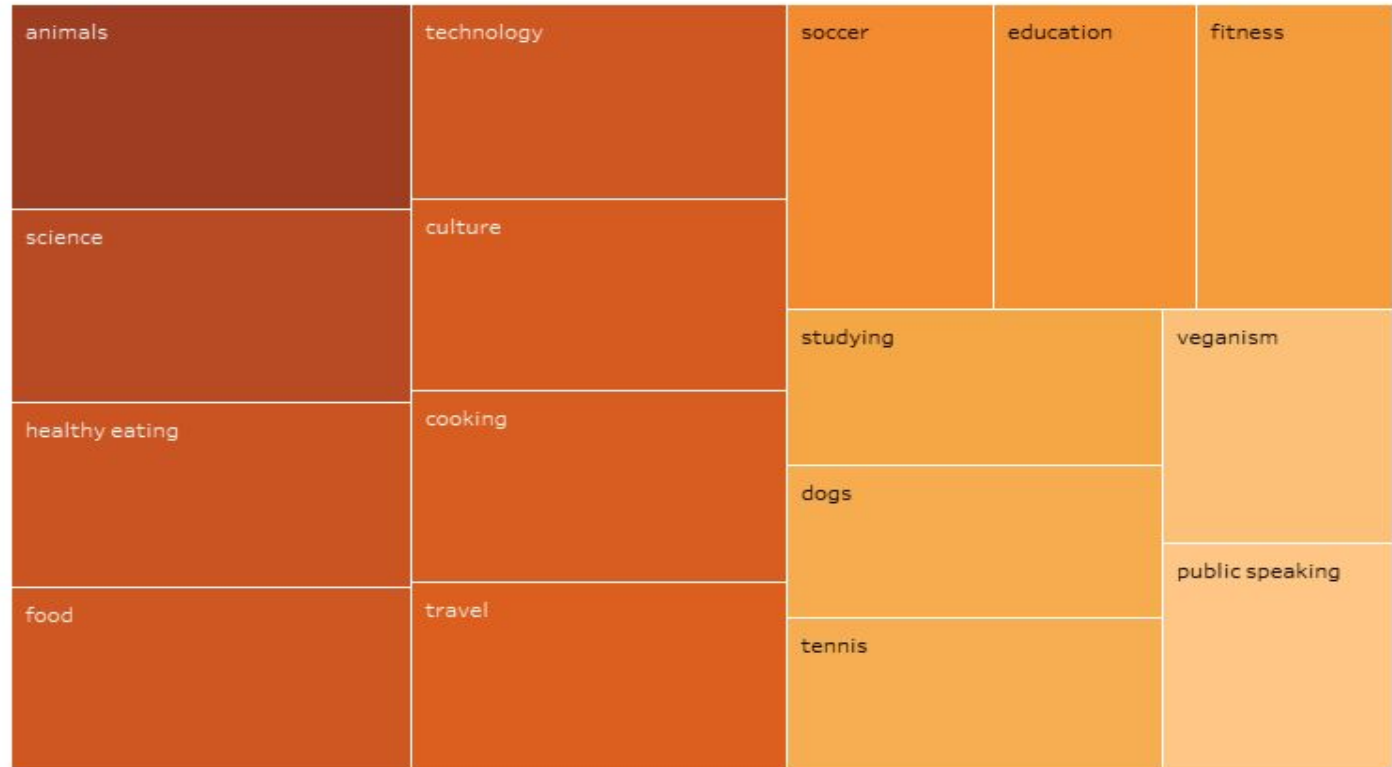
Content Category	Popularity Score
animals	74,965
science	71,168
healthy eating	69,339
technology	68,738
food	66,676
culture	66,579
travel	64,880
cooking	64,756
soccer	57,783
education	57,436
fitness	55,323
studying	54,269
dogs	52,511
tennis	50,339
veganism	49,619
public speaking	49,264

How many reactions are there to the most popular category

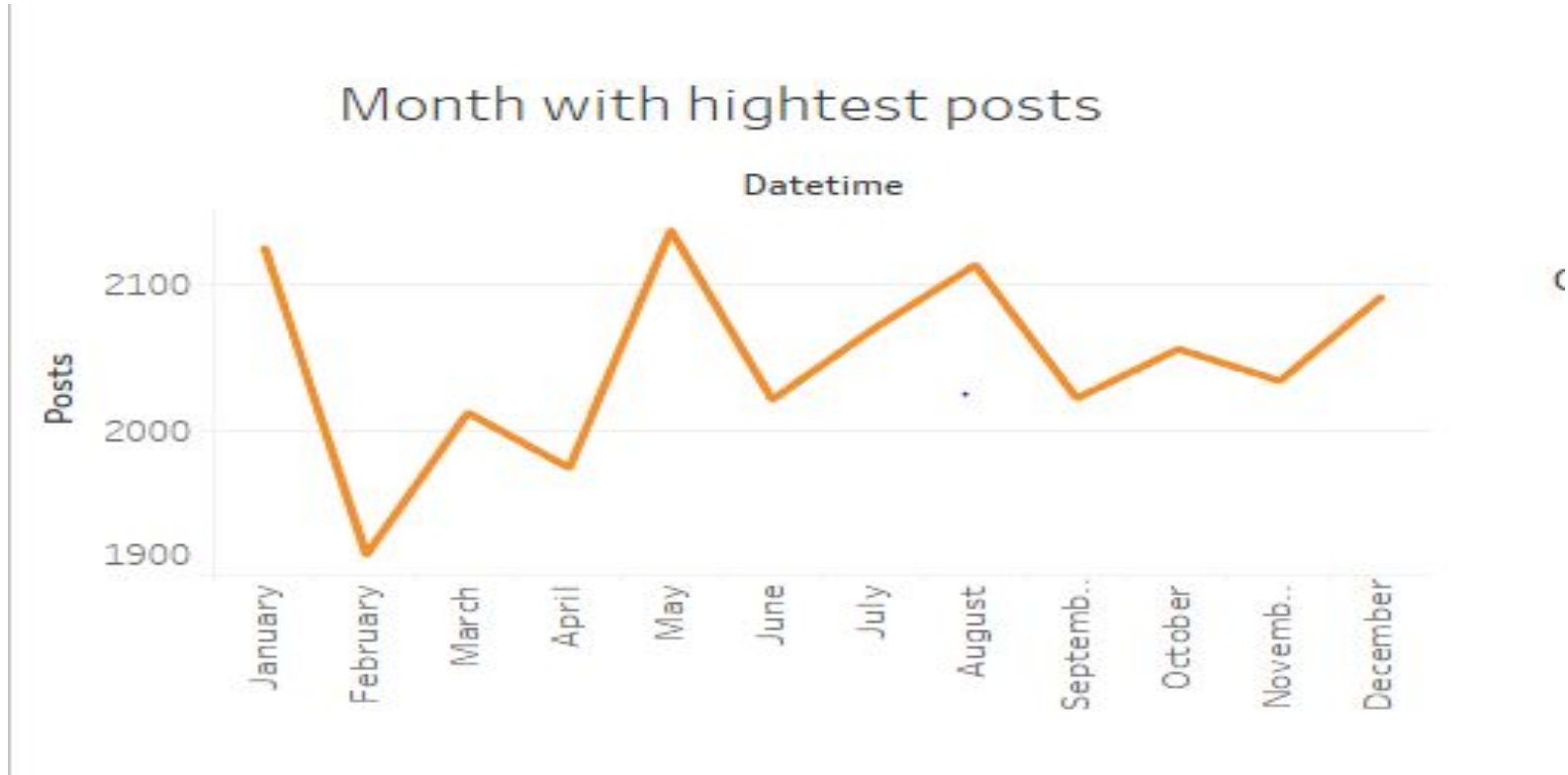
Animal
Reactions

1,897

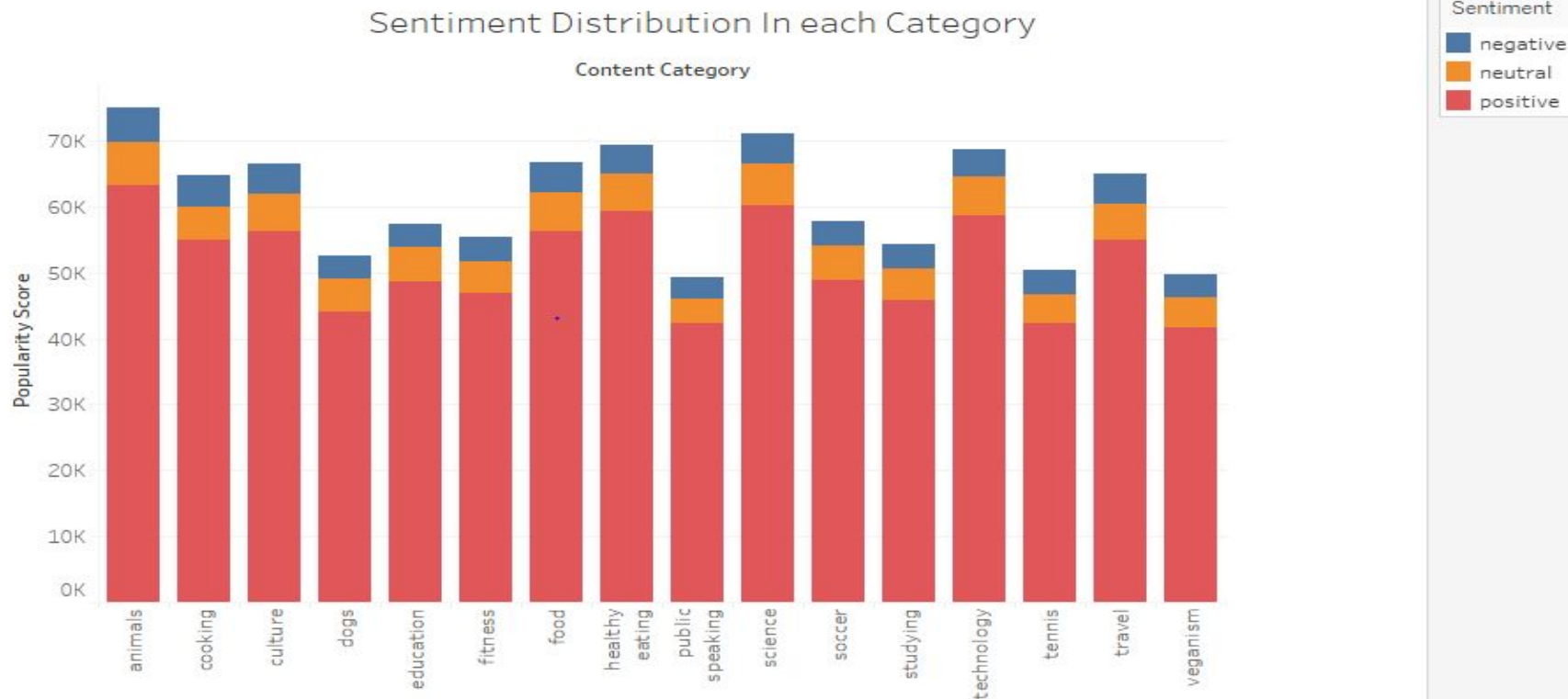
Top Reactions By Categories



What was the month with most posts

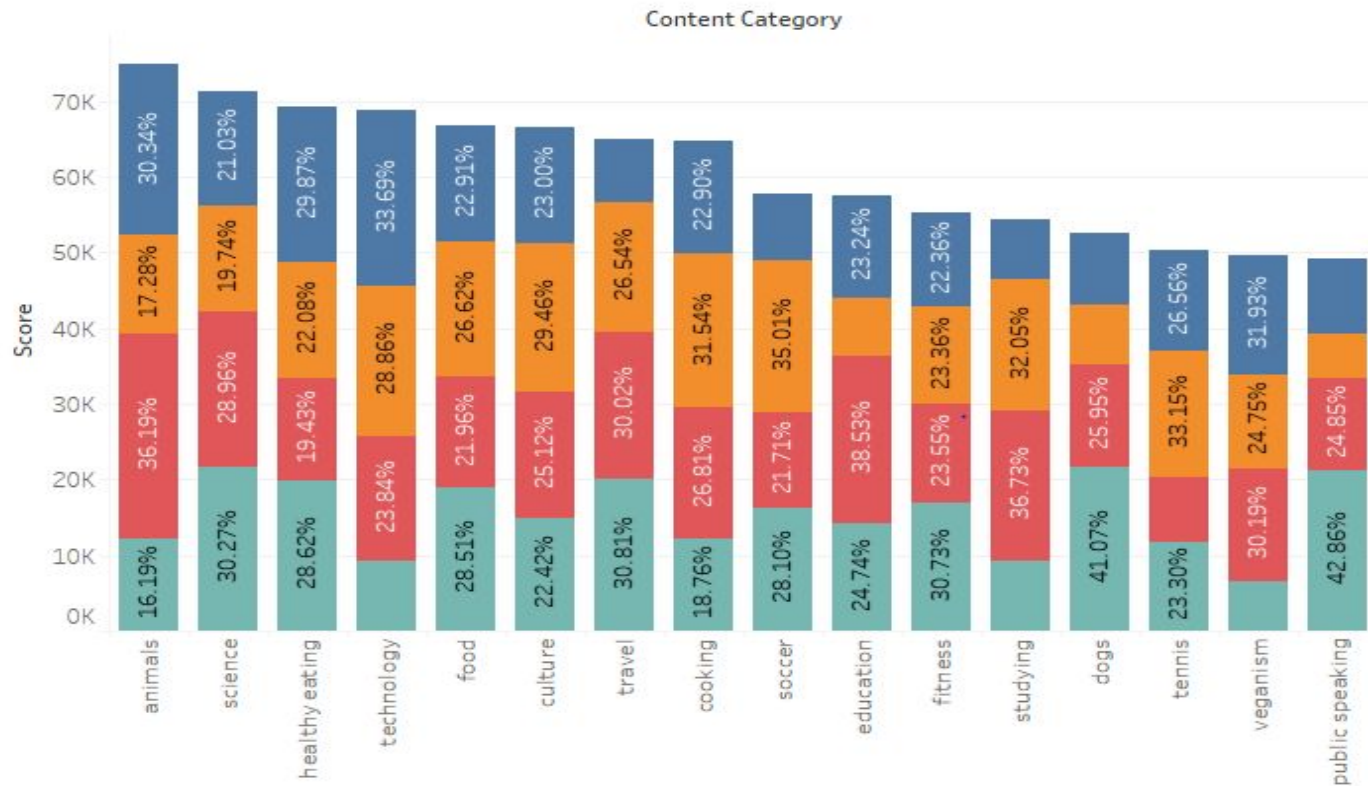


Sentiment Distribution by Category



Percentage Share of Content Type by Categories

Content Category vs Content Type



Content Type

audio

GIF

photo

video

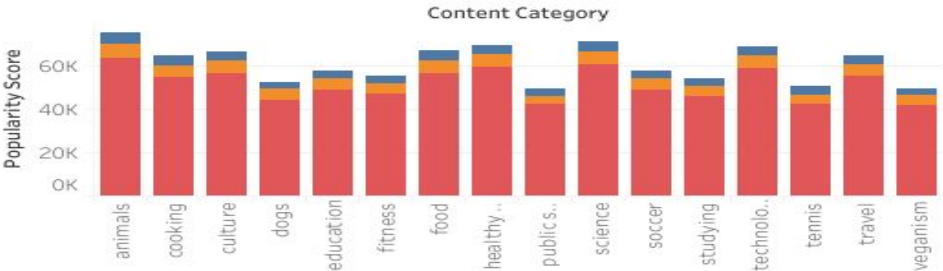
Final Dashbord [\(Click here\)](#)

Social Media Buzz Analysis

Month with highest posts



Sentiment Distribution In each Category

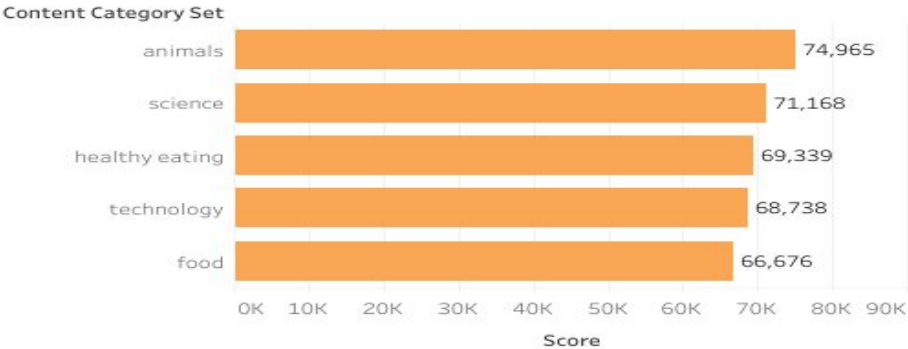


Unique
Categories

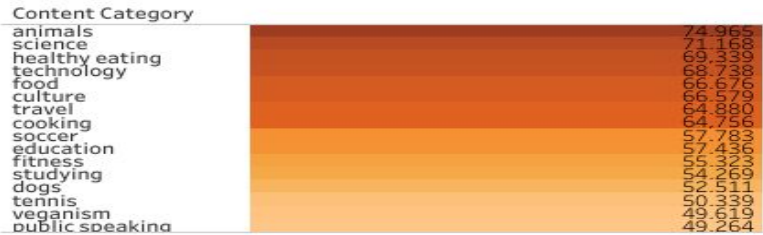
Animal
Reactions

16 1,897

Top 5 Content Categories with Popularity Scores



Content Categories with Popularity Scores



Insights

- **Animals, Science, Healthy Eating, Technology and Food are top 5 most popular categories**
- **There are total 16 categories of content**
- **Animals category has the highest reactions**
- **May has highest no of posts**
- **Animals has the highest positive reactions**
- **Photo Content type has the highest reactions**

Recommendations

- Encouraging posting animal content and Photo content will get more reactions
- As healthy eating and food are in the top 5 categories, if we encourage more content with food and healthy eating wil grab more attention from users
- More content can be encouraged in Summer months as people can share their vacation, Animal content on Social Media