**Social Buzz Post Analysis**

**Roles and Responsibilities:**

* You are working as a Data Analyst at Accenture within a larger team, where each member has a different role and level of responsibility.
* Your team has been assigned a new project for a client called Social Buzz.
* You’re hoping for a promotion at work, and this is an exciting opportunity for you to showcase your data analysis and visualization skills.

**Client Introduction:**

One of Accenture’s Managing Directors, Mae Mulligan, is the client lead for Social Buzz. She has reviewed the brief provided by Social Buzz and has assembled a diverse team of Accenture experts to deliver the project. Mae has scheduled a project kick off call with the internal Accenture project team for tomorrow morning.

**Problem Statement:**

You are given a dataset of OVER 24,000 content and their Reaction Type collected over the span of 1 year from June 2020 till June 2021.

* **To Find Top 5 categories with the largest popularity**

7 data sets - each data set contains different columns and values.

**Steps Performed in this Project:**

1. **Requirement Gathering : This steps consists of finding the Dataset which are relevant for the analysis, So out of 7 dataset, I have used 3 dataset namely Reactions.csv, Content.csv, Reaction Type to answer the business question** to figure out the**top 5 categories with the largest popularity.**
2. **Data Cleaning:** This step consists of cleaning the gathered data like to remove null values and inconsistencies.
3. **Data Modelling:** This Step consist of making the relationship between all the tables as this dataset is having the Content ID common so made the relationship using that column.
4. **Data Analysis:** This Step consist of analyzing the different aspect of the dataset by using different tools. In this case I have used the vlookup and different visualization tools to analyse.
5. **Uncover Insights:** This step consists of suggesting the Client and Stakeholder based on the Analysis. In this Project we uncover that
6. Animal Category is having most Sentiment Scorewhere as Public Speakingis having the least Score.
7. May-2021 has the Highest Number of Posts while June -2020 is having Lowest.
8. 84%of the Total Post were positive in nature.