

Data Analysis

Today's agenda

Brief Overview of Social Buzz

Problem Statement

Analytics Team Introduction

Data Analysis Process

Findings: Top 5 Content Categories

Project Recap

Social Buzz, founded by two former engineers, aims to emphasize content by keeping users anonymous.

Unique feature: Over 100 ways users can react to content.

Rapid growth with over 500 million active users each month.

Objective: Analyze unstructured data to identify top-performing content categories.

Problem

Problem Statement: Identifying the top-performing content categories based on user reactions.

Importance: Insights into user preferences for content-centric strategy.

Objective: Provide actionable recommendations for enhancing content engagement.



The Analytics team



Myself - Data Analyst



Marcus Rompton - Senior Principle



Andrew Fleming - Chief Technical Architect

Process

1

Data Cleaning: Handled missing values, irrelevant columns, and data types.

2

Data Merging: Combined Reaction, Content, and ReactionTypes datasets.

3

Data Aggregation: Calculated total scores for each content category.

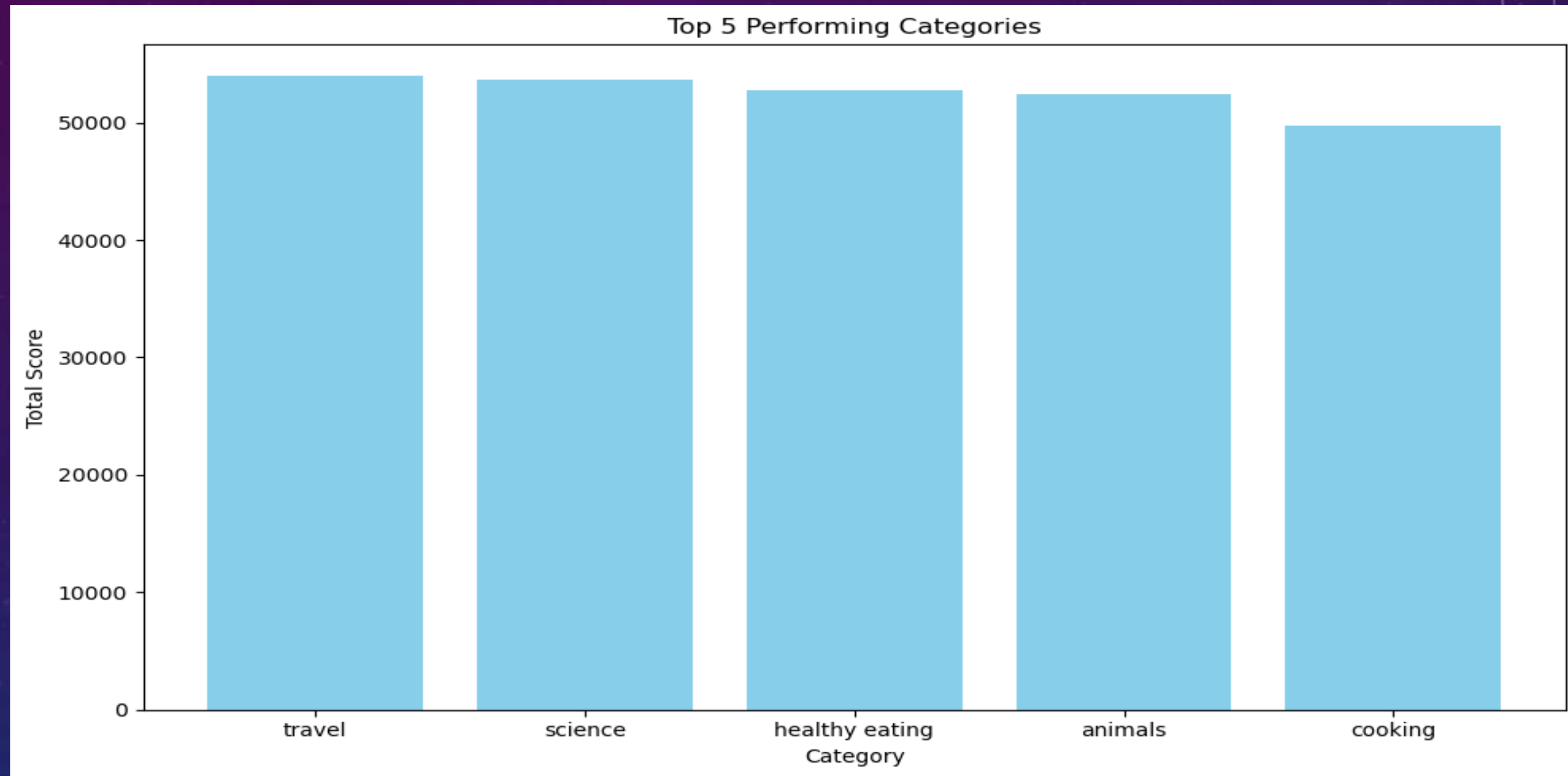
4

Results: Identified the top 5 performing content categories.

5

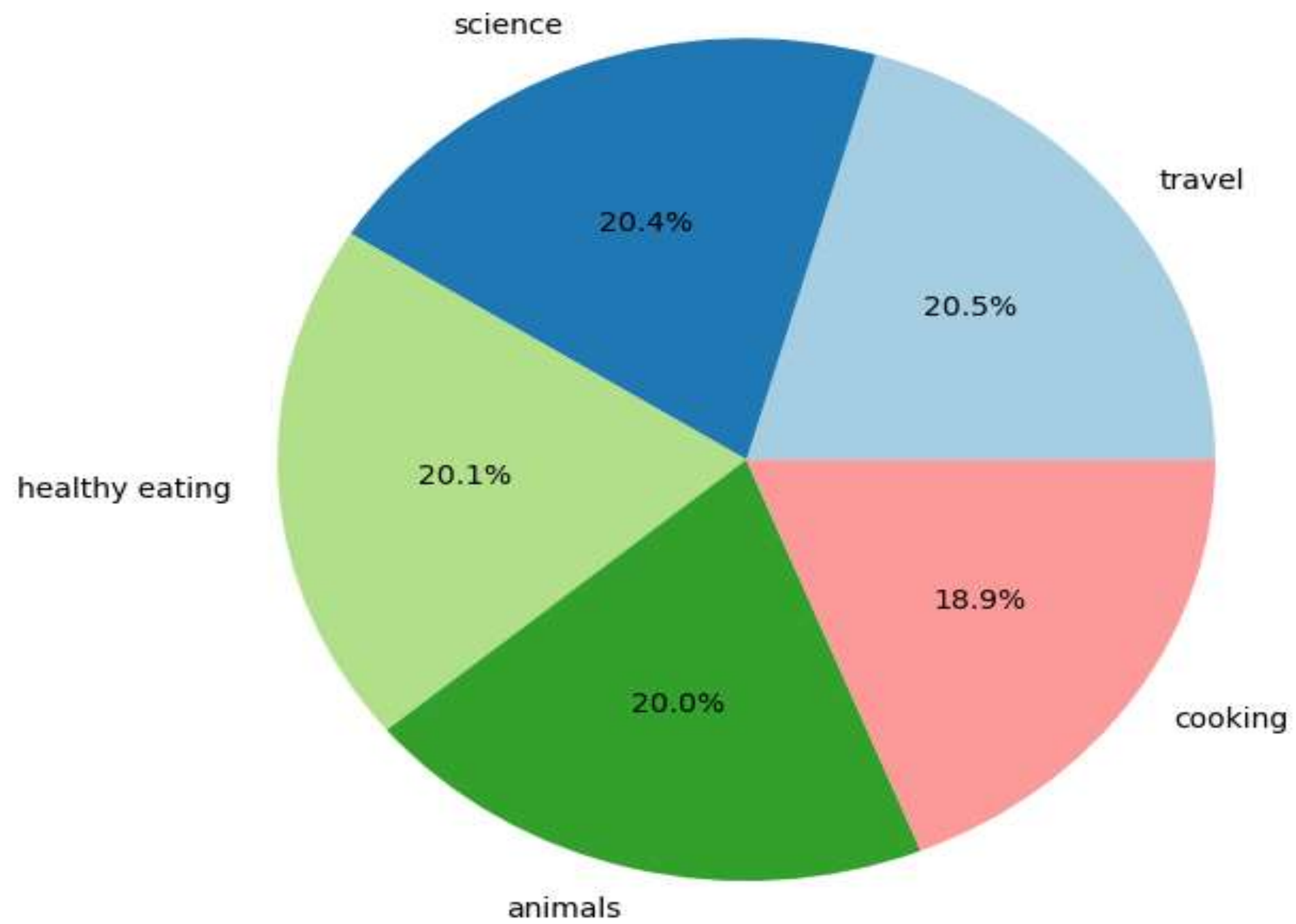
Insights

Total Scores of Top
Content Categories



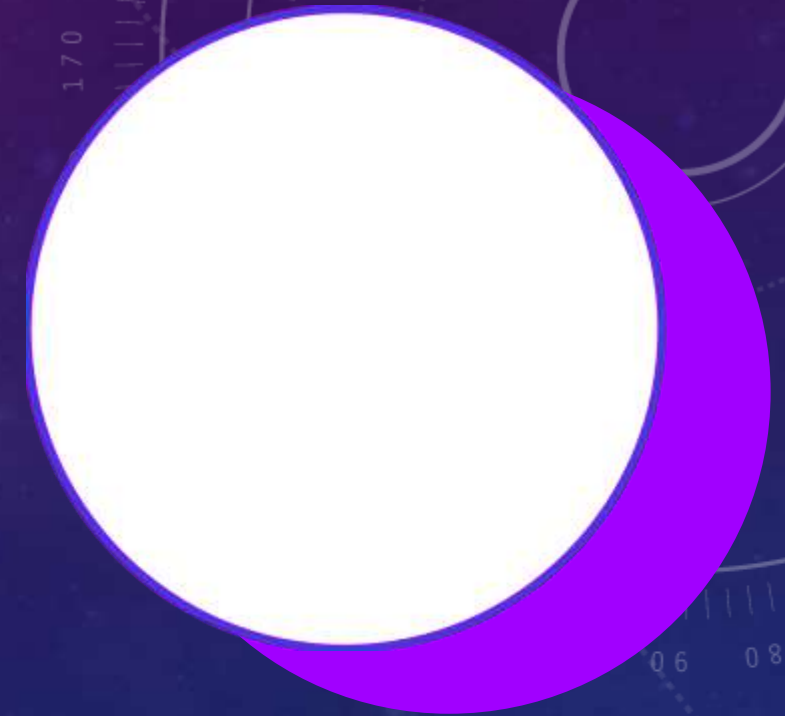
Overview of Content Categories

Percentage Share of Top 5 Performing Categories



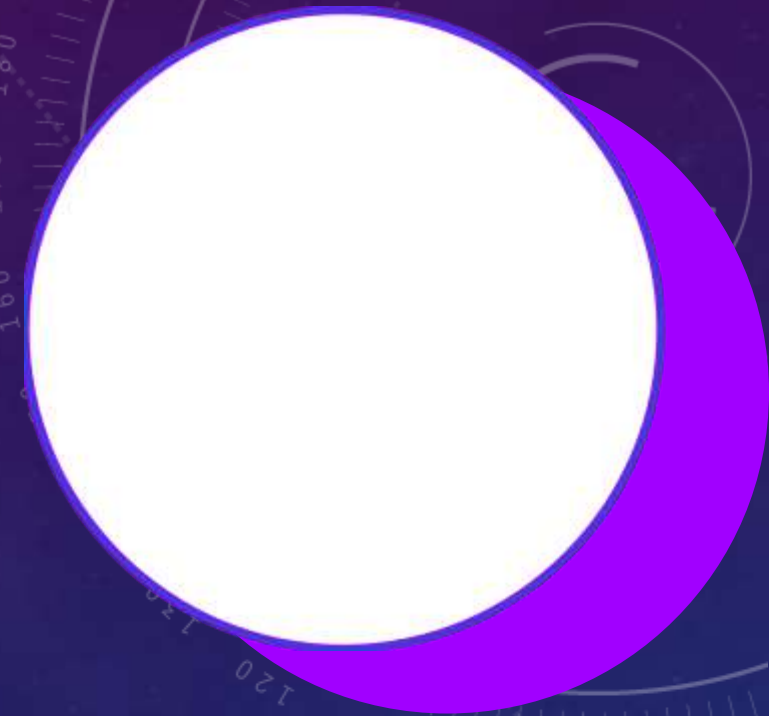
Unique Content Categories

There are a total of 17 unique content categories on Social Buzz.



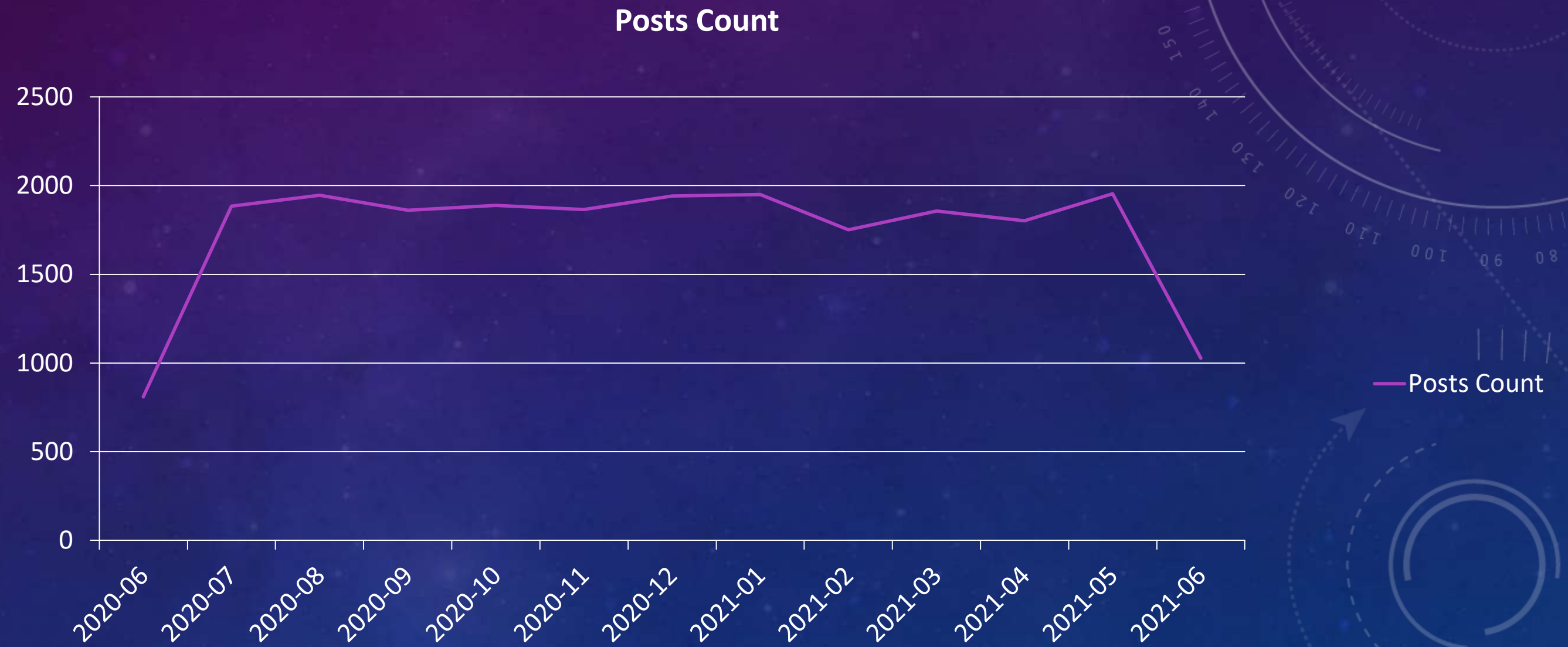
Engagement with Most Popular Category

The most popular category, 'travel', received a total of 1368 reactions.



Summary

Number of Posts Made Each Month



Monthly Content Trends



Thank you!

ANY QUESTIONS?