# social_marketing problem

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In this problem, lets look at the social_marketing dataset, and try to discover any insights.

First, lets create a "category" column, that will put each user into a category based on the max number of tweets they have in a particular category:

```
## # A tibble: 35 x 2
## # Groups:   Category [35]
##    Category              n
##    <chr>             <int>
##  1 chatter            2538
##  2 health_nutrition   1130
##  3 cooking             541
##  4 politics            439
##  5 photo_sharing       418
##  6 sports_fandom       337
##  7 college_uni         323
##  8 online_gaming       267
##  9 travel              229
## 10 news                227
## # ... with 25 more rows
```

after doing this, we can see that the number one category, by a long shot, is chatter. This category is not really useful for understanding the market, as there are active users who could fall into many different spheres of twitter, so lets remove this category, and run the analysis again.

```
## # A tibble: 34 x 2
## # Groups:   Category [34]
##    Category              n
##    <chr>             <int>
##  1 health_nutrition   1271
##  2 photo_sharing      1250
##  3 cooking             603
##  4 politics            548
##  5 current_events      494
##  6 sports_fandom       461
##  7 travel              395
##  8 college_uni         369
##  9 online_gaming       318
## 10 news                274
## # ... with 24 more rows
```

As we can see, health_nutrition, photo-sharing, and cooking are the to categories of these engaged users. This makes sense, as health_nutrition is a core value of VitaminWat... erm I mean NutrientH20's brand. One insight that NutrientH20 could take away is to start a photosharing campaign, that might engage their

users who alraedy love to photo share. Another insight could be to advertise on the cooking channel, or target audiences in the cooking social-media verse.