

# Insights

Here we outline some interesting findings about Social Buzz's categories. Note how the slide is very clean, and the key statistics are highlighted in purple.

16

UNIQUE  
CATEGORIES



1897

REACTIONS TO "ANIMAL"  
POSTS

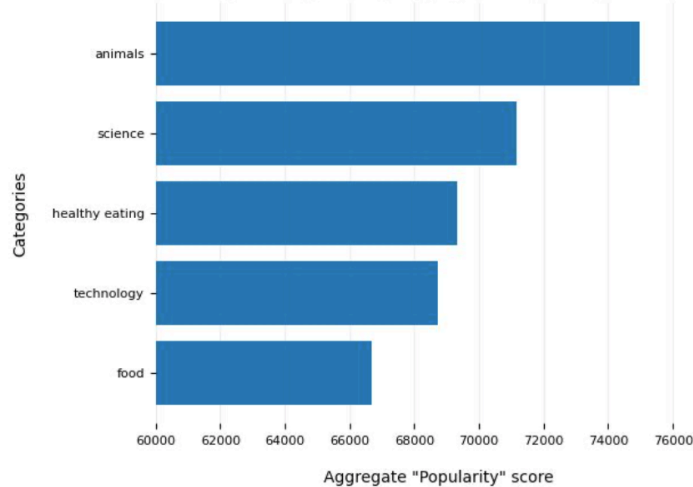


JANUARY

MONTH WITH  
MOST POSTS



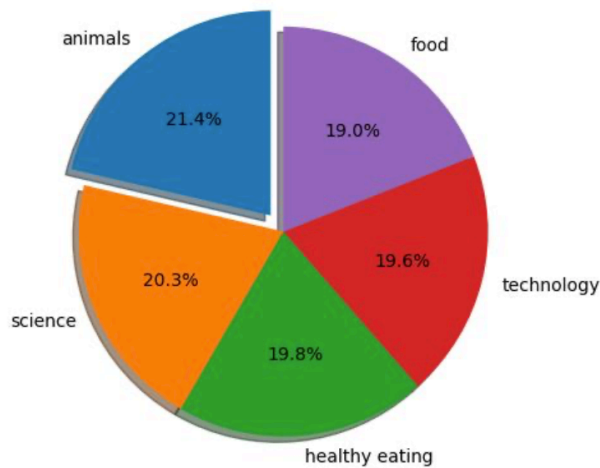
Top 5 Categories by aggregate "Popularity" score



A bar chart is a great way to show popularity for the top 5 categories.

It's visually clear and easy to understand

Popularity percentage share from top 5 categories



Within the Top 5 Categories, you can then reformat the data to show popularity % share.

Highlight briefly what Social Buzz could do with your insights.

Suggested next steps should outline how your team can continue to support them.

## Summary



### ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

### INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

### NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.