

Data Modeling



Dataset Merging

Descriptive Statistics

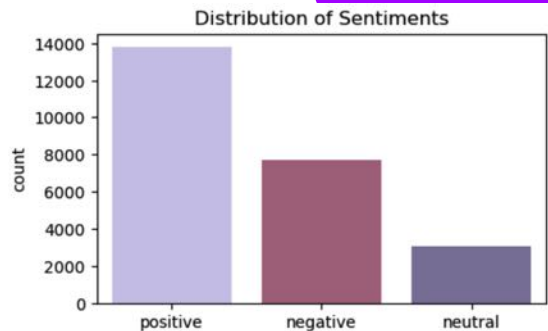
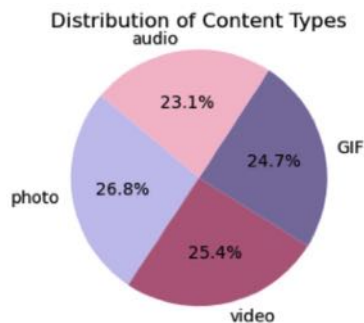
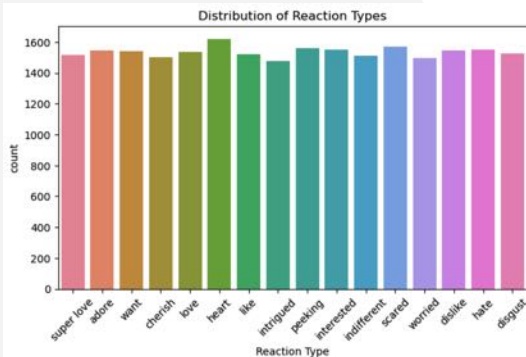
100k+
UGC

500m+
MAU

25,553
Sample Size

39.6
Average Sentiment

Distribution Analysis



1. The most popular categories barely change

Content Analysis: Popular Content Over time

		Month of Datetime										
		July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021
Top 5 categories	animals	128	167	165	160	177	168	189	142	149	165	178
	science	156	185	150	168	150	147	145	132	168	156	153
	healthy eating	153	147	146	158	148	155	142	129	128	151	171
	technology	175	145	147	142	134	126	152	155	140	170	135
	food	145	149	139	153	152	149	148	144	147	146	164
	culture	152	139	130	144	145	141	162	120	155	138	161
	cooking	150	144	130	150	134	153	148	123	148	121	165
	travel	154	137	159	130	152	157	134	146	145	127	157
	soccer	131	147	126	138	109	128	126	122	121	118	135
	education	116	130	114	119	114	130	142	118	131	129	114
	fitness	138	129	120	124	112	118	134	116	113	123	117
	studying	117	123	115	113	124	127	122	120	118	110	119
	dogs	102	112	129	108	126	132	122	107	107	108	119
	tennis	121	112	104	123	122	130	119	108	117	108	116
	veganism	127	107	112	109	95	119	111	95	99	119	105
	public speaking	100	108	116	106	117	98	122	103	107	76	108

- **Insight:** Users are more likely to react to top 5 categories
- **Recommendation:** Encourage authors to create animals, science, healthy eating and technology related content to keep user interested and boost user engagement.

2. Reaction Score is likely inflated

Content Analysis: The Most Clicked Reaction

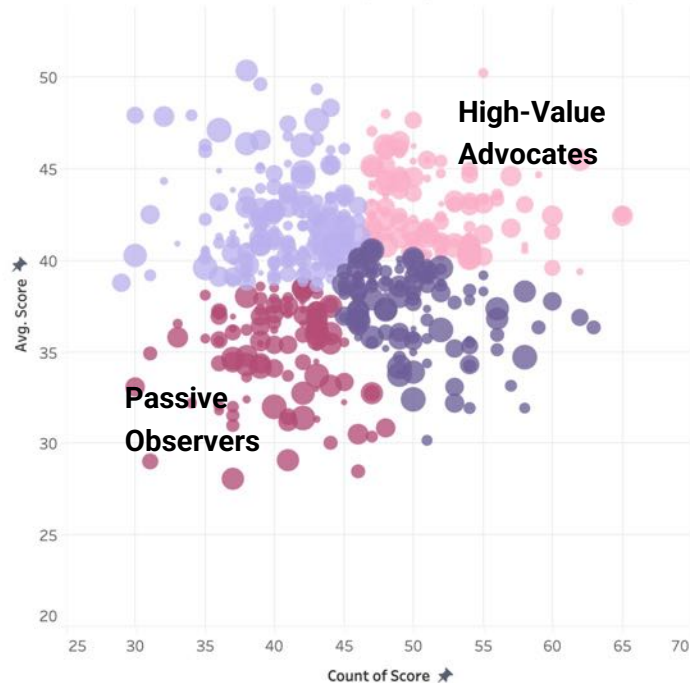
Row Labels	0	5	10	12	15	20	30	35	45	50	60	65	70	72	75
Animals	122.0	128.0	115.0	121.0	132.0	100.0	110.0	129.0	116.0	101.0	120.0	119.0	247.0	114.0	123.0
cooking	109.0	104.0	115.0	102.0	120.0	81.0	125.0	101.0	88.0	114.0	112.0	99.0	178.0	106.0	110.0
culture	98.0	94.0	112.0	102.0	117.0	111.0	110.0	99.0	101.0	97.0	97.0	108.0	235.0	95.0	100.0
dogs	87.0	87.0	84.0	62.0	89.0	93.0	91.0	92.0	70.0	93.0	97.0	73.0	155.0	81.0	84.0
education	73.0	96.0	91.0	90.0	80.0	89.0	88.0	99.0	96.0	90.0	91.0	105.0	170.0	83.0	92.0
fitness	96.0	71.0	95.0	83.0	96.0	82.0	81.0	86.0	82.0	111.0	83.0	88.0	145.0	96.0	100.0
food	107.0	130.0	106.0	100.0	101.0	97.0	108.0	115.0	94.0	100.0	107.0	123.0	229.0	93.0	89.0
healthy eating	103.0	121.0	101.0	95.0	100.0	108.0	101.0	104.0	107.0	106.0	114.0	103.0	216.0	122.0	116.0
public speaking	69.0	61.0	82.0	76.0	75.0	77.0	75.0	65.0	92.0	74.0	88.0	85.0	146.0	76.0	76.0
science	114.0	102.0	113.0	116.0	102.0	122.0	118.0	112.0	111.0	113.0	115.0	119.0	229.0	118.0	92.0
soccer	91.0	87.0	81.0	82.0	99.0	116.0	88.0	84.0	93.0	91.0	93.0	87.0	183.0	87.0	95.0
Studying	77.0	86.0	74.0	93.0	95.0	77.0	87.0	93.0	84.0	80.0	101.0	83.0	158.0	89.0	86.0
technology	110.0	112.0	95.0	105.0	88.0	98.0	121.0	116.0	87.0	87.0	114.0	96.0	227.0	129.0	113.0
tennis	94.0	87.0	92.0	89.0	88.0	86.0	87.0	76.0	82.0	80.0	90.0	77.0	154.0	73.0	73.0
travel	111.0	95.0	122.0	100.0	105.0	97.0	90.0	99.0	104.0	111.0	105.0	94.0	208.0	115.0	91.0
veganism	65.0	91.0	70.0	81.0	85.0	78.0	69.0	89.0	68.0	72.0	95.0	75.0	160.0	71.0	79.0

- **Insight:** Reaction across different categories are evenly distributed, but the most common score among all categories are 70 points (want or cherish) across all categories.
- **Recommendation:** A/B test the sequence of different reaction buttons to learn about users' feeling and feedback

3. Focus on the High-Value and High-Potential Users

User Clusters: Segmentation, Targeting and Positioning

User Cluster Based on React Frequency and React Average Score



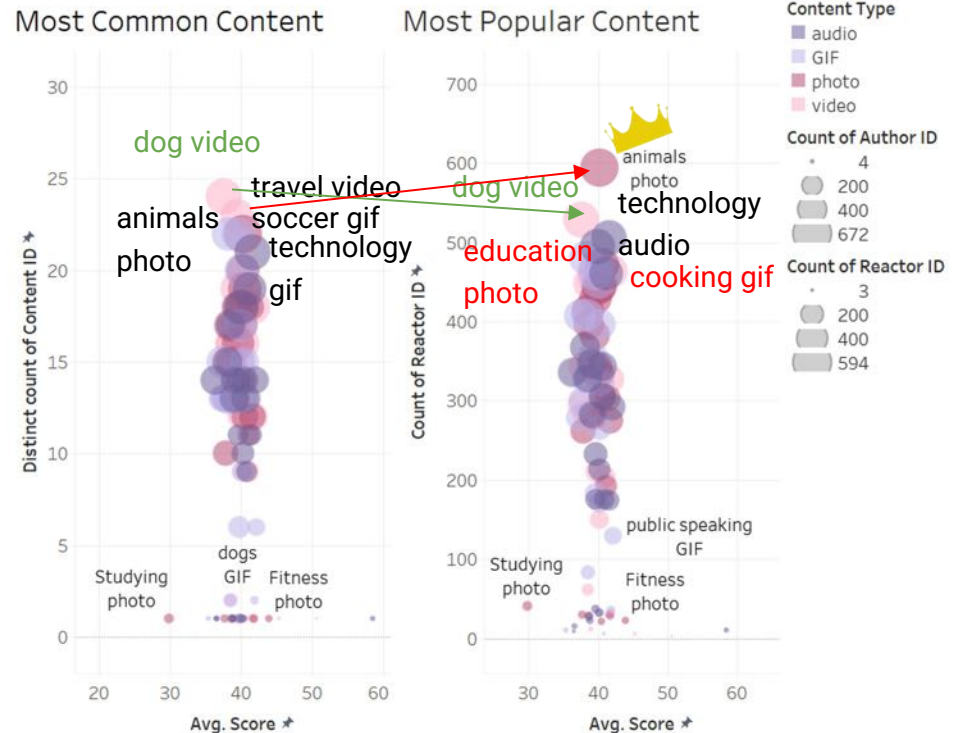
Recommendations:

- Improve personalized experience to enhance user engagement and loyalty
- Empower “High-Value Advocates” to become valued content creators
- Feedback and preferences survey to align contents to users’ interest

4. A different read between creators vs. reactors

Content Strategy: What Should I Post?

- Most commonly posted content type \neq most reacted content type
- Identify market needs through difference in top ranked groups
 - Audience are more likely to react to content can better relate to
 - Encourage creators to shift to similar category that garners more attention



5. Prompt more users to join social buzz community

Lost and Found: Is the Missing User REALLY Missing?

Category	Content Type			
	audio	GIF	photo	video
animals	68	42	81	38
cooking	46	59	54	40
culture	49	60	51	43
dogs	30	23	45	71
education	40	27	67	47
fitness	41	40	39	53
food	49	53	46	58
healthy eating	61	48	39	59
public speaking	34	16	40	60
science	46	44	62	66
soccer	28	65	38	50
studying	25	50	61	31
technology	71	62	50	29
tennis	46	53	27	40
travel	29	54	58	65
veganism	46	39	46	21



3019 people without Reactor ID



Top 3 reactions:

Animals photo, dog video, and technology audio



Recommendations:

Restrict unregistered users from accessing high-engagement content like clear pictures and complete videos to increase user engagement