[Social Buzz]

Today's agenda

Project Recap

❖ Social Buzz, founded in 2008 by former engineers from a major social media conglomerate, prioritizes content and anonymity, with a unique user reaction system.

❖ Despite reaching over 500 million monthly users in the past 5 years, their rapid growth necessitates external expertise for an upcoming IPO, scalability issues, and learning data best practices.

❖ Initiating a 3-month project with an advisory firm, Social Buzz aims to undergo an audit of their big data practices, receive recommendations for a successful IPO, and conduct an analysis of content categories to identify the top 5 with the highest aggregate popularity.

Problem

Big Data Practice Audit:

In-depth examination of Social Buzz's current big data practices.
IPO Guidance:

Tailored recommendations for a successful Initial Public Offering (IPO).
Content Analysis:

Identification and highlighting of the top 5 content categories with the largest aggregate popularity, offering strategic insights for content management.
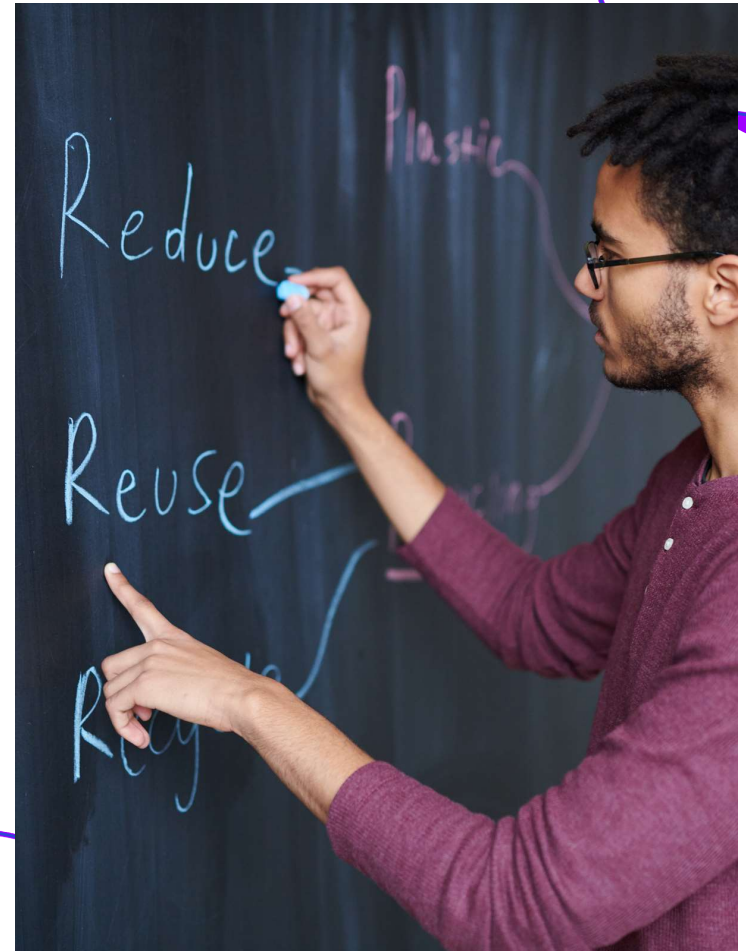
The Analytics team

Susan Curtis
- Industry Lead

Florian Henry
- Lead IPO Strategist

Andrew Fleming
- Chief Technology Architect

Process

1 **Identify which datasets will be required to answer your business question.**

2 Identified *reaction*, *content*, and *reaction types* as our relevant data sets.

3 Data cleaning by treating missing values, some string manupulations and removing not useful attributes.
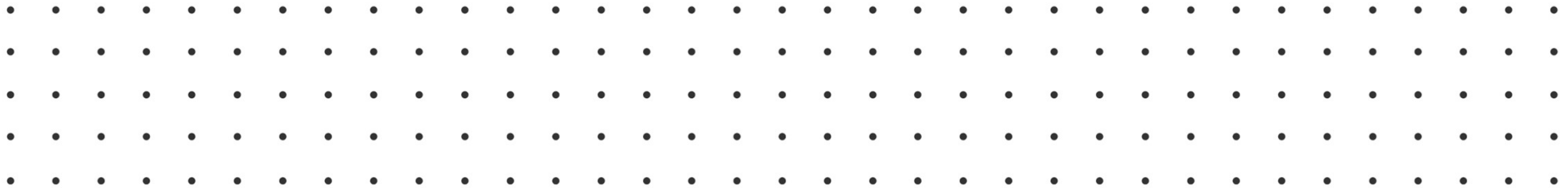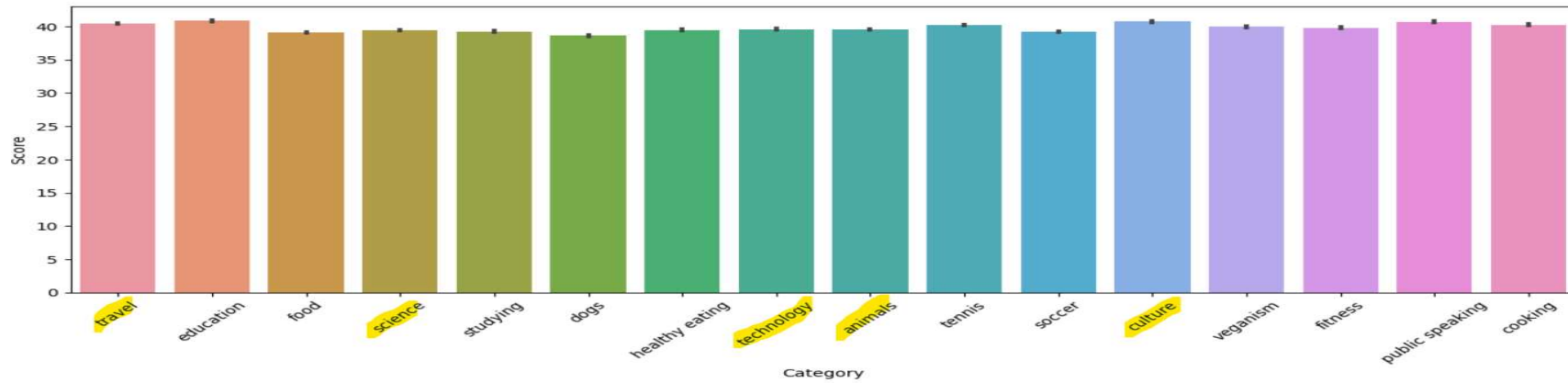
4 Merging all three data frames into one to use whole information as one dataframe.

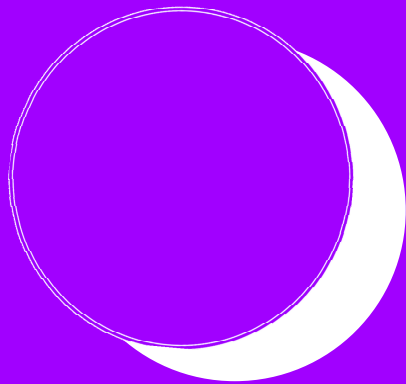**5** Found the top5 categories based o sum of scores for each category.

Insights

Top 5 Scoring Categories

Category	
veganism	3979937
public speaking	4376364
studying	4419762
dogs	4505790
education	4848695
tennis	4948834
cooking	5028523
healthy eating	5063017
food	5333389
soccer	5335357
fitness	5398544
culture	5441966
science	5635967
technology	5797183
animals	5819581
travel	5876818

Summary

Thank you!

ANY QUESTIONS?