



**[Social
Buzz]**

A vertical grid of 30 small black dots arranged in 10 rows and 3 columns on the left side of the slide.

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Three decorative purple shapes on the right side of the slide: a curved line at the top right, a large circle in the middle right, and a curved line at the bottom right.

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:

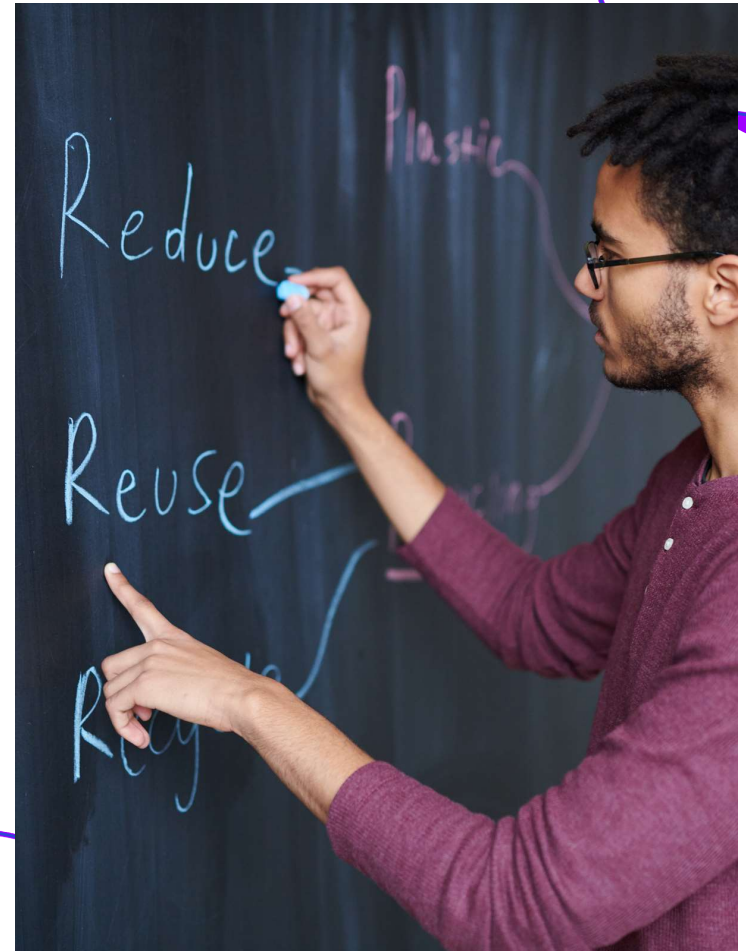
- In-depth examination of Social Buzz's current big data practices.

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 manipulations and removing not useful attributes.

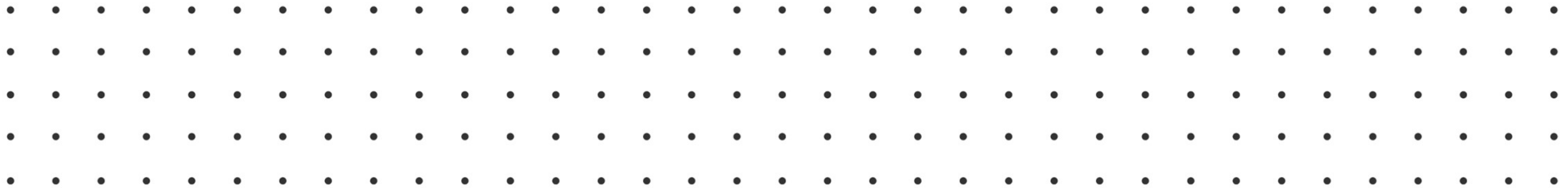
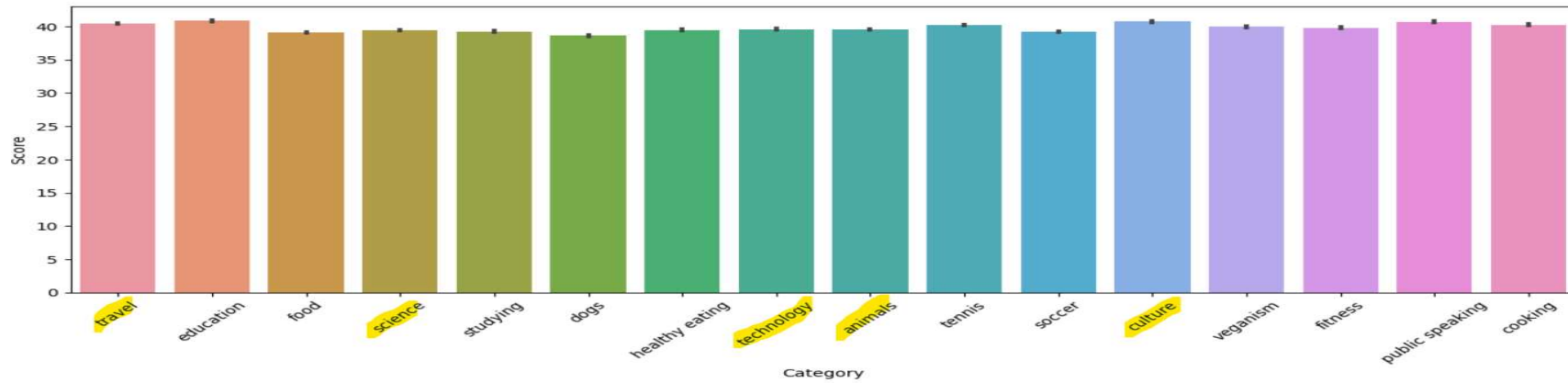
4

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.

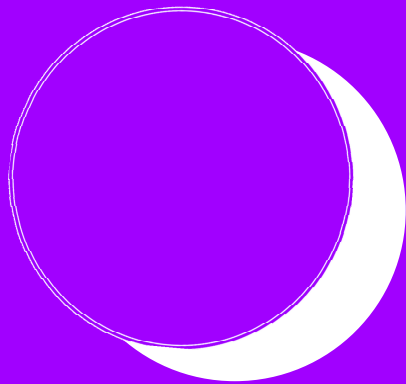
Insights



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

A man with short dark hair, a beard, and glasses, wearing a brown sweater, is smiling and shaking hands with a woman whose arm and hand are visible in the foreground. They are seated at a light-colored wooden table. On the table, there is a dark brown mug, a white mug, a black pen, and some papers. The background is bright and out of focus, suggesting an indoor setting with large windows.



ANY QUESTIONS?

Thank you!