

Project : Social Buzz

A Social Media & Content Creation Company

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Overview of the Project

This report presents the results of a data analytics task conducted for Social Buzz, a rapidly growing social media and content creation platform. The aim was to analyze unstructured data generated by the platform to provide insights and recommendations that enhance content strategy and user engagement.



OBJECTIVE

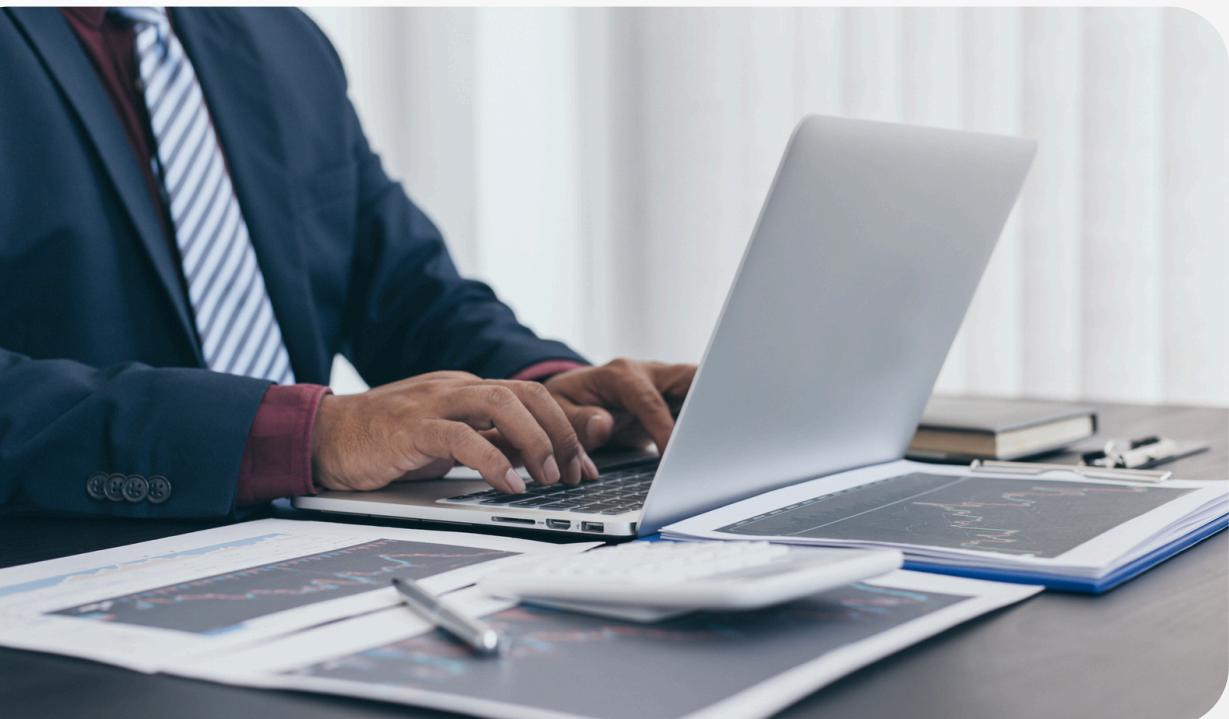
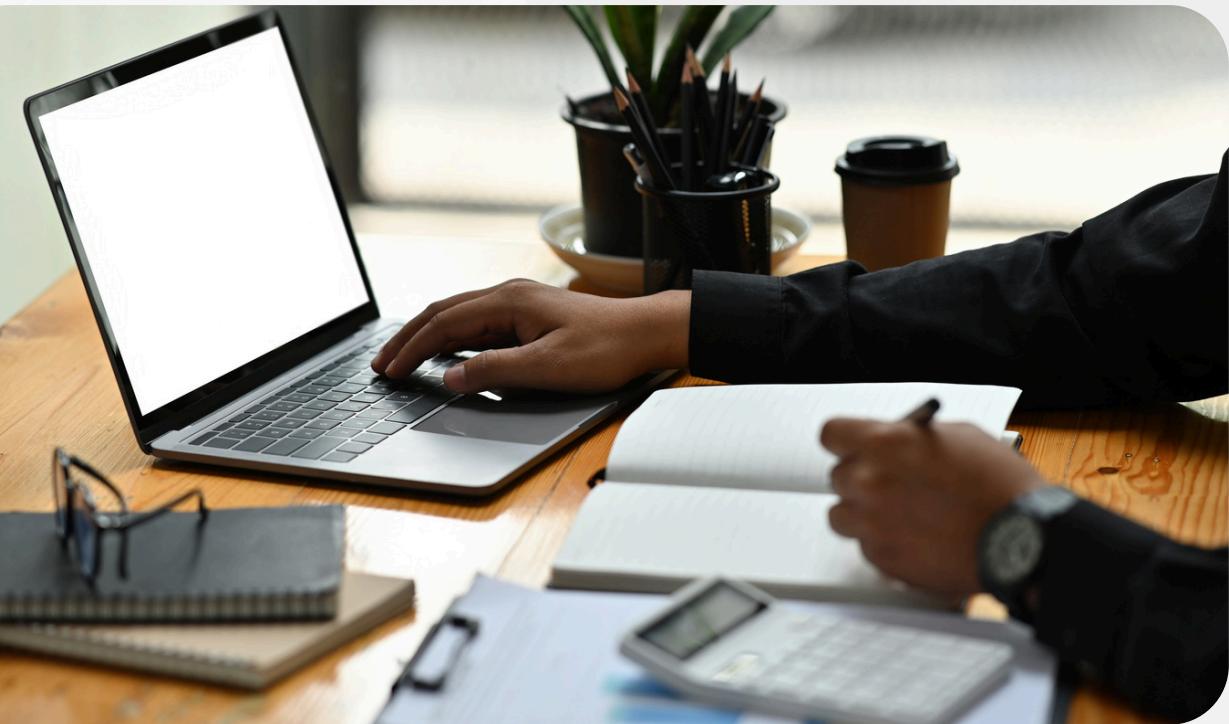
The primary objective was to identify the top 5 most popular categories of content on Social Buzz and provide insights based on user reactions. An audit of their big data practice and recommendations for a successful IPO.



OUR CLIENT BACKGROUND

Social Buzz was founded by two former engineers from a large social media conglomerate, aiming to create a platform where content is the focal point.

Emphasizing user anonymity and diverse reaction types, Social Buzz has scaled rapidly and now seeks external expertise to manage their growth, prepare for an IPO, and adopt best practices in big data management.



Problem

Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted. All of this data is highly unstructured



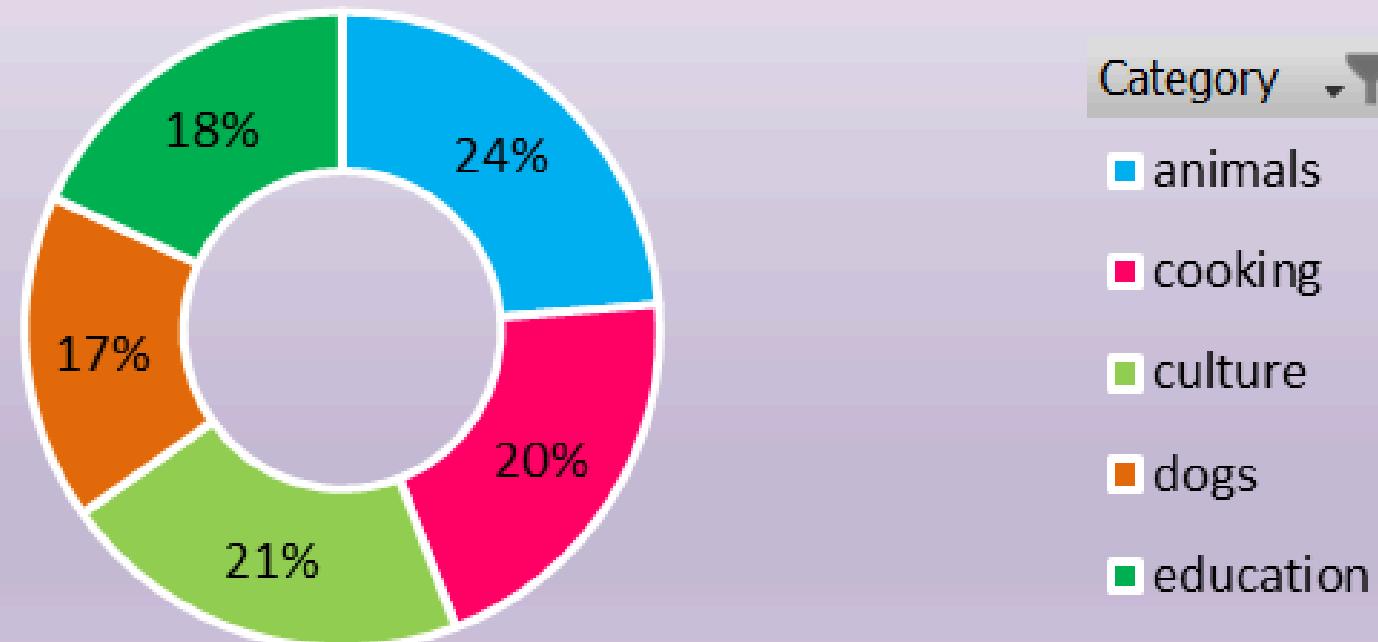
ABOUT Employee

Out of the 250 people working at Social Buzz, 200 of them are technical staff working on maintaining this highly complex technology.

RESULTS AND INSIGHTS

Sum of Net Score

Catogeries Distribution

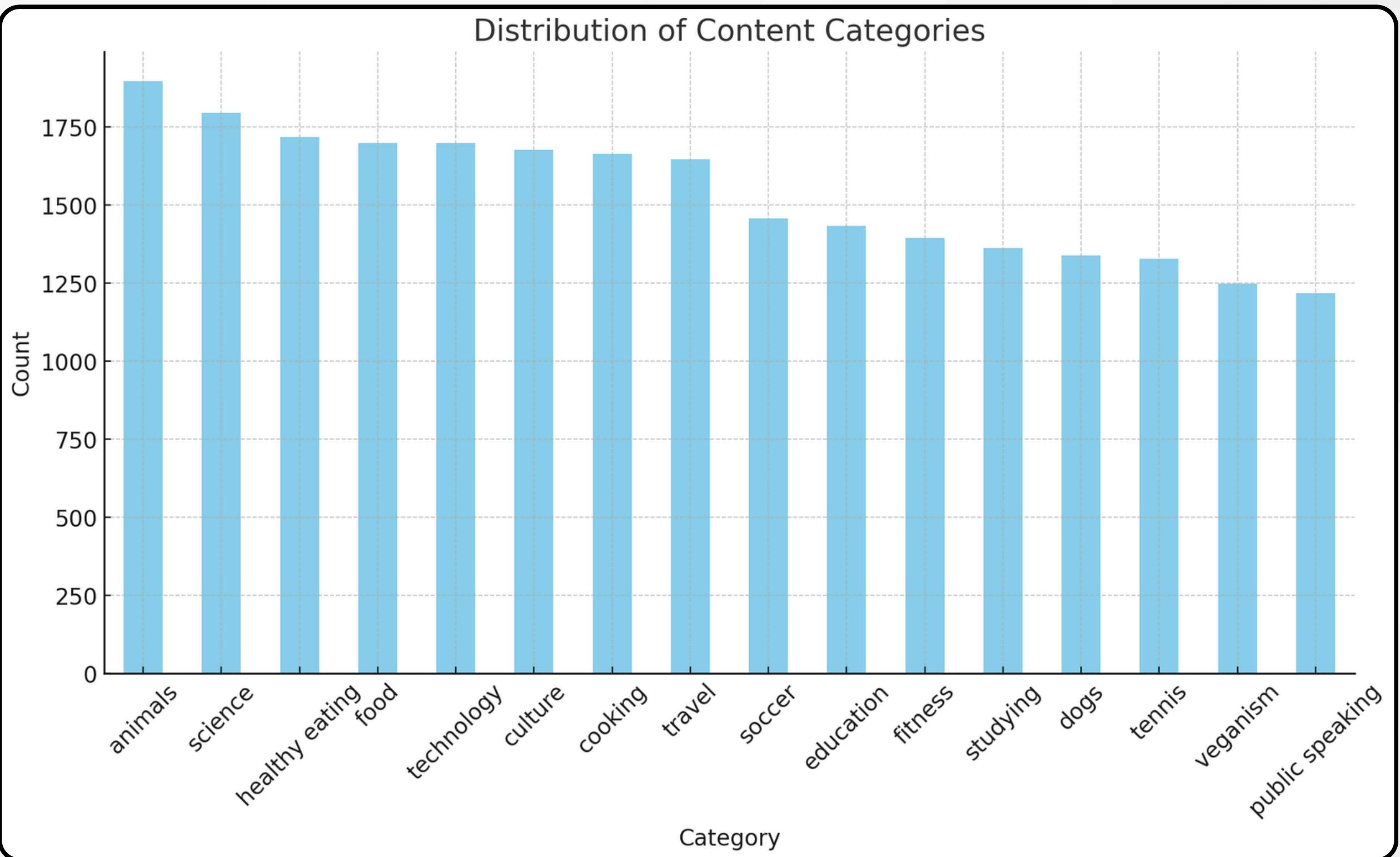


Distribution of Content Categories

The most popular categories are animals, cooking, culture, dogs and education.

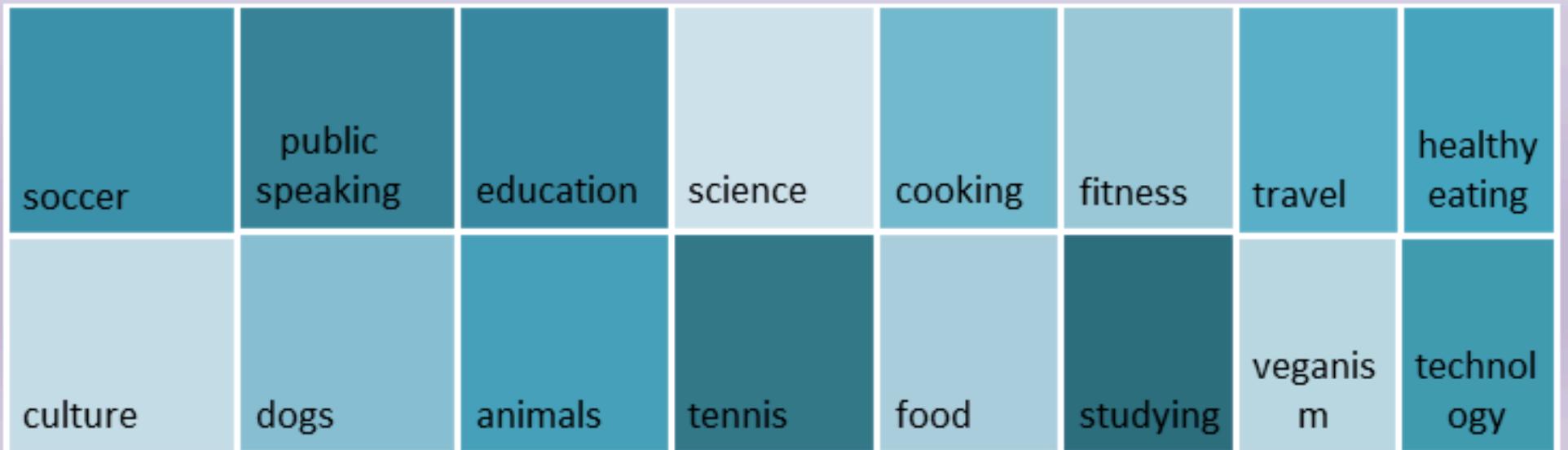
Reaction Counts

1.9k
Reactions to
Animal Posts



All Categories

studying	tennis	public speaking	education
soccer	technology	animals	healthy eating
travel	cooking	dogs	fitness
food	veganism	culture	science

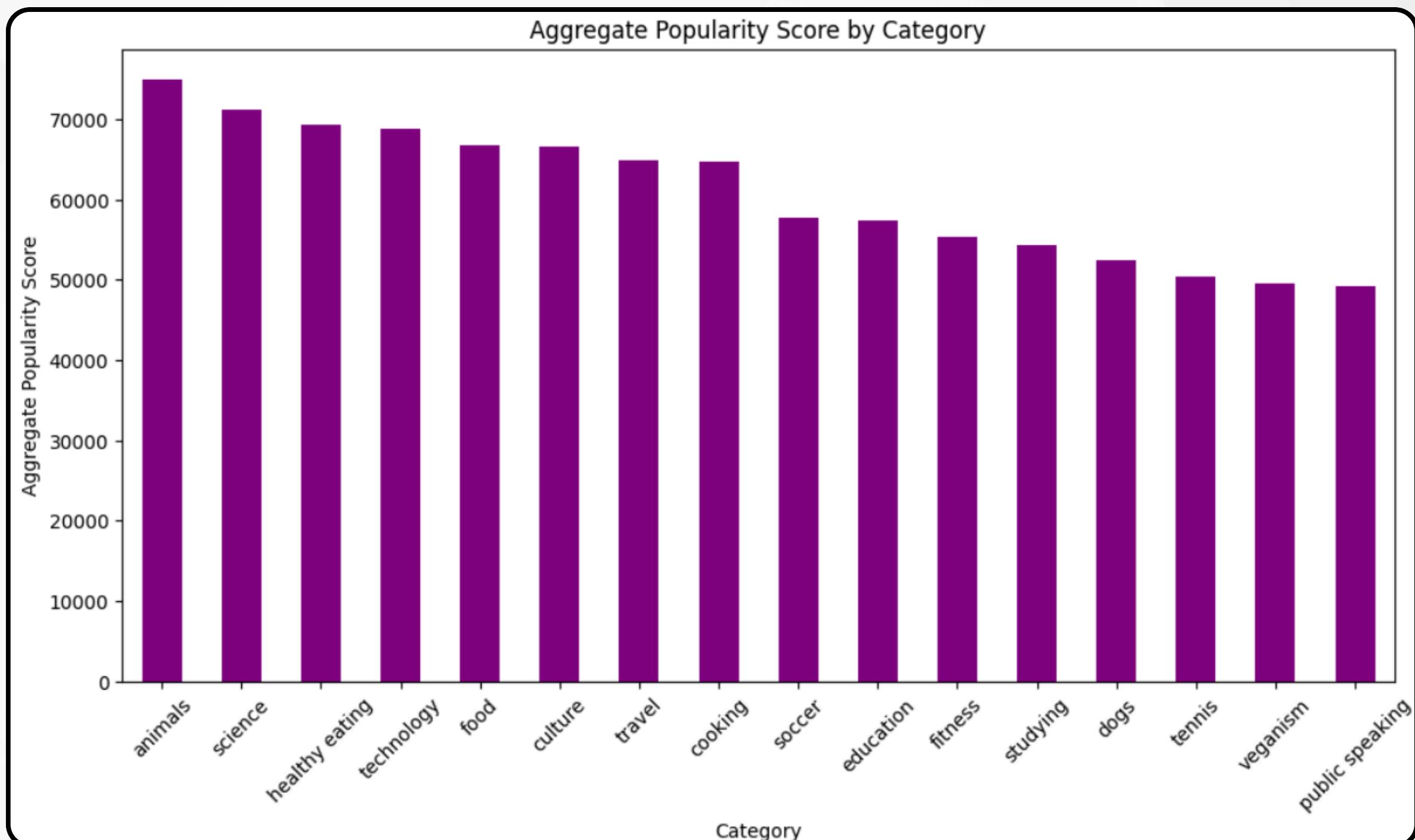


16 Unique Categories

Popularity Score

74,975

Animal is the popular content categories based on aggregate popularity scores



BUSINESS IMPLICATIONS

- The analysis indicates a strong user interest in categories like animals and science.

- Promoting content in popular categories and enhancing user interaction through targeted campaigns can boost engagement.

- To ensure balanced content visibility, it is recommended to adjust algorithms to avoid over-representation of any single category.

Recommendations



Focus on creating and promoting content in popular categories.



Run targeted campaigns based on sentiment analysis to enhance engagement.



Adjust content algorithms to ensure a diverse content feed.

Conclusion

our analysis reveals that animals, science, and healthy eating are the most popular content categories on Social Buzz. These insights can guide your content strategy to boost user engagement. We are eager to assist in implementing these findings to enhance your platform's success.

THANK YOU

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