



# Social Buzz Content Analysis



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

**Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. Accenture has begun a 3 month POC focusing on these tasks:**

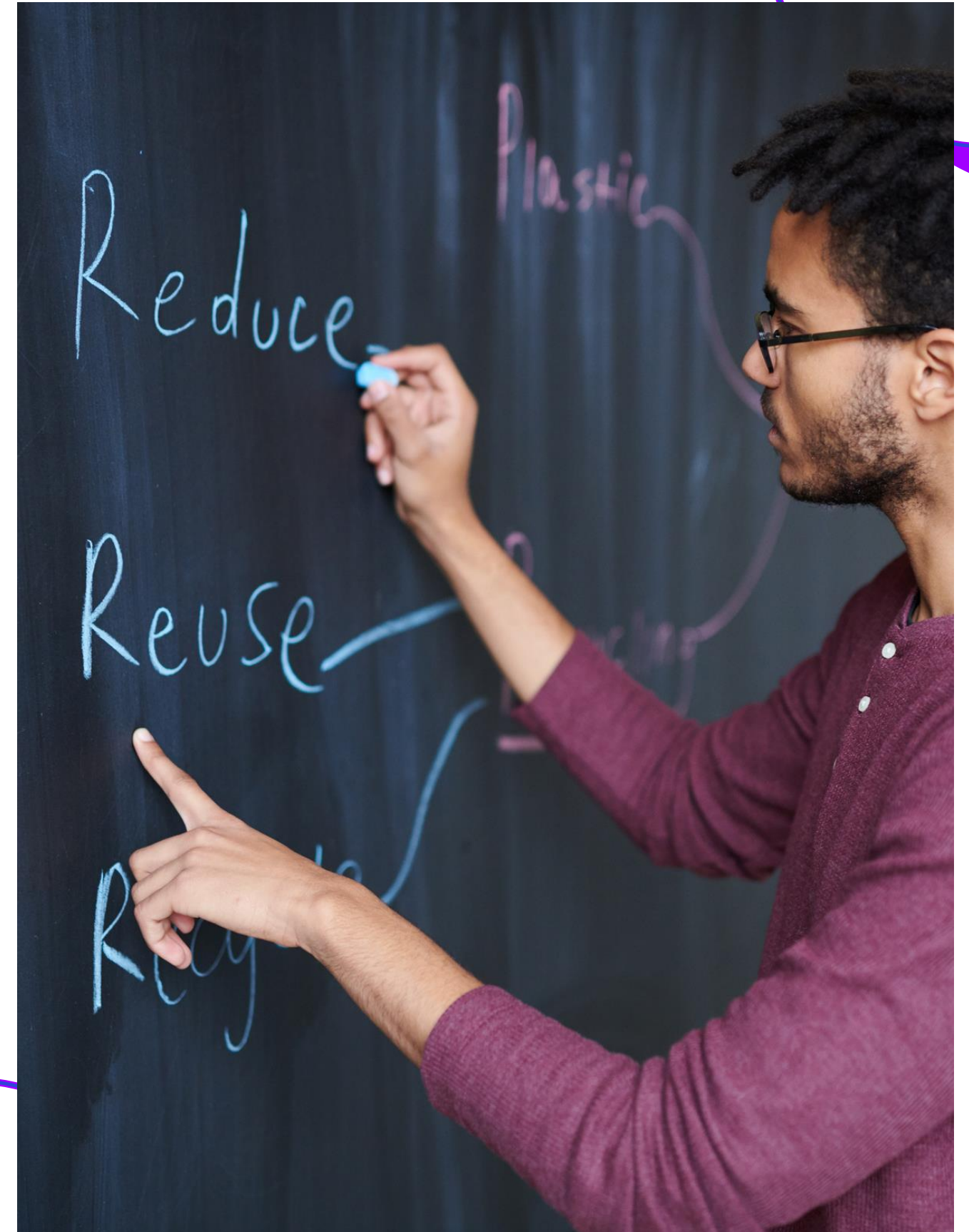
- An audit of Social Buzz's big data practice
- Recommendation for a successful IPO • Analysis to find Social Buzz's top 5 most Popular categories of content

# Problem

Improved Data Quality through Data Cleaning: The dataset necessitates a meticulous cleaning process to guarantee precise, consistent, and reliable data. By enhancing the quality of the data, a strong foundation is established for meaningful analysis and informed decision-making.

Effective Data Integration: The relevant data from diverse sources should be merged appropriately to facilitate comprehensive analysis. The merging process should take into account the analytical requirements and ensure smooth integration of the data.

In-depth Data Analysis: The dataset should be analyzed across multiple dimensions, such as content analysis, reaction type analysis, sentiment analysis, category analysis, descriptive analysis, and temporal analysis. Performing these analyses will yield valuable insights into various aspects of the dataset and enable a deeper understanding of trends, patterns, and user preferences.



# The Analytics team



**Shubham Koundal**  
Data Analyst Intern



**Marcus Rompton**  
Senior Principle



**Andrew Fleming**  
Chief Technical Architect

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

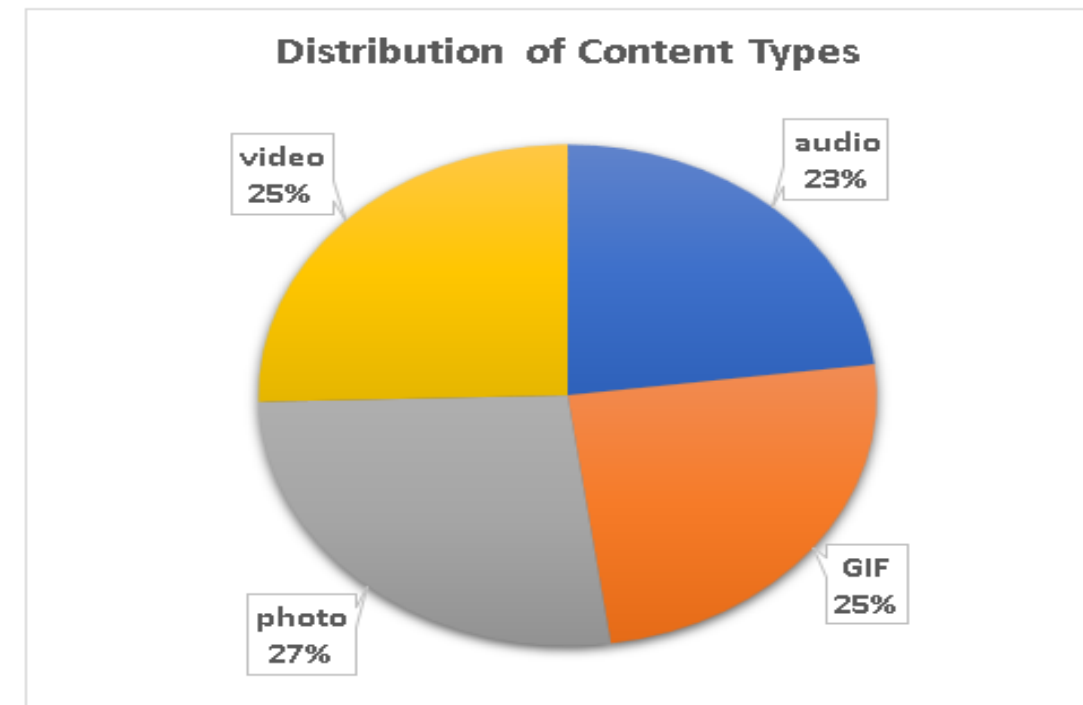
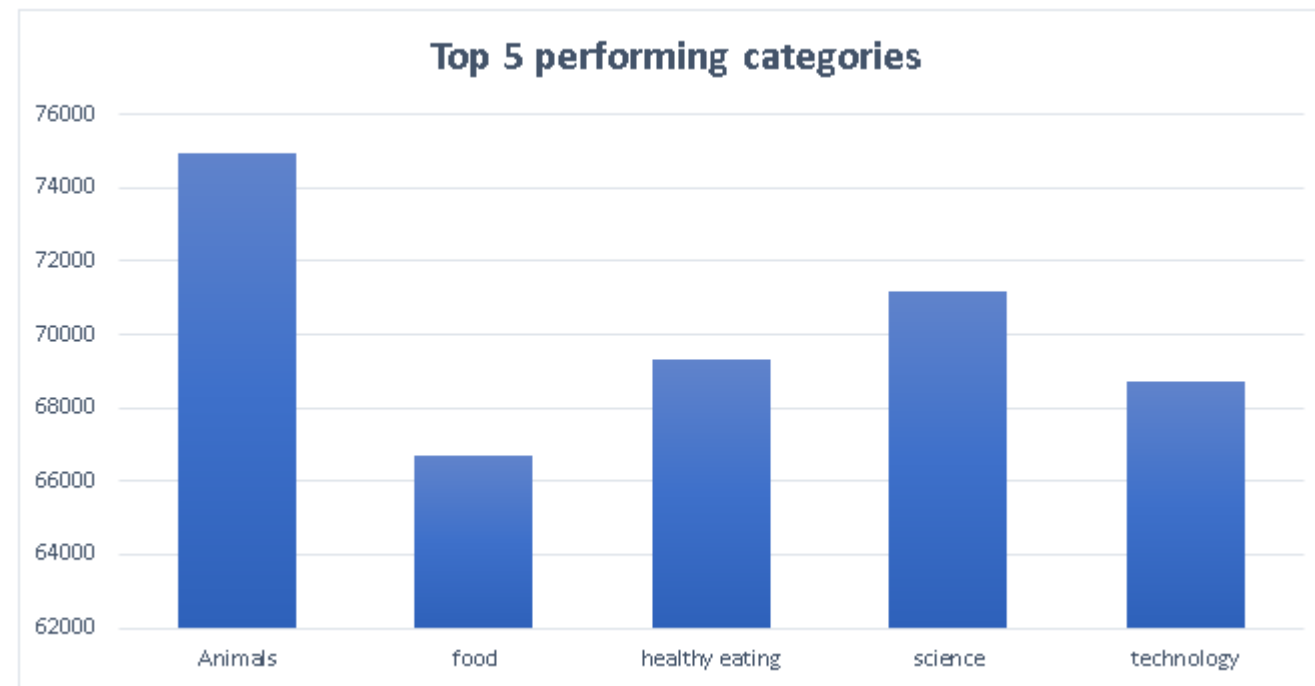
Data Analysis

5

Uncover Insights

# Insights

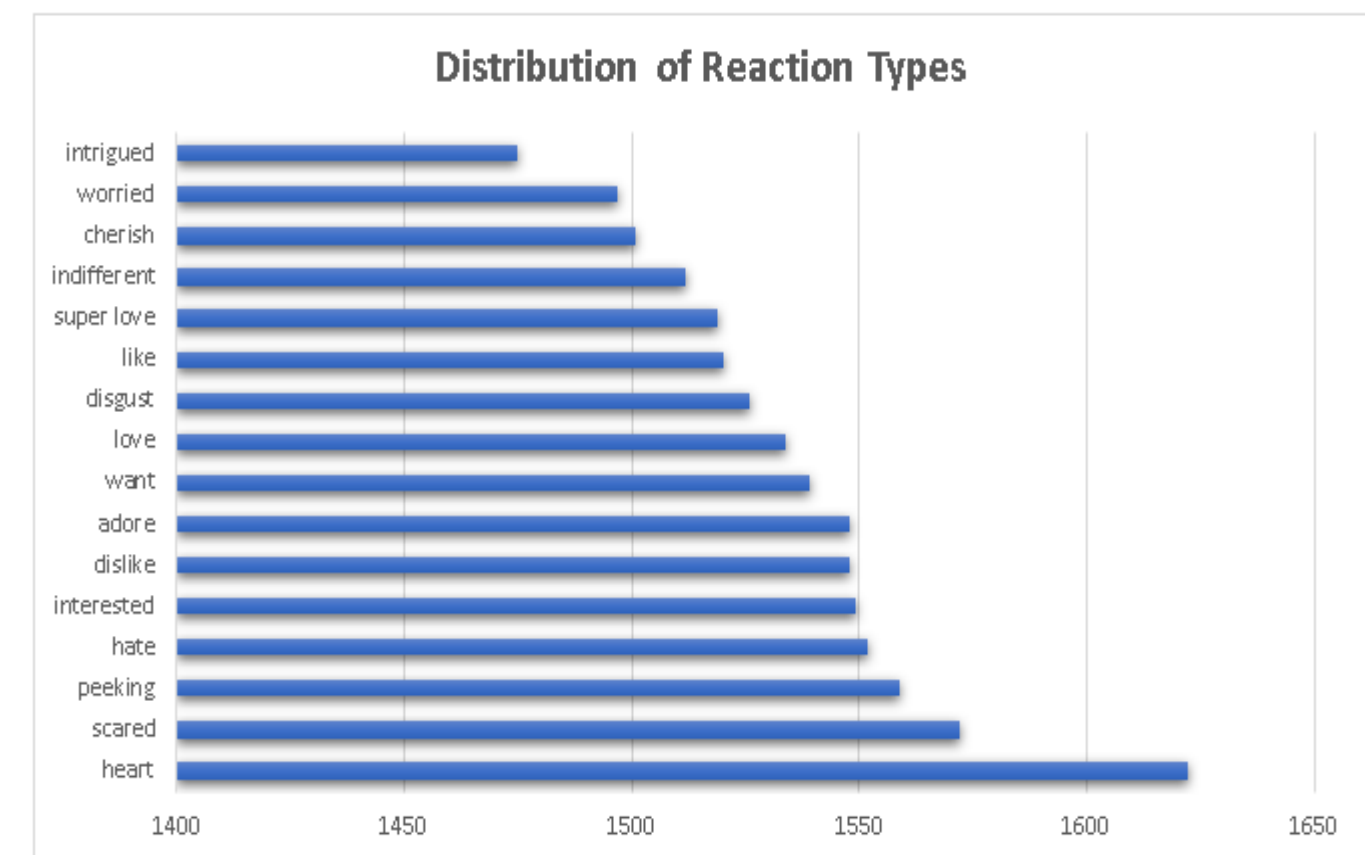
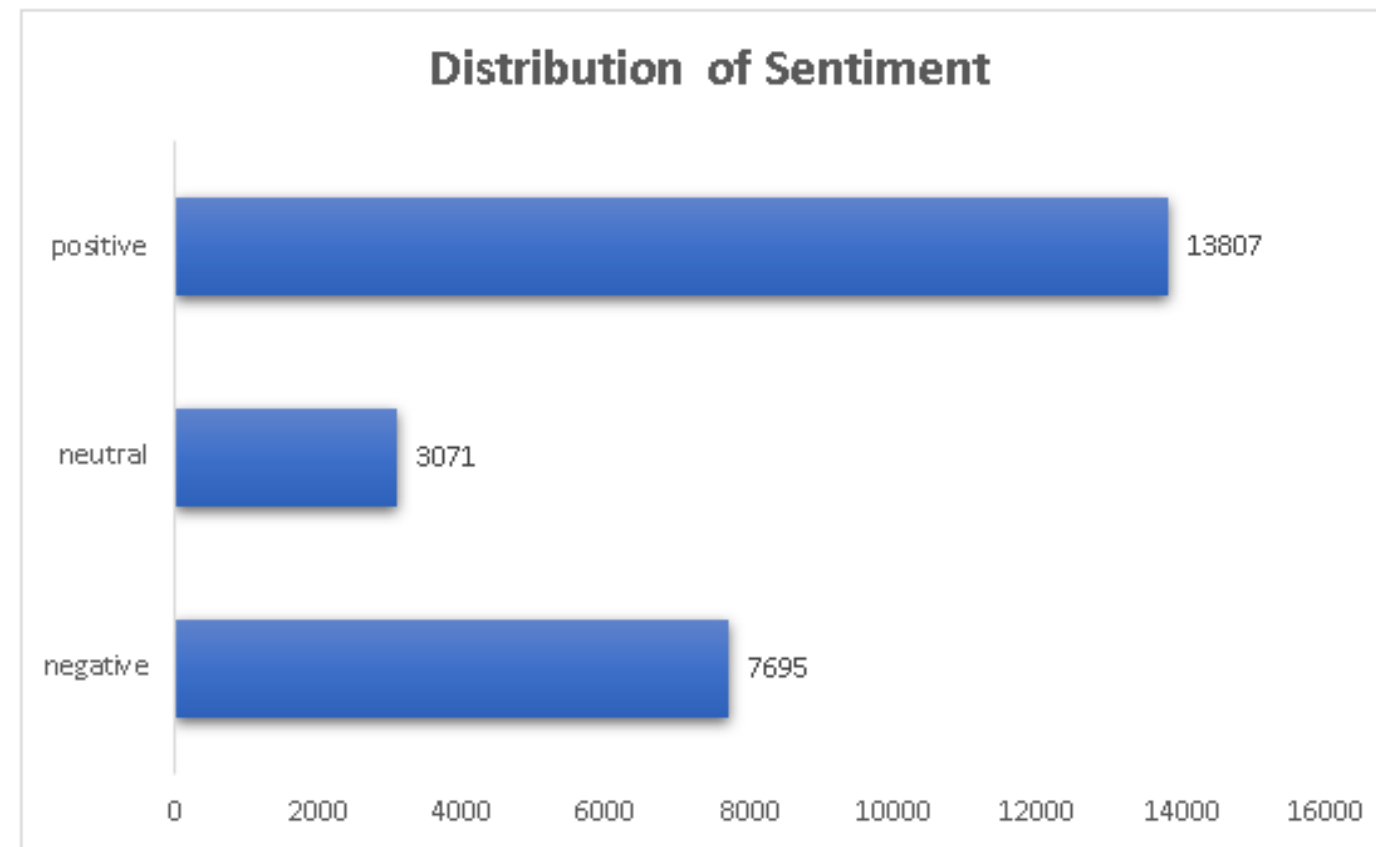
## Content Analysis



- The animal category, healthy eating category, and technology category obtained the highest scores.
- Photos constitute the largest proportion of content, comprising 27% of the total.
- Audio represents the smallest percentage of content, accounting for only 23%.
- In terms of prevalence, the content types are ranked in ascending order as audio, GIF, video, and photo.



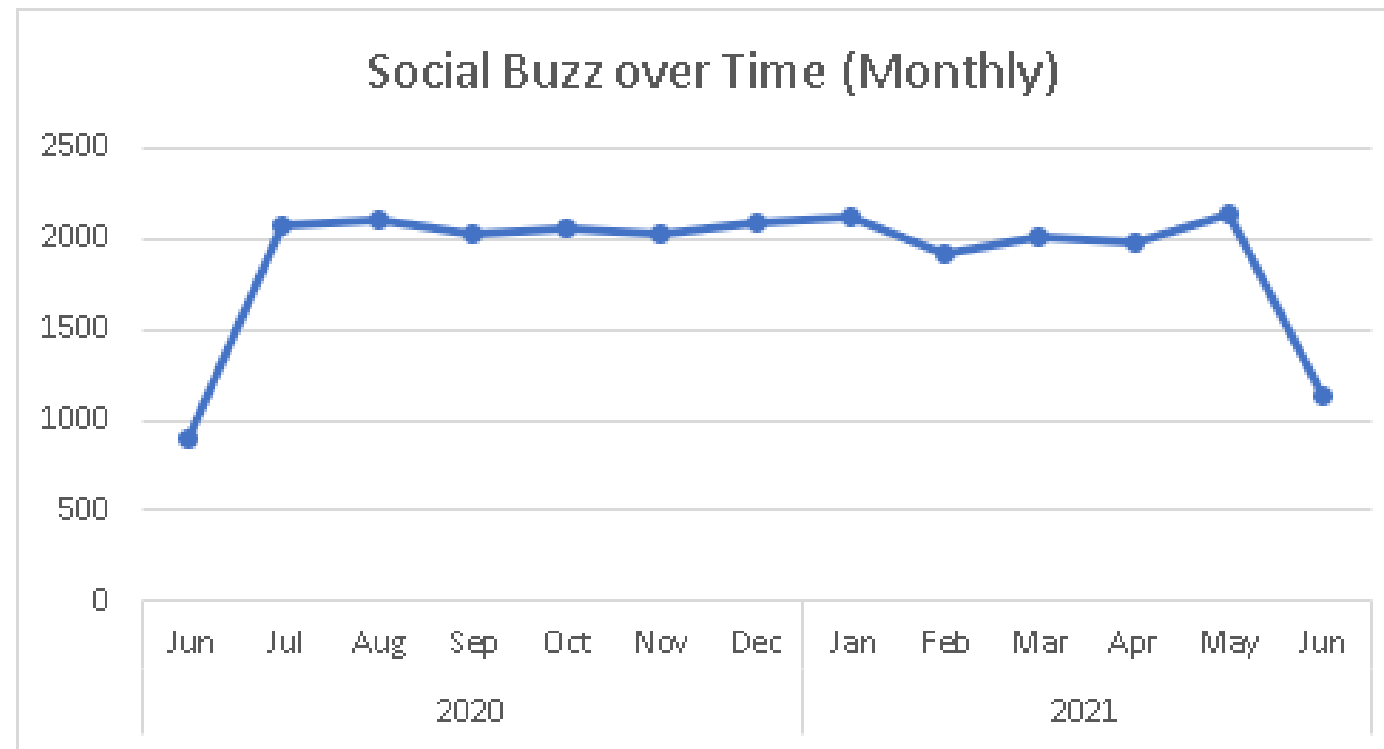
# Sentimental Analysis



- The "Animals" category exhibits the highest average score, indicating a predominantly positive sentiment, while the "Veganism" category has the lowest mean score, indicating a relatively lower sentiment.
- The categories with the highest mean scores are "Animals," "Culture," and "Education," respectively.
- Conversely, the categories with the lowest mean scores are "Tennis," "Travel," and "Veganism."
- Overall, various categories tend to have a positive sentiment.
- Among different content types, GIF has the lowest mean score, while audio, photo, and video have slightly higher mean scores.
- The "Heart" reaction is the most commonly used by people.
- The top three reactions, based on frequency, are "Heart," "Scared," and "Peeking."
- Conversely, the least three reactions, based on frequency, are "Cherish," "Worried," and "Intrigued."



## Monthly Trend Analysis



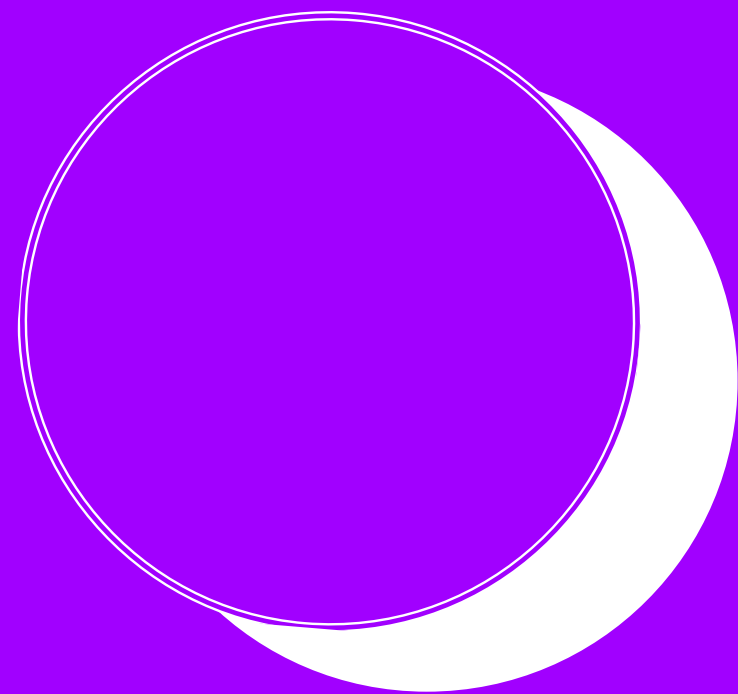
- **June 2021** witnessed the highest count of social buzz.
- The lowest count of social buzz was observed in **March 2021**.
- Monthly counts of social buzz ranged from **1600 to 2000**.

# Summary



The analysis of the dataset reveals interesting findings regarding content types, sentiment, reaction types, and social media engagement. Here are the key highlights:

- 1.Content Types:** Photos dominate the content landscape, representing 27% of the total content, while audio content is the least prevalent, accounting for 23%. The order of prevalence for content types is audio, GIF, video, and photo.
  - 2.Sentiment Analysis:** The "Animals" category demonstrates the highest average score, indicating a predominantly positive sentiment. In contrast, the "Veganism" category has the lowest mean score, suggesting a relatively lower sentiment. Categories like "Culture" and "Education" also exhibit high mean scores, while "Tennis," "Travel," and "Veganism" have the lowest mean scores.
  - 3.Reaction Types:** The "Heart" reaction is the most commonly used by social media users, followed by "Scared" and "Peeking." Reactions such as "Cherish," "Worried," and "Intrigued" are less frequently employed.
  - 4.Social Buzz:** June 2021 experienced the highest count of social buzz, indicating a peak period of social media activity and engagement. In contrast, March 2021 observed the lowest count. Monthly counts of social buzz ranged from 1600 to 2000, suggesting consistent activity. Weekly counts varied between 430 and 500, indicating regular engagement throughout the analyzed period.
- Overall, the analysis highlights the importance of visual content, particularly photos, in social media engagement. Positive sentiments are prevalent across various categories, and the "Heart" reaction is widely used. These insights provide a valuable understanding of user preferences, popular topics, and trends within different categories, allowing for more informed decision-making in social media strategies.



# Thank you!

ANY QUESTIONS?