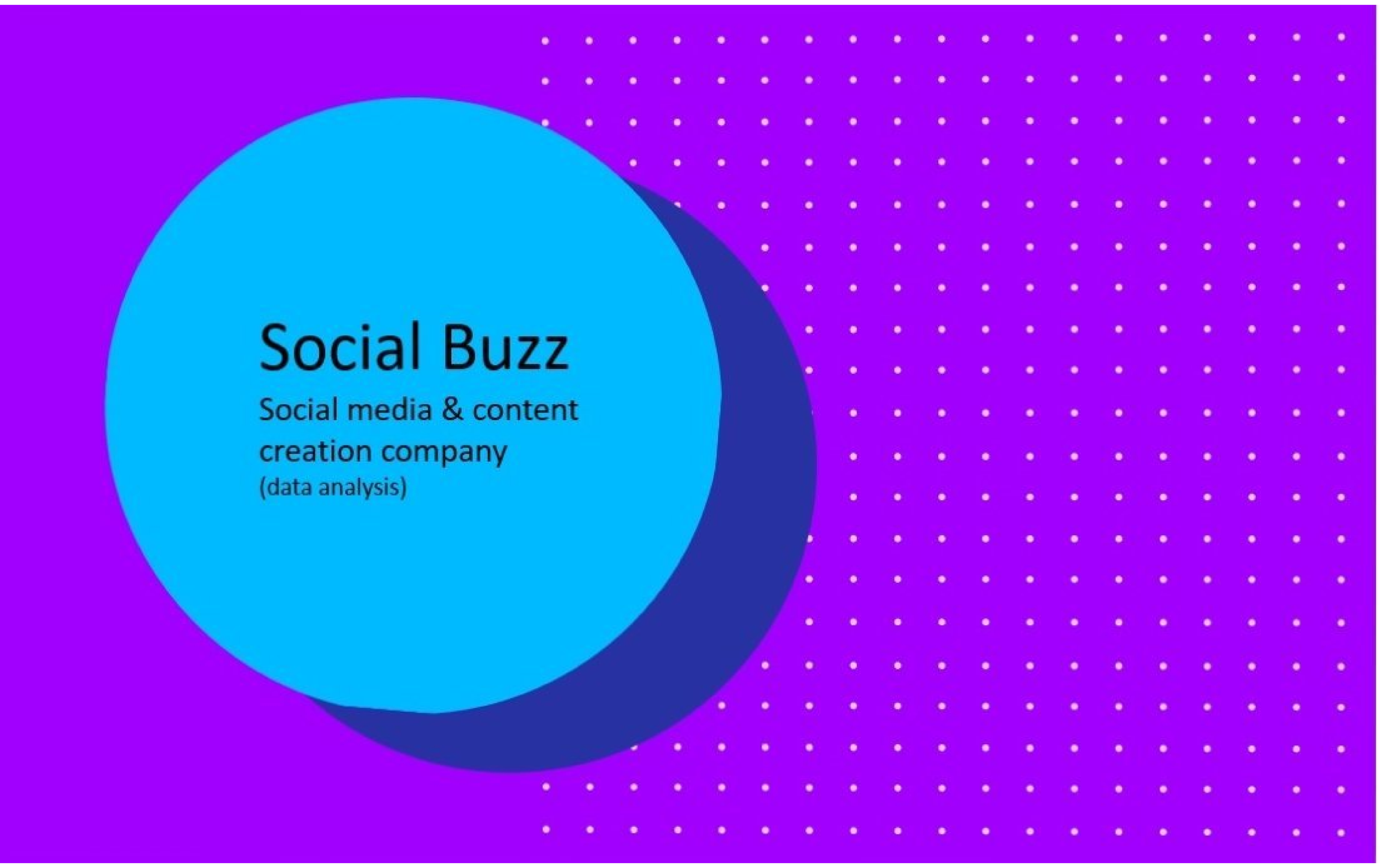

Social Buzz
Social media & content
creation company
(data analysis)

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social buzz is a social media and content creation company . we are running a 3 month initial project with them by focusing on these tasks:

1. An audit of their big data practice

2. Recommendations for a successful IPO

3. An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

100,000 pieces of content, everyday.
500 million active users each month.

Finding top 5 categories with the largest aggregate popularity on which social buzz makes content.

The Analytics team

Andrew Fleming (Chief Technical Architect)

Marcus Rompton (Senior Principle)

Sneha Rautela (Data Analyst)

Process

1. Preparing data
2. Data cleaning
3. Data structure
4. Data Analysis
5. Discovering insights

Insights

There are 16 categories in total . In which the most popular category is “Animals” with the score of 74965 and the least popular is “public speaking” with the score of 49264 .

1

The score of the most popular top 5 categories are:

- Animals
- Science
- Healthy eating
- Technology
- Food

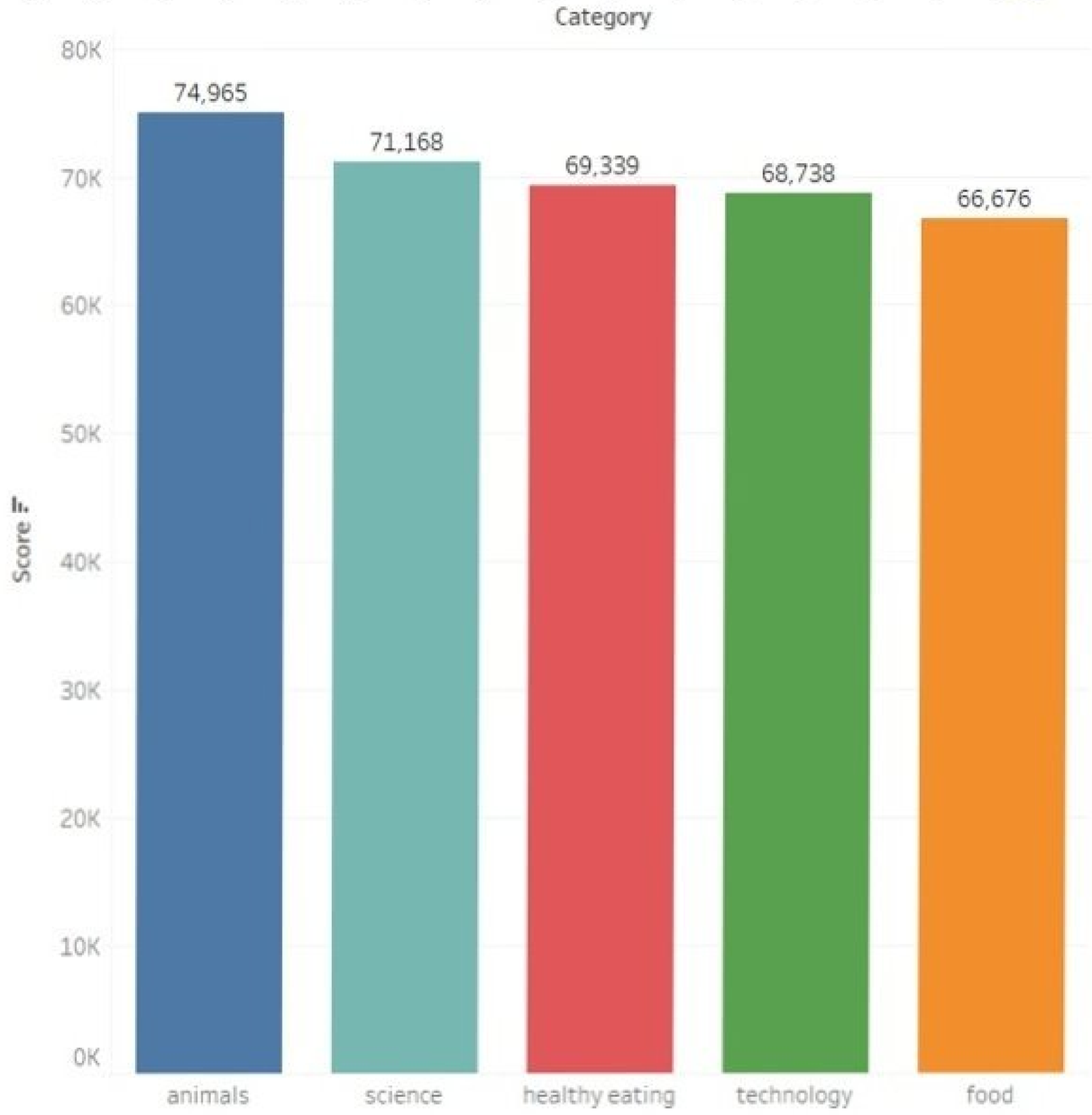
2

- Month with most posts – May (2138) , score (86293)
- Month with least posts – February (892) , score (75509)

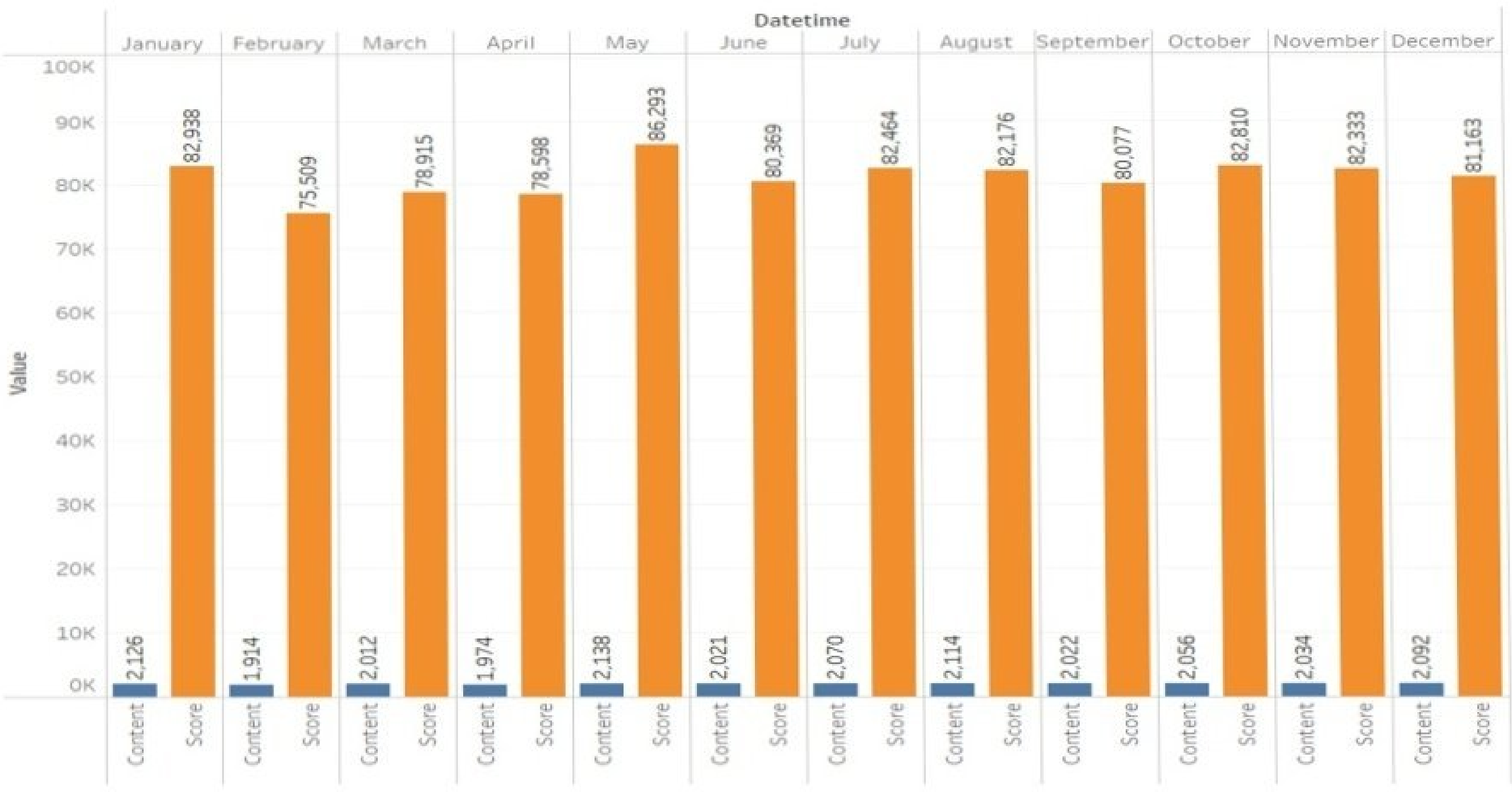
3

top 5 categories with most popularity on which social buzz makes content .

(the graph is arranged from most to least popular , with score on the top of each category)

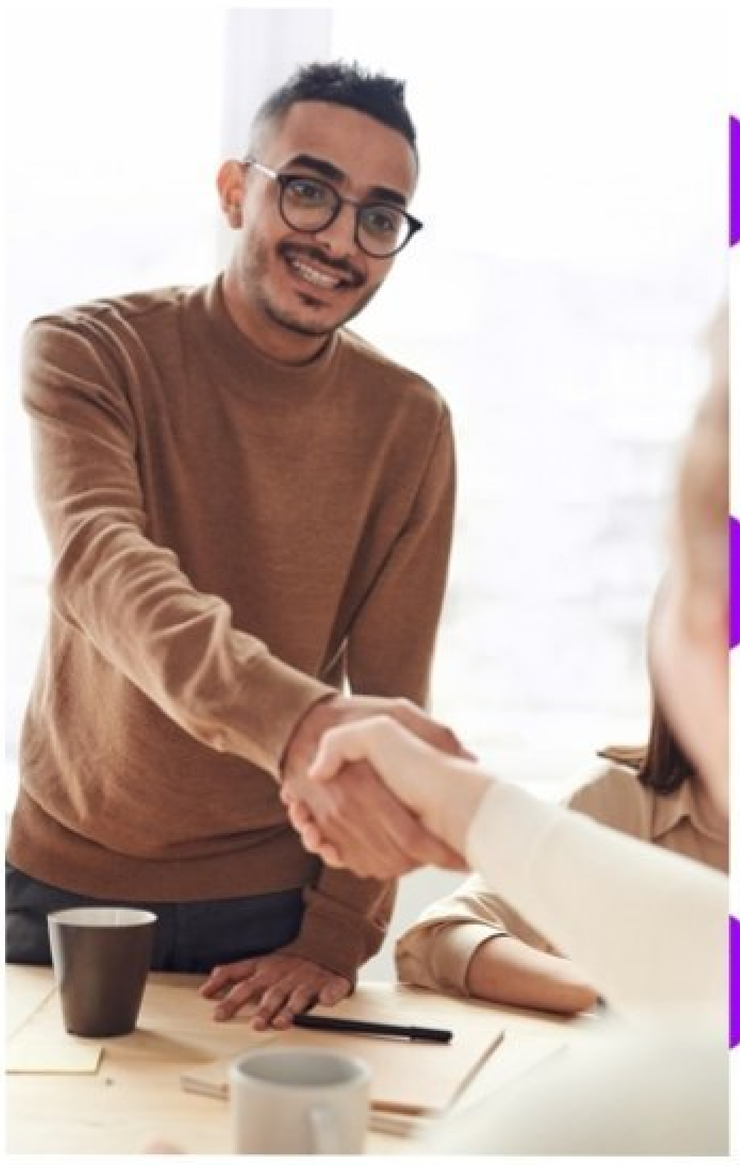


This graph shows the monthly posts and monthly scores



The blue bars show the no. of content shared each month and the orange bars shows monthly scores

Summary



So in this presentation we understood the problem and came up with the solution .

Uncovered the Insight that are :

- In how many categories social buzz creates content.
- The top 5 most popular categories
- The numbers of posts on the basis of month and their scores.

Thank you!

ANY QUESTIONS?