Content Engagement Analysis: Unveiling User Interactions Across Categories and Timeframes

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast-growing technology unicorn That needs to adapt quickly to it's global scale. Accenture has begun a month POC focusing on these tasks:

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

Problem

Over 100000 posts per day

36,500,000 pieces of content per year!

But how to capitalize on it when there is so much?

Analysis to find Social Buzz's top 5 most popular categories of content

The Analytics team

Andrew Fleming

Chief Technical Architect

Marcus Rompton

Senior Principle

Anjali Priya

Data Analyst

Process

1. Data Collecting & understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insights

Insights

16

Total unique categories

May

month with the most posts

1897

reactions to most popular category

Some other interesting insights:

- **How many unique categories are there?**

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

- **How many reactions are there to the most popular category?**

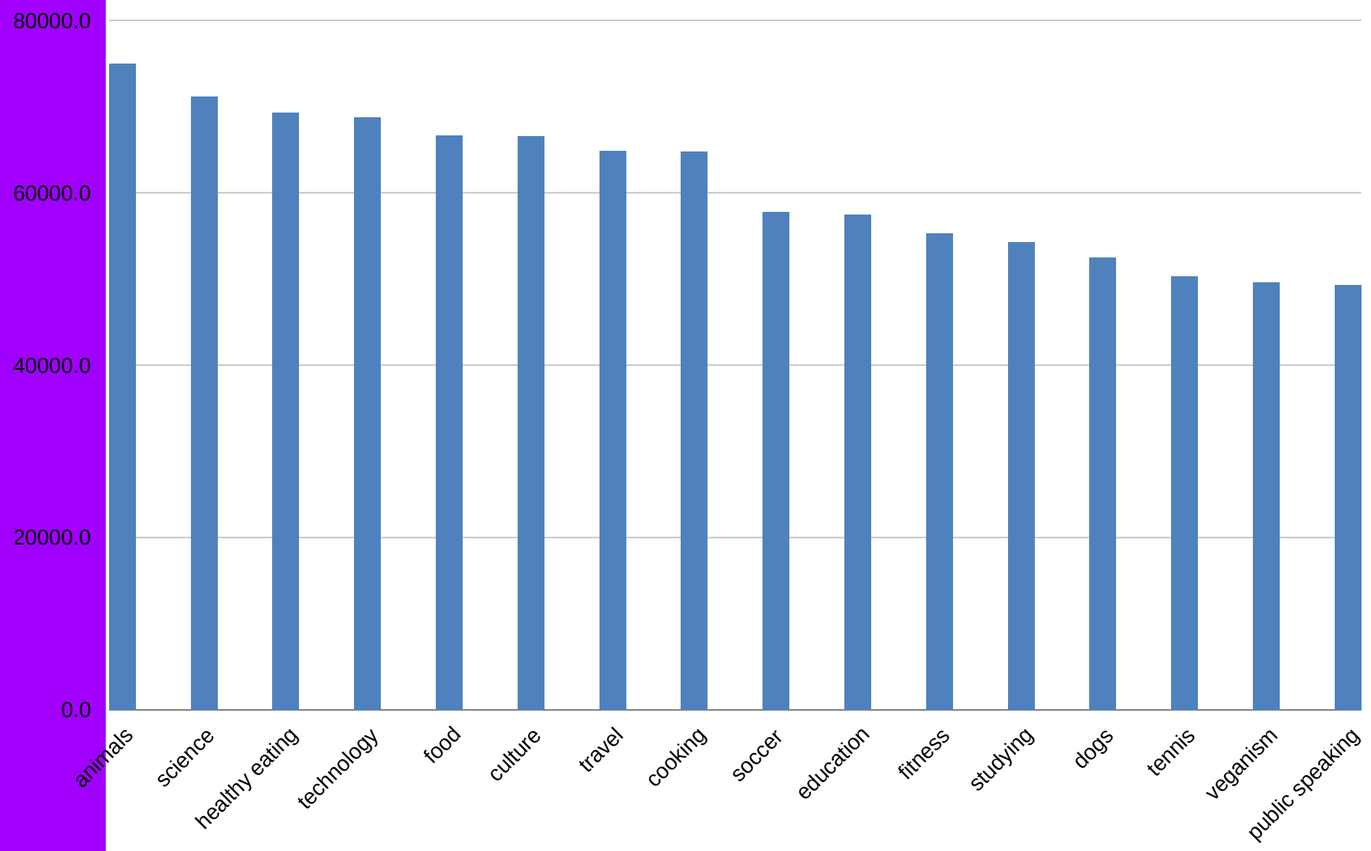
1897

Total number of reaction

Top 5 category Based on Score:

based on analysis, I found the top 5 categories which are mentioned below:

Categories	Score
Animal	74965
Science	71168
Healthy Eating	69339
Technology	66676
Food	66676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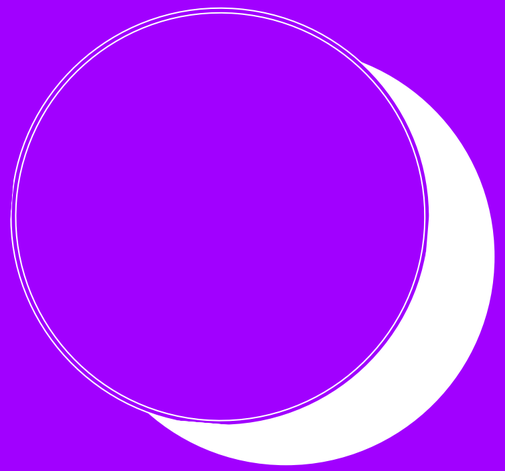
Summary

Key Insights:

- The top categories by user engagement are Animals, Science, Healthy Eating, Technology, and Food.
- The dataset contains 16 unique categories, with Animals being the most popular, attracting 1,897 reactions.
- May emerged as the month with the highest activity, totaling 2,138 posts.

Strategic Implications:

– Focus content strategies on the top categories to boost engagement.
– Optimize campaign planning for May to leverage peak posting periods.



Thank you!

ANY QUESTIONS?