



Social Buzz Data Insights:

Driving Engagement with Top

Performing Content



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

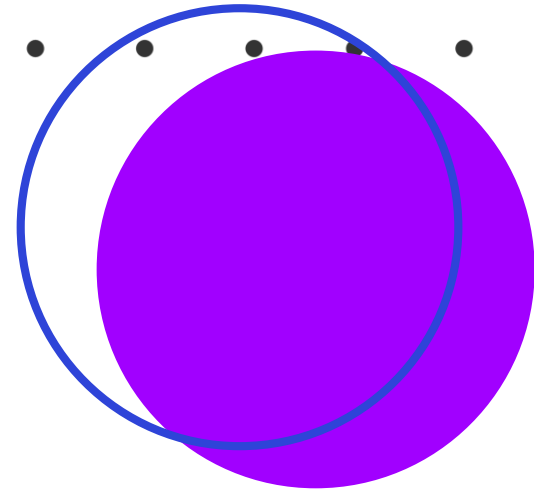
Project Recap

- **Client Name:** Social Buzz
- **Industry:** Social Media & Content Creation
- **Year Established:** 2010
- **Location of HQ:** San FranciscoNumber of Employees: 250
- **Background:** Social Buzz, founded by two former engineers from a large social media conglomerate, has seen rapid growth with over 500 million active users each month. The company focuses on content by keeping users anonymous and tracking reactions to content, rather than focusing on individual users.



Problem

Social Buzz wants to identify which content categories are the most popular among their users to better understand user engagement and preferences. This information is crucial for optimizing their content strategy, ensuring user satisfaction, and supporting their rapid growth.



The Analytics team

1. **MARCUS ROMPTON –
SENIOR PRINCIPAL**
2. **MICHELLE GROVE – DATA
SCIENTIST**
3. **STEPHANIE DAWSONN-
ANDOH –DATA ANALYST**

Process

1

Step 1: Data Collection

- Gathered datasets from Social Buzz.
- Ensured completeness and relevance.

2

Step 2: Data Cleaning

- Removed duplicates and handled missing values.
- Ensured data consistency and integrity.

3

Step 3: Data Integration

- Merged datasets using common keys.

4

Step 4: Data Analysis

- Used SUMIF to calculate total scores for each category.
- Sorted categories to identify the top 5.

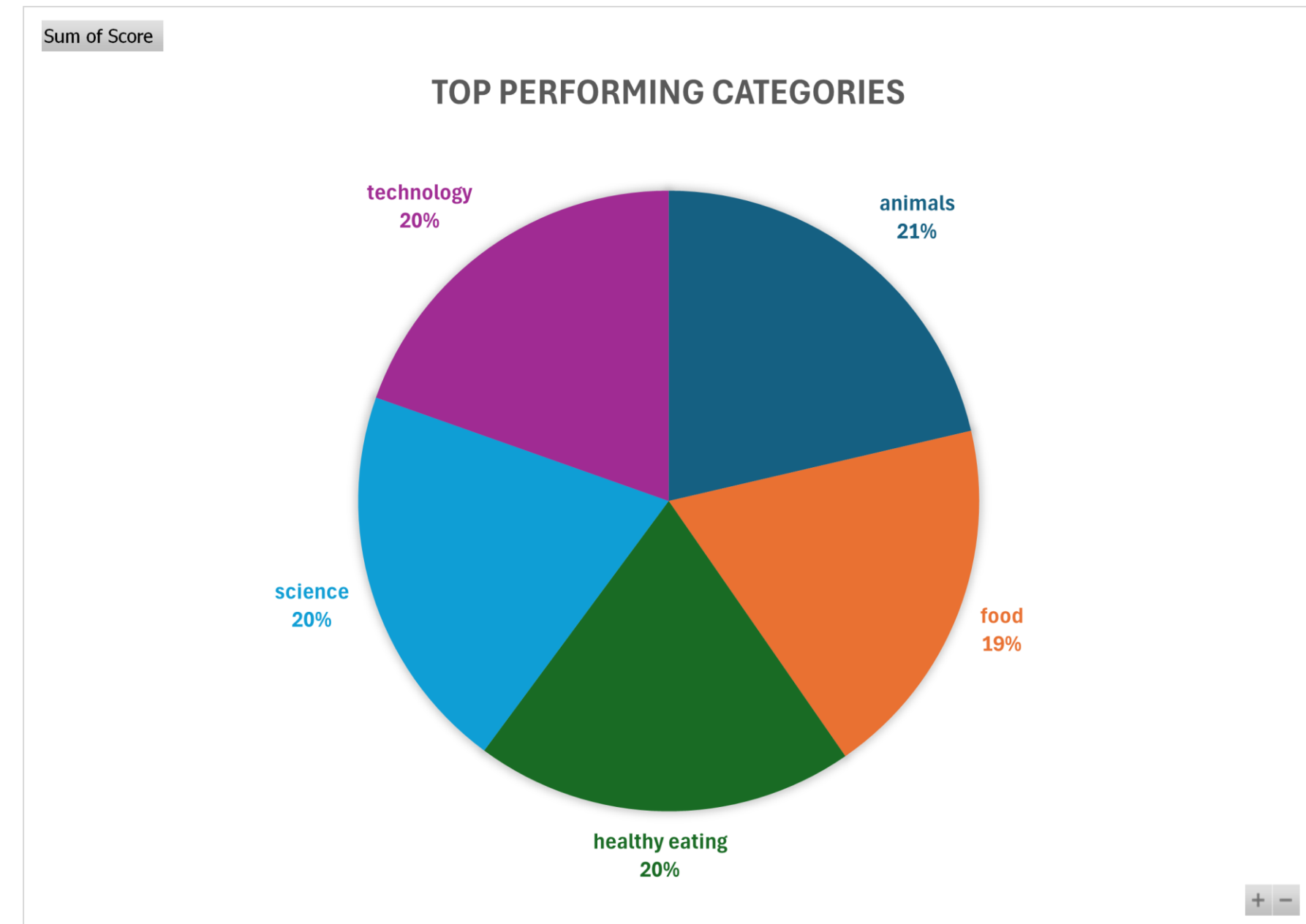
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Step 5: Visualisation

- Created bar charts to visually represent findings

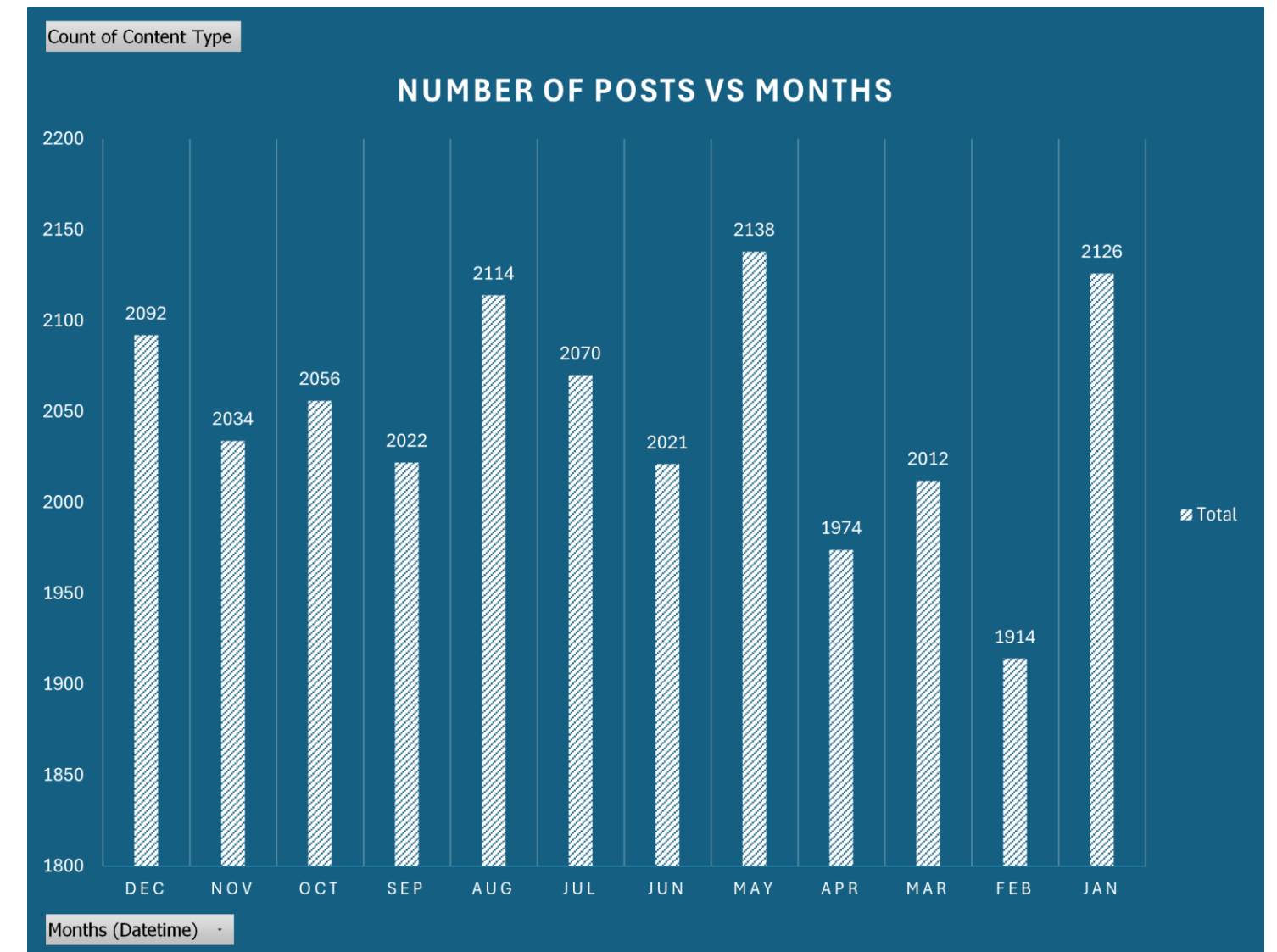
Insights

1. **Animals** is the leading category, accounting for 21% of the total score. This suggests that content related to animals is highly popular and engages the audience significantly.
2. **Healthy Eating, Science, and Technology** each hold 20% of the total score. These categories are almost equally popular, indicating a strong interest in content related to health, scientific topics, and technological advancements.
3. **Food** accounts for 19% of the total score, making it another highly engaging category. This indicates a significant audience interest in food-related content.



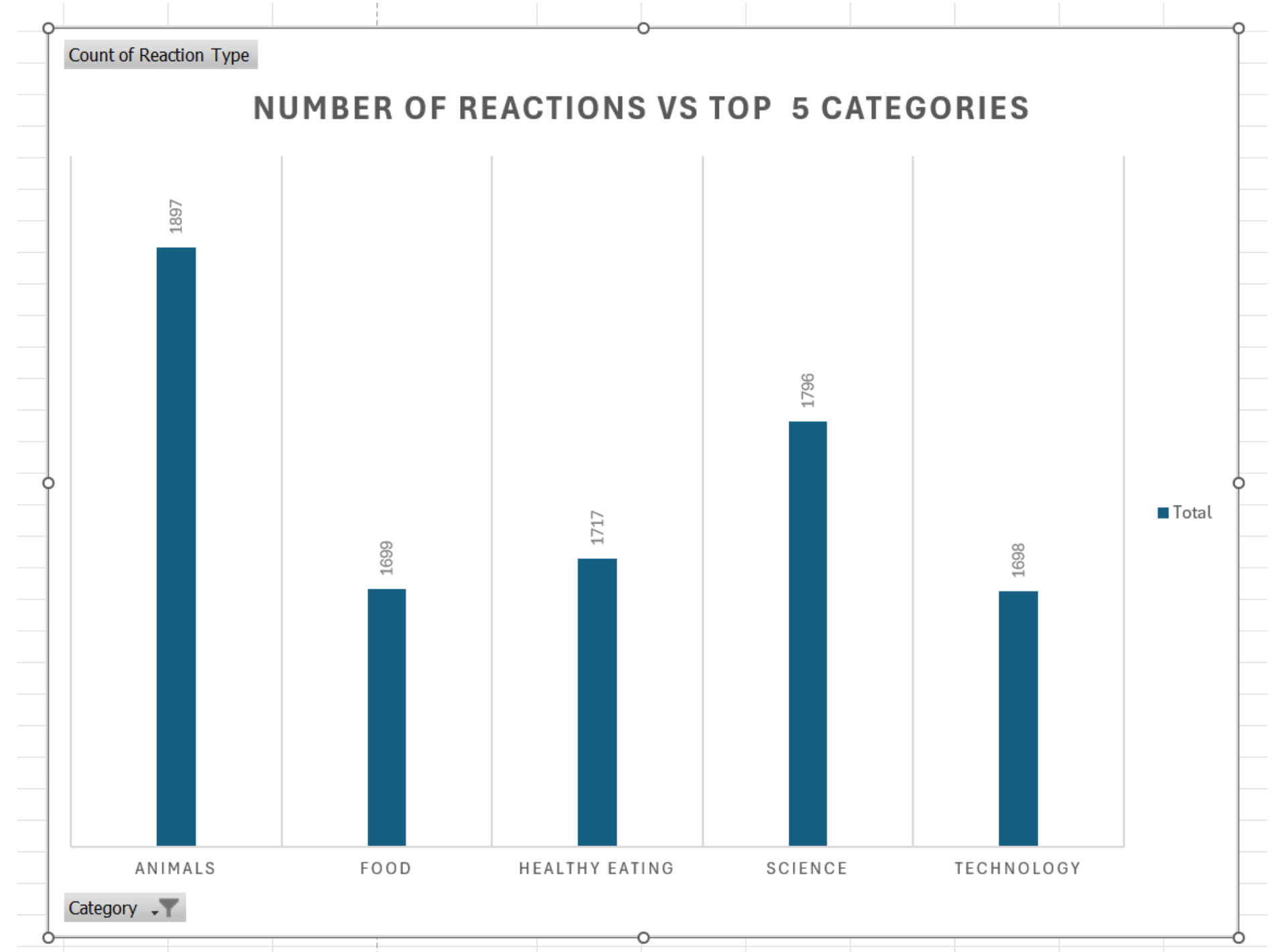
Insights

1. **Highest posts:** January (2126) and May (2138)
2. **Lowest posts:** February (1914)
3. Steady posting throughout the year with minor fluctuations



Insights

1. **Highest reactions:** Animals (1897)
2. **High reactions:** Science (1796)
3. **Similar reactions:** Healthy Eating (1717), Food (1699), and Technology (1698)



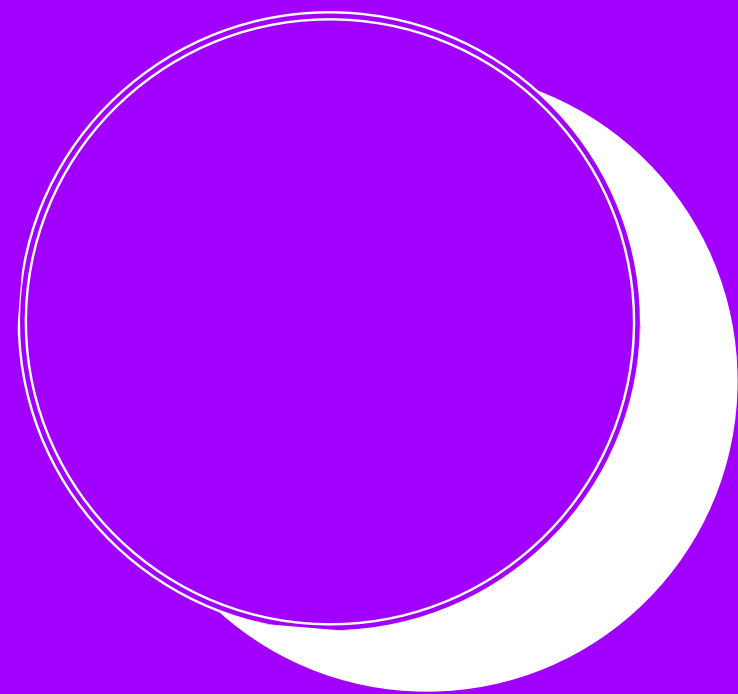
Summary



1.Focus on Animal Content: Due to high engagement, continue producing and promoting animal-related content.

2.Leverage Peak Months: Increase content production in January and May to capitalize on peak engagement periods

3.Diversify Content: Maintain a balanced content strategy that includes Healthy Eating, Science, Technology, and Food to cater to varied audience interests.



Thank you!

ANY QUESTIONS?