

BUSINESS PROBLEM SOLVING

SOCIAL MEDIA COMPANY : SOCIAL BUZZ

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AGENDA

- ❑ Objective

- ❑ Background

- ❑ Key findings

- ❑ Recommendations

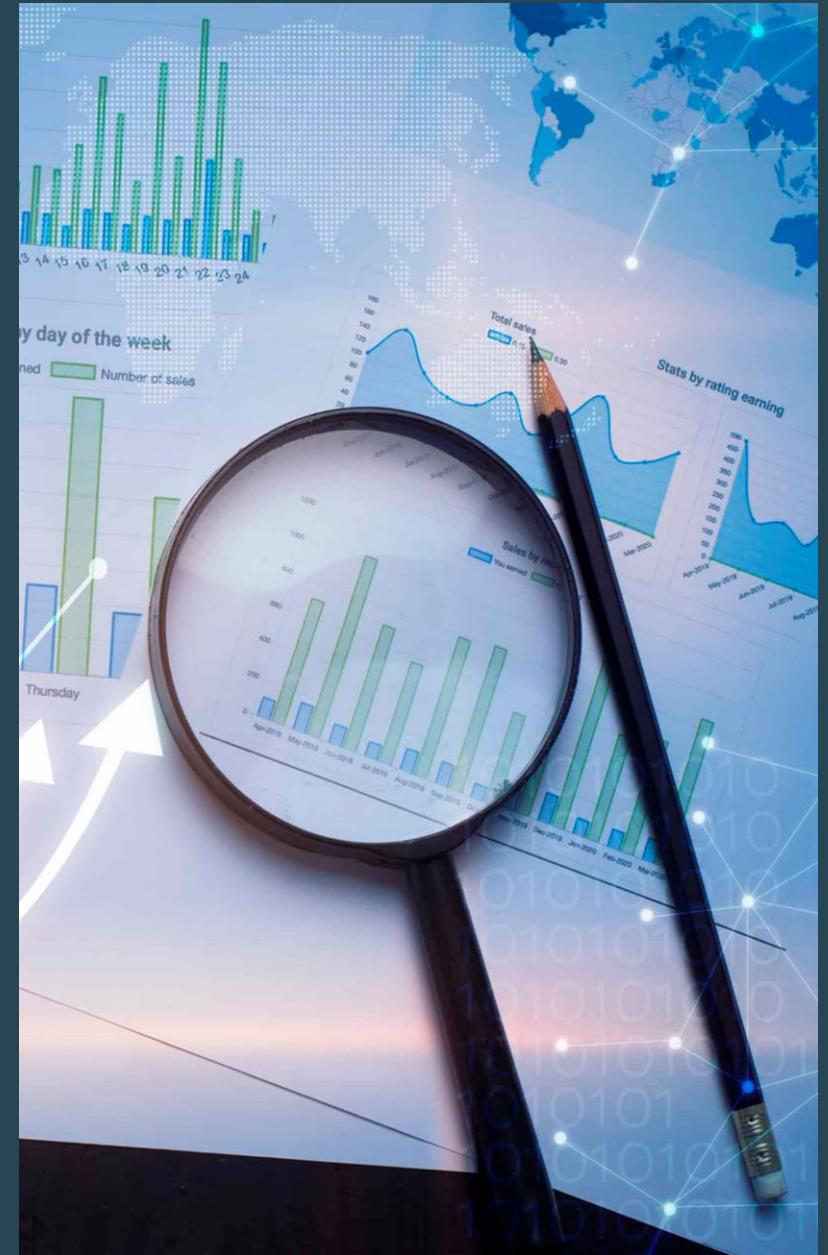
- ❑ Appendix

 - Data sources

 - Assumptions & methodology

Objective

Analyzing **Social Buzz** posts and reactions data to extract insights useful for making business decisions.



Background

Social Buzz scaled quicker than anticipated, the amount of **data** created is **huge** and highly **unstructured**. Over past 5 years, it has reached over **500 million** monthly **active users**. Everyday over **100k** piece of **contents** are posted. They are still a small company and need recommendations for their business decision making.

Key Insights

Science & Technology is the **most popular** category in Social Buzz followed by **Education** and **Animals**

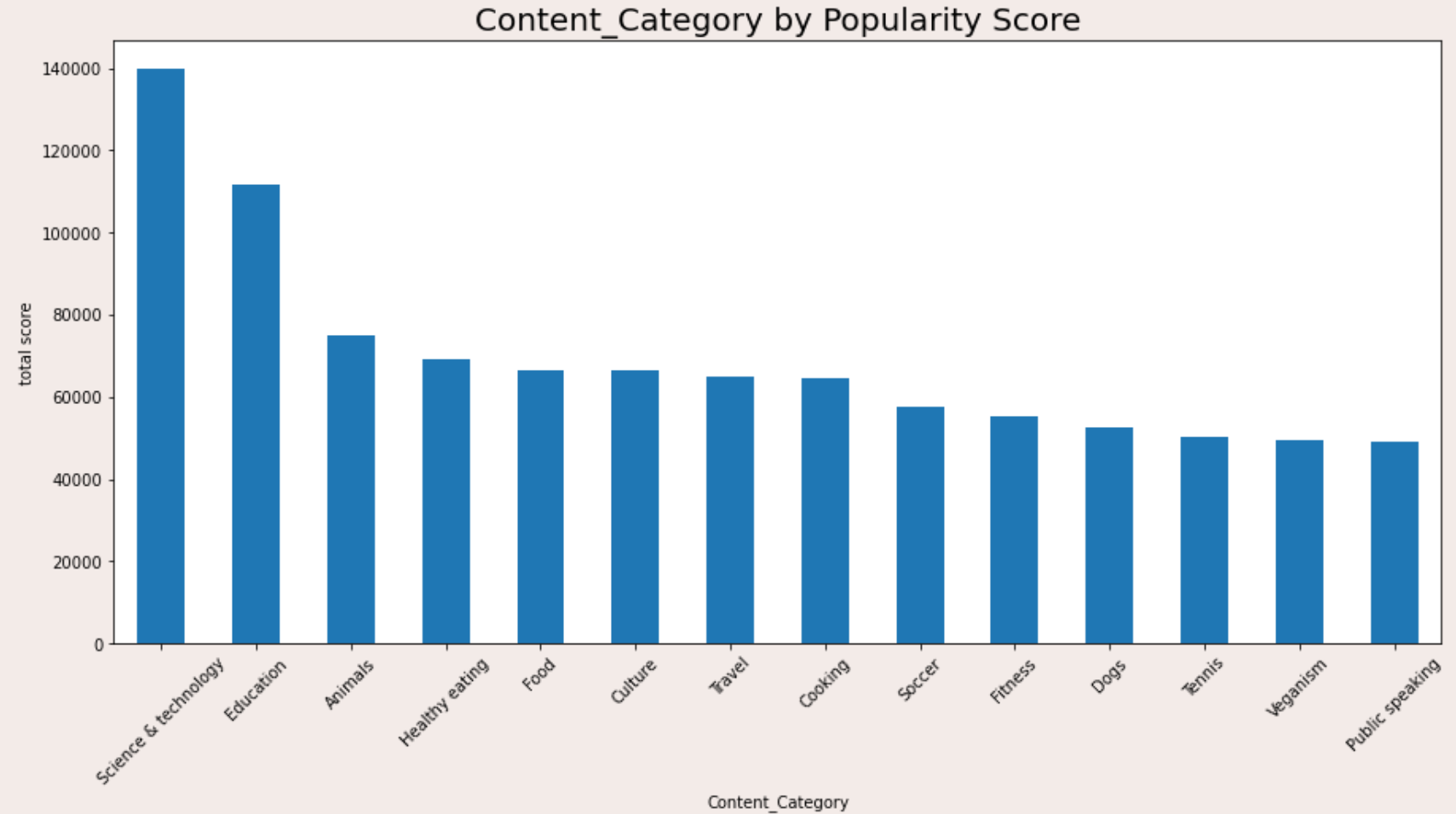
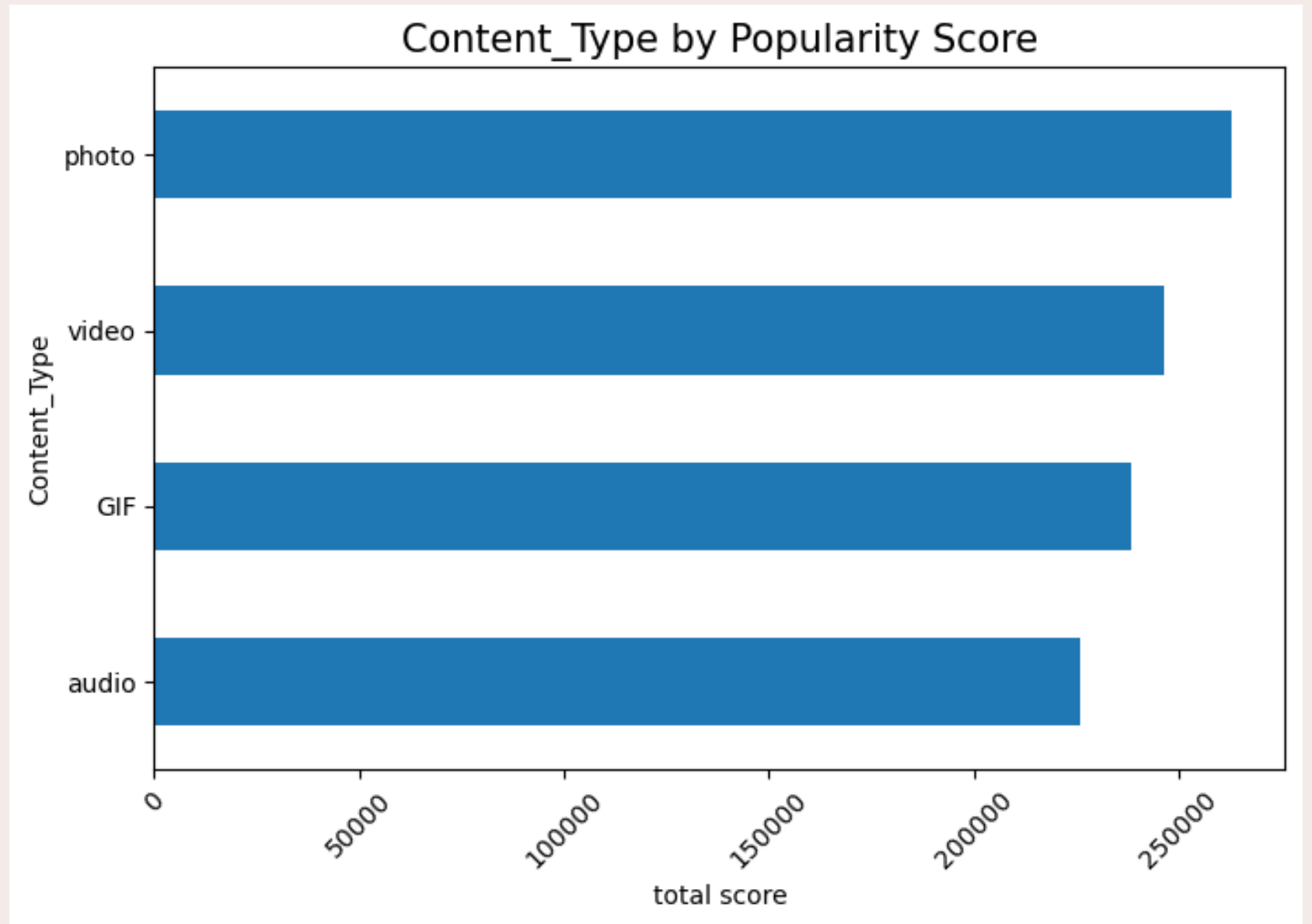
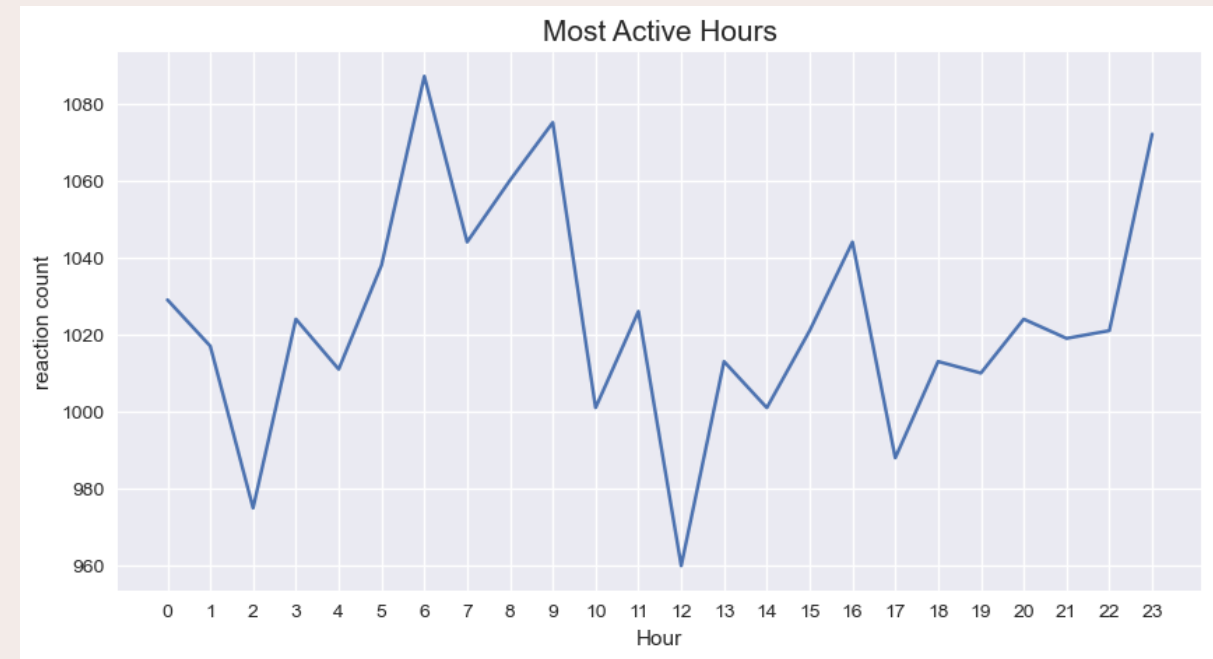
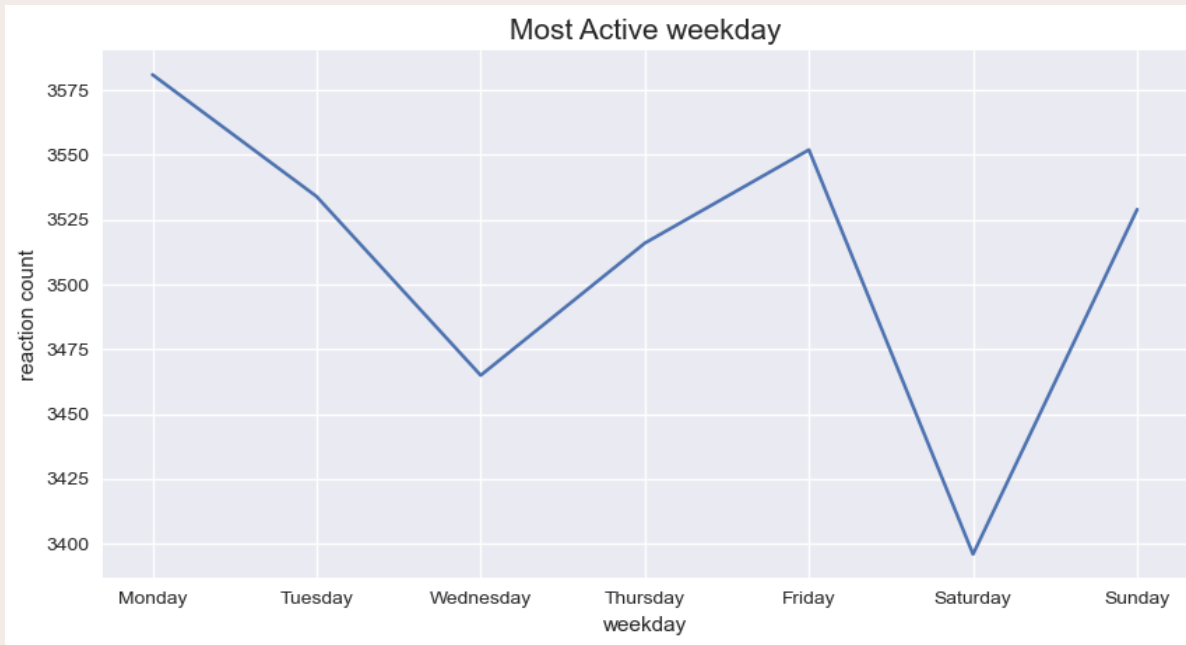


Photo is the most popular content type in Social Buzz.

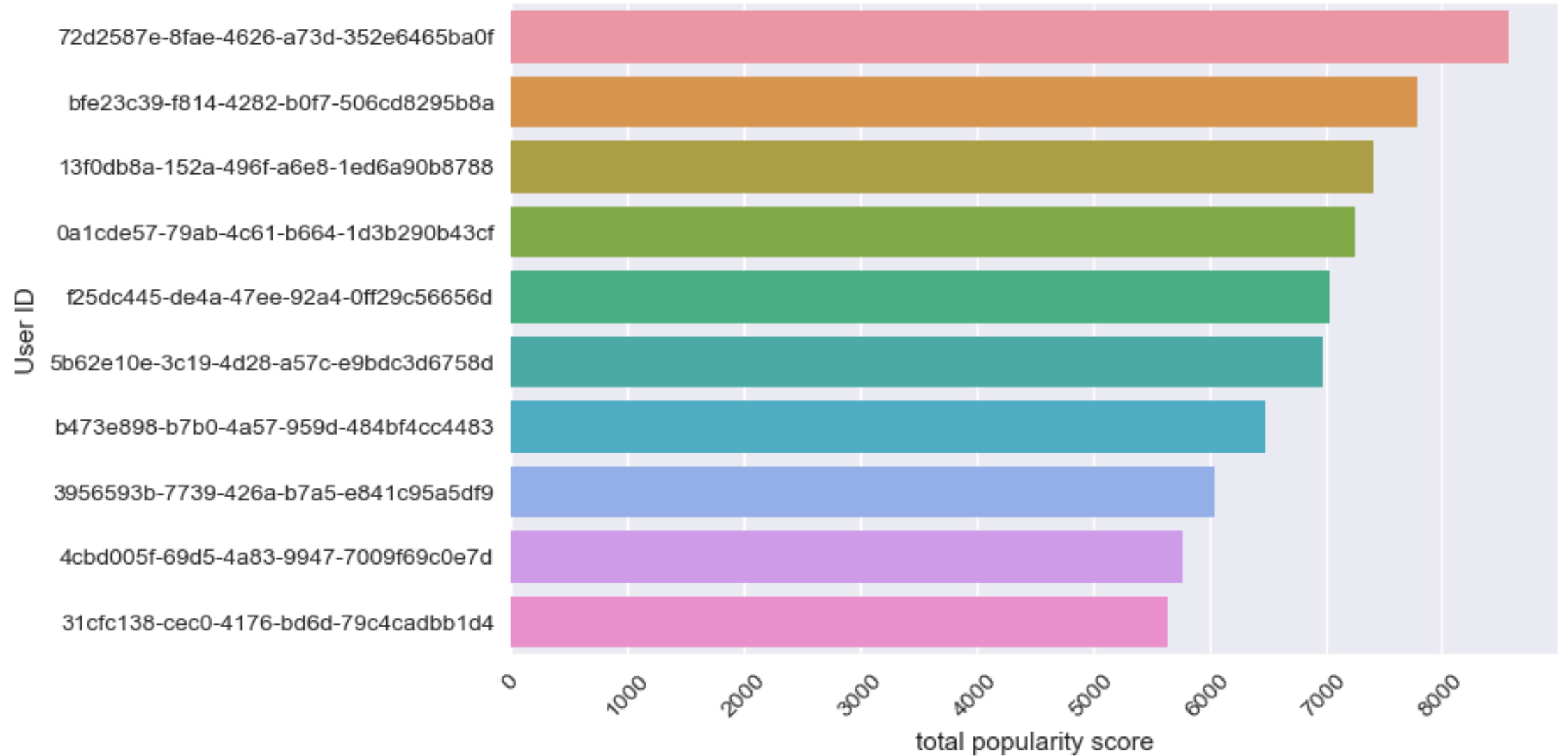


Users are most active in **morning** between **6am** to **9am** and around **11pm** at **Night**

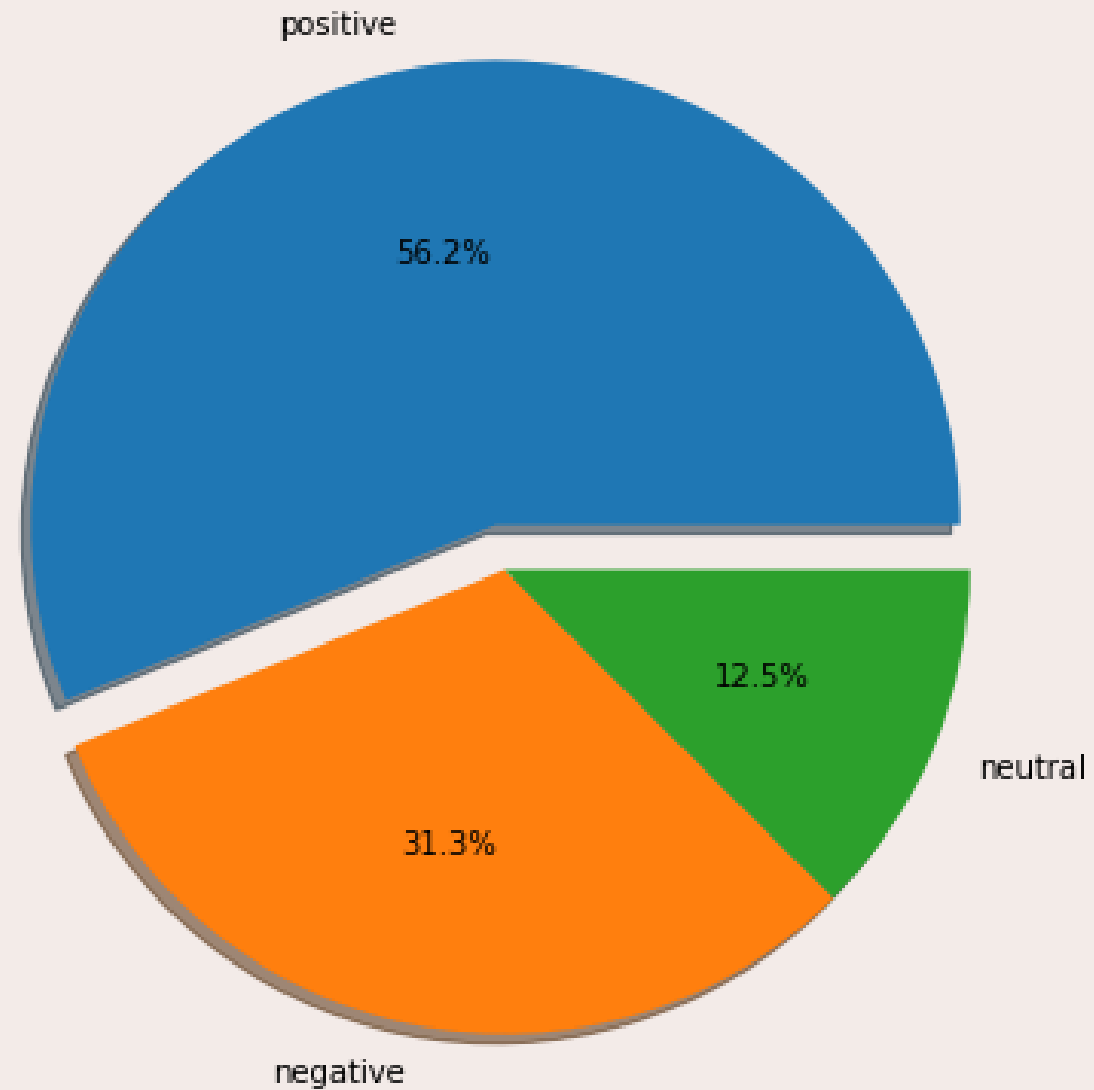


Monday is the most active day followed by **Friday** and **Sunday**

Top 10 most popular content creator



Percentage share of Sentiment



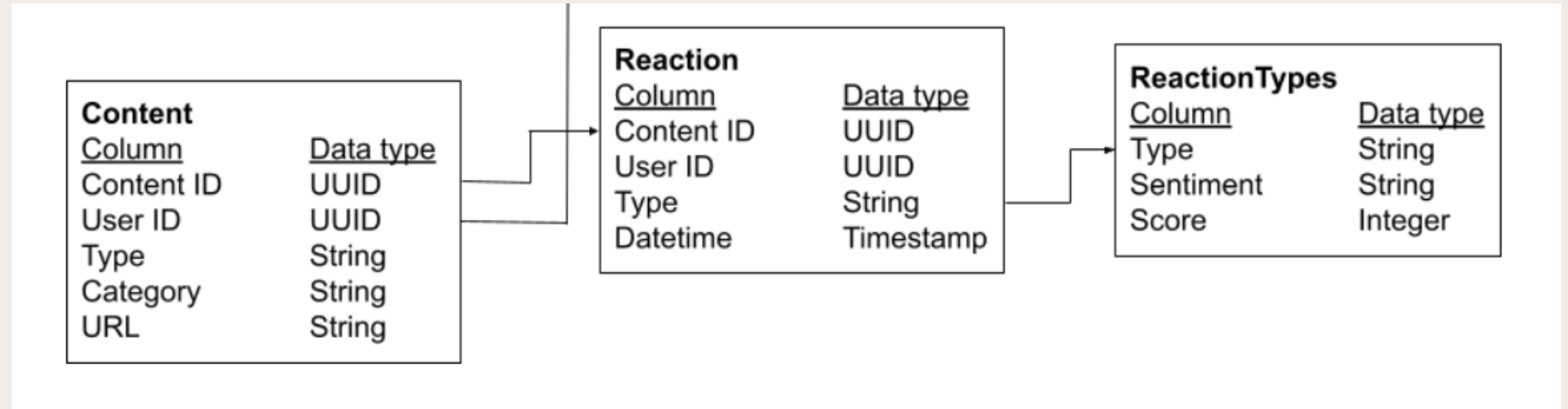
Most posts are **positive (56%)**
with **31% negative** and **12% neutral**

Recommendations

- ❑ As Science and Technology is the most popular category with maximum posts followed by Education and animals, social buzz can collaborate with brands related to these categories and can run campaigns to increase engagement.
- ❑ As Photos is the most popular content type, social buzz can optimize their recommendation algorithm to promote more photo contents to the user's feed.
- ❑ Users are most active on Mondays, Fridays and Sundays in the early morning and at late night, social buzz run add campaigns and events around this period for more reach.
- ❑ Company can reward top creators to encourage more content creation.

Data Sources

- Did **Data cleaning** in python **jupyter notebook**
- merged **Content**, **Reaction** and **ReactionTypes** table by **inner join**



Assumptions and Methodology

- We have randomly taken the data of **1000 posts** and reactions on them **over one year**.
- Plotted visualisation using **seaborn** and **matplotlib** python libraries.

Thank you