

Social Buzz

(Top 5 categories
with the largest popularity)

Today's agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

Recap Based on the Key points

Project title : Data Analysis and Reporting for top most categories

Overview : The project aims to analyze the Social Buzz dataset to derive insights and generate comprehensive reports to support business decisions.

Objectives:

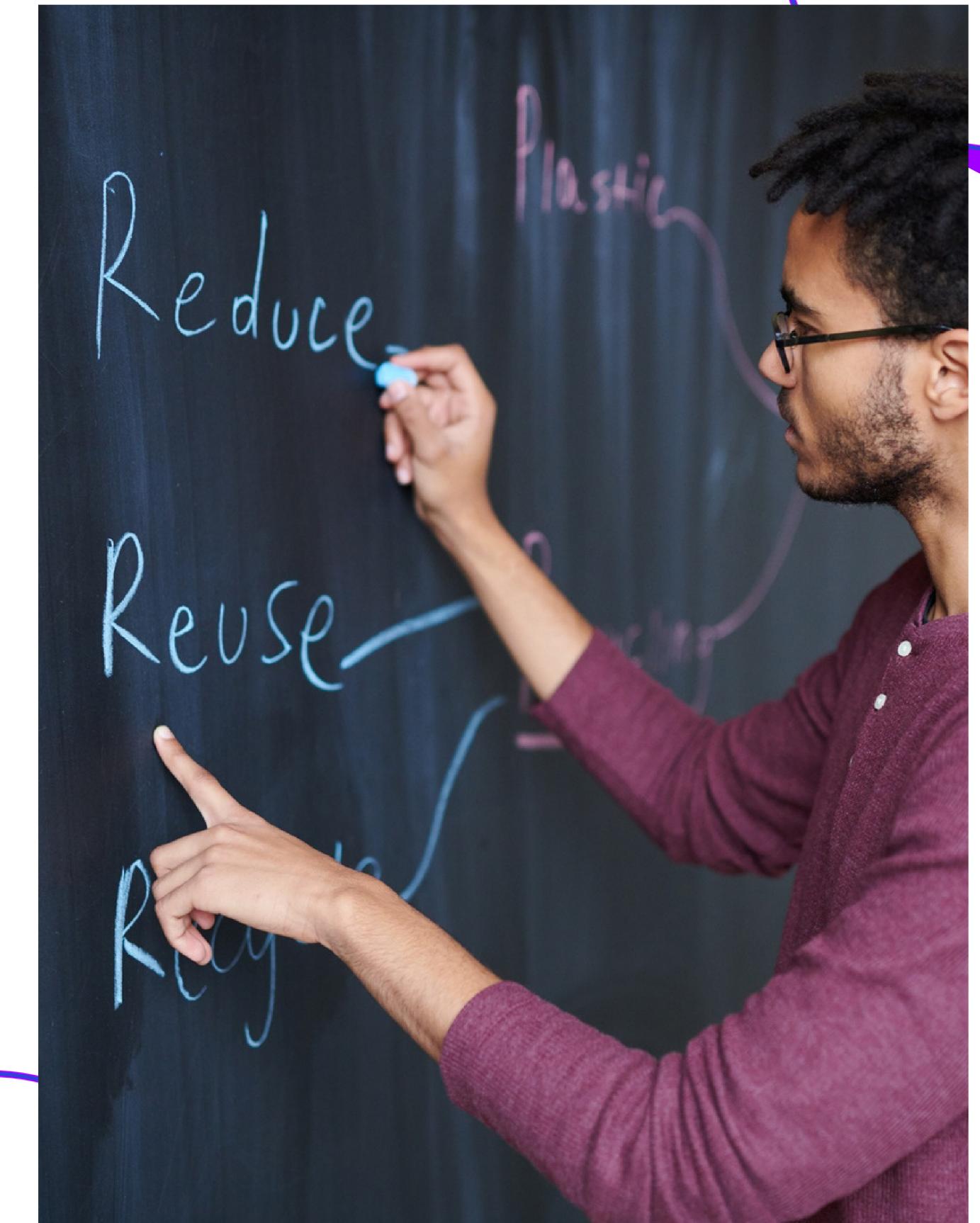
- **Primary:** To provide data-driven insights into Social Buzz's content library.
- **Secondary:** To develop a user-friendly dashboard for ongoing data analysis.

Scope:

- **In-Scope:** Data cleaning, analysis, visualization, and dashboard creation.
- **Out-of-Scope:** Data collection and external data integration.

Problem

- Analysis of sample data sets with visualizations to understand the popularity of different content categories
- Data Modelling :- For analysis what kind of the data is interconnected for derived result for our problems
 - top 5 categories with the largest popularity.
- using 3 data set (Reaction, Content, Reaction Types) to immerse into the final visualization.



The Analytics team



Andrew Fleming
**(Chief Technical
Architect)**



Marcus Rompton
(Senior Principle)



Sunny Choudhary
(Data Analyst)

Process

1

Know about the business model of
Social Buzz

2

Audit of big data practice, recommendations
for IPO, analysis of popular content

3

Data Cleaning & Modeling

4

An analysis of their content categories showing the top 5
categories with the largest popularity”

5

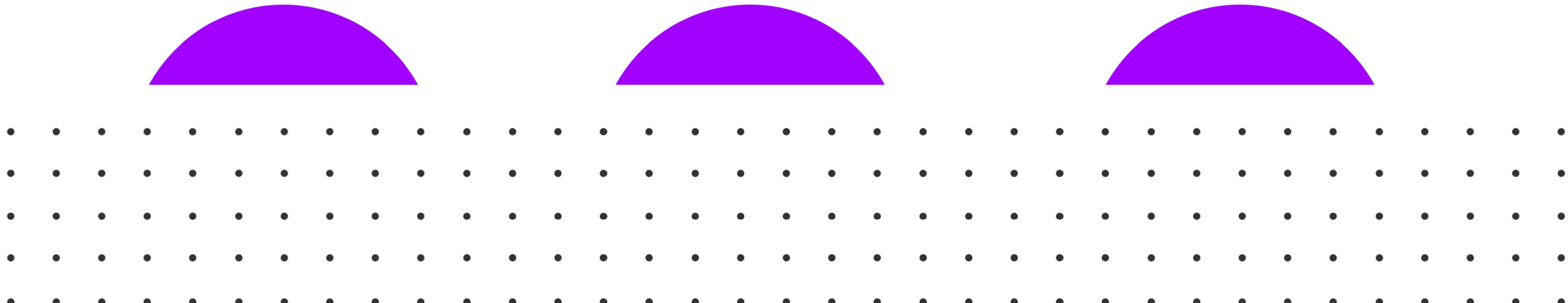
Data visualization and
storytelling from the data

Insights

**16 unique
Categories**

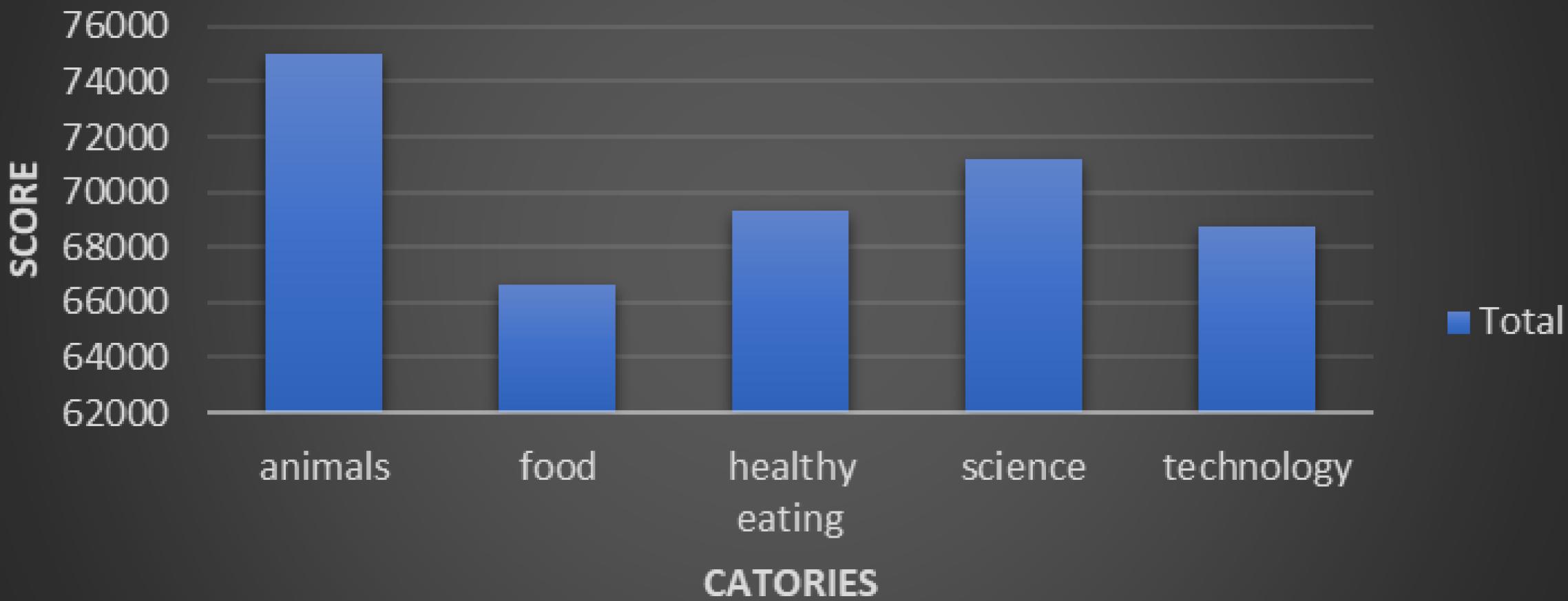
**Animal is
most popular category**

**May month
with most post**



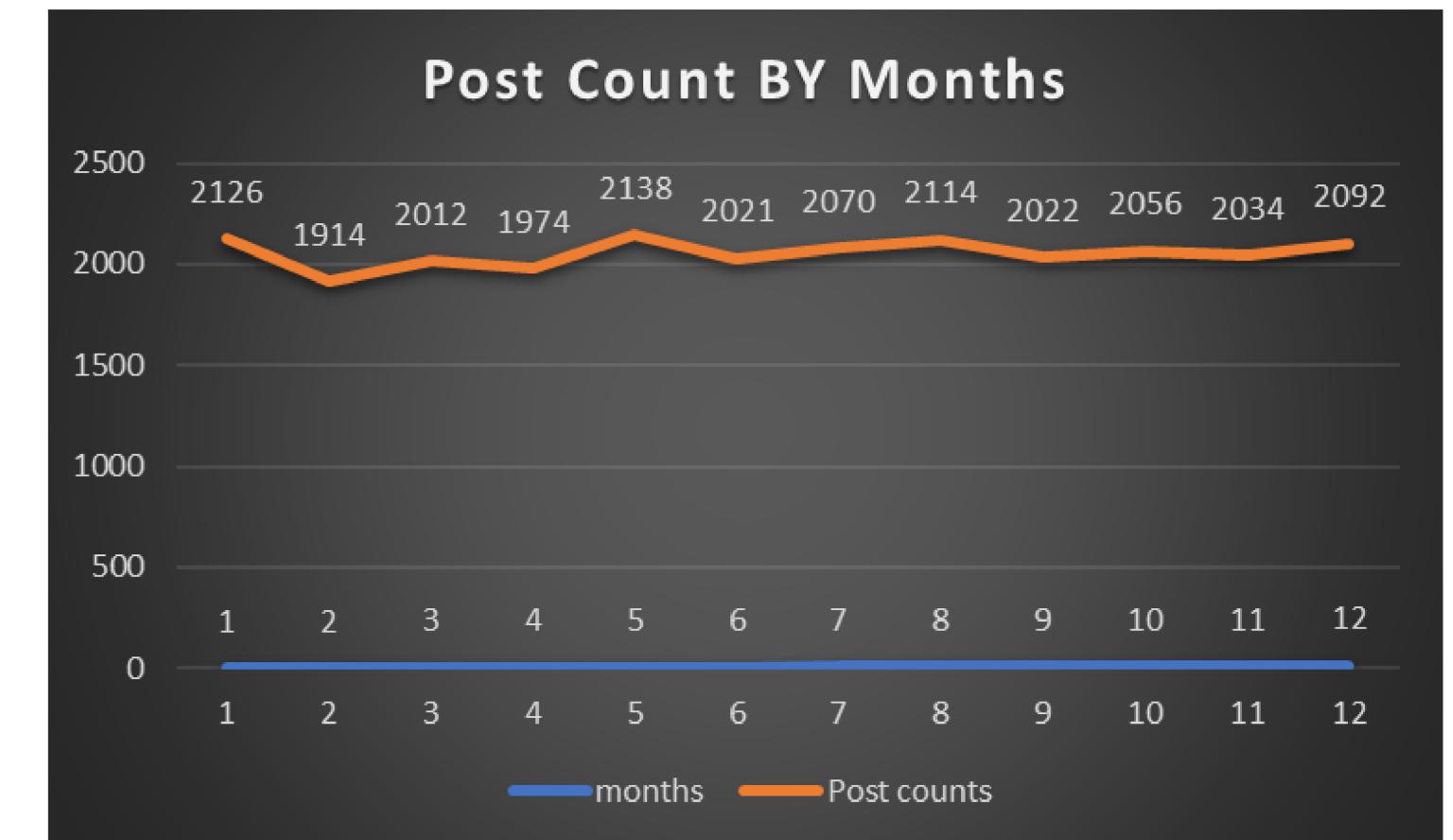
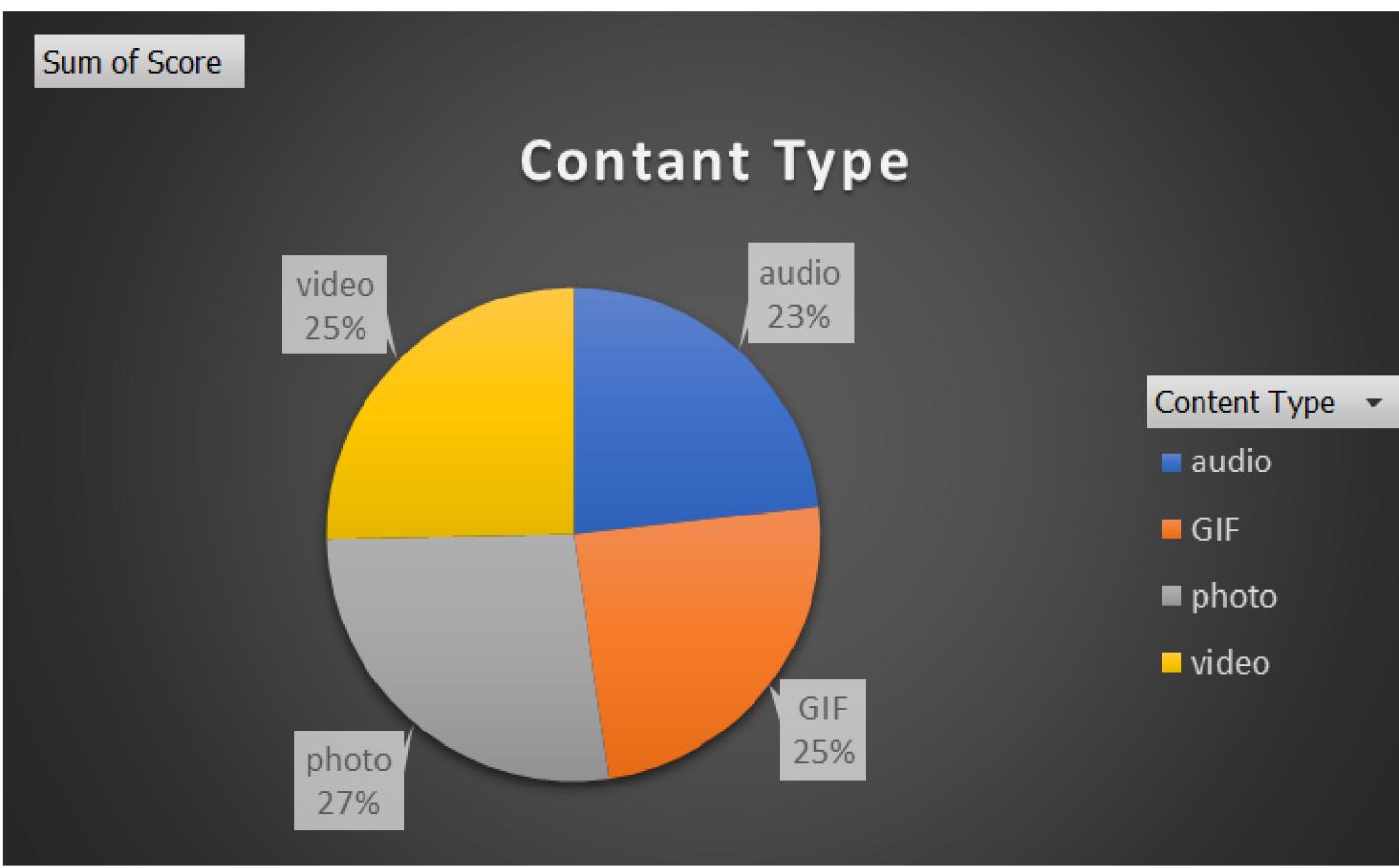
Sum of Score

Top Categories



Category





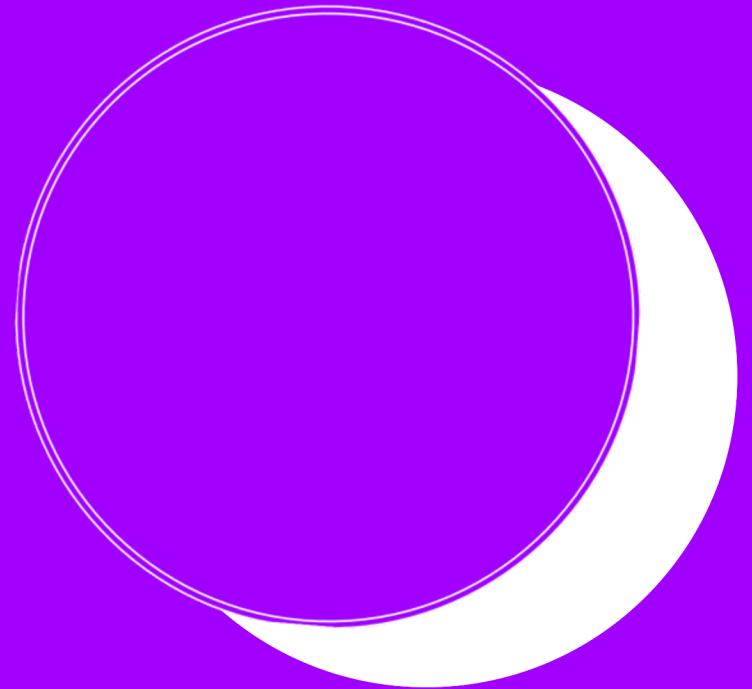
Summary



- There are a total of 16 distinct content categories. Out of which Animal and Science categories are the most popular one.
- 4 types of content-Photo Video, GF and Audio out of which people prefer photo and video the most.
- May month has the highest number of posts and stands at 2138 posts while February month has the lowest number of posts (1914 Posts).

Conclusion

- Social Buzz should focus more on the top 5 categories that's Animal, Technology, science, Healthy eating and food and can create campaign to specifically target those audiences.
- Social Buzz con need to maximize in the month of January, May and August as they number of posts in these months are the highest.



Thank you!

ANY QUESTIONS?