



SOCIAL BUZZ



REPORT

PROJECT AGENDAS



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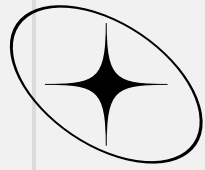
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SUMMARY



PROJECT RECAP

Social Buzz aims to leverage its strong content focus to become a leading player in the social media space. To achieve this, the company is looking for expert guidance on big data best practices, IPO preparation, and optimizing its content categories for greater engagement and user satisfaction.

To start our engagement with Social Buzz, we are running a 3 month initial project in order to prove to them that we are the best firm to work with.

They are expecting the following:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

PROBLEM

Due to their rapid growth and digital nature of their core product, the amount of data that they create, collect and must analyze is huge.

CONTENT CREATION VOLUME:

Social Buzz generates over 100,000 pieces of content daily, including text, images, videos, and GIFs.

WORKFORCE COMPOSITION:

Out of the 250 employees at Social Buzz, 200 are technical staff focused on managing the company's complex technology infrastructure.



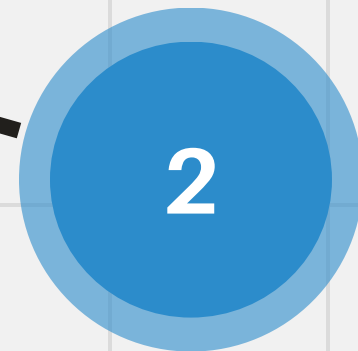
All of this data is highly unstructured and requires extremely sophisticated and expensive technology to manage and maintain.

PROCESS

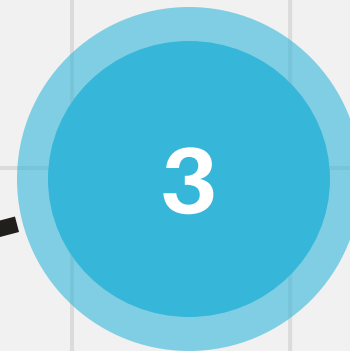
DATA
UNDERSTANDING



DATA CLEANING



DATA MODELING



DATA ANALYSIS



INSIGHTS

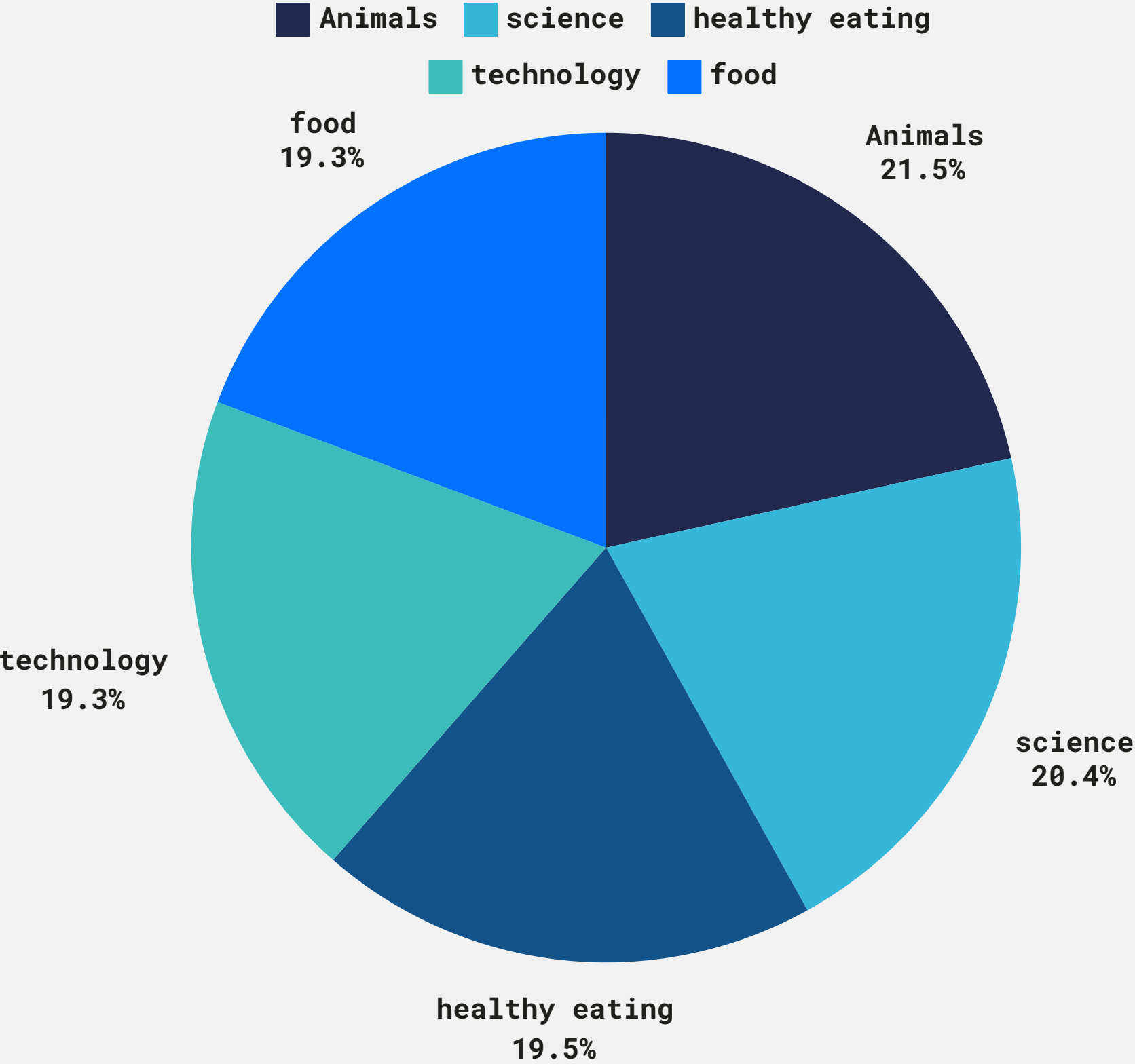


CATEGORIES

There are **16 distinct** categories of content

TOP 5 CATEGORIES

CATEGORY	SCORE	COUNT
Animals	74965	1897
science	71168	1796
healthy eating	69339	1717
technology	68738	1698
food	66676	1699

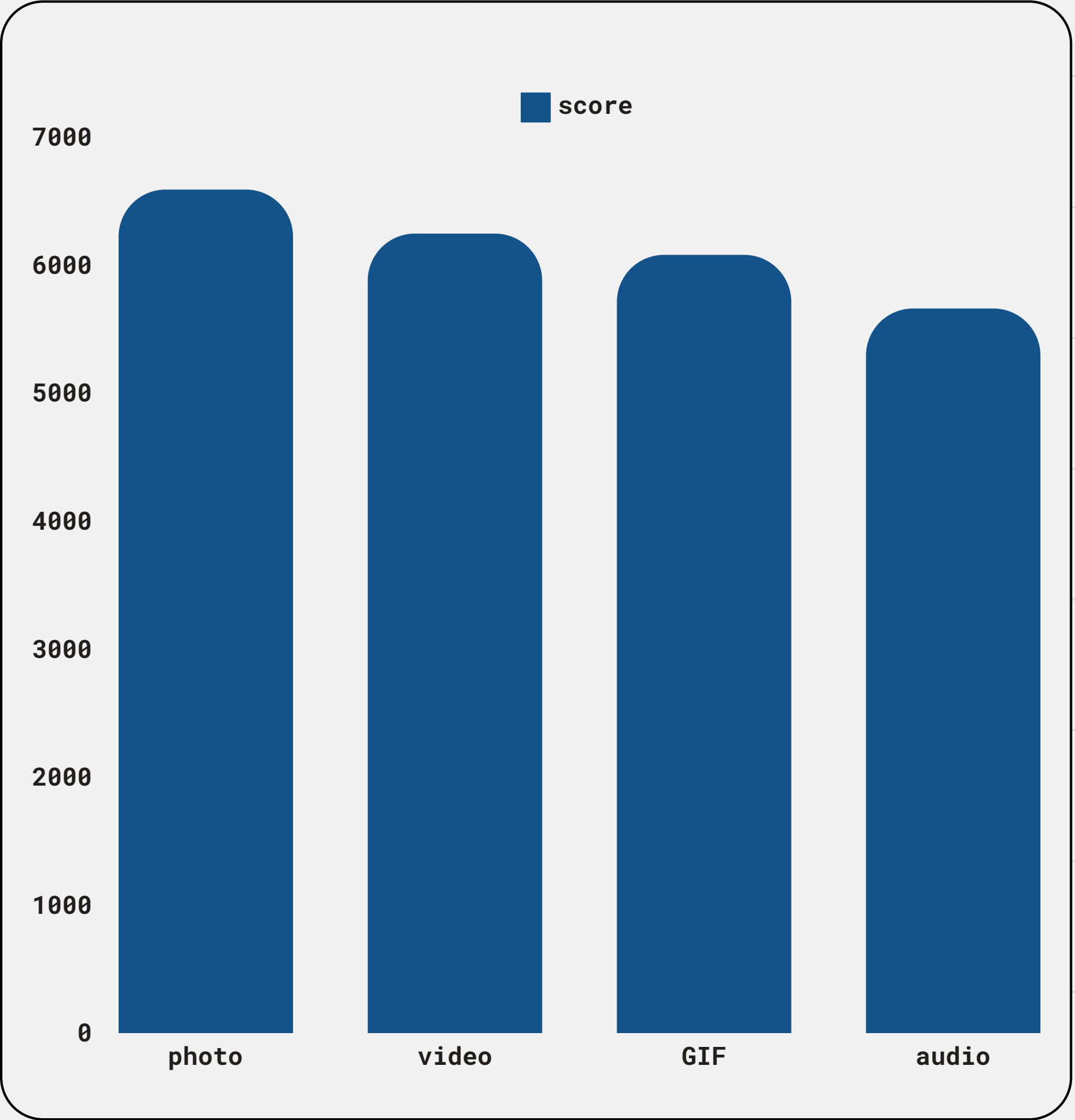


CONTENT SCORE

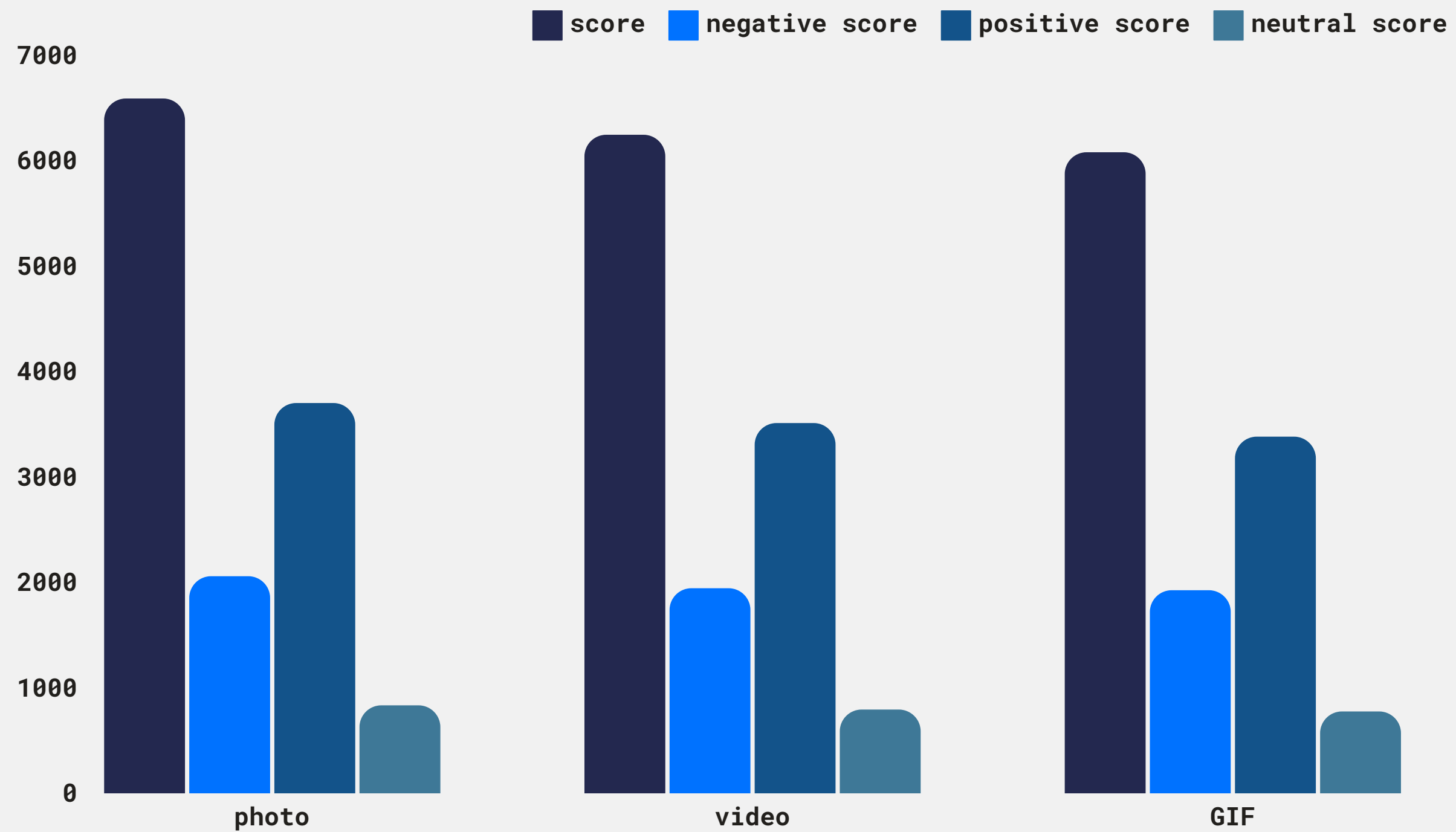
There are 4 types of content out of which photos and videos are the post preferable ones.

CONTENT TYPES

CONTENT TYPE	SCORE
photo	6589
video	6245
GIF	6079
audio	5660



SENTIMENT ANALYSIS



SUMMARY

CONTENT CATEGORIES:

- **Total:** 16 distinct categories
- **Most Popular:** Animals and Science

CONTENT TYPES:

- **Total:** 4 types (photos, videos, text, GIFs)
- **Most Preferred:** Photos and videos

POSTING TRENDS:

- **Peak Month:** May (most number of posts)



CONCLUSIONS

- Emphasize the top 5 categories: Animals, Science, Healthy Eating, Technology, and Food.
- Develop campaigns tailored to target these specific audiences.
- Utilize content to the fullest in January, May, and August when the number of posts is higher.

