SocialBuzz Data Analysis

Today's agenda

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

Project Recap

- Social Buzz, a social media & content creation platform

- Founded in 2010 by former engineers from a large social media conglomerate, focusing on tracking content keeping user anonymous

- **Challenges?** Rapid growth, scalability issues, IPO preparation, and managing big data effectively.

Problem

- Rapid Unprecedented Growth

- Over 500 Million monthly active users

- 100,000 posts per day

- 36.5 Million per year

- How to make most of the data?

- In depth analysis to find top 5 categories with the largest popularity.

The Analytics team

Chief Technical Architect
Andrew Fleming

Senior Principle
Marcus Rompton

Data Analyst
Taha Zafar

Process

1 **Requirement Gathering:** Client's requirments were gathered from the briefing and working methodology was developed.

2 **Data Selection**: Extracted relevant data sets related to content, reactions, and reaction types based on the objectives of analysis.

3 **Addressing Data Quality Concerns**: Ensured data integrity and consistency through rigorous cleaning processes. Missing rows and irrelevant columns were dropped. Check for Unique Values was performed.
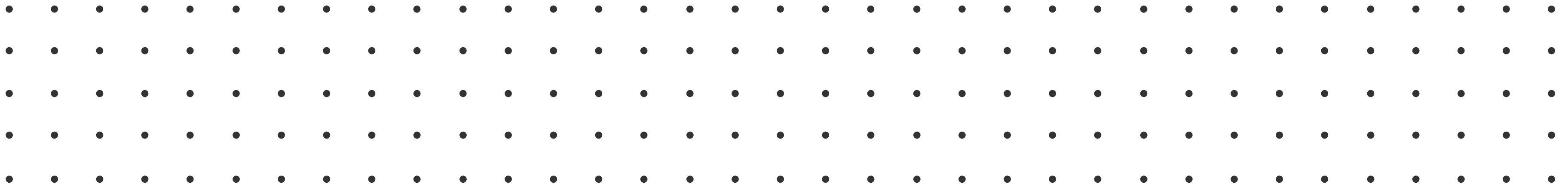
4 **Data Analytics**: Visual Analytics was performed to gain actionable insights from the Data.

5 **Share Findings**

Tools Used

- Python is used for Analysis

- Code is shared for review. ⇢➡

- Lets discuss the insights now

tahabinzafar/**Accenture-SocialBuzz-Data-Analysis**

👥 1 Contributor ⊙ 0 Issues ☆ 0 Stars ⑂ 0 Forks

tahabinzafar/Accenture-SocialBuzz-Data-Analysis

Contribute to tahabinzafar/Accenture-SocialBuzz-Data-Analysis development by creating an account on GitHub.

GitHub

Key Insights

Animals

Most Popular Category

1897

Number of Reactions to Animals Posts

Jan - Feb
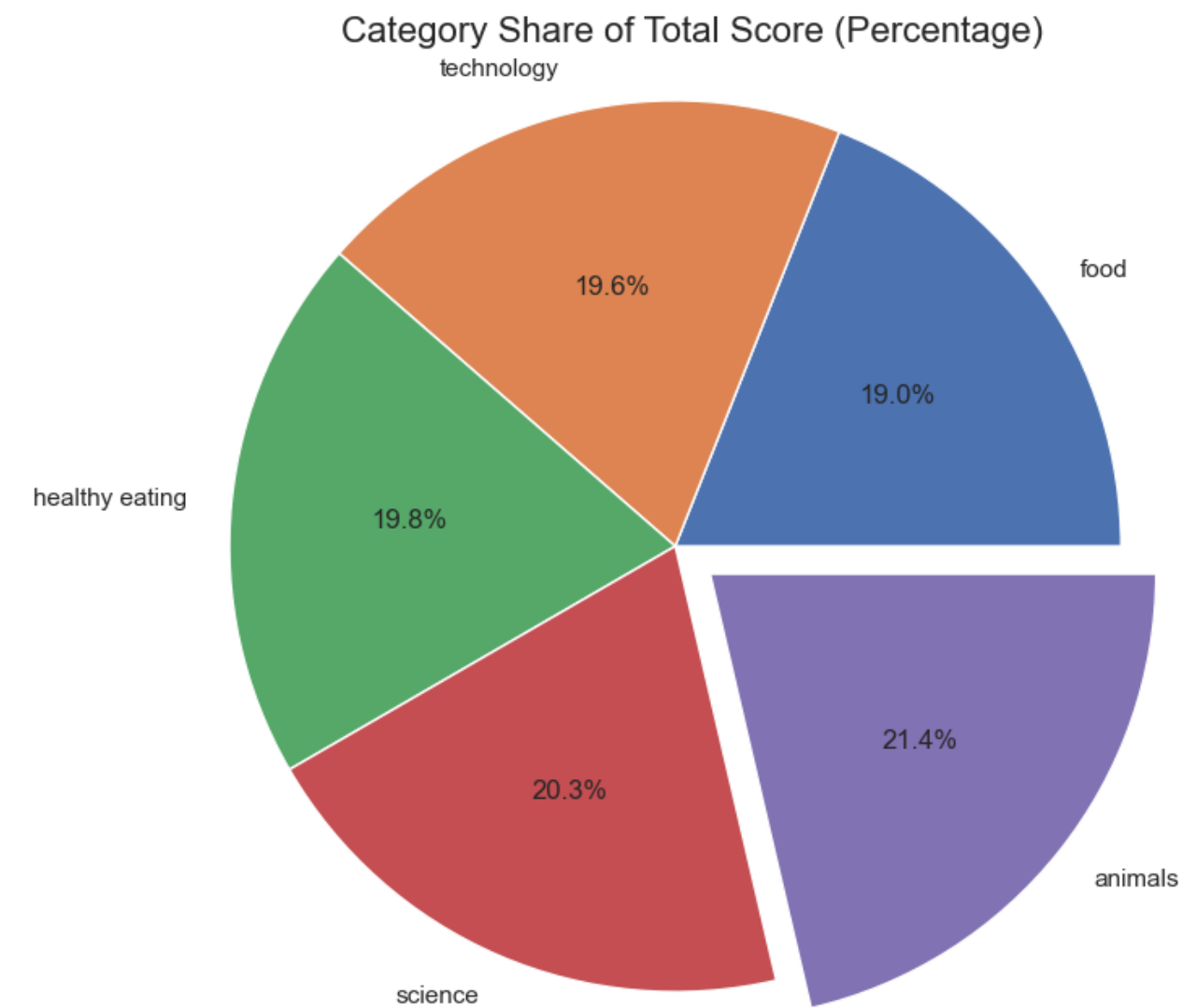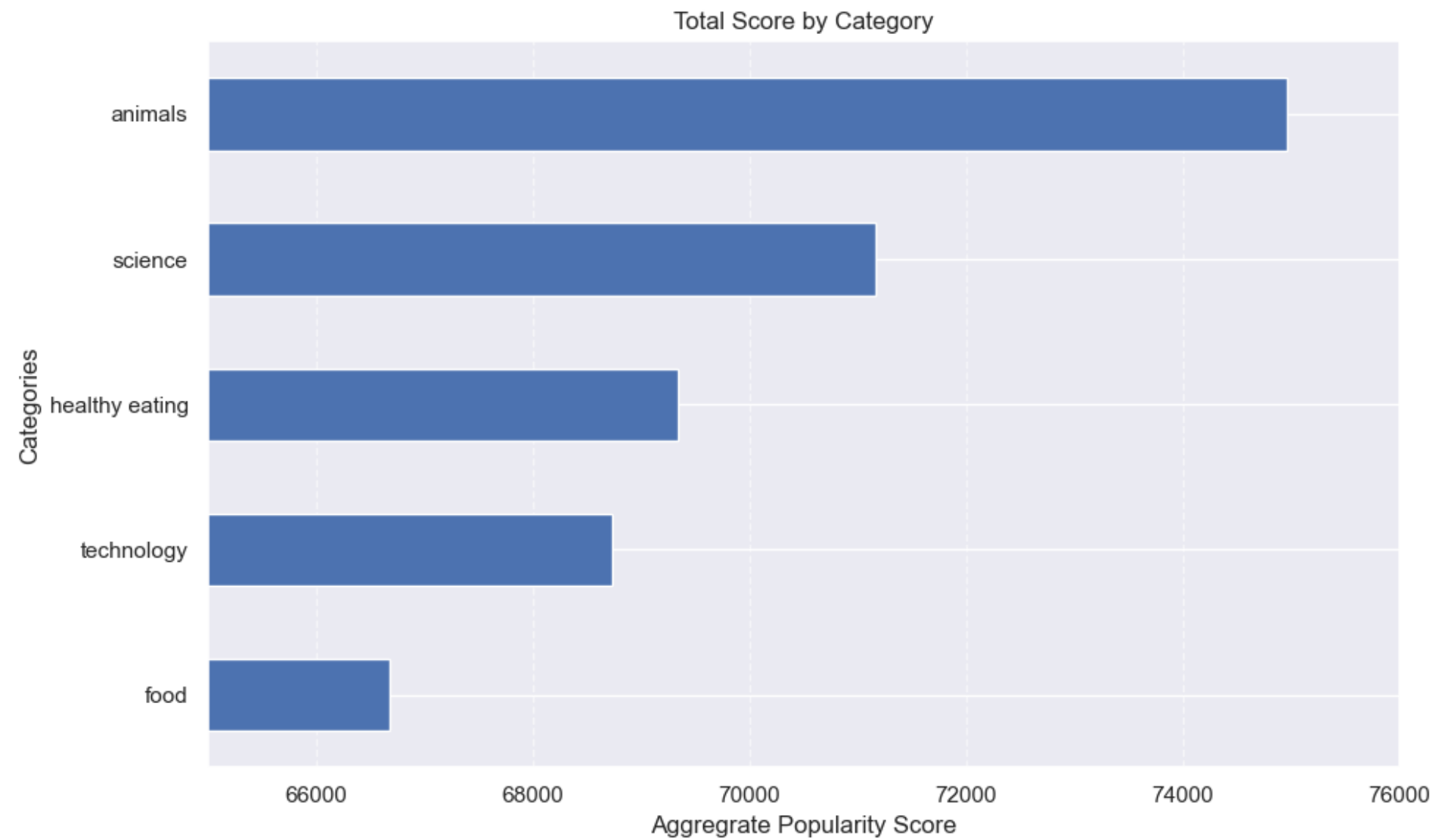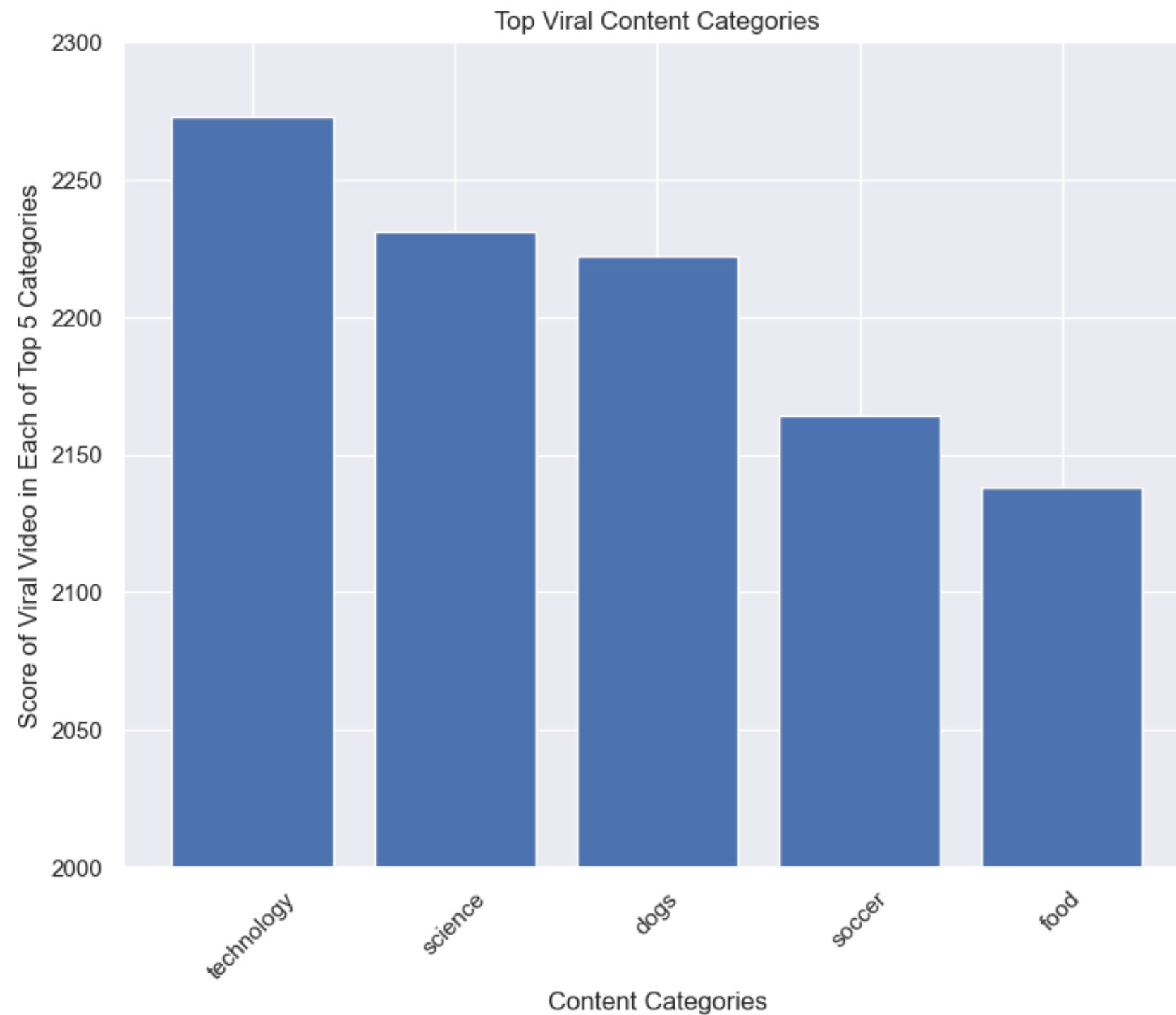**(2021)**

Most Number of Posts

Oct - Nov
(2020)

Most User Engagement
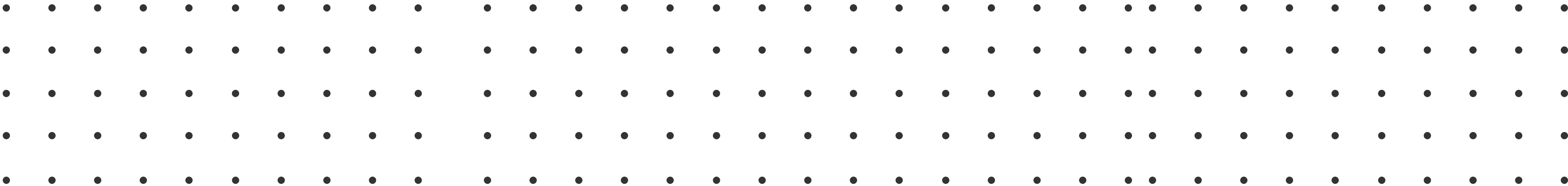
- Content related to Animals is most popular content followed by science, healthy eating, technology and food

Total Score by Category

Category Share of Total Score (Percentage)

Top Viral Content Categories

- Analysis of content that went viral (highest engagement score - positive sentiment) in each of top 5 categories.

- Top categories are related to broader categories of Tech, Food, Animals and Sports

- Another way to effectively gauge user engagement with respect to content? Look for content that performs well consistently.
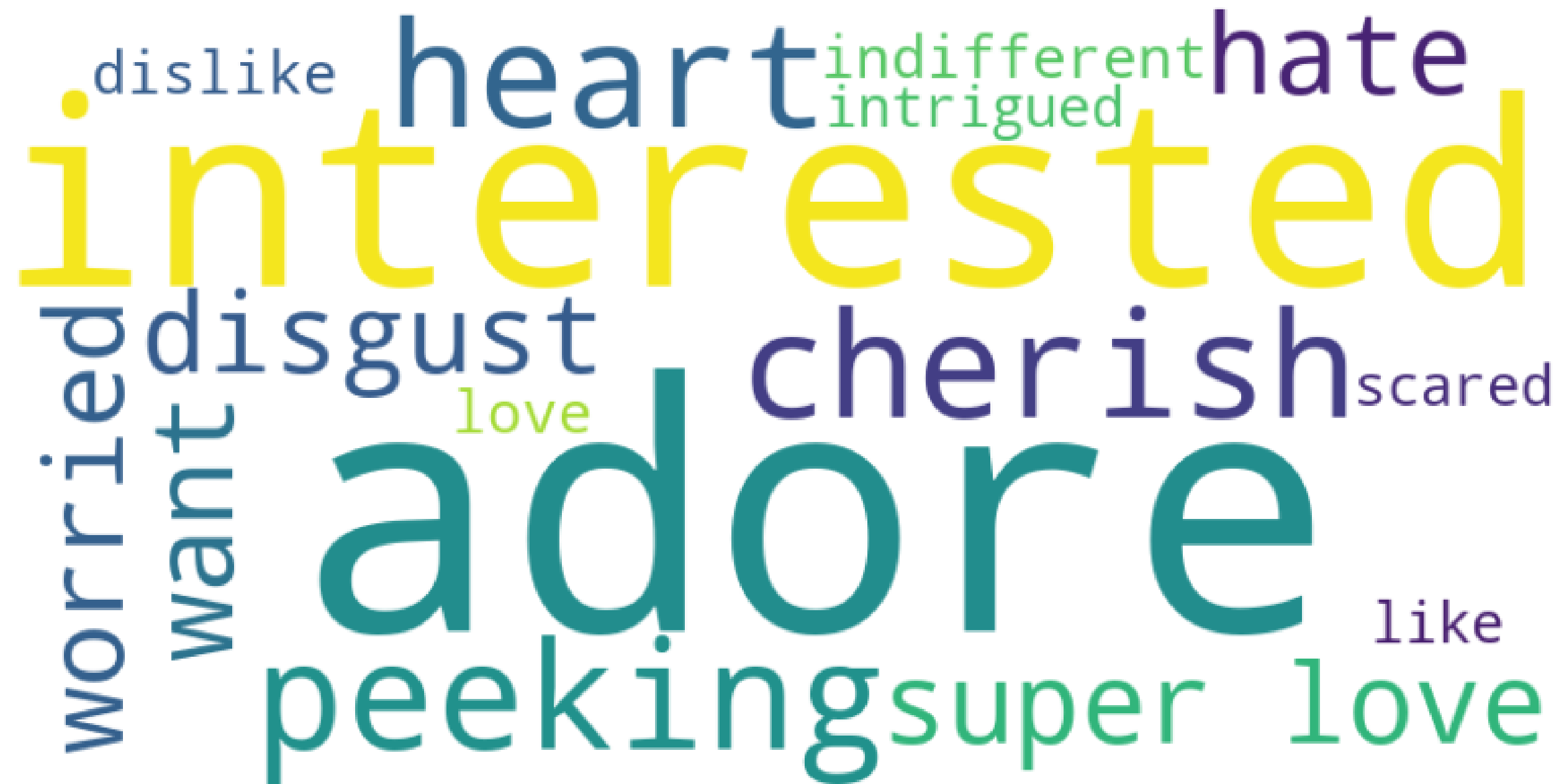
Top Trending Content Categories
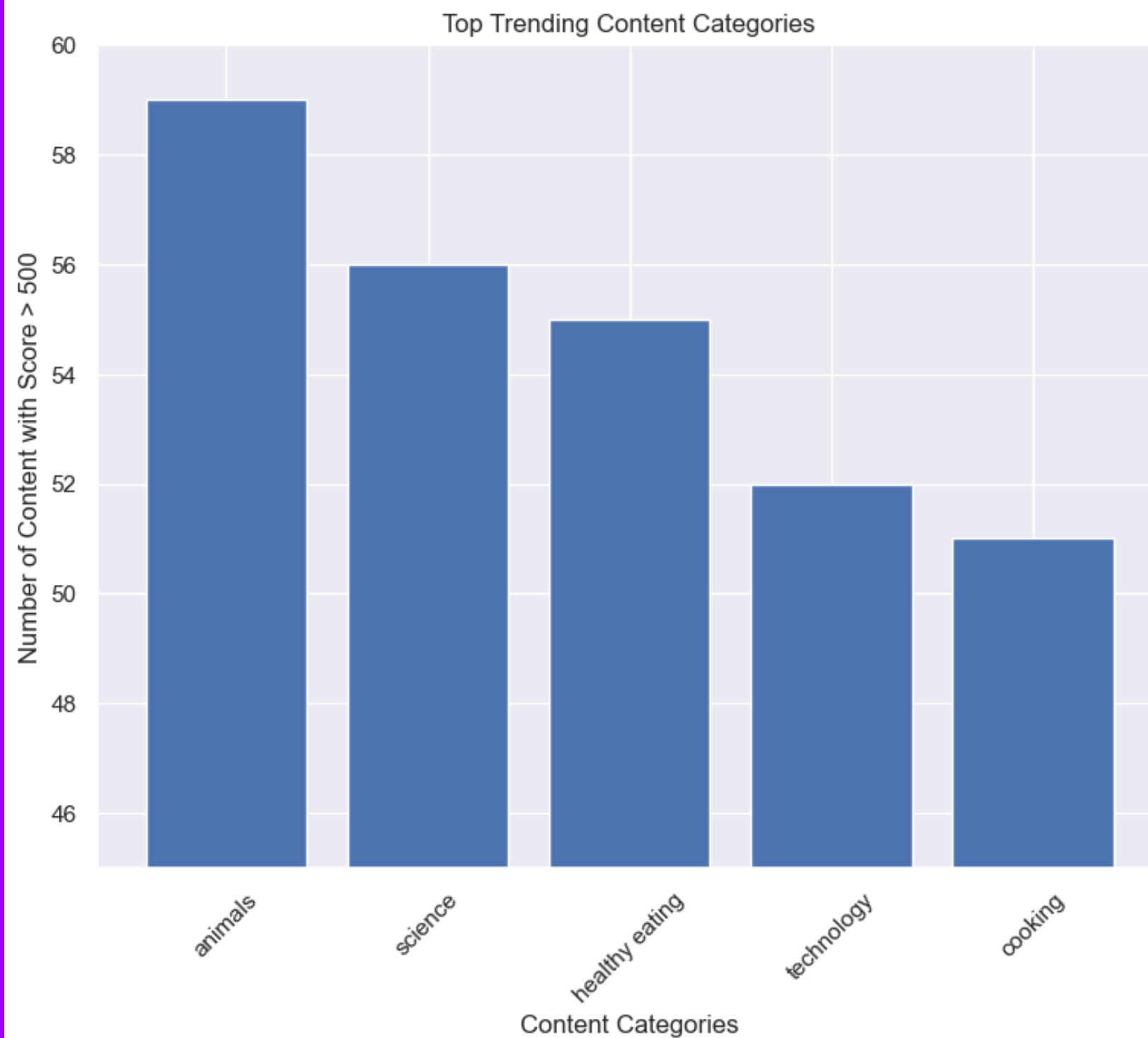
- Here we have counted the number of categories in content that have consistently performed well.

- Consistency is determined by counting categories in all content where the sentiment score exceeds 500.

- This specific sentiment score provided us with sufficient data confidence, although it can be adjusted based on the client's request.

- Here we observe broader categories related to animals, technology, health, and food.

Common Reactions on animals Posts

- Overall sentiment seems negative here with words like hate, scared, worried
- This also shows concerns of users towards content related to animal category
- People tend to react more to content related to animals

Common Reactions on technology Posts

- Overall positive sentiment with words like Adore, Cherish, Interested
- This confirms our previous analysis as well as Technology category lies in both Viral and Trending content
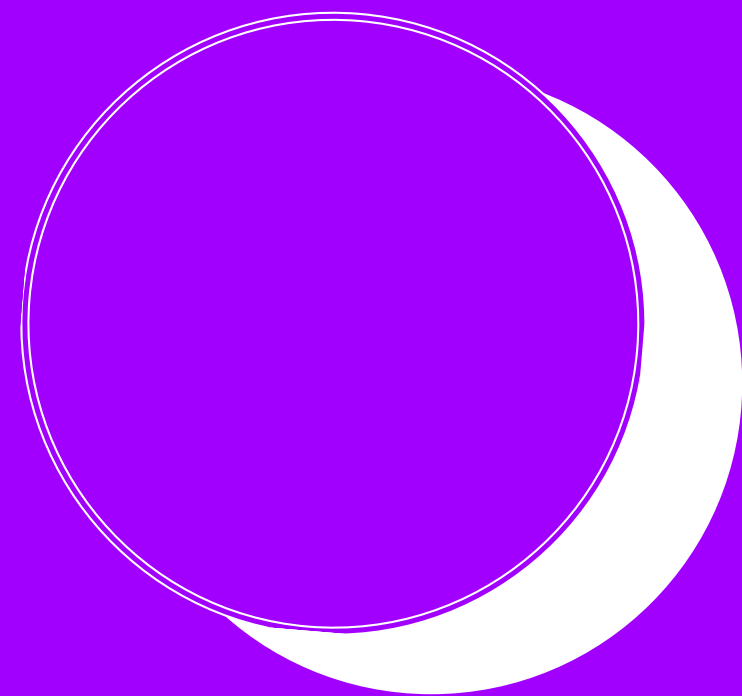
Number of Posts and User Engagement Over Time
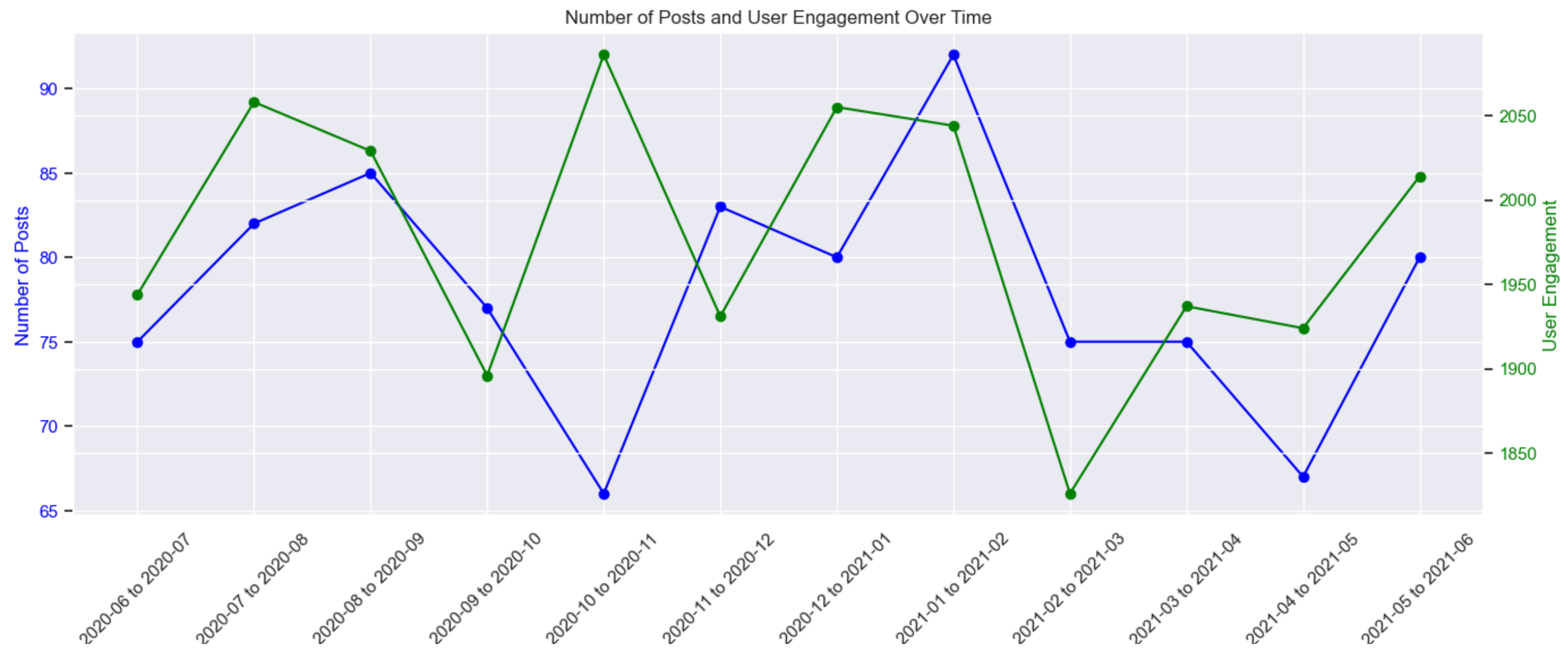
- Analysis of Posts and User Engagement Over One Year
- Correlation between Posts and Engagement: Generally both graphs exhibit similar trends with increased posts leading to higher engagement.
- Identifying Anomalies: Notable deviation observed in 10/2020 to 11/2020 where posts peaked but engagement hit its lowest point. Requires further investigation.
- Actionable Insights: Potential for strategy development by analyzing peak periods of engagement and posting.

Summary

• Categorized content: Identified dominant content types (Animals, Science, Healthy Eating, Technology, Food).

• Top viral content: Identified categories of viral content. Found people enjoy watching videos related to Tech also depicting a positive sentiment in word cloud

• Trending content: Analyzed consistently popular categories with highest engagement. Found users have interest in Animal related content even with potentially negative sentiment in word cloud

• Post & engagement analysis: Found a general correlation between posts and engagement, with an anomaly in October-November 2020 (high posts, low engagement) requiring further investigation

Thank you!

ANY QUESTIONS?