

## Process:

- a) Understanding the business challenge
- b) Data Collection
- c) Data Cleaning
- d) Data Wrangling
- e) Data Analysing
- f) Data Visualization
- g) Conclusion, Insights & Summary

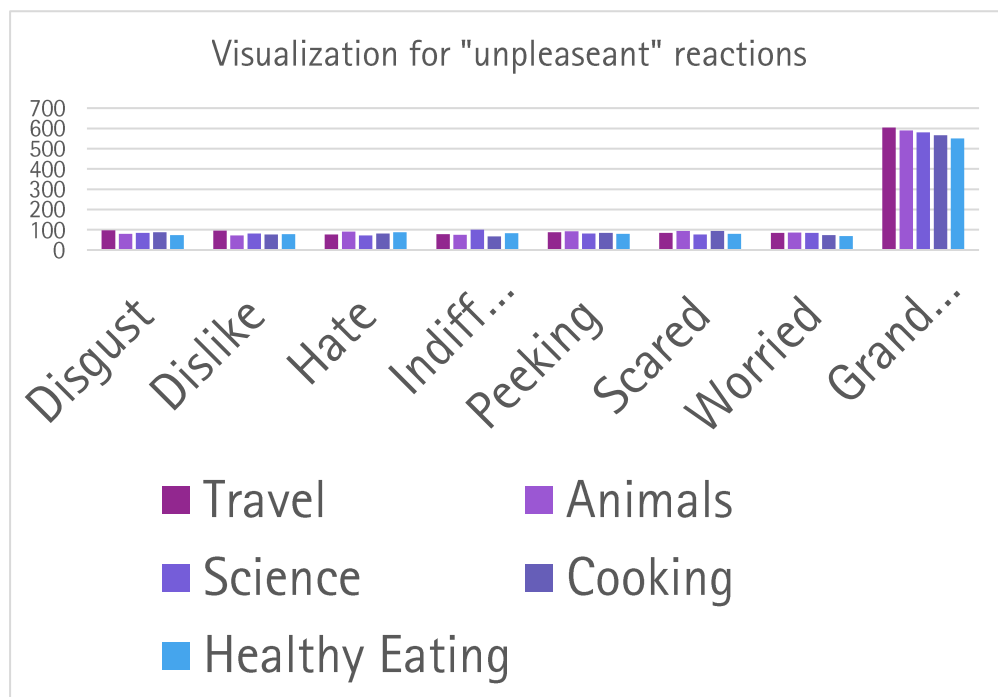
## Observations~

1. Using pivot table observed the top 5 categories, on the basis of total count of score
2. The **categories** are having **different reactions** by **diverse** set of people
3. Bifurcated the categories on the basis of “**pleasant**” & “**unpleasant**” reactions, in order to get an in-depth analysis of the Social Buzz’s content
4. In order to figure out the popularity of categories, need to observe the categories with some numerical value which here is count of the Score of reaction types
5. Categories with **high popularity** are the ones having **larger count of score** for the **reaction types** comparatively

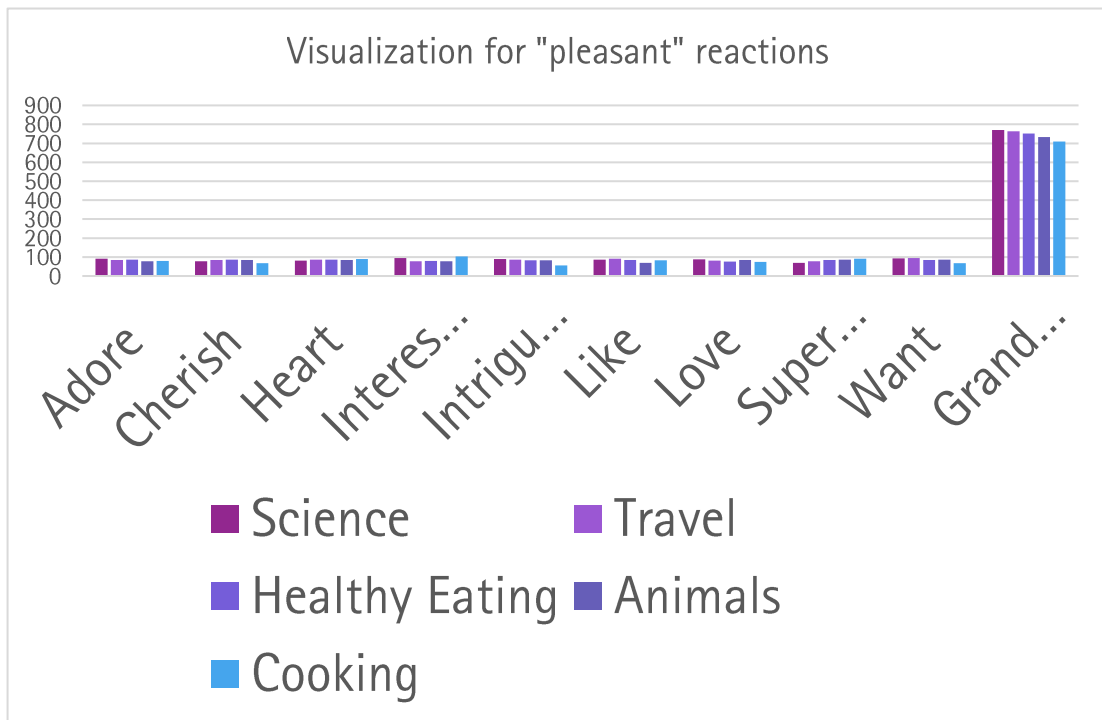
## Final Visualizations~

1. As a whole **TRAVEL** category is getting more popularity, total count of reactions (***Pleasant & Unpleasant***) is 1368

- **Travel** is getting more ***unpleasant reactions*** in comparison to **Animals** & other categories



- **Science** is with more *pleasant reactions* in comparison to **Travel & others**



2. After that comes **Science (Unpleasant & Pleasant)** with a score of 1351 and so on.
3. Unpleasant user's reactions could be due to irrelevant content showing up under the given categories
4. Categories which are getting less pleasant reactions, needs to be reworked by the Social Media team for the content
5. We need to **populate** more the content which is getting a good amount of pleasant reactions along with doing some **tweaking** in it and **improving** the CONTENT which is getting more unpleasant reactions
6. Taking **user's opinions** on the platform, what kind of content they want to get on their feeds for the categories that are getting more of unpleasant reactions.

7. Also, getting to know more about which new categories they'd love to consume content in.