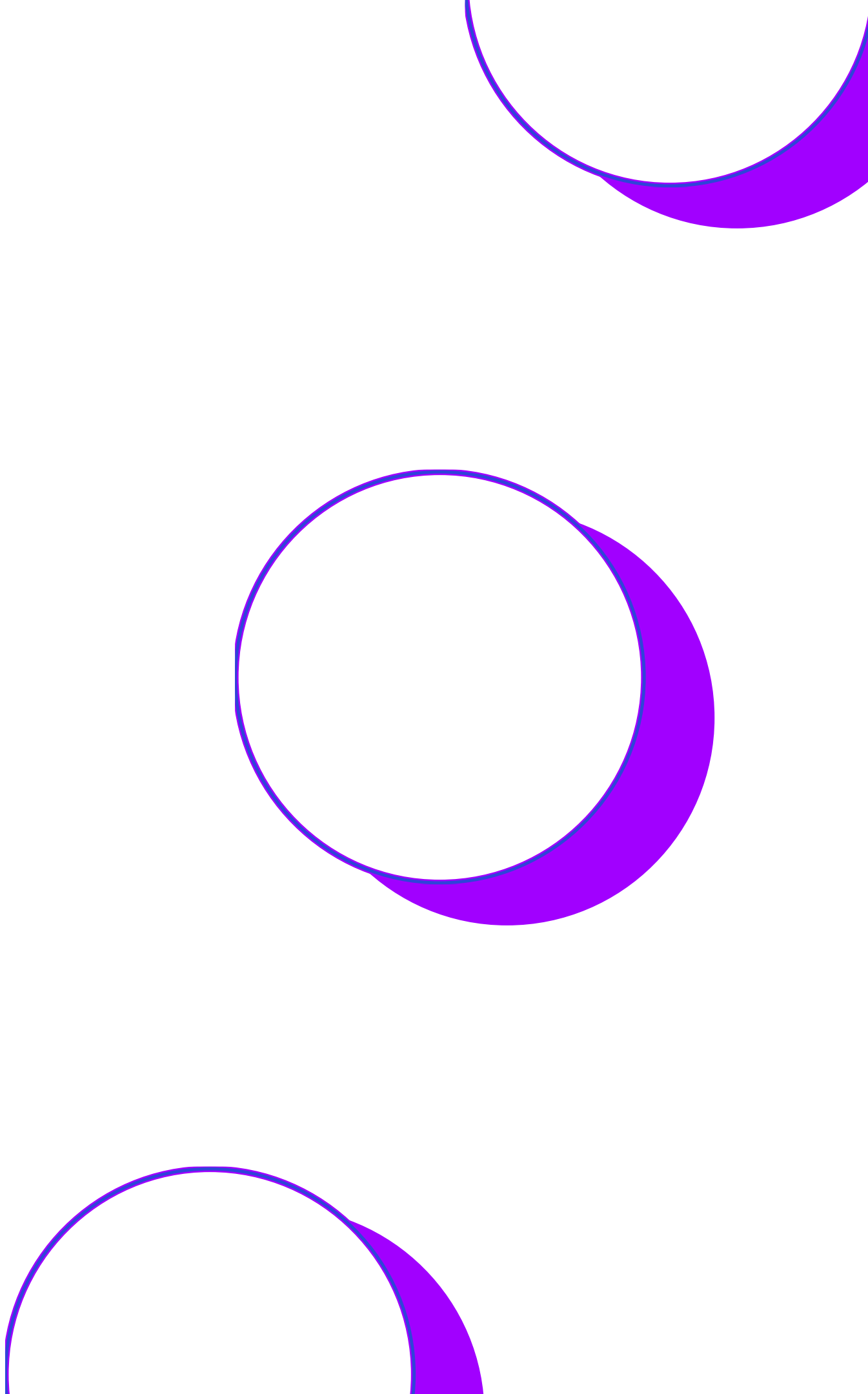# Social Buzz Data Analysis

What is the top 5 category content?

Today's agenda

- Project Recap
- Problem
- The Analytics Team
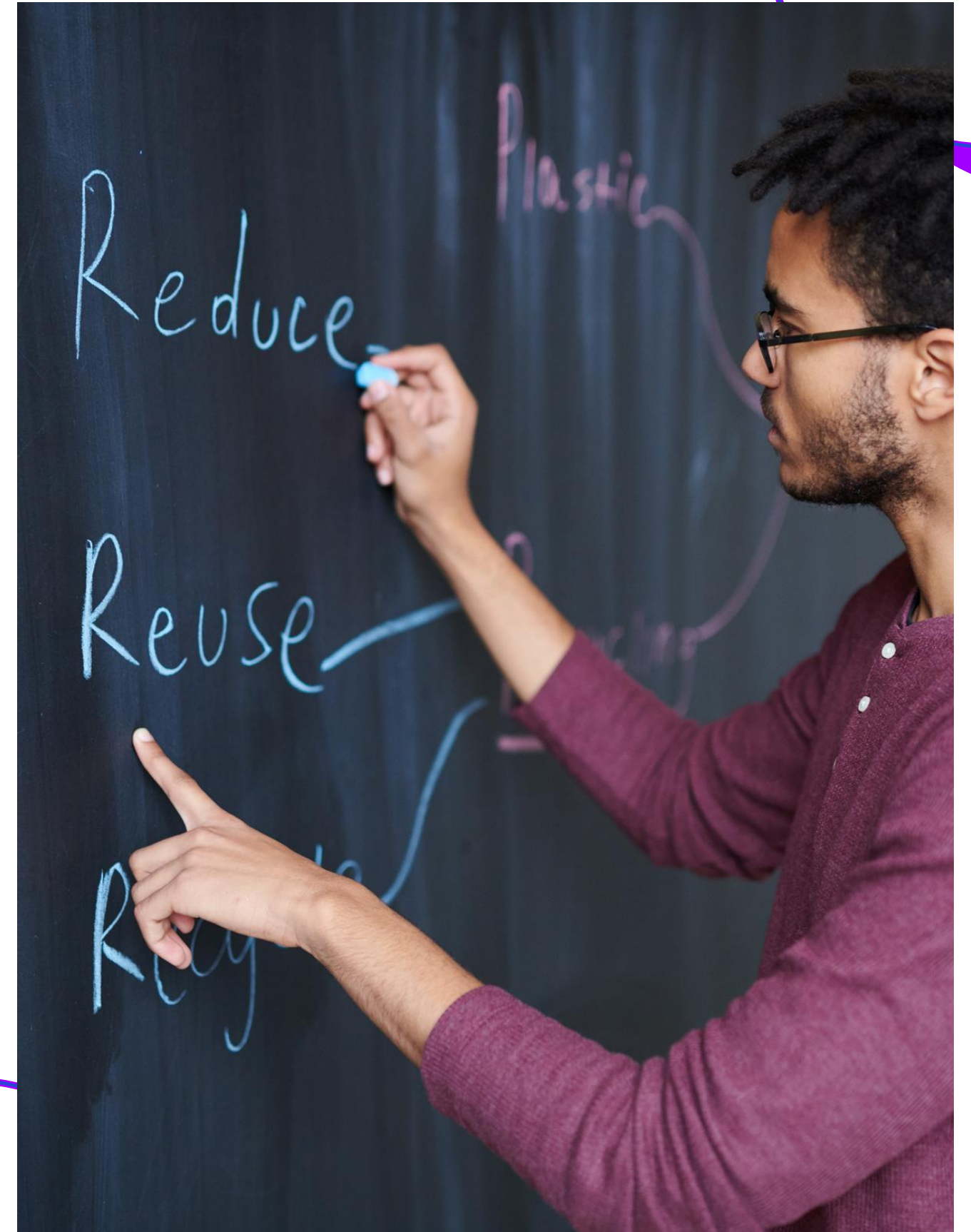- Insights
- Summary

Project Recap

Social Buzz is a fast-growing technology unicorn that need to adapt quickly to its global scale. Accenture has begun a 3 months POC focusing on these tasks.

- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

- Over 100,000 posts per day

- 36,500,000 pieces of content per year!

- 500,000,000 active users each month!

- But how to capitalize on it when there is so much?

- Analysis to find Social Buzz's top 5 most popular categories of content

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Sri Hartina
Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
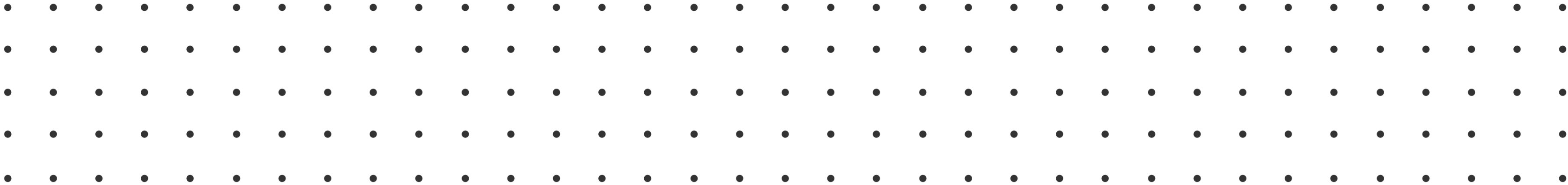5. Data Uncover Insights

Insights

16
Content Categories

Animal
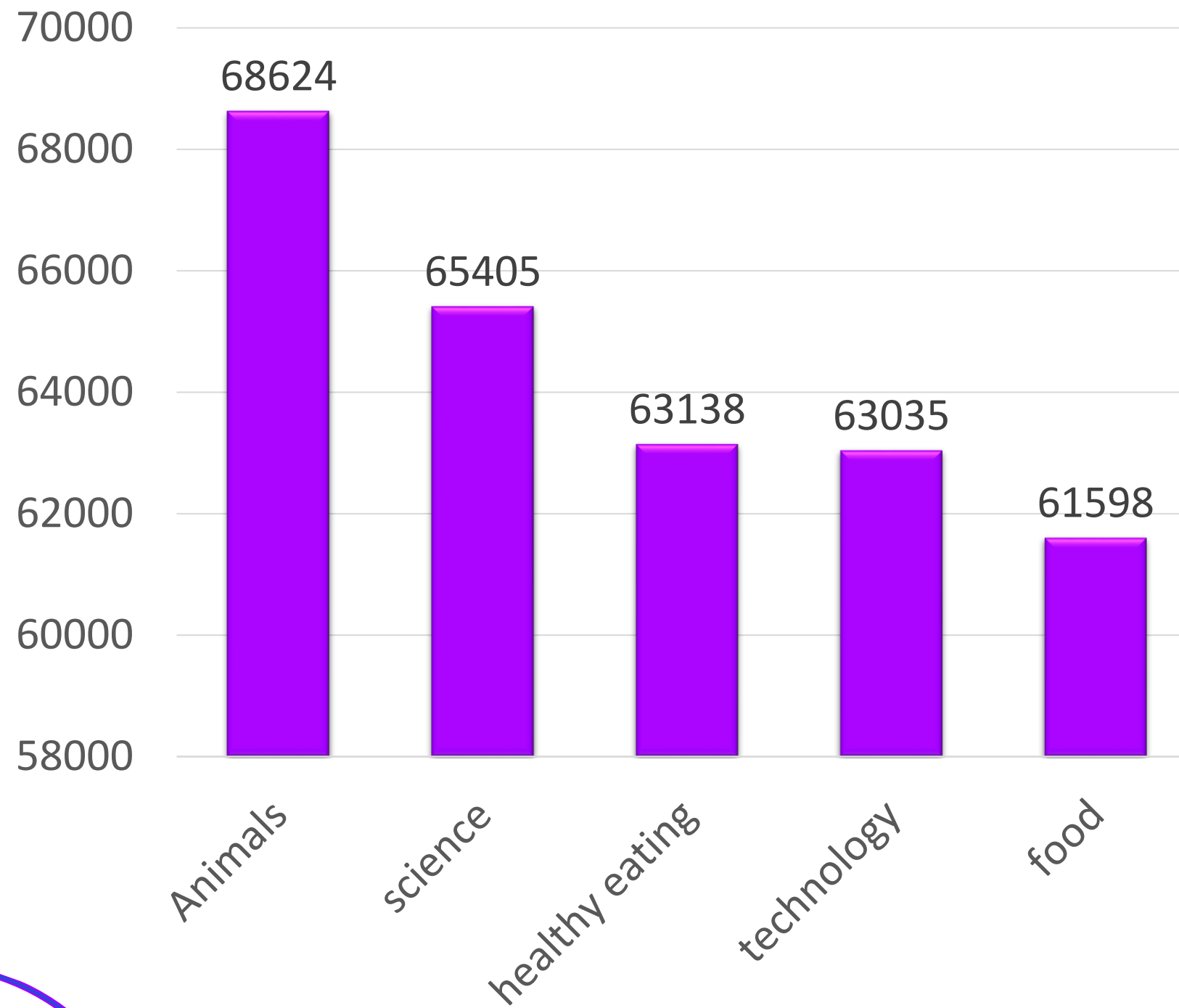Is the top categories with 1738 reactions type
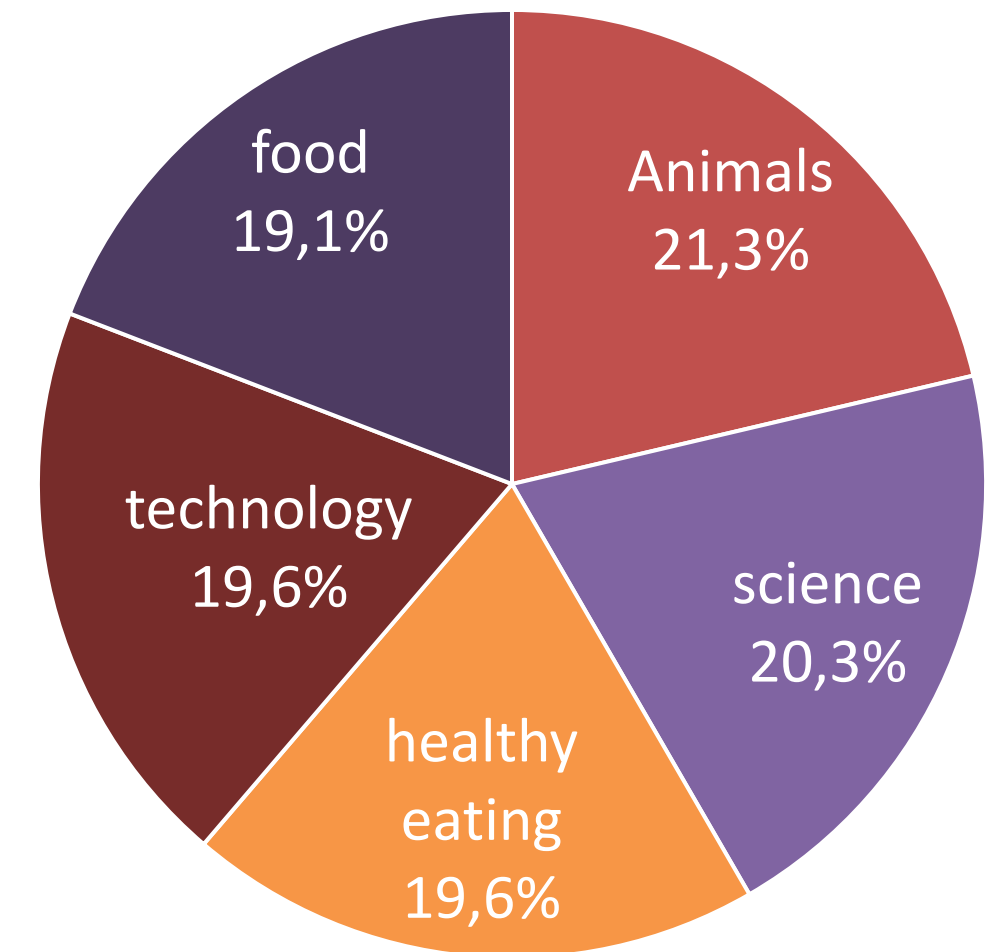
May
Is the month with most posts

Top 5 Categories

Category	Value
Animals	68624
science	65405
healthy eating	63138
technology	63035
food	61598

Top 5 Category Percentage

- Animals 21,3%
- science 20,3%
- healthy eating 19,6%
- technology 19,6%
- food 19,1%
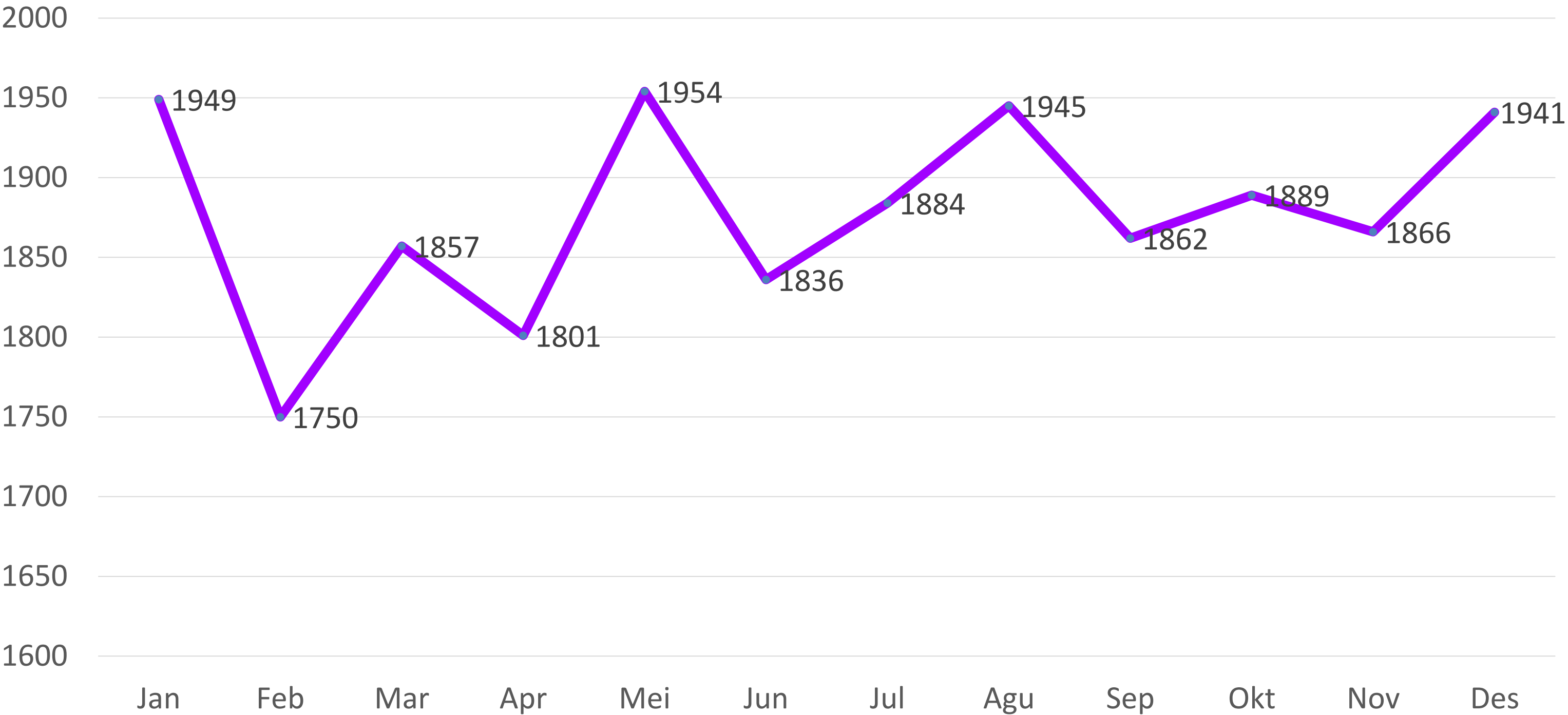
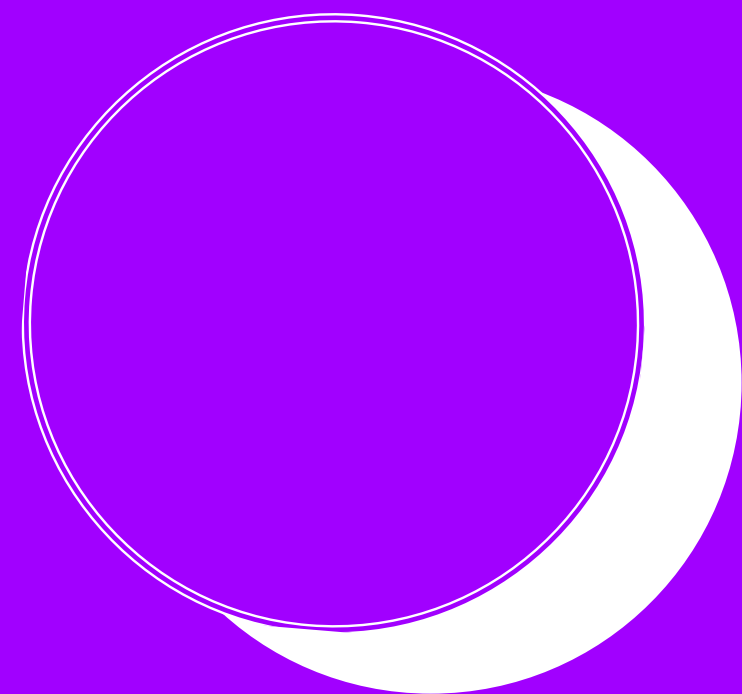# Total Content Distribution by Month

Summary

There are 16 type categories of content that uploaded. The top 5 categories are animal, science, healthy eating, technology and food. The top content which is animal showing that probably people enjoy content that involved real life, nature or the habits of animal content.

Food is the common category within the top 5 categories. There are "healthy eating" and "food" categories in the top 5, that can be indicated as the audience preference. Create a specific strategy with food category to increase audience/user engagement.

May is the month with most uploaded posts. Explore the reasons behind the peak in May's posting activity. If it's related to holidays or special occasions, plan targeted campaigns around those periods to enhance user engagement and participation.

Thank you!