SOCIAL BUZZ PROJECT

An Analysis of Social Buzz Media Content

By Sotonye Russell Biebele

AGENDA

- Project Recap

- The Problem

- The Analytics Team

- The Process

- Insights Derived

- Summary

PROJECT RECAP

Social Buzz is a fast growing technology unicorn in the Social media & content creation industry that needs to adapt quickly to it's global scale.

Our team is focusing on analyzing Social Buzz's content categories highlighting the top 5 most popular content categories.

THE PROBLEM

- **Data Volume:** Over 100,000 pieces of content are posted daily, spanning text, images, videos, and GIFs, contributing to a vast and constantly growing dataset.

- **Unstructured Data:** The content generated is highly unstructured, making it difficult to organize, analyze, and derive meaningful insights.

- **Scalability Issues:** Traditional methods of data management and analysis are no longer sufficient to handle the scale and complexity of Social Buzz's data ecosystem.

- **Need for Actionable Insights:** With such a vast amount of data, it's crucial to identify the most popular content categories to inform strategic decision-making and content optimization efforts.

Analysis of Social Buzz's content categories

THE ANALYTICS TEAM

Andrew Fleming
CHIEF TECHNOLOGY OFFICER

Sotonye Russell Biebele
DATA ANALYST

Marcus Rompton
SENIOR PRINCIPAL

Data Understanding
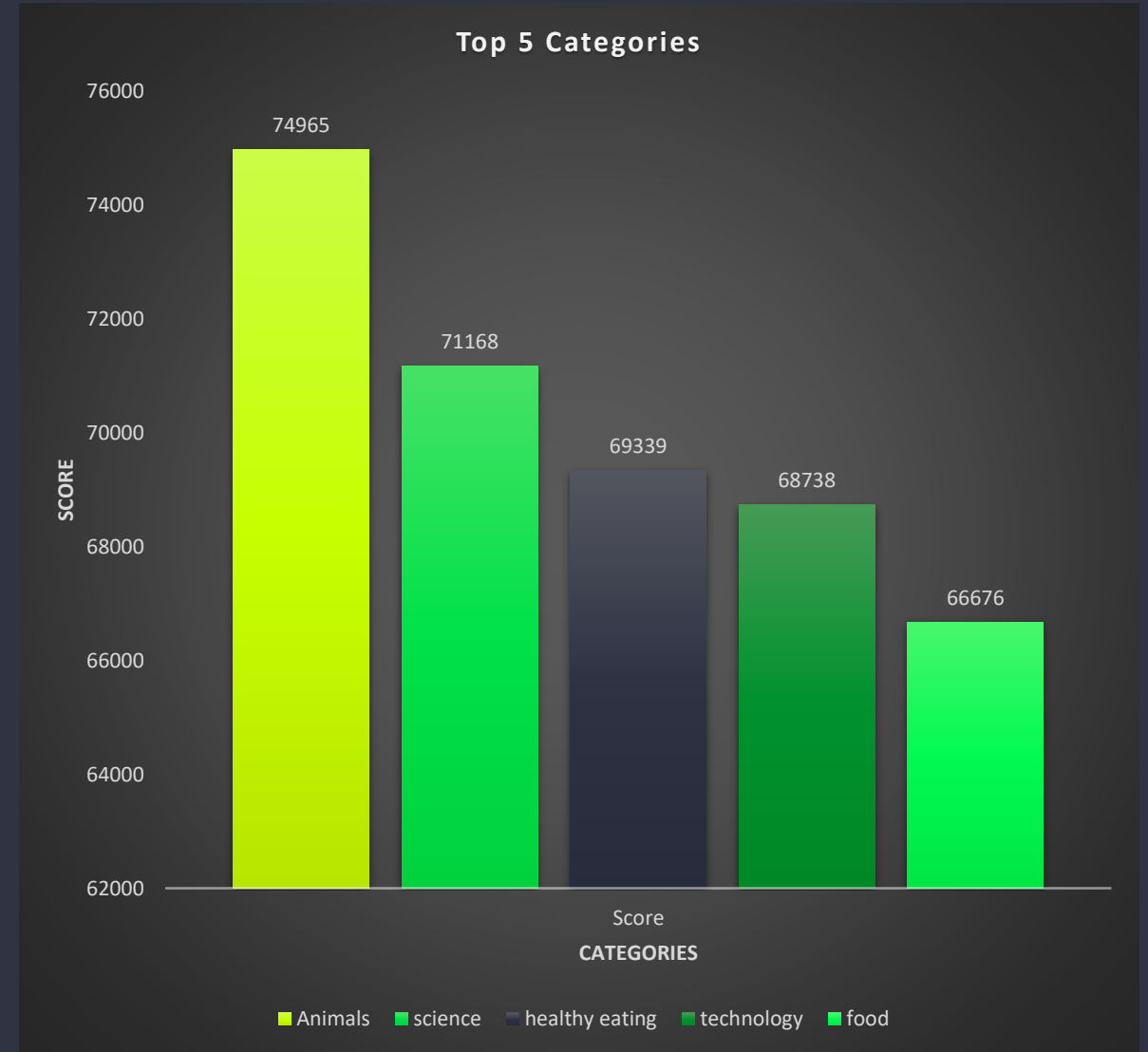
Data Cleaning

Data Modelling

Data Analysis

Uncover Insights

INSIGHTS

After an analysis of the data, it's evident that the top 5 categories that stand out as more popular based on their respective total scores are:

- **Animals**
- **Science**
- **Healthy Eating**
- **Technology**
- **Food**

This highlights key areas of user interest and provides valuable insights for refining content strategy and driving engagement on Social Buzz.

Top 5 Categories

74965
71168
69339
68738
66676

76000
74000
72000
70000
68000
66000
64000
62000

SCORE

Score

CATEGORIES

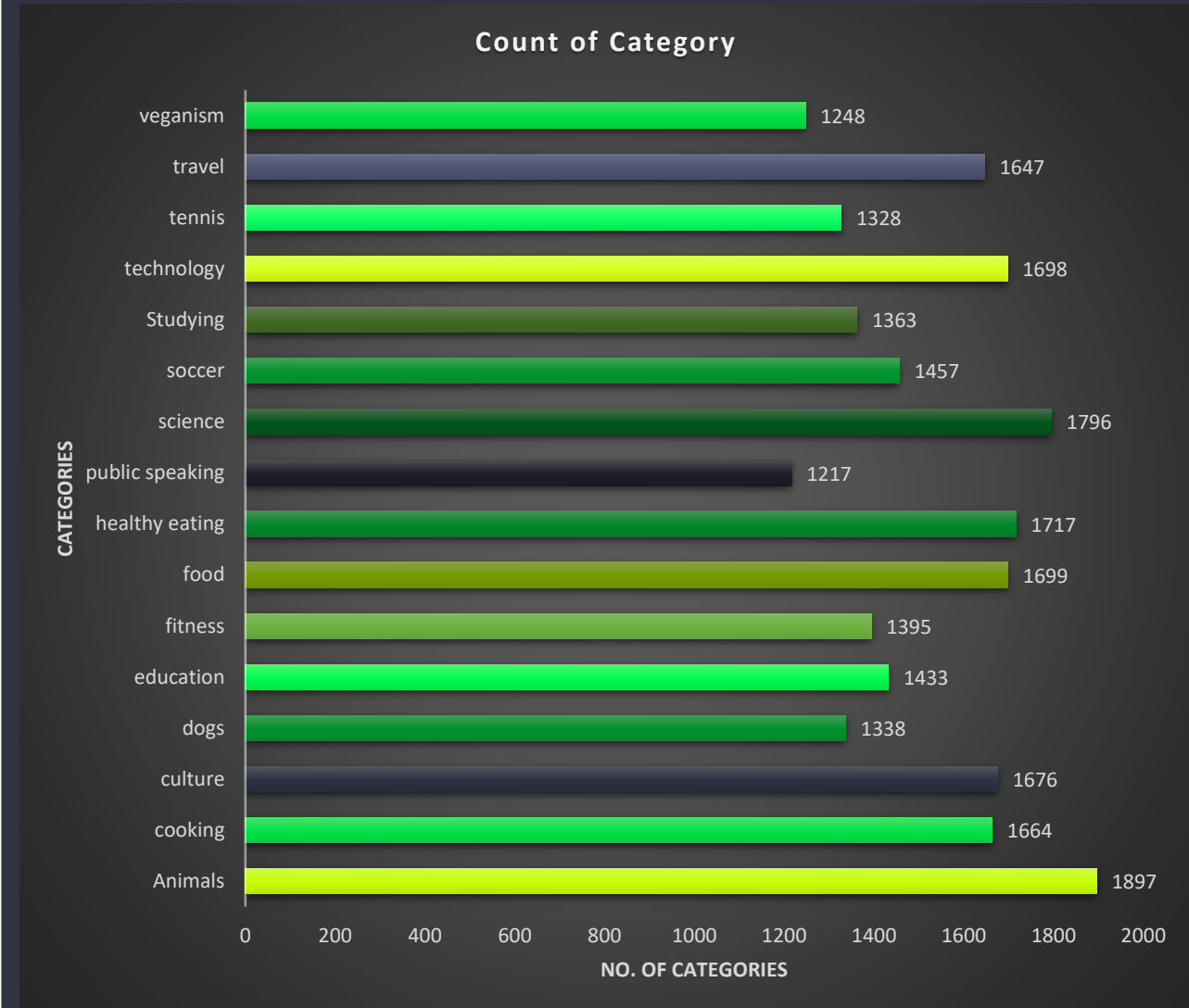■ Animals ■ science ■ healthy eating ■ technology ■ food

INSIGHTS

- How many unique categories are there?

There are 16 Unique Categories.

The column chart visualizes the total number of posts in each category

Count of Category

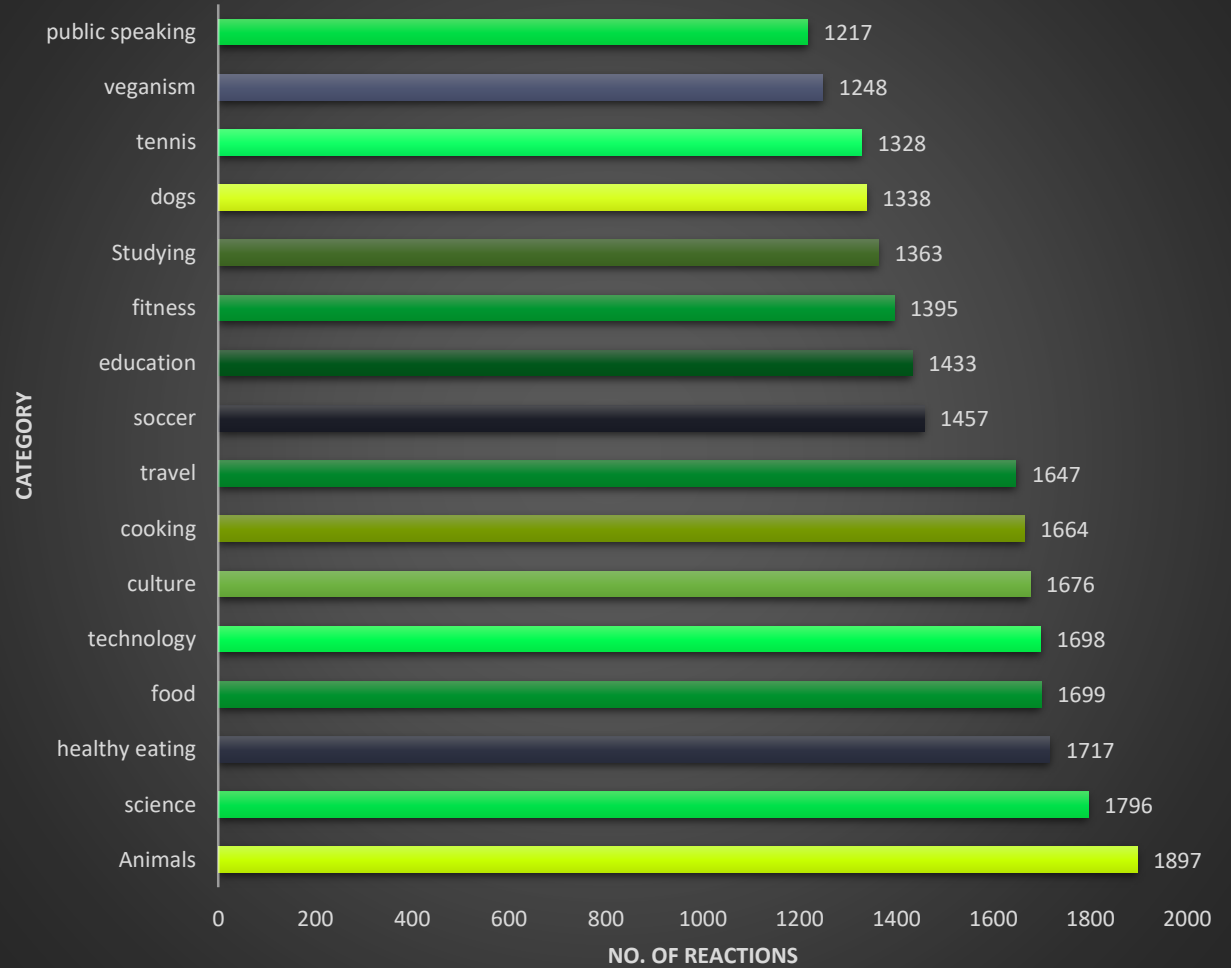| Category	Count
veganism	1248
travel	1647
tennis	1328
technology	1698
Studying	1363
soccer	1457
science	1796
public speaking	1217
healthy eating	1717
food	1699
fitness	1395
education	1433
dogs	1338
culture	1676
cooking	1664
Animals	1897

CATEGORIES

NO. OF CATEGORIES

INSIGHTS

- How many reactions are there to the most popular category?

From our analysis, it is evident that the most popular category which is **"Animals"** has a total of **1897** reactions.
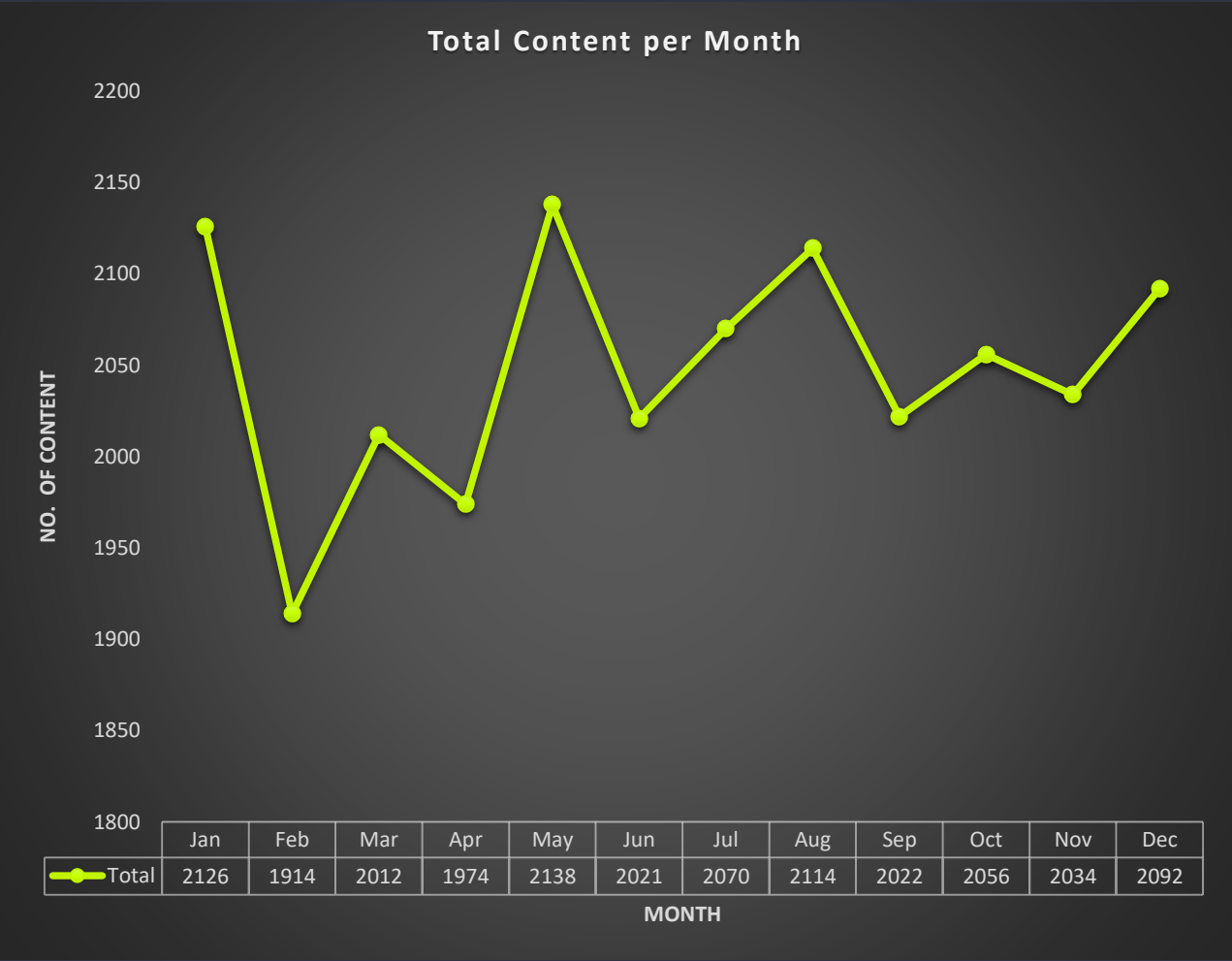

Total Number of Reactions Per Category

Category	No. of Reactions
public speaking	1217
veganism	1248
tennis	1328
dogs	1338
Studying	1363
fitness	1395
education	1433
soccer	1457
travel	1647
cooking	1664
culture	1676
technology	1698
food	1699
healthy eating	1717
science	1796
Animals	1897

INSIGHTS

- What was the month with the most posts?

From our analysis and as shown in the line chart, the month with the highest number of posts is **May** with **2138** posts, closely followed by **January** with **2126** posts

Total Content per Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	2126	1914	2012	1974	2138	2021	2070	2114	2022	2056	2034	2092

MONTH

SUMMARY

16

UNIQUE CATEGORIES

1897

REACTIONS TO "ANIMAL" POSTS

MAY

MONTH WITH MOST POSTS

These insights provide a roadmap for refining content strategy and enhancing user engagement.

Key Points:

Understanding User Interests: Monitoring user interactions with various content categories enables Social Buzz to stay attuned to evolving preferences and trends, fostering a responsive and dynamic platform.

Unveiling Data Insights: With over 100,000 daily content pieces, Social Buzz faces the challenge of managing vast and unstructured data. However, by leveraging advanced analytics, actionable insights are extracted, guiding strategic decision-making.

Future Focus: Continuous monitoring and analysis empower Social Buzz to adapt swiftly to global scale, ensuring relevance and resonance with its diverse user base.

In essence, these insights not only illuminate user preferences but also pave the way for sustained growth and innovation within Social Buzz's dynamic content creation landscape.

THANK YOU