
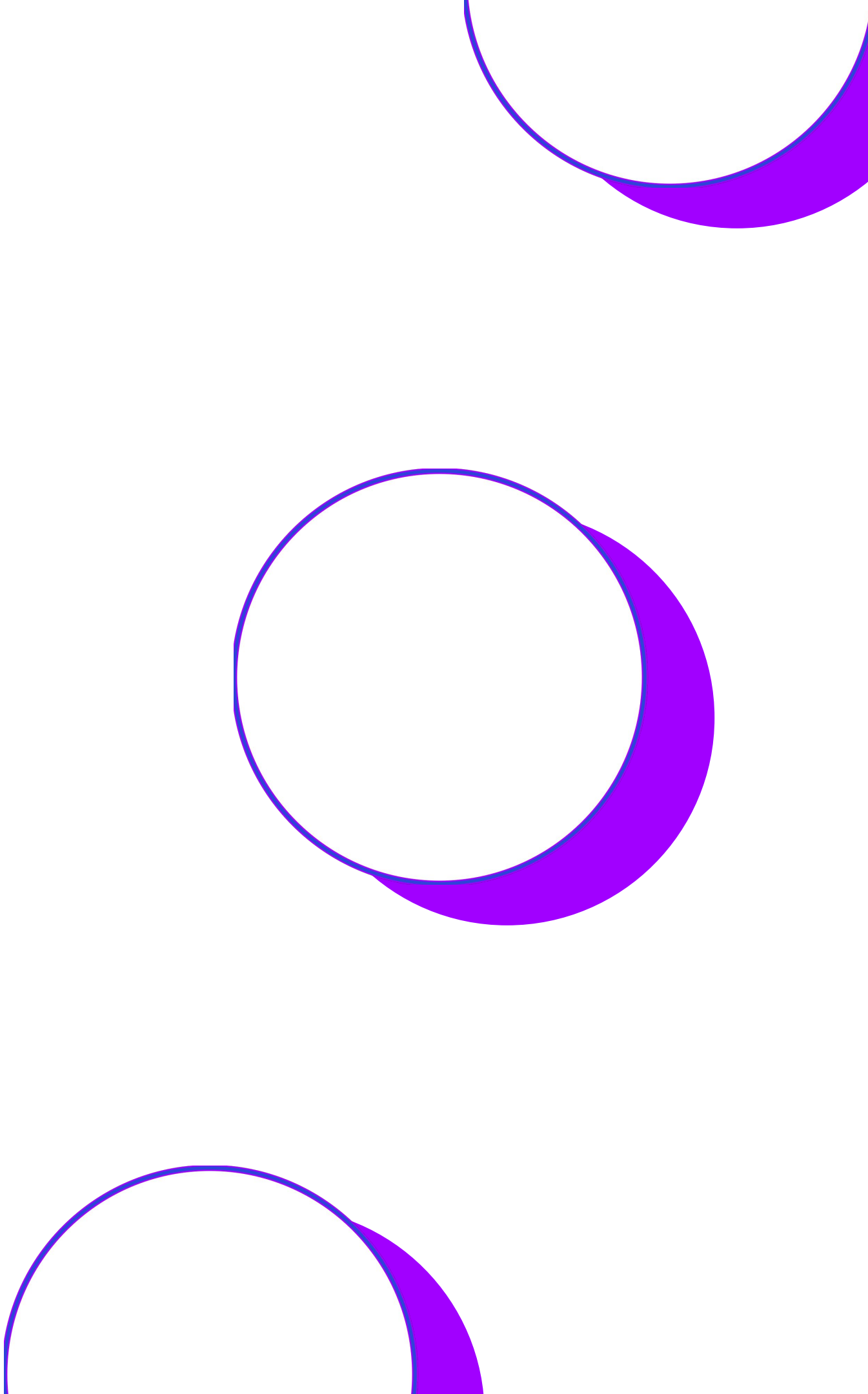




Playing with Social Buzz's Data



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

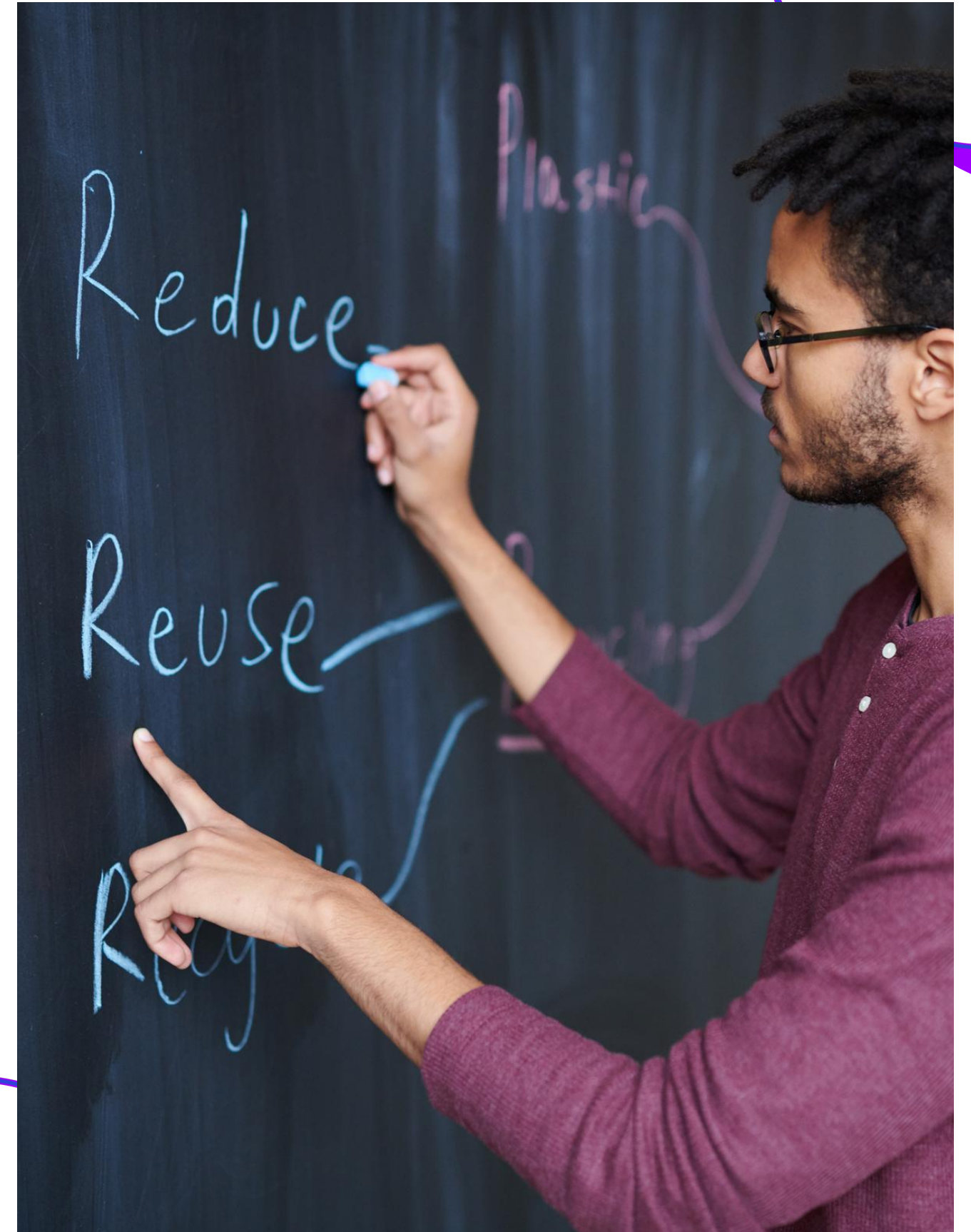
Summary

Project Recap

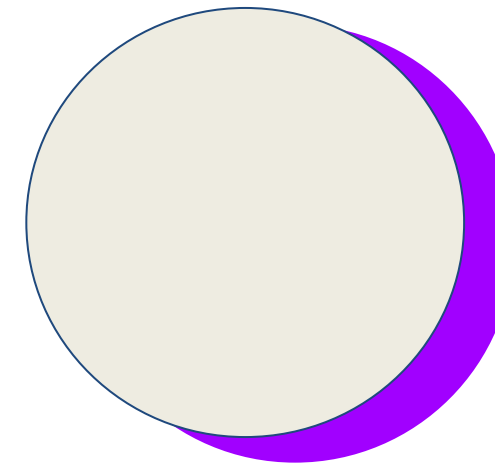
- Company: Social Buzz
- Their Requirements:
 1. An audit of their big data practice
 2. Recommendations for a successful IPO
 3. An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity
- My role: To analyze data and gather information to find out the top 5 categories which are the most popular

Problem

- Social Buzz emphasizes content by keeping all users anonymous, only tracking user reactions on every piece of content.
- There are over 100 ways that users can react to content.
- Social Buzz has reached over 500 million active users each month. They have scaled quicker than anticipated and need the help of an advisory firm to oversee their scaling process effectively.
- Due to rapid growth and a digital core product, they generate vast amounts of data daily, including over 100,000 pieces of unstructured content, necessitating complex and costly technology for management and analysis.



The Analytics team



Zaira Laraib
- Data Analyst



Marcus Rompton
- Senior Principal



Andrew Fleming
-Chief Technical Architect

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

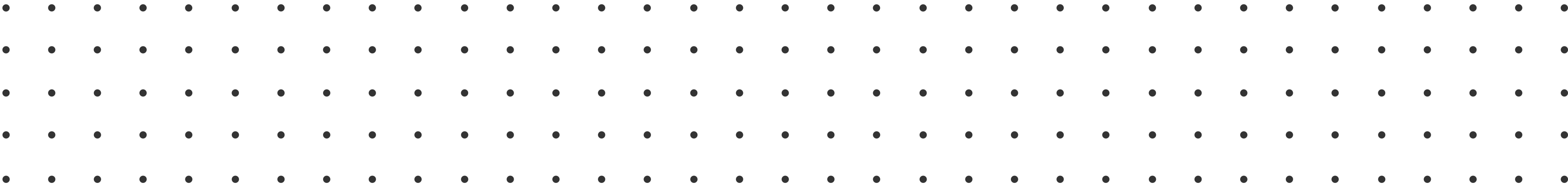
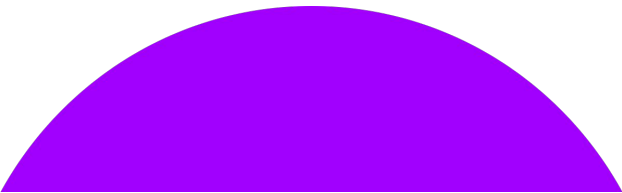
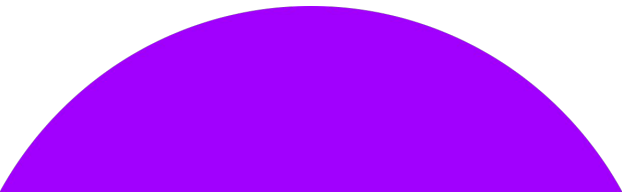
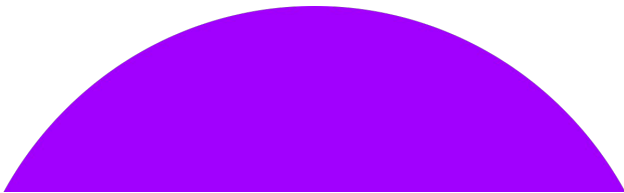
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Uncover Insights

Insights

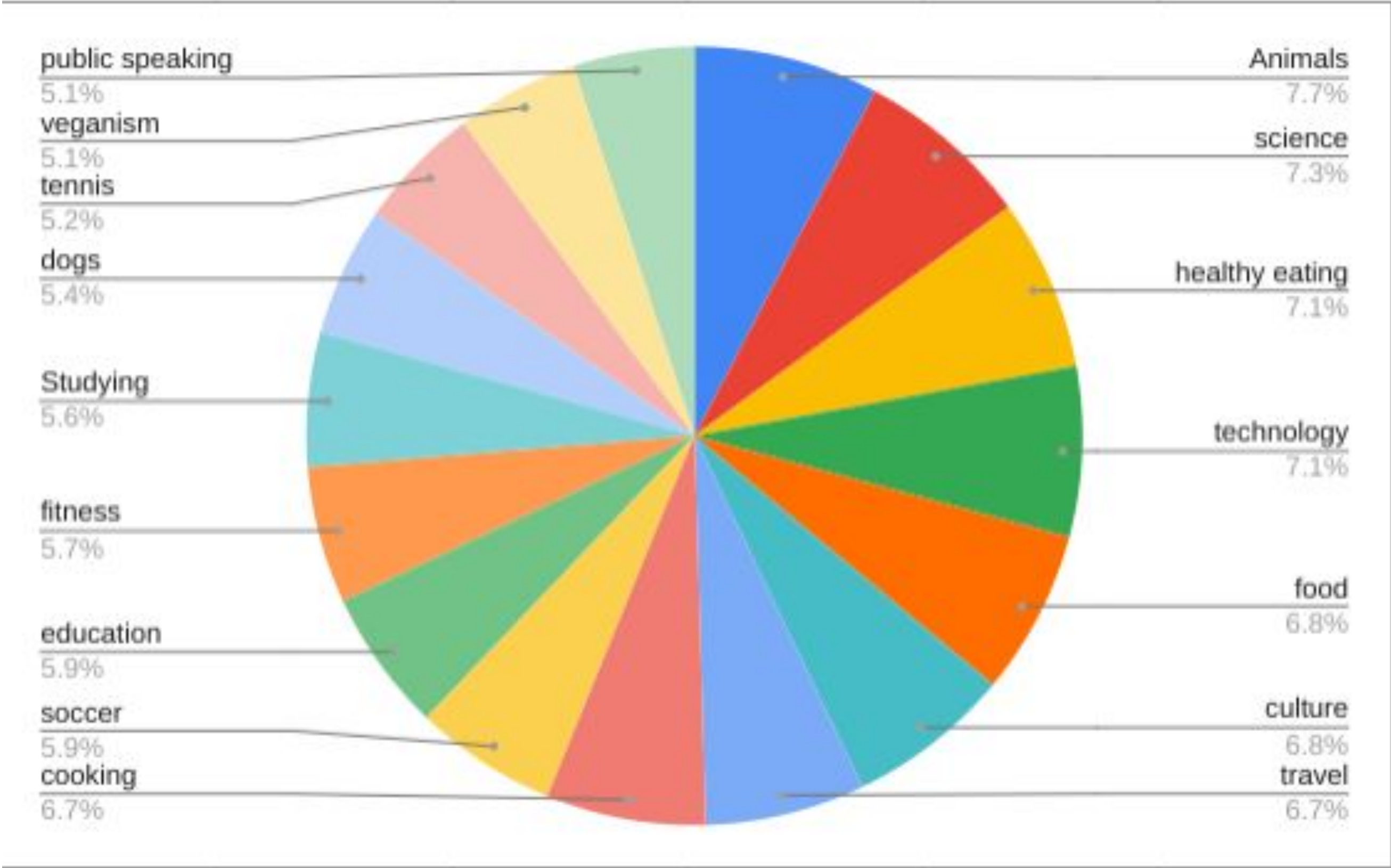
Top 5 categories with their scores are:

Category	Agg. Score
Animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676



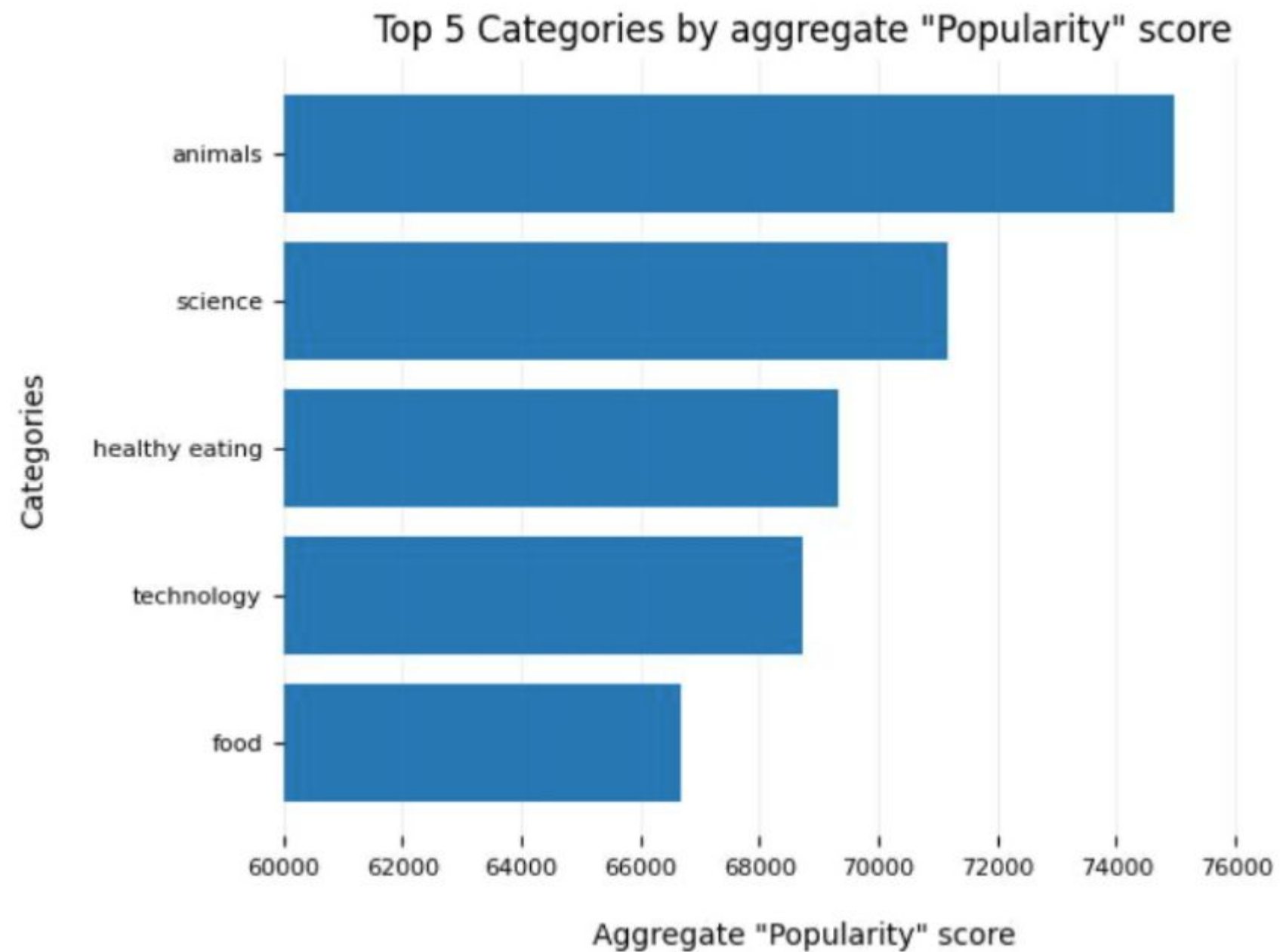
How many categories are there?

16 categories



How many reactions are there to the most popular categories?

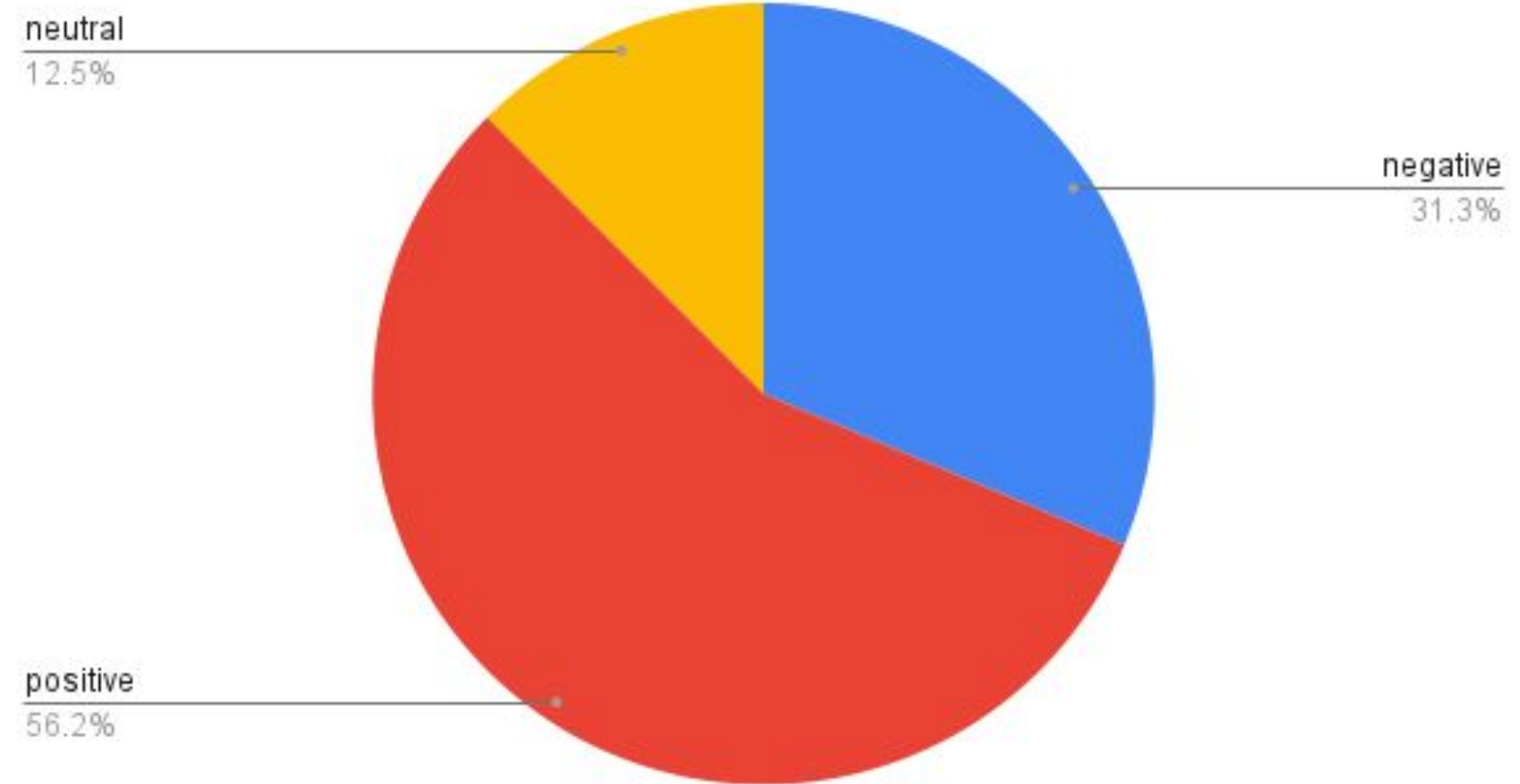
- Reactions to Animal Posts: 1897
- Month with most posts: January



Sentiments:

- Negative: 7,696
- Positive: 13,807
- Neutral: 3,071

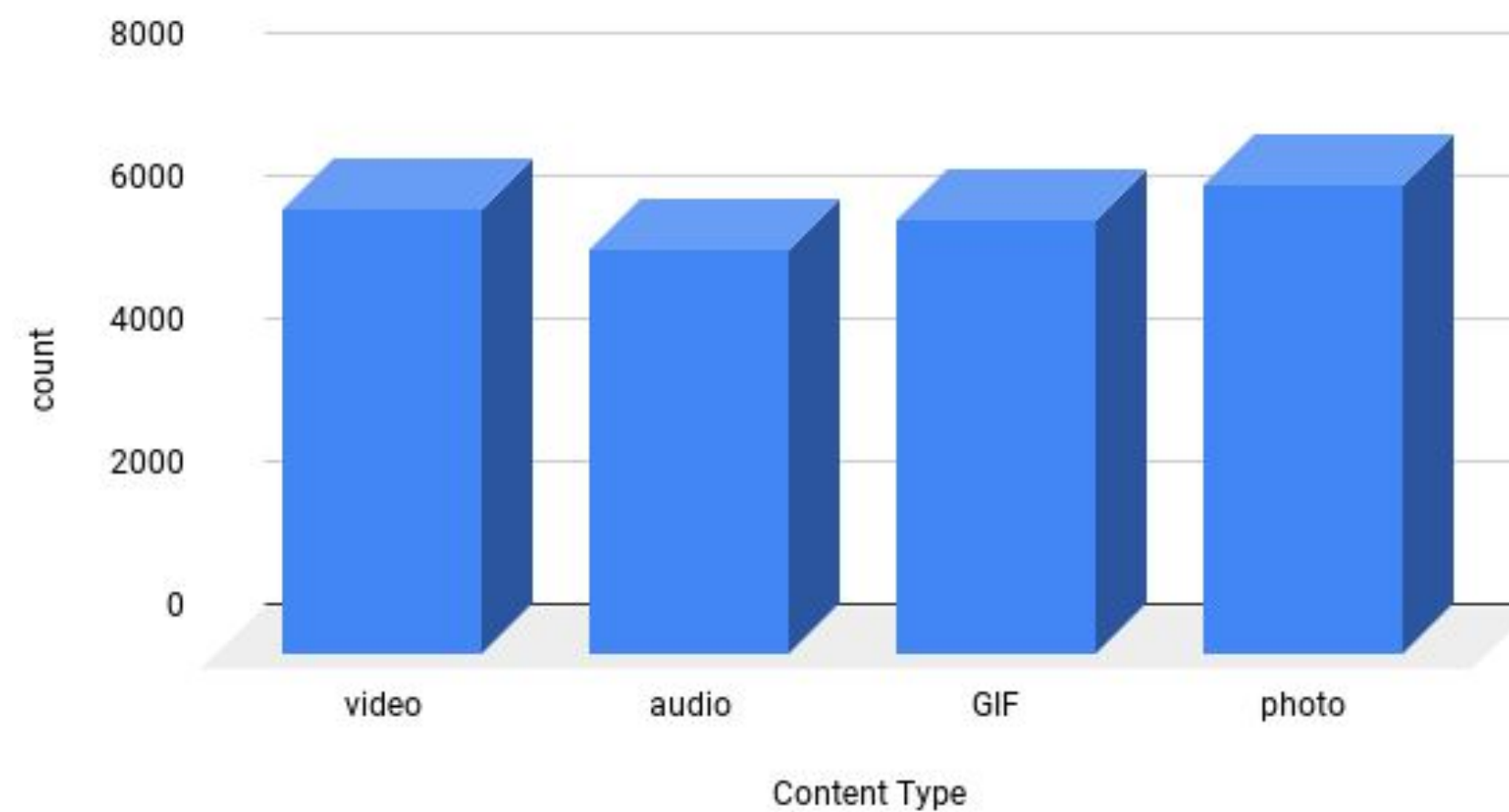
Sentiment Count



Content type:

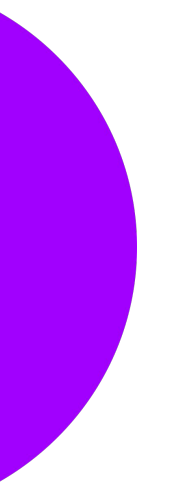
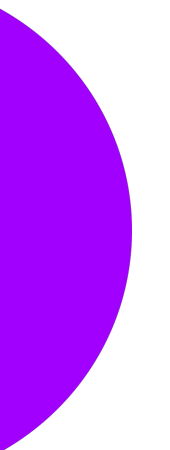
- video: 6,245
- audio: 5,660
- GIF: 6,079
- photo: 6,589

count vs Content Type



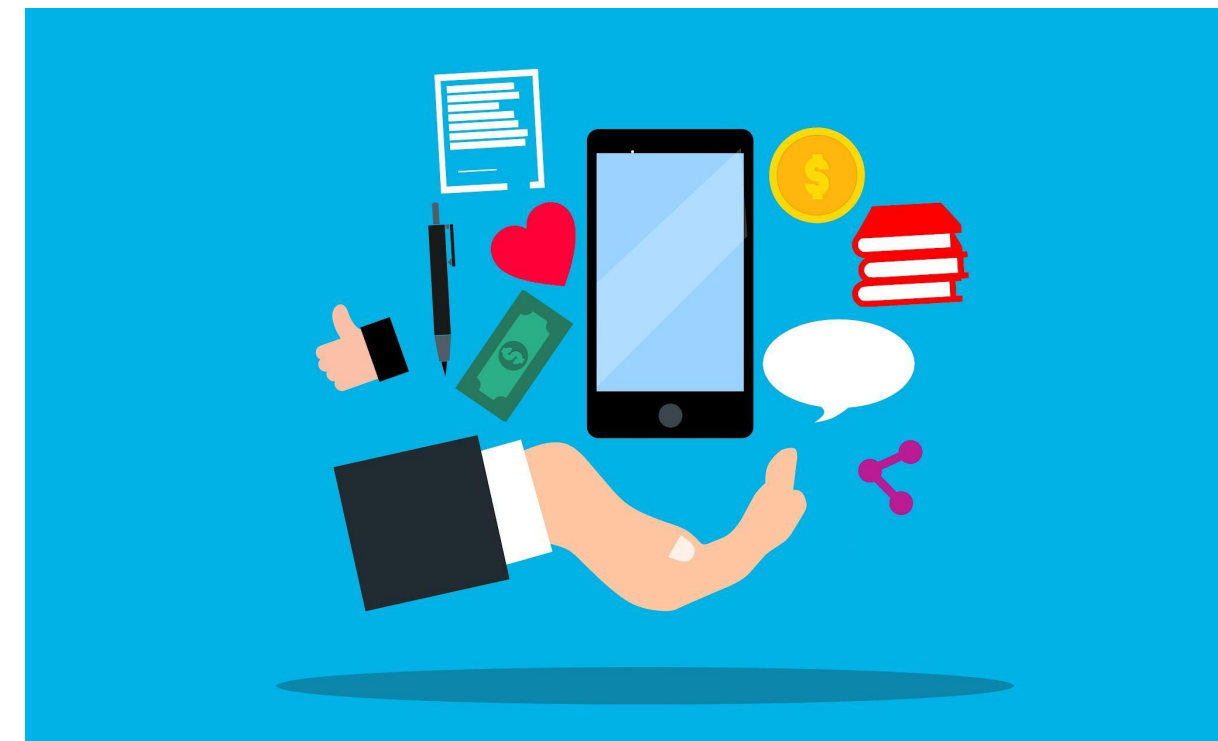
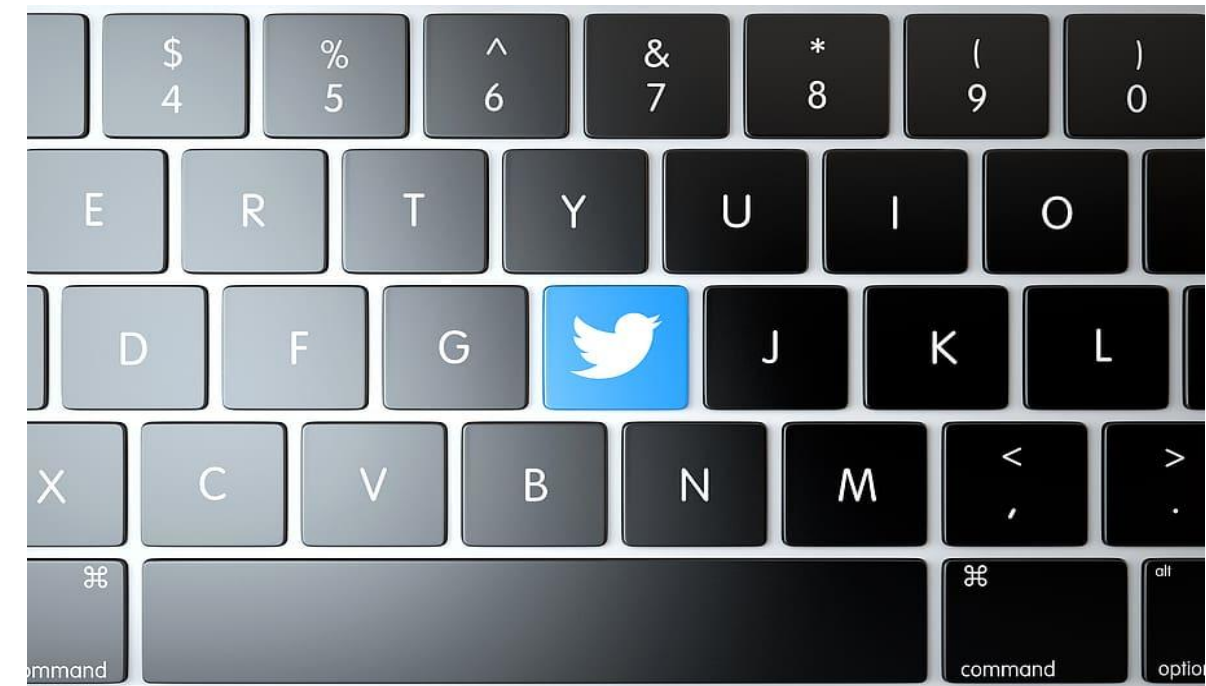
INSIGHTS:

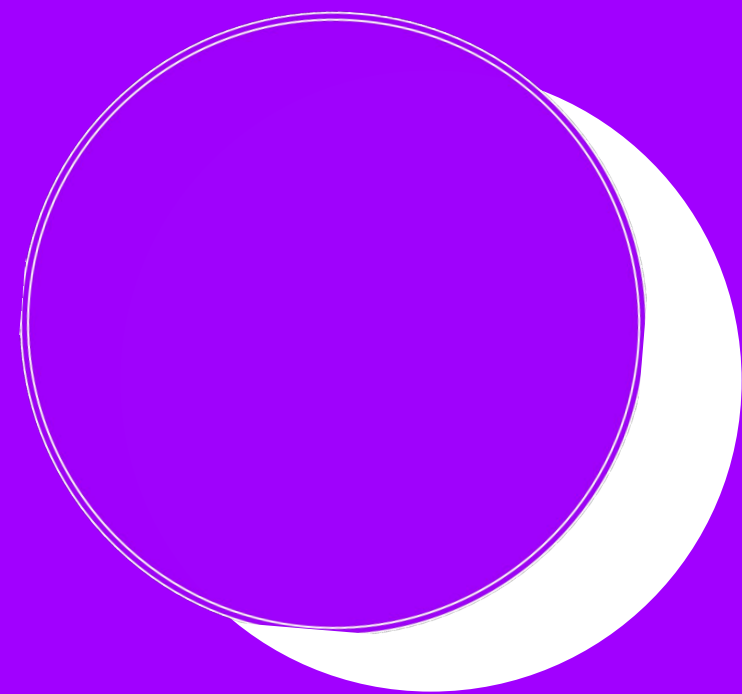
- Animals and Science are the two most popular niches which shows that people like real-life and factual content. You can partner up with brands in this niche to increase profits and help users engage more.
- Food and Healthy Eating also rank high which is a good opportunity for you guys to promote healthy eating habits for your audience's well being. Again, it's a good idea to create a campaign and work with healthy food businesses.
- Technology is pretty popular too. A great idea would be to launch Social Buzz's own tech gadgets or accessories or even both! Many people would definitely buy the products. Apart from Meta, no other social media company has launched a tech product. This can set you apart from them.



INSIGHTS:

- We saw that January is the month when engagement is the highest, so most of the marketing in January would be the best decision.
- More positive reactions than negative reactions is a good sign. People on the app are more positive and support each other.
- Content in the form of audio has been posted the least. A bit over 1000 people use it. In your next app update, you can consider removing audio.
- An idea- you can add texts as another type of content because they usually take up less space and is much better than audio.





Thank you!

ANY QUESTIONS?