Social Buzz
Analysis and Report

Today's Agenda

Project recap

Problem

The Analytics team
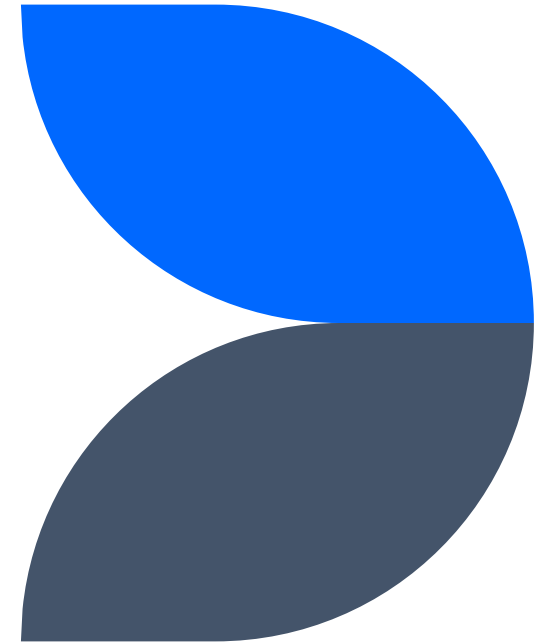
Process

Insights

Summary

Project recap

Social Buzz, a rapidly expanding global unicorn technology company, is currently experiencing accelerated growth. To address its major challenges, Accenture has initiated a 3-month working pilot. These challenges encompass:

- Conducting an audit of Social Buzz's extensive big data practices.

- Executing the process of implementing an IPO.

- Analyzing the content to find the top 5 most popular categories of content

Problem

- Social Buzz has over 100,000 posts per day.

- Resulting in an annual deluge of 36,500,000 content pieces!

- Now, the challenge lies in harnessing this immense volume to our advantage.

Meet our Analytics team

Andrew Fleming

Chef Technical Architect

Marcus Rompton

Senior Data Expert

Sakshi Lokhande

Data Analyst

Process

Understanding problem

Data Cleaning

Data Visualization to uncover insights

Data Extraction

Data Analysis

Insights

- The analysis results shows that there are **16 unique categories** of post across the entire dataset.

- Accordingly the most popular category is **Animals** with a score count of **74,965** .

- The result also shows **January** scored the highest number of posts of **1897** which is interesting to see how active people are even after the big holidays season.
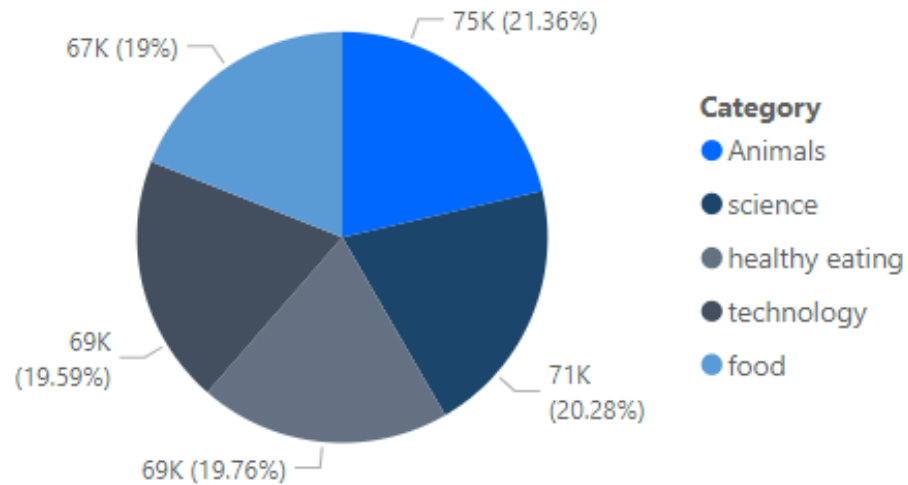
The graph shows the sum of aggregate scores by category of the top 5 categories. The top 5 categories with the highest scores are:

- Animals (74,000 points)
- Science (73,000 points)
- Technology (73,000 points)
- Healthy eating (67,000 points)
- Food (66,000 points)

Sum of Aggregate Score by Category
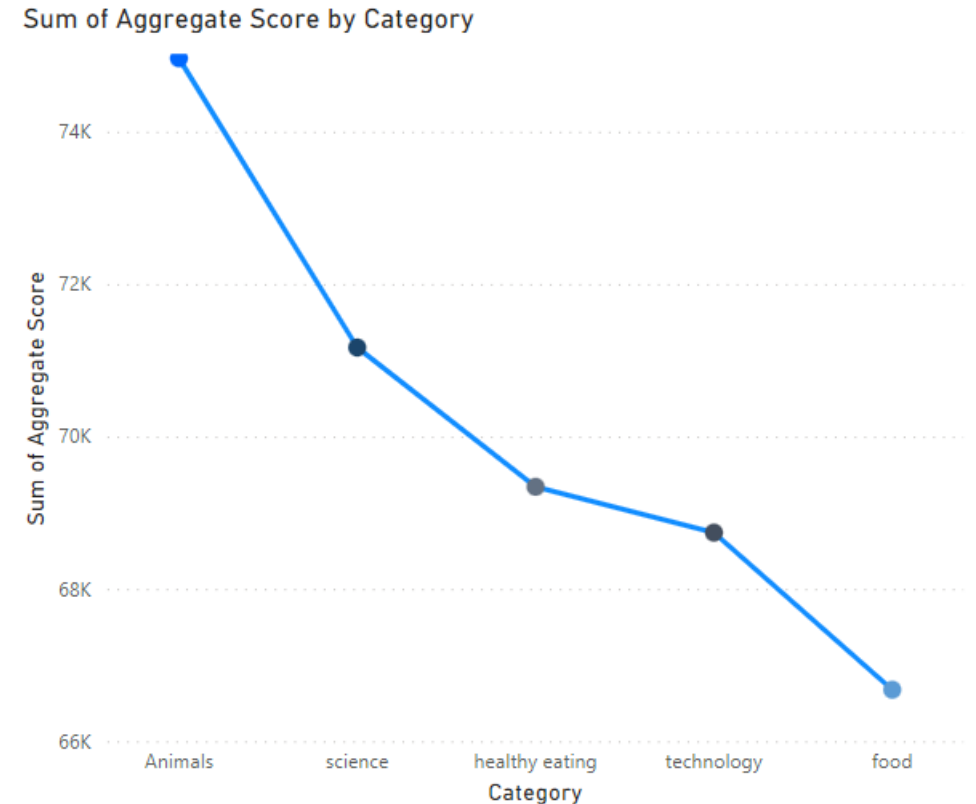
Sum of Aggregate Score by Category

- The pie chart shows the sum of aggregate score by category.
- The category with the **highest score is animals with 21.36%** and **the lowest score is food with 19%** of the total score.
- The other categories are:

    science: (19.59%)

    healthy eating: (20.28%)

    technology: (19.76%)

Summary

- Animals and science are highly popular content categories, while healthy eating ranks third.

- Focusing on these categories can enhance user engagement.

- Merge healthy eating with the "food" category for streamlined content.

- Technology is among the top 5 categories, indicating user interest. Collaboration with tech companies through brand partnerships can elevate engagement.

- Accenture offers expertise to implement real-time insights across the organization.

- Ready to support the transition to the next stage and assist in realization of insights.

Thank you

Sakshi Lokhande