
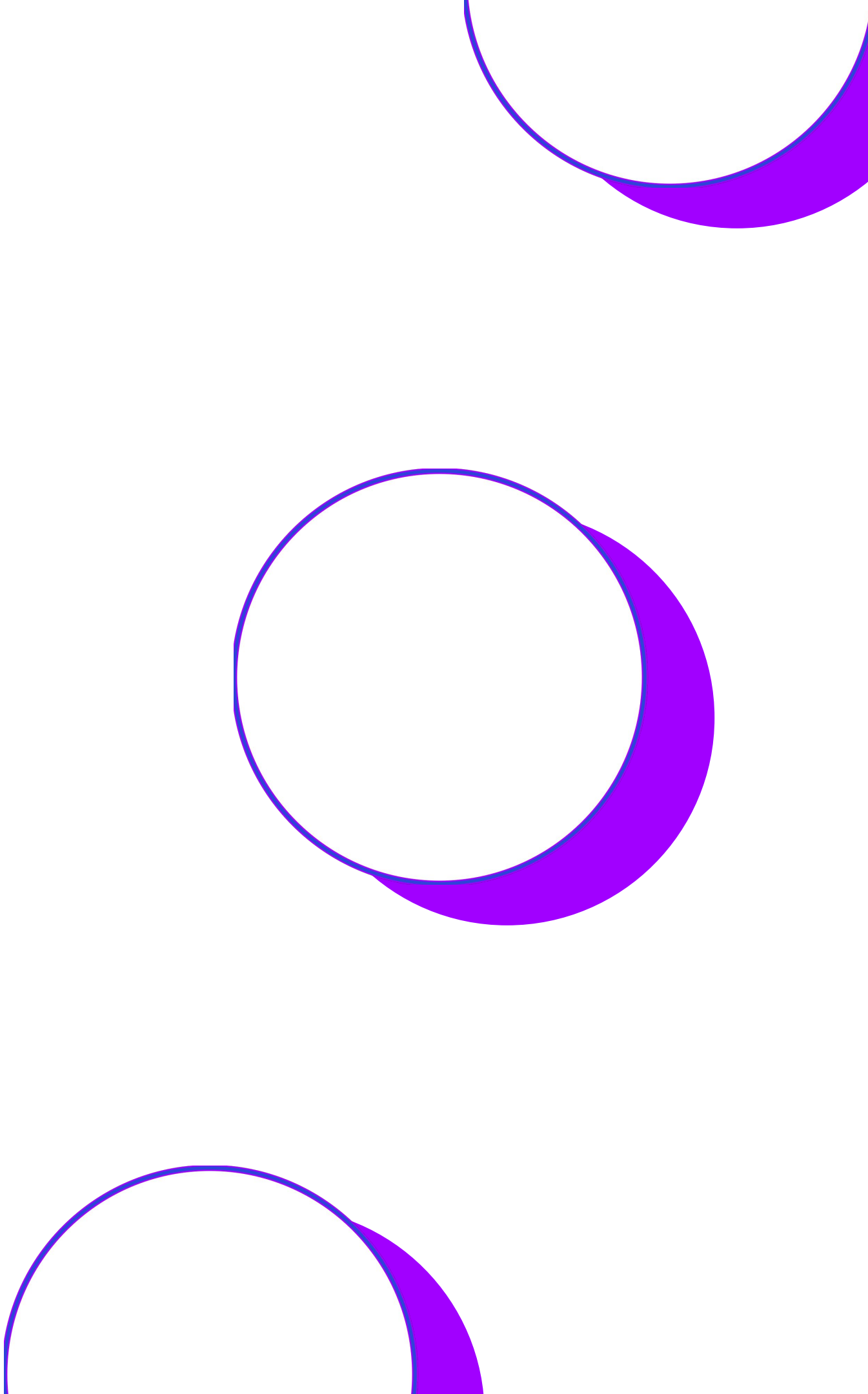




Data Analysis on Social Buzz



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. Accenture has begun a 3 month POC focussing on these tasks:

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

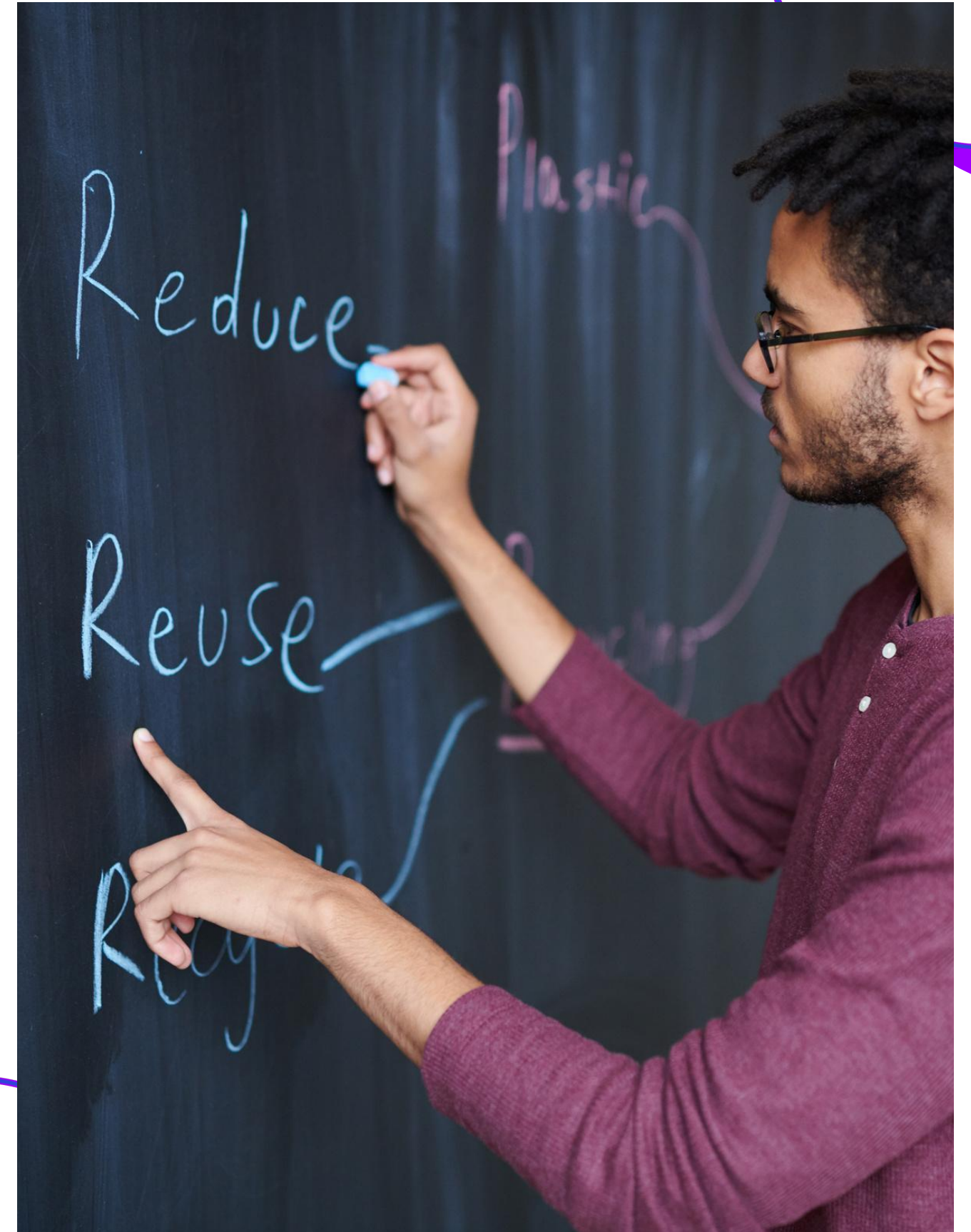
Problem

Over 100000 posts per day

36,500,000 pieces of content per year!

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



Marcos Rompton
Senior Principle



K S Praveen
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

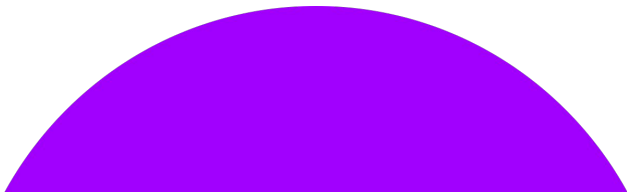
UNIQUE CATEGORIES

16



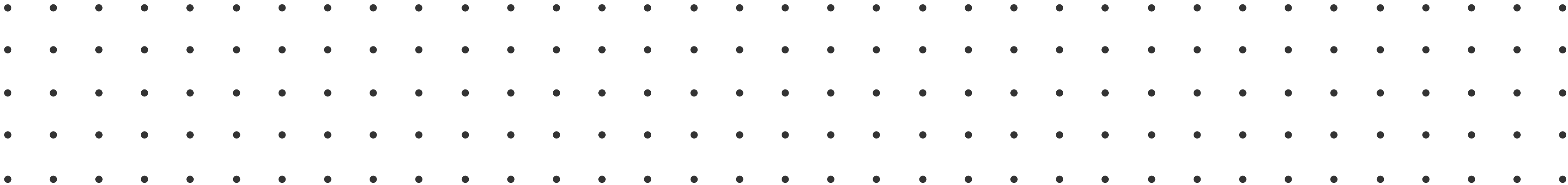
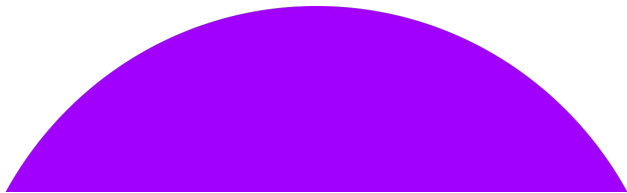
REACTIONS TO “ANIMAL”
POSTS

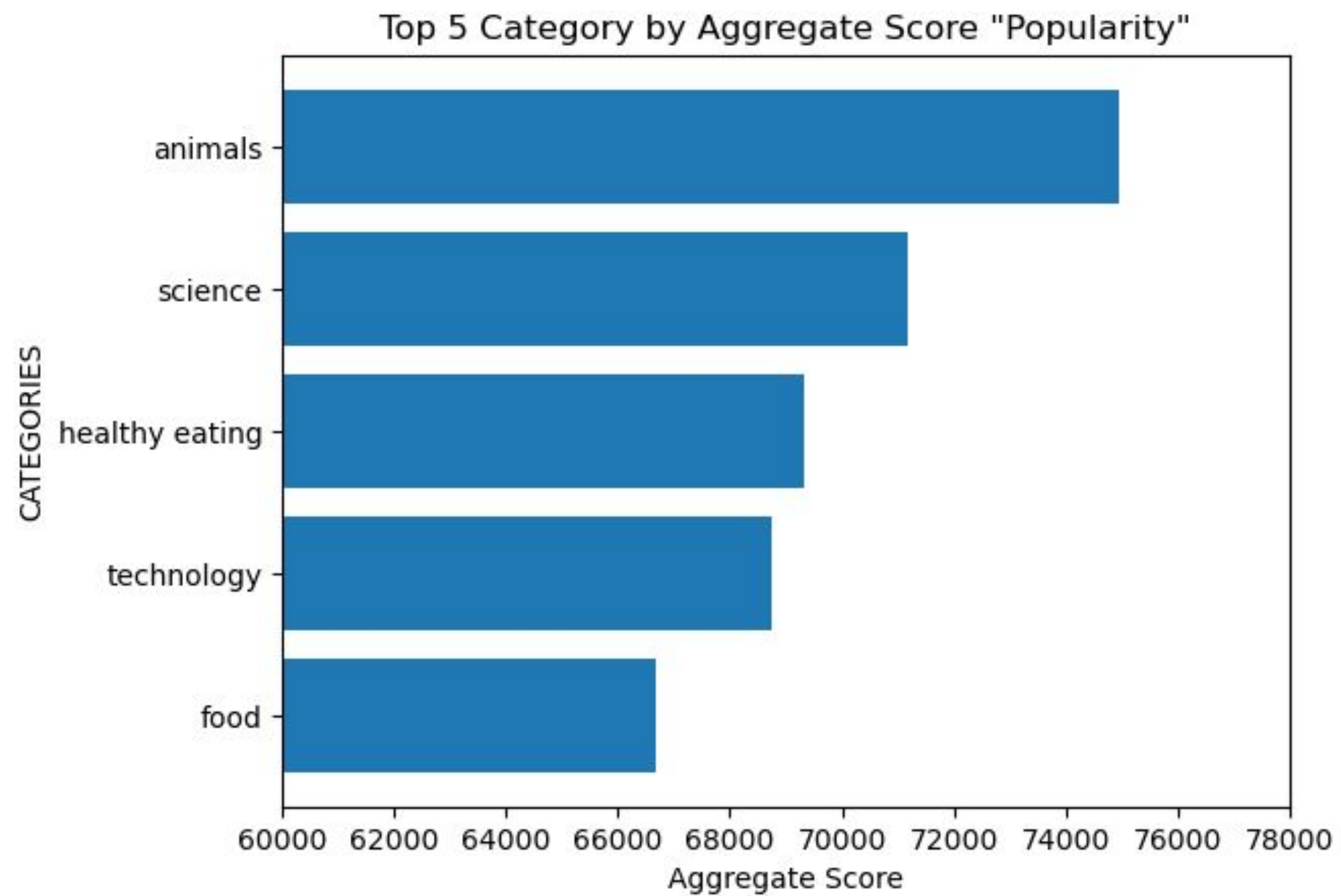
1897



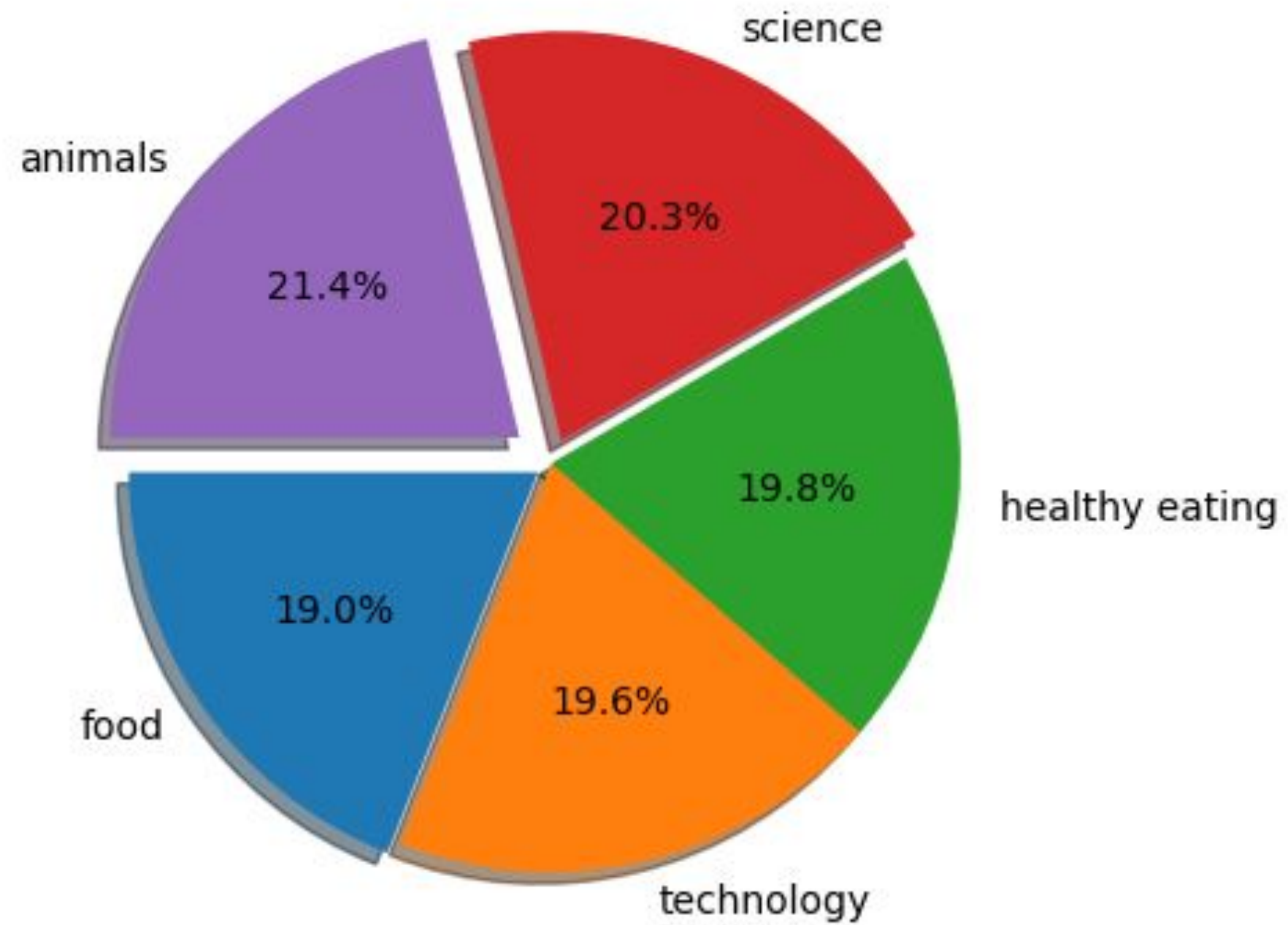
MONTH WITH MOST
POSTS

JANUARY





Popularity percentage share for Top 5 Categories



Summary



ANALYSIS

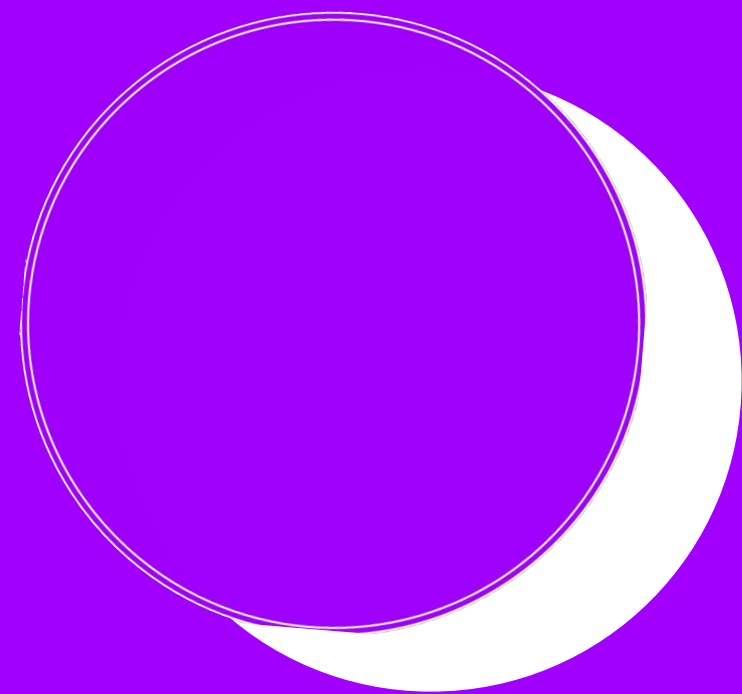
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?