



# 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 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 100000 post 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 category of content



# The Analytics team



Andrew Fleming  
(Chief Technical  
Architect)



Marcus Rompton  
(Senior Principle)



Tushar Arora  
(Data Analyst)



# TABLE OF CONTENT

- **PROCESS**
  - **OVERALL ANALYSIS WITH 19+ QUESTION**
  - **FIND SOLUTION OF CLIENT BY 3 APPROACH**
- 



# Process



# DATASET LOOK LIKE

Content ID	Reaction Type	Content Type	Category	Sentiment	Sum of Score	Month	Day_of_Week	Part_of_Day
daeddfcc-c030-4674-8317-56a23ab81799	disgust	audio	animals	negative	0	June	Friday	Afternoon
b9ff65d6-b79a-4f9b-8745-10088ddf9934	disgust	video	animals	negative	0	March	Friday	Afternoon
942c5154-791e-47c0-bfad-264a3d6296eb	disgust	audio	animals	negative	0	September	Friday	Afternoon
909cbb46-9789-4e9d-9148-890e5c44a9e2	disgust	audio	animals	negative	0	July	Friday	Evening
6b2db46f-f733-4b56-af09-0ed7bb232ed4	disgust	audio	animals	negative	0	November	Friday	Evening
7f5299bf-ae57-4c01-a84c-f0c6bc7a5b5f	disgust	audio	animals	negative	0	July	Friday	Morning
674507f9-c555-4876-89c7-c06b6db561c0	disgust	audio	animals	negative	0	June	Friday	Morning
76898916-4024-4c32-909b-dd240879d76a	disgust	GIF	animals	negative	0	June	Friday	Morning
323c35ed-081f-4efd-8bd6-ce5208ceb0ed	disgust	GIF	animals	negative	0	April	Friday	Night
6199f5ca-cc02-410d-a408-e034946de162	disgust	video	animals	negative	0	April	Friday	Night
89cf06bc-e921-4cfd-bd16-d071757d90a2	disgust	video	animals	negative	0	April	Friday	Night

- THE HIDDEN THING THAT I FIND IS THAT THERE IS A CATEGORY LIKE ANIMALS AND DOGS ARE CORRELATED.

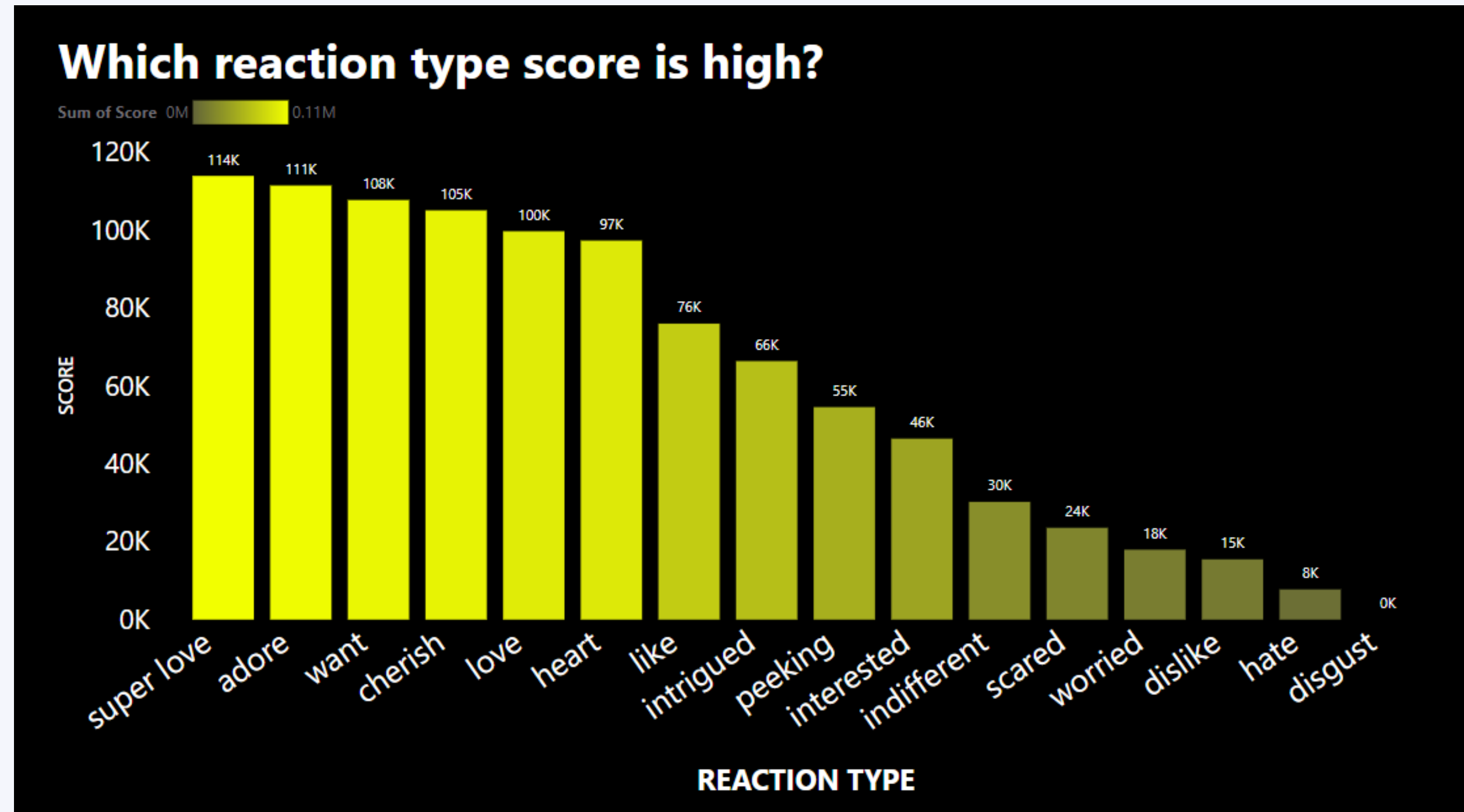


# **OVERALL ANALYSIS & INSIGHTS**

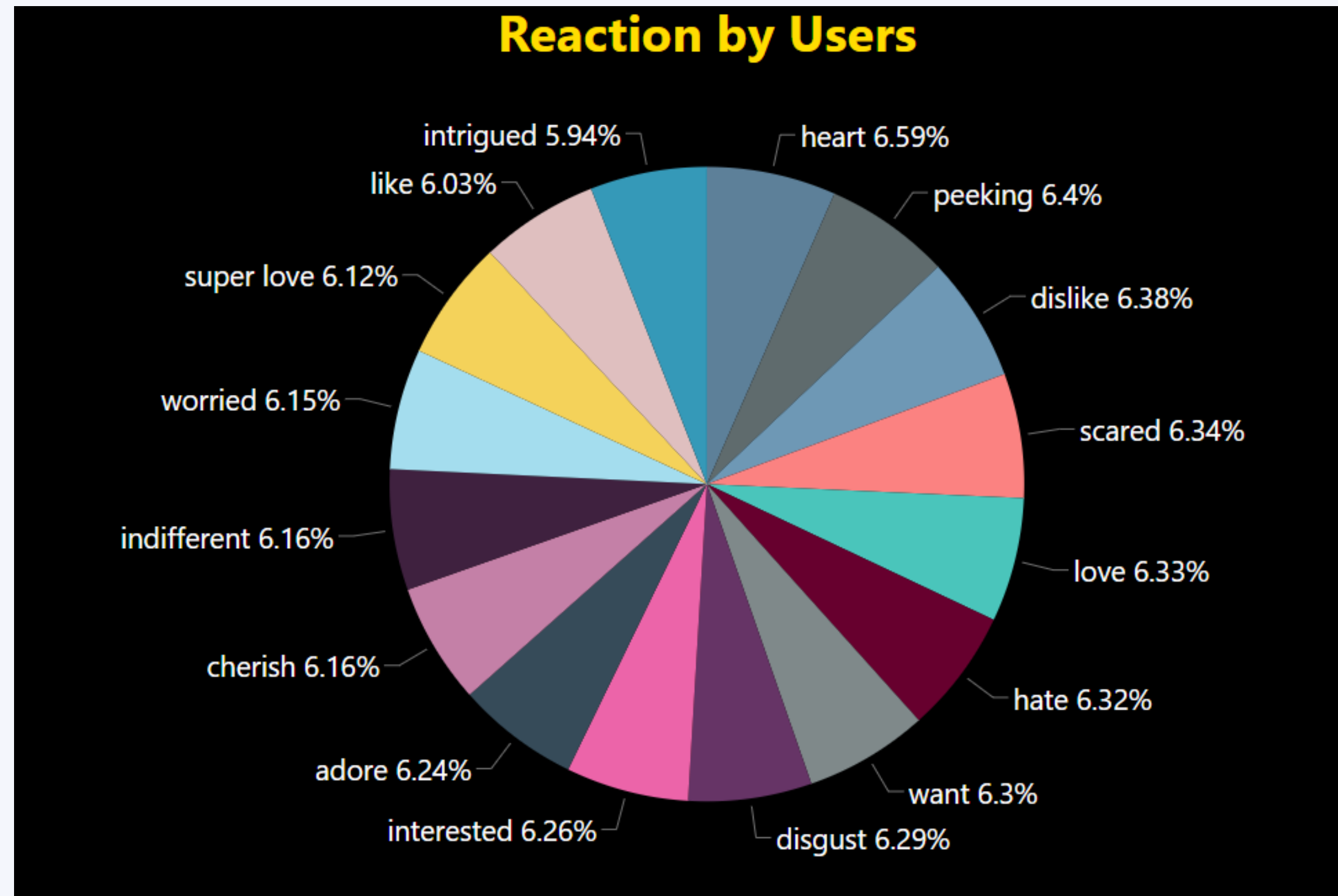


Q1- HOW MANY UNIQUE CATEGORIES ARE IN REACTION TIME?

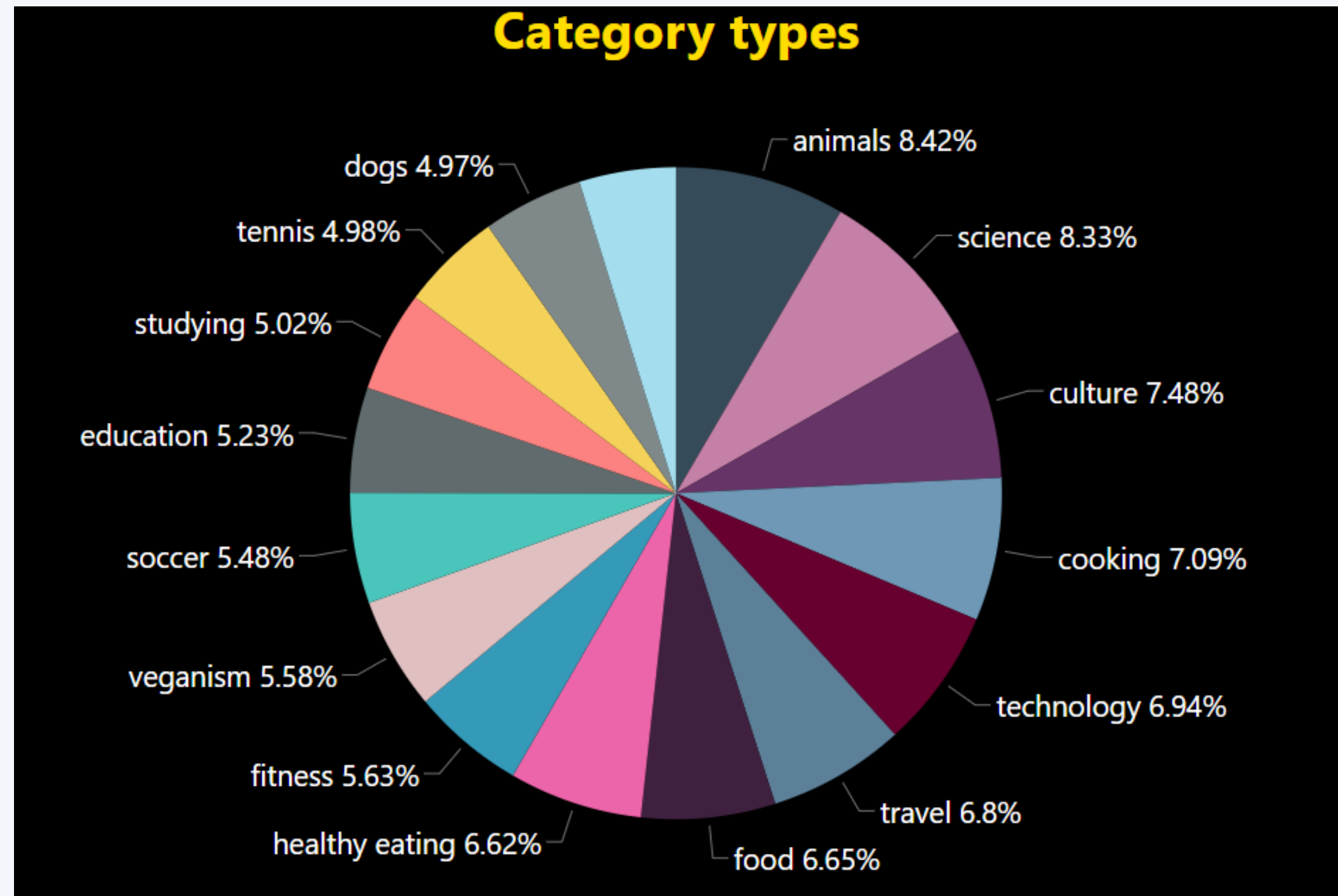
Q2- I WANT TO KNOW THE SCORES ACCORDING TO REACTION TIME.



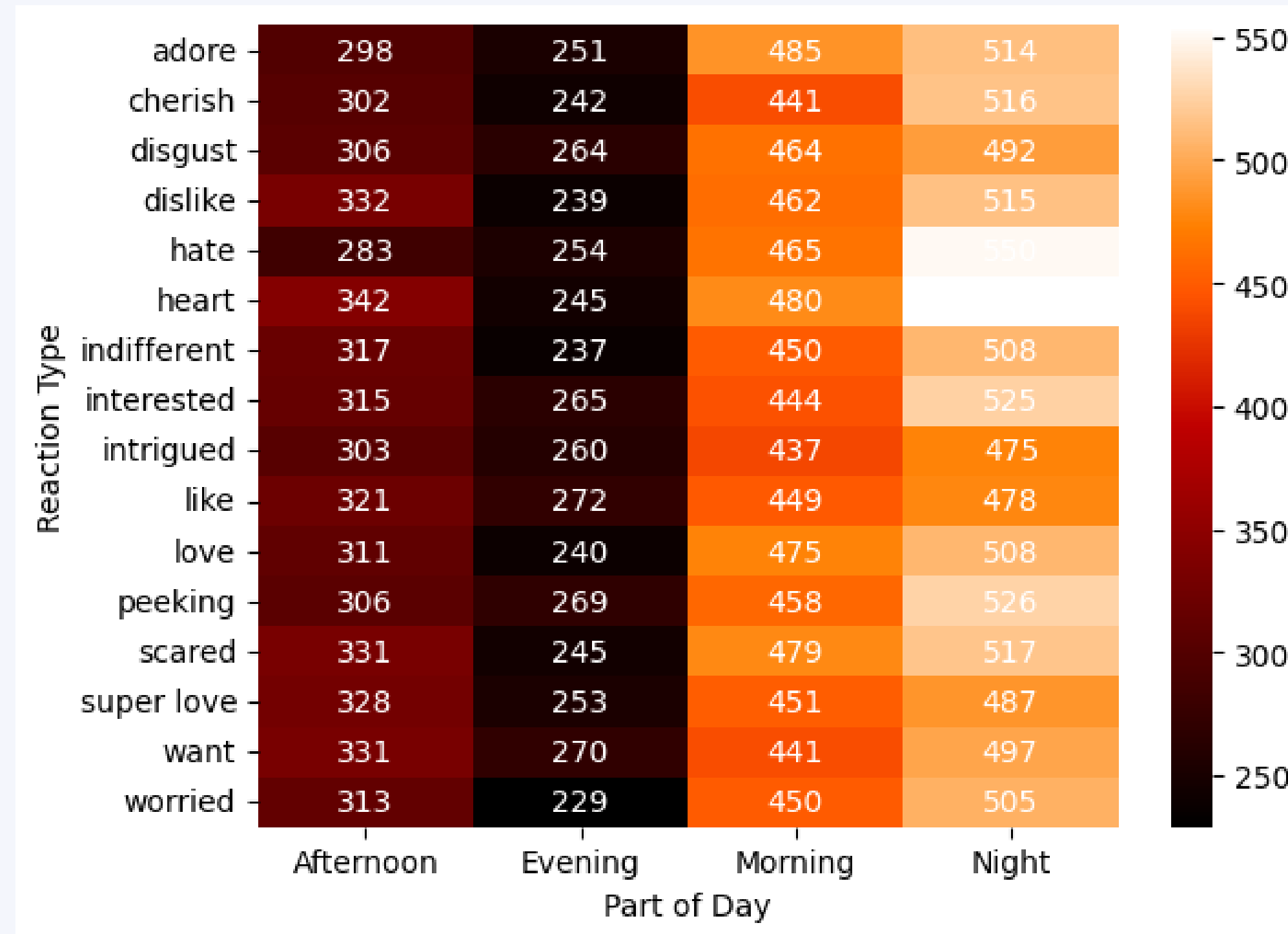
# Q3- TYPES OF REACTION TYPE USER REACT



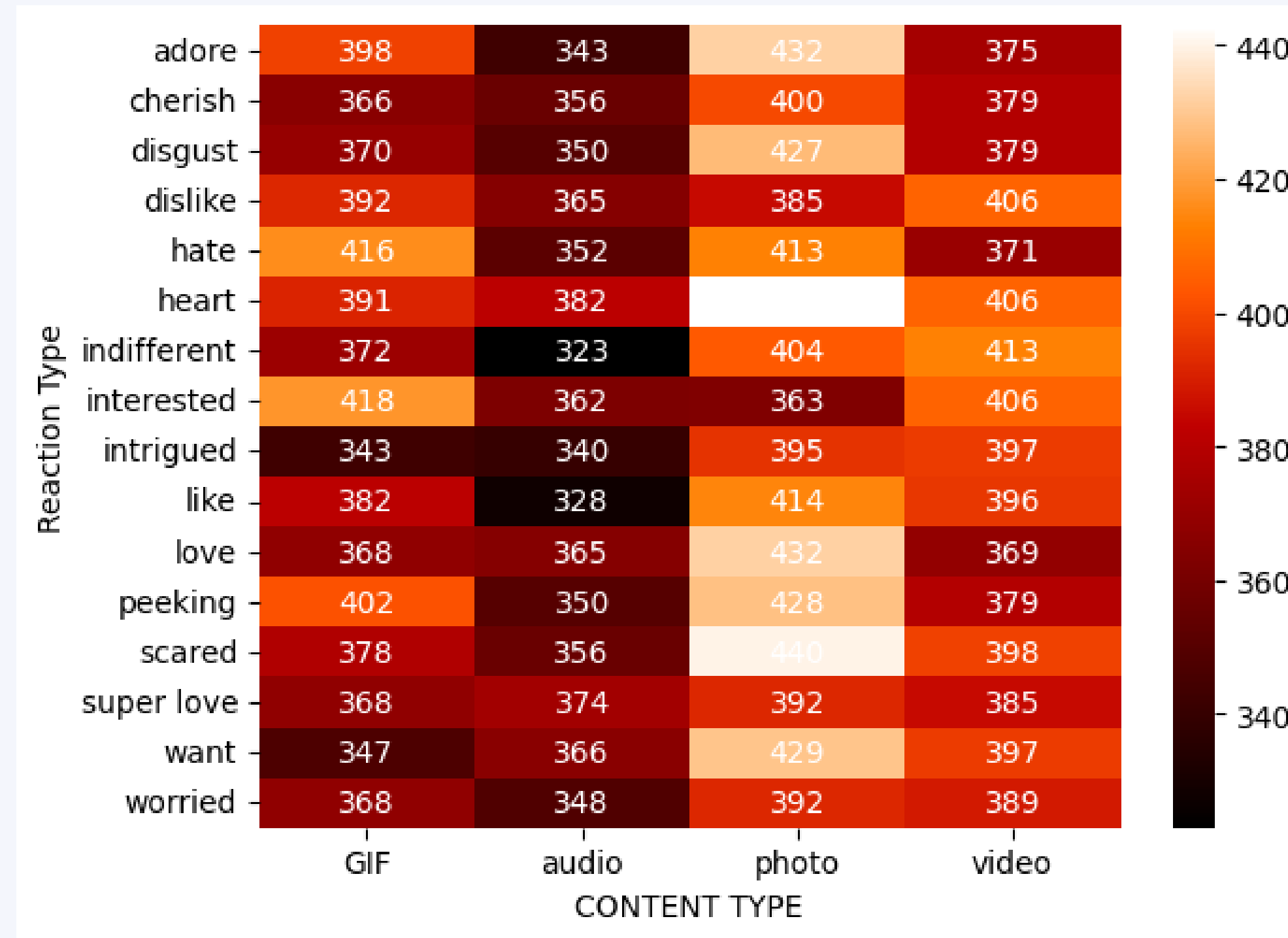
## Q4- TYPES OF CATEGORY USER UPLOADED



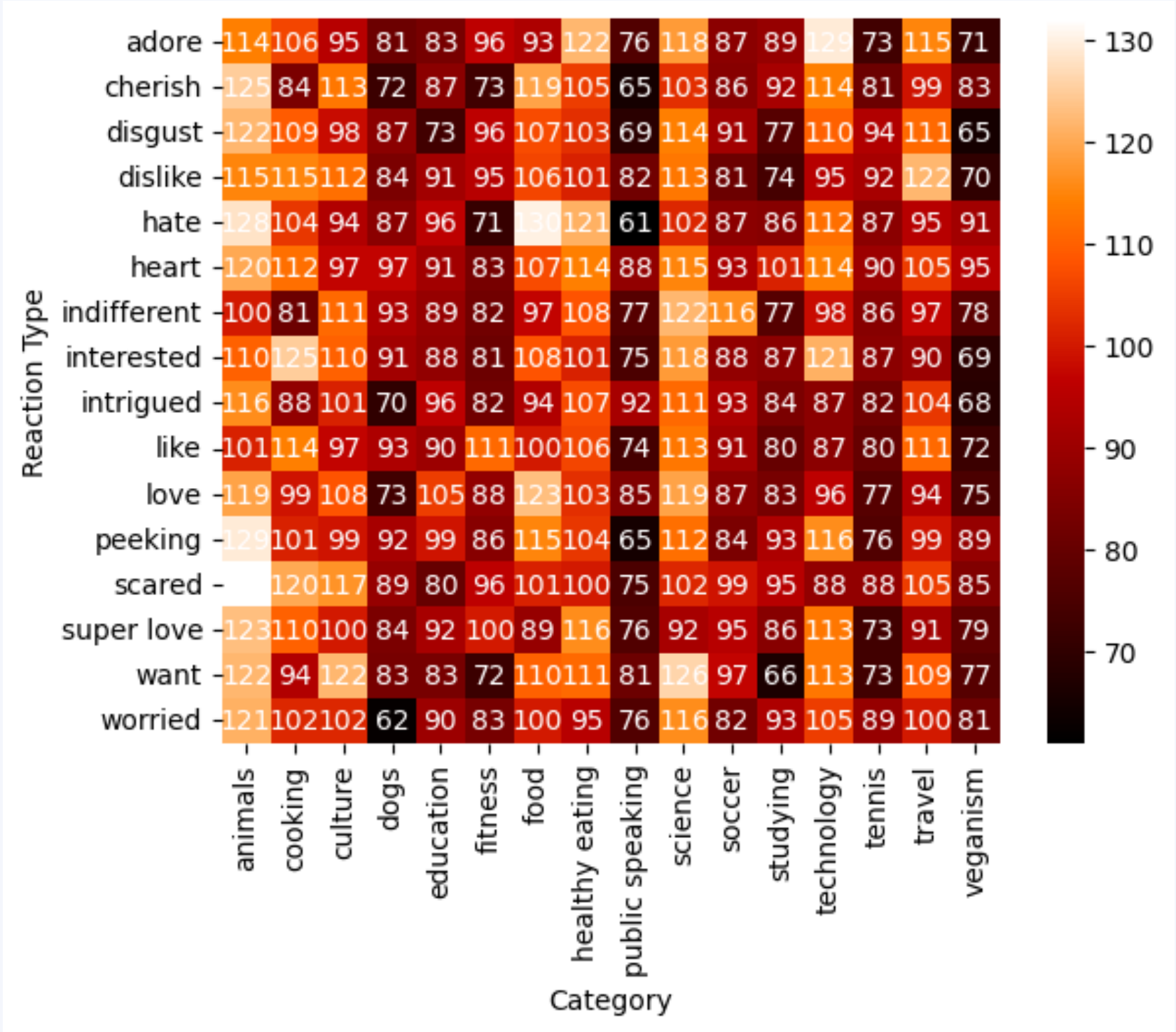
## Q5- AT WHICH TIME WHICH REACTION THE USER REACT?



## Q6- WHICH TYPE OF CONTENT USER REACT?



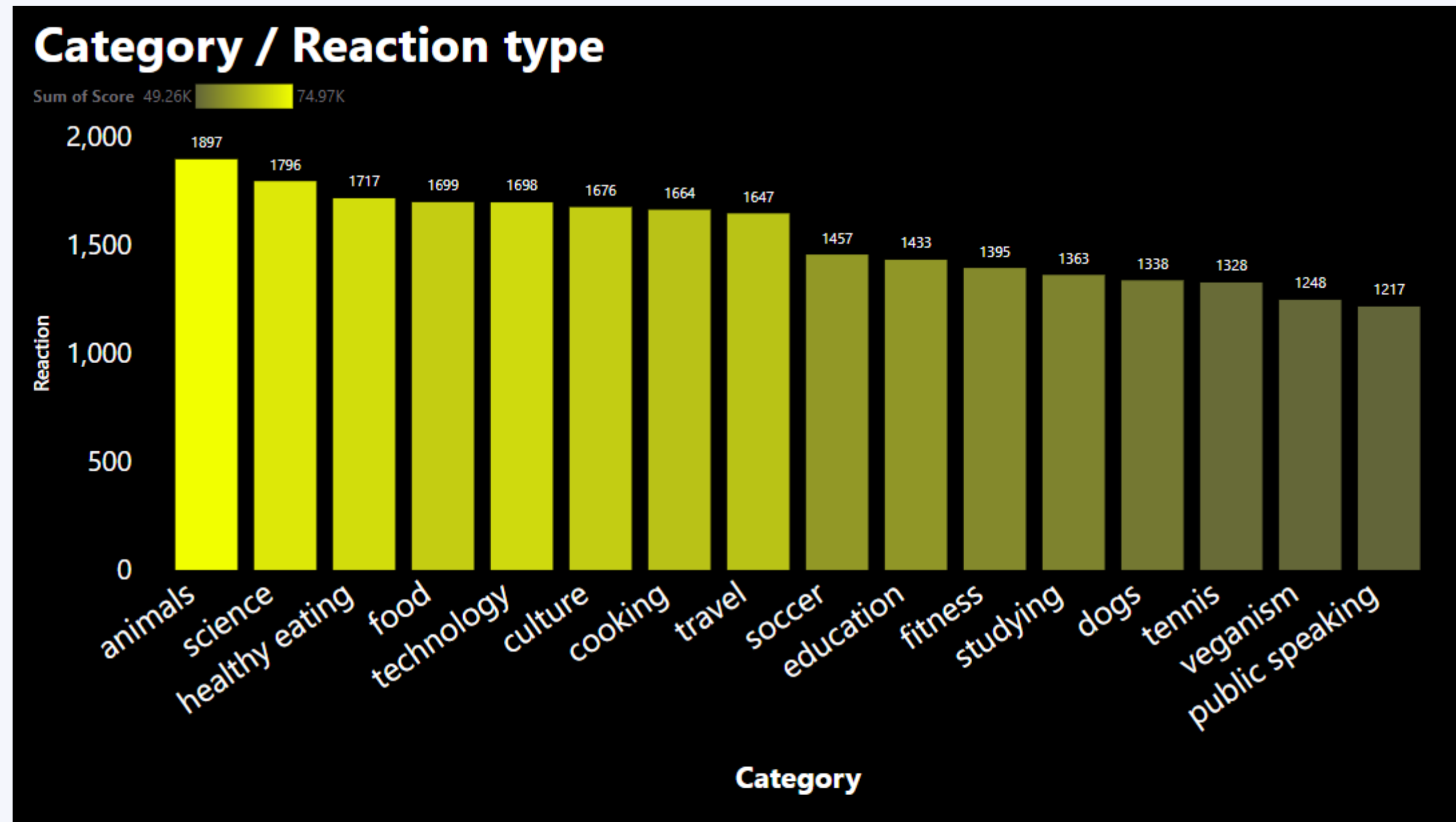
# Q7- WHICH CATEGORY DO USERS HATE MOST?





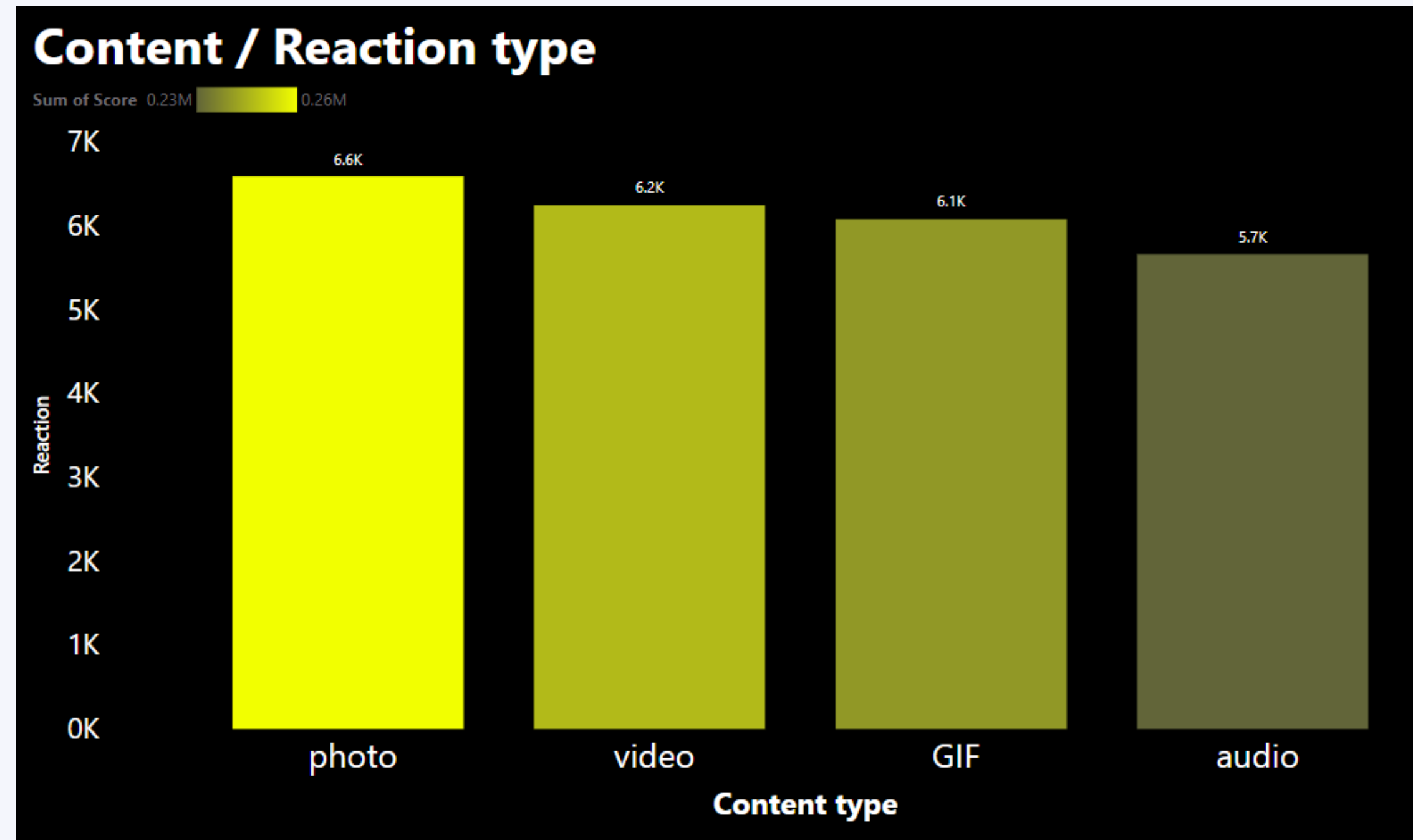
Q8- SHOW THE NO. OF REACTION PER CATEGORY

Q9- HOW MANY REACTIONS ARE THERE TO THE MOST POPULAR CATEGORY?

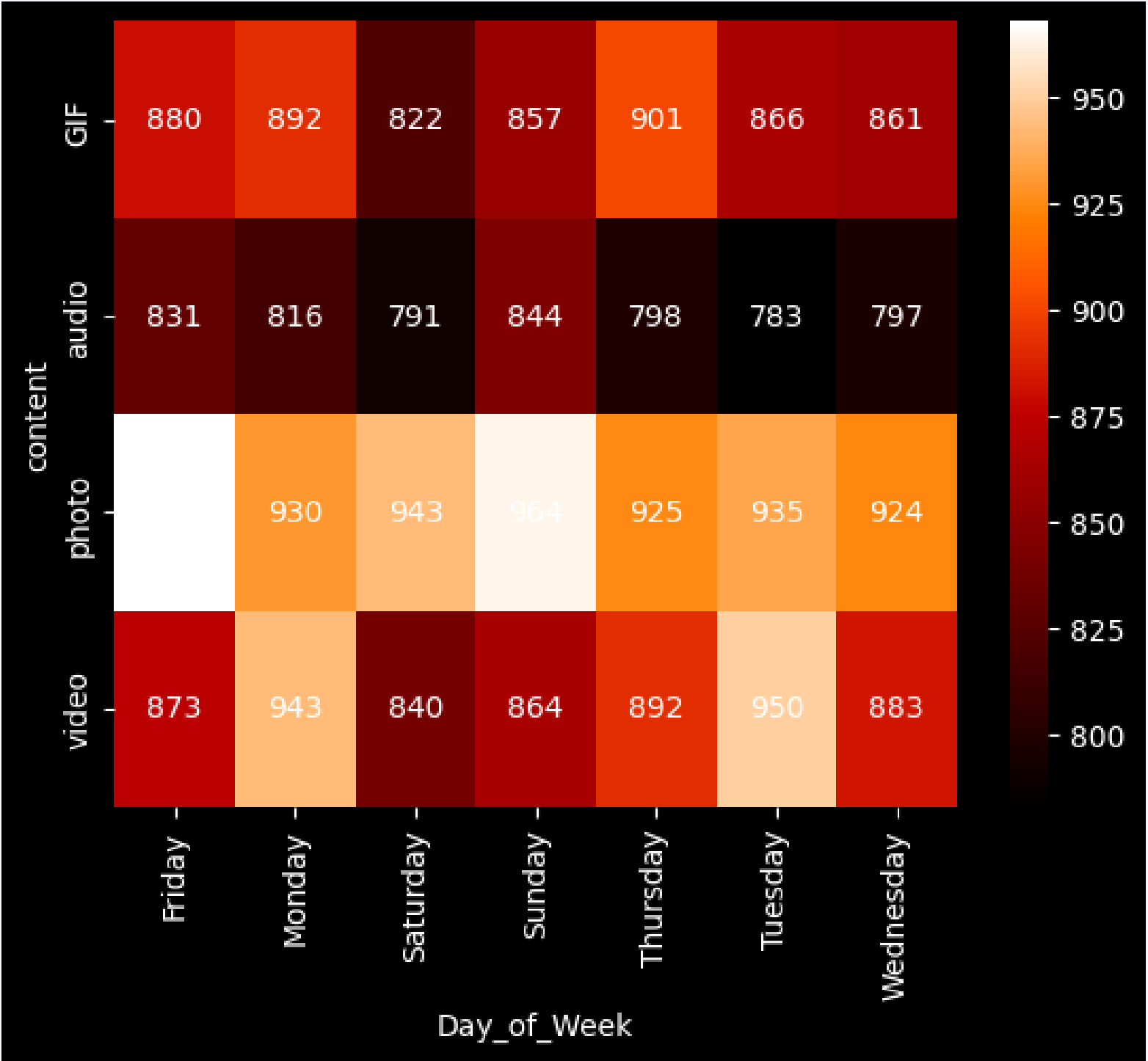
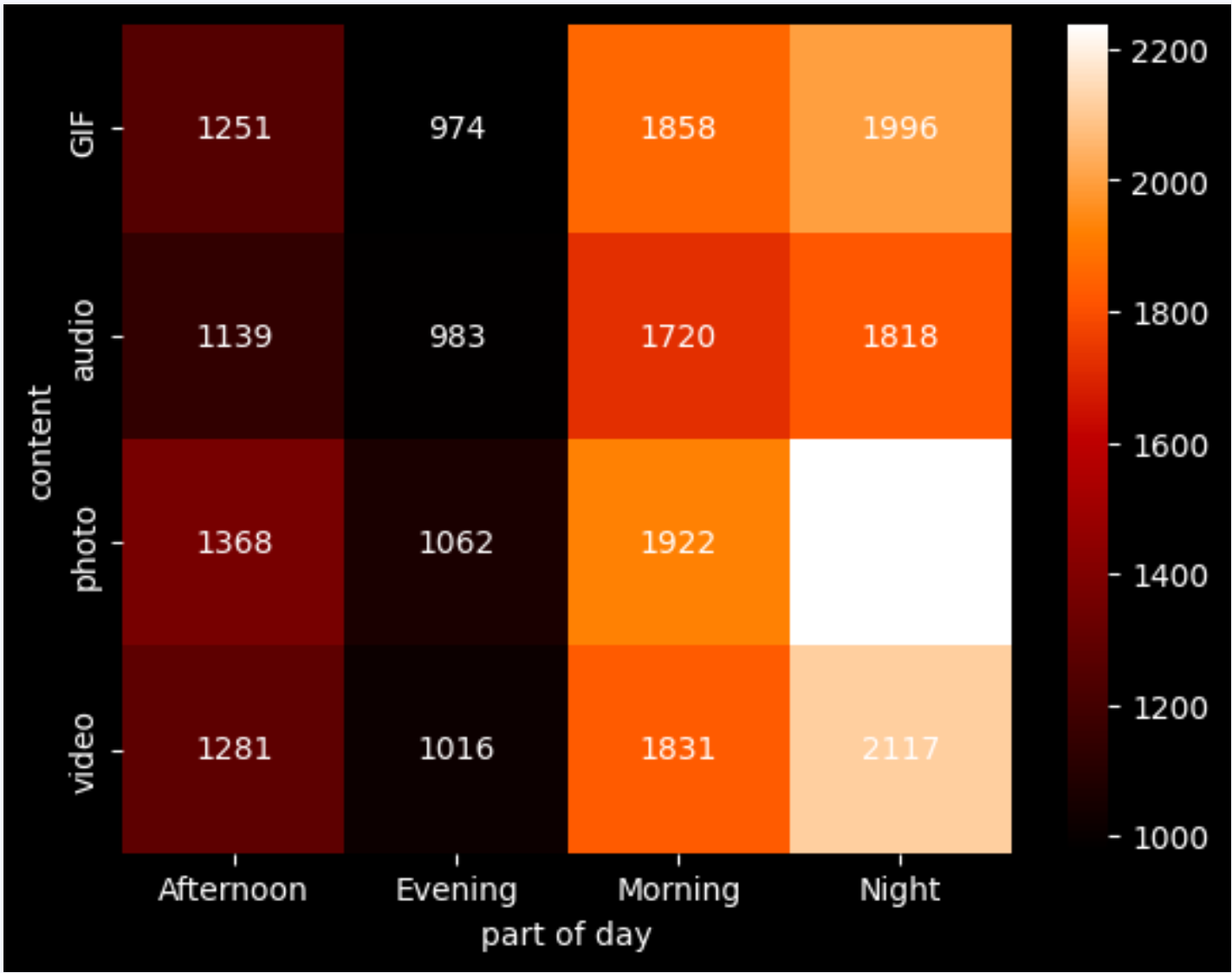


Q10- SHOW THE NO. OF REACTION PER CONTENT

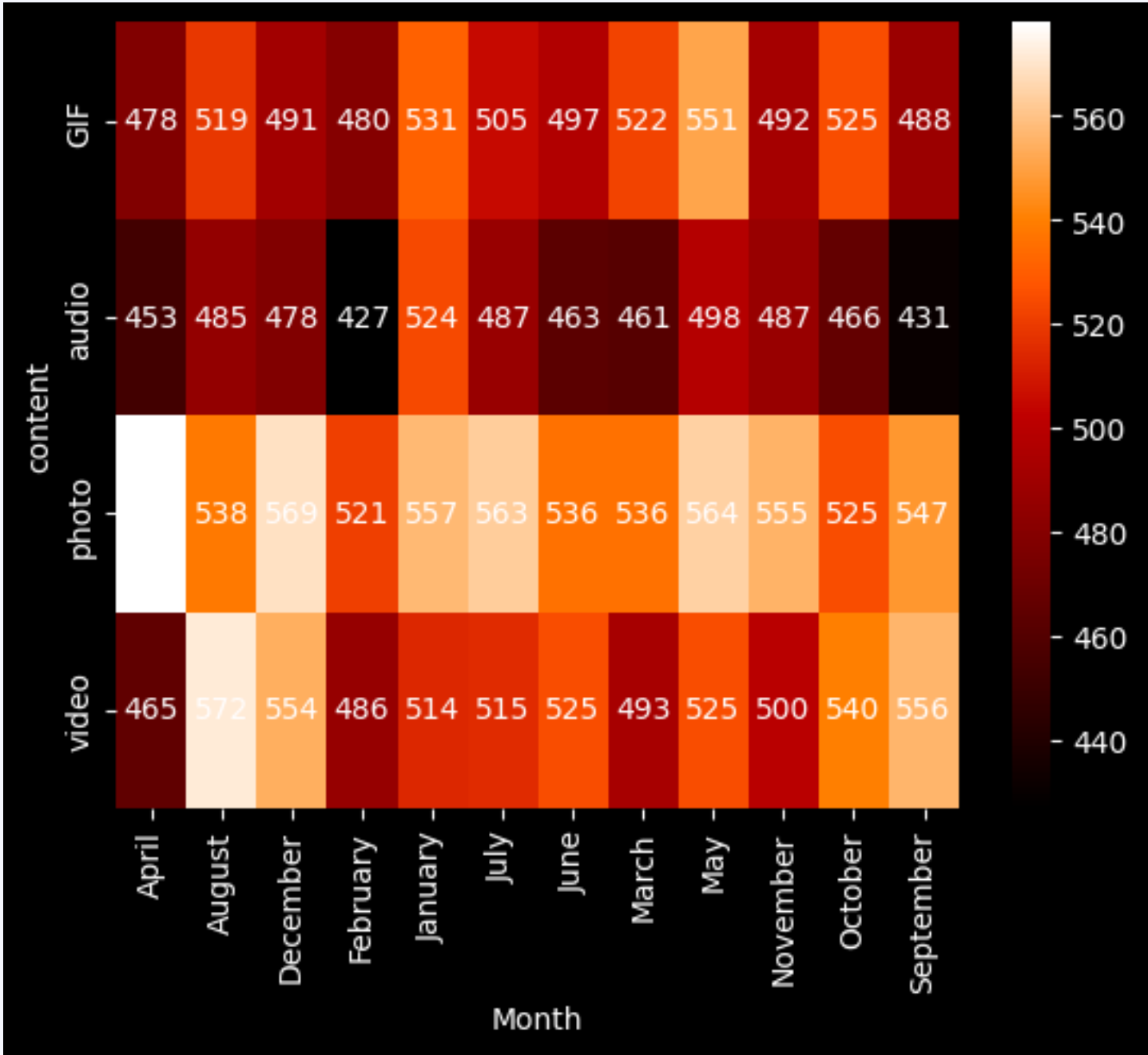
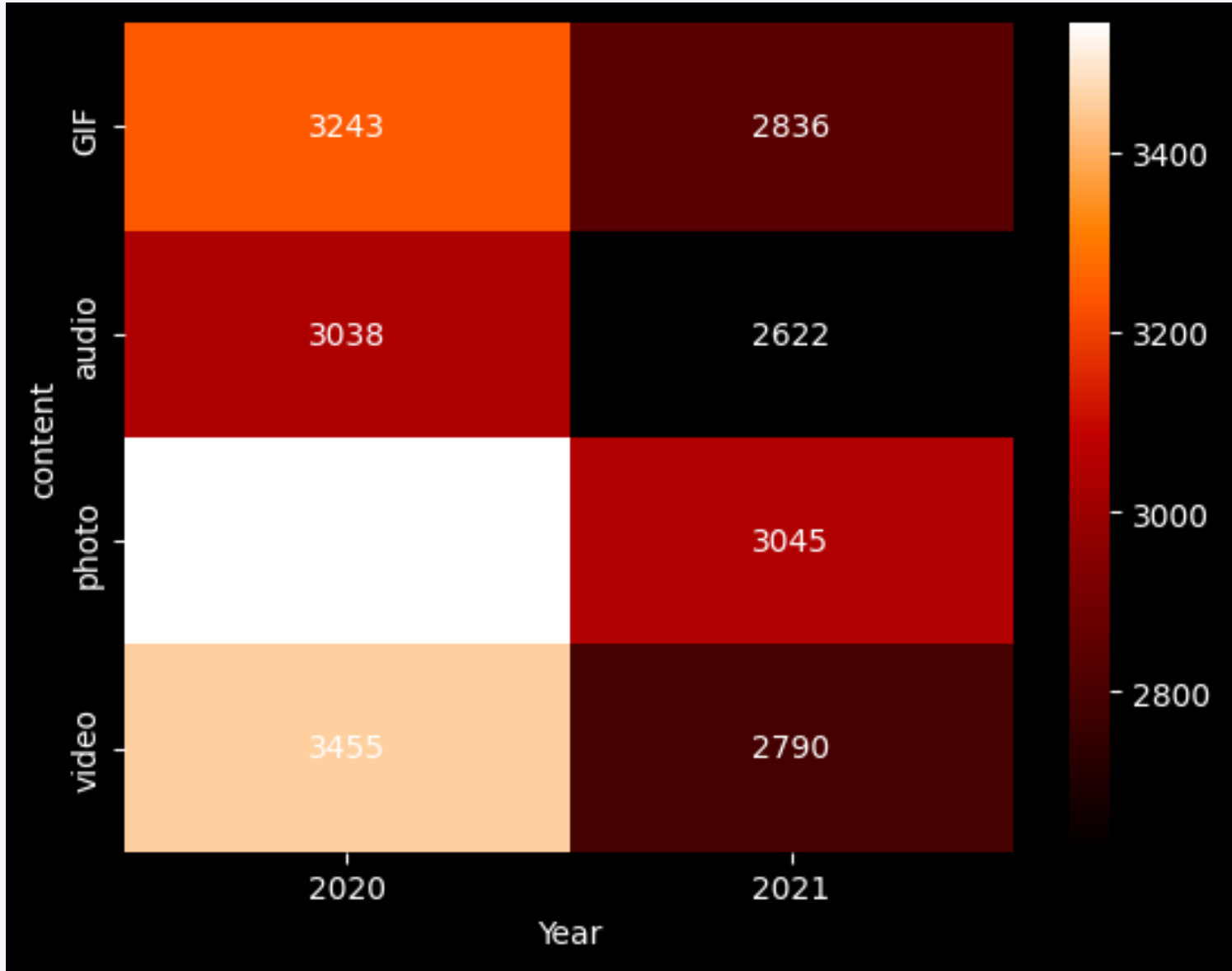
Q11- HOW MANY REACTIONS ARE THERE TO THE MOST POPULAR CATEGORY?



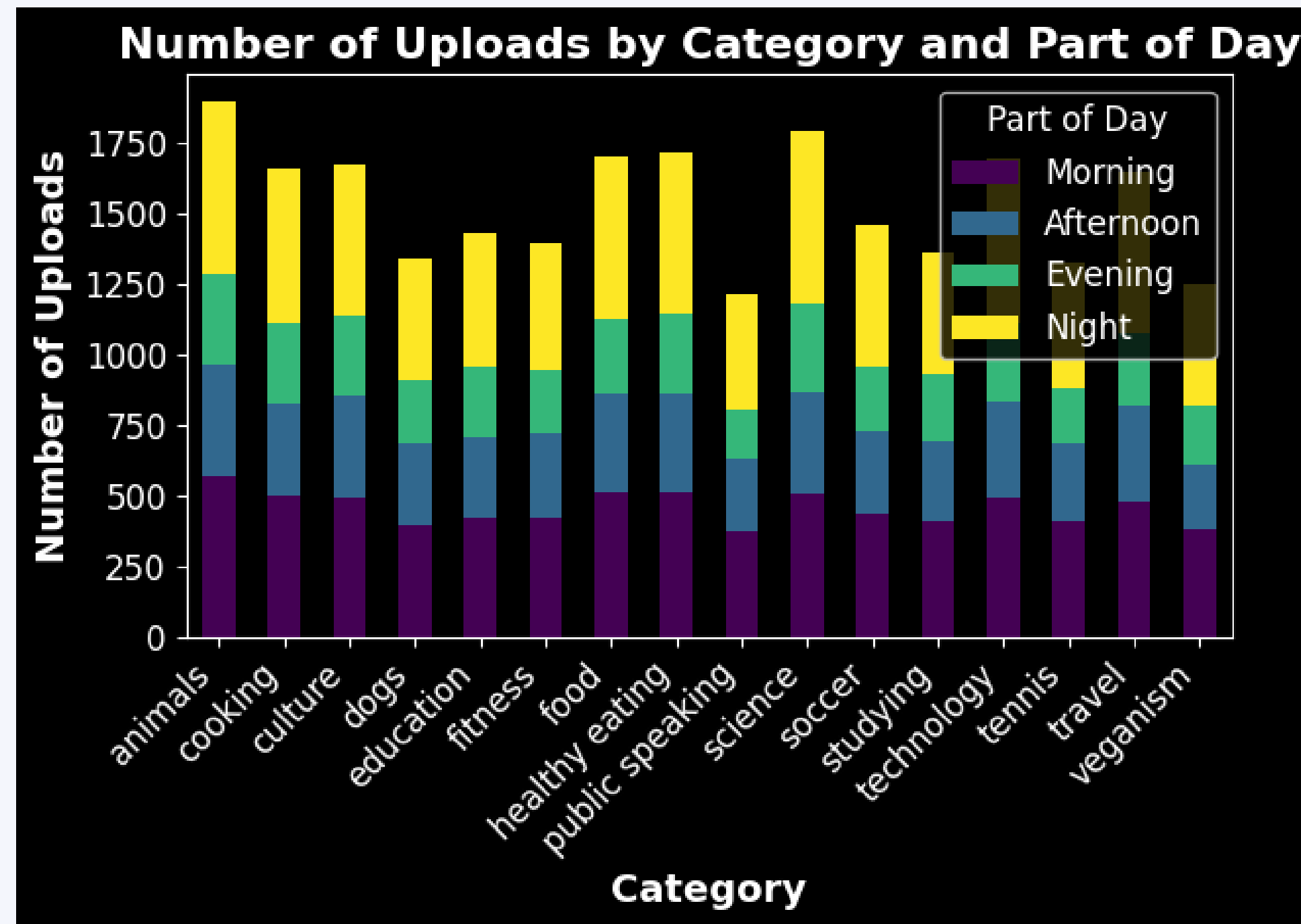
Q12- AT WHICH PART OF THE DAY AND DAY OF THE WEEK, WHICH CONTENT WAS UPLOAD MOSTLY?



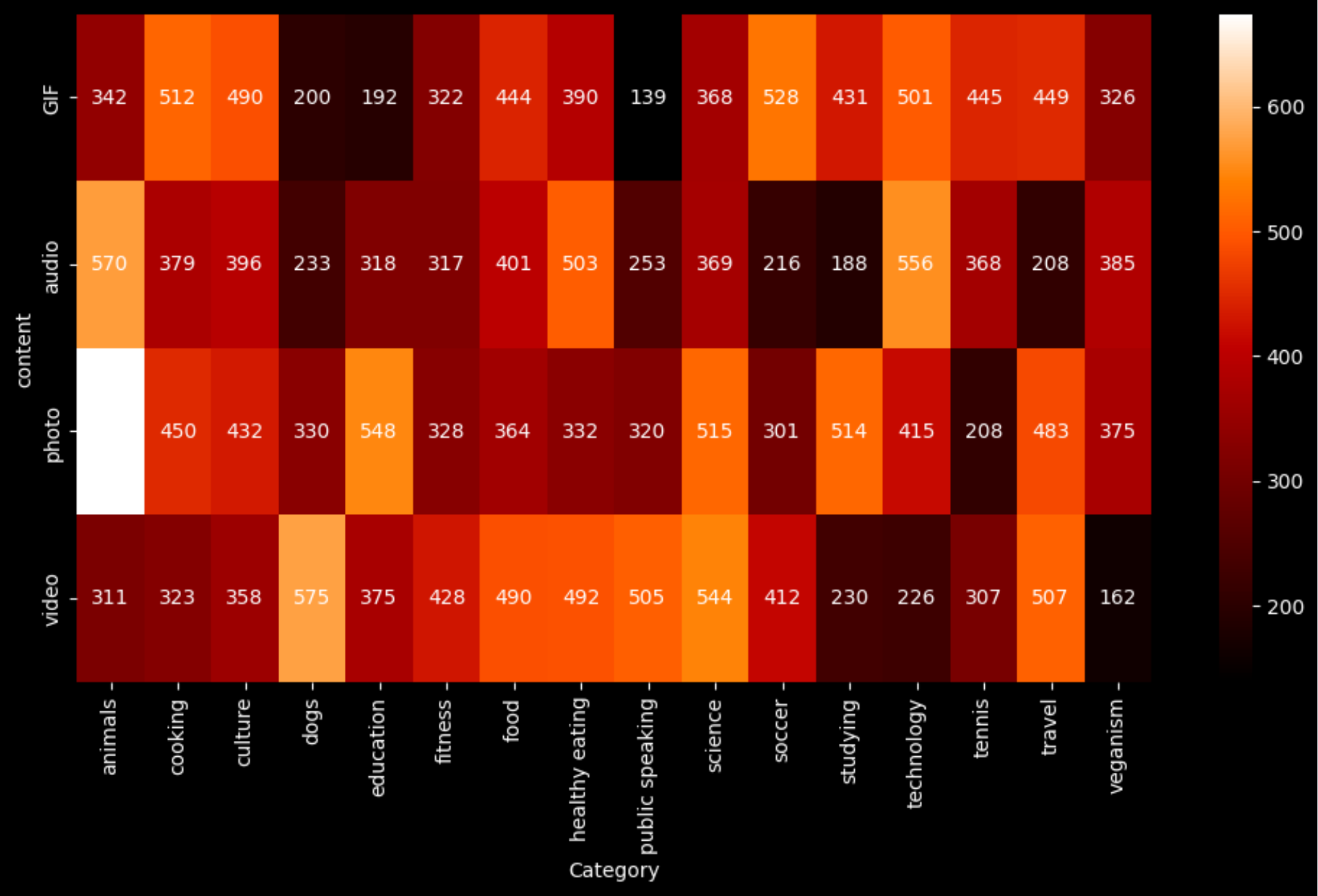
Q13- AT WHICH YEAR AND MONTH, WHICH CONTENT WAS UPLOADED MOSTLY ?



## Q14- AT WHICH PART OF THE DAY WITH CATEGORY ON CONTENT UPLOADED?

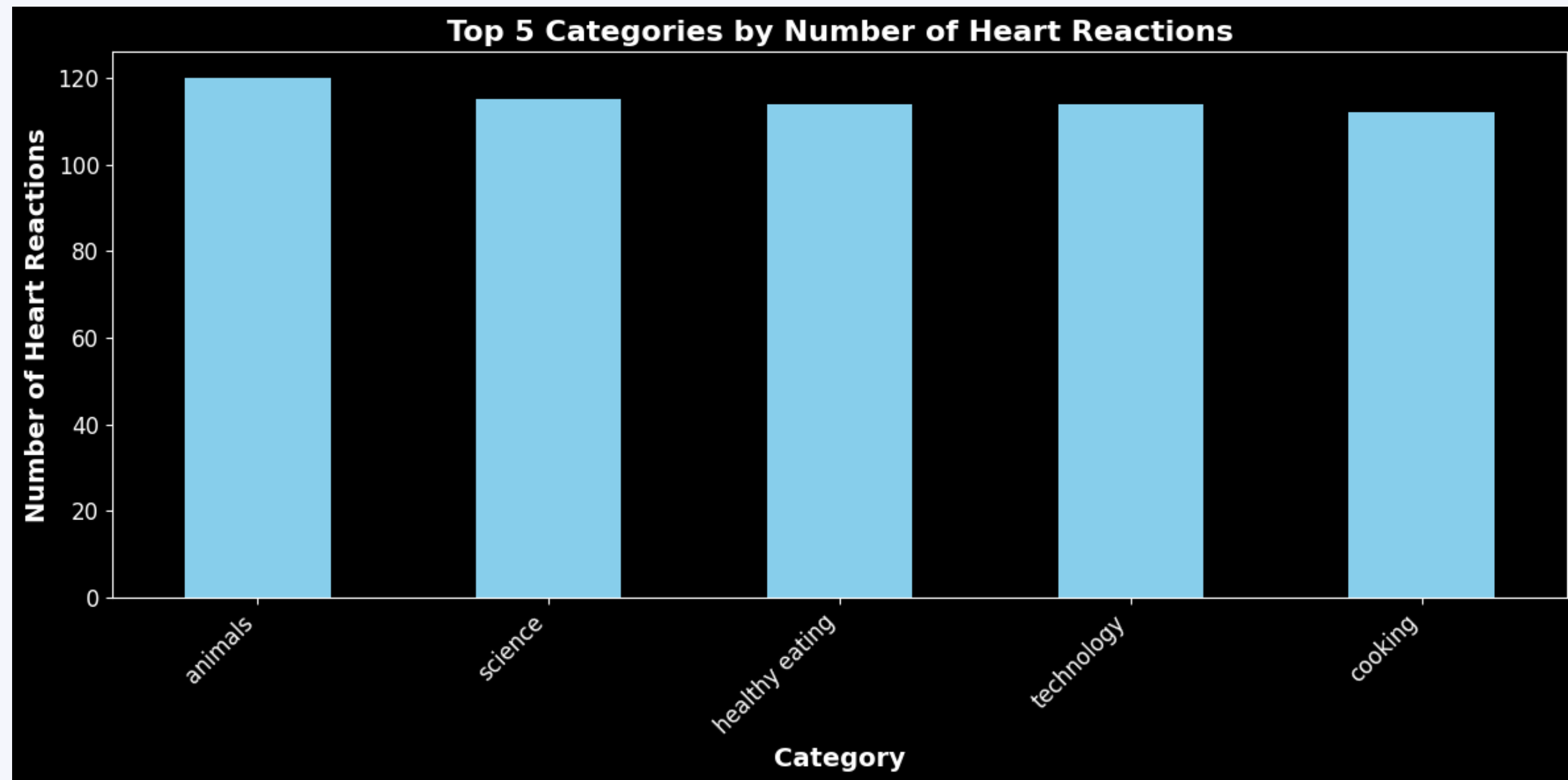


Q15- HOW MUCH CONTENT WAS UPLOADED IN PARTICULAR CATEGORY?

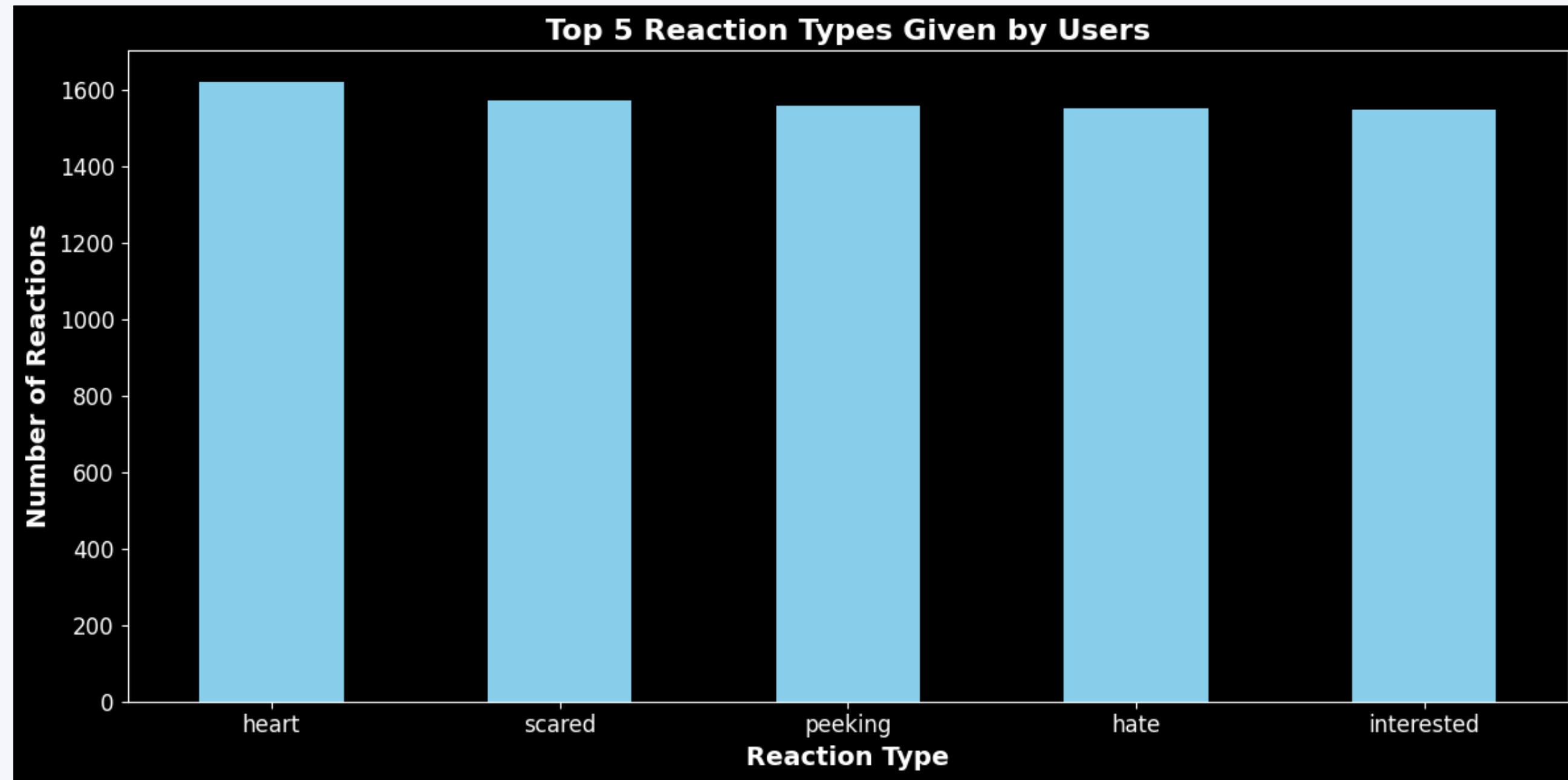




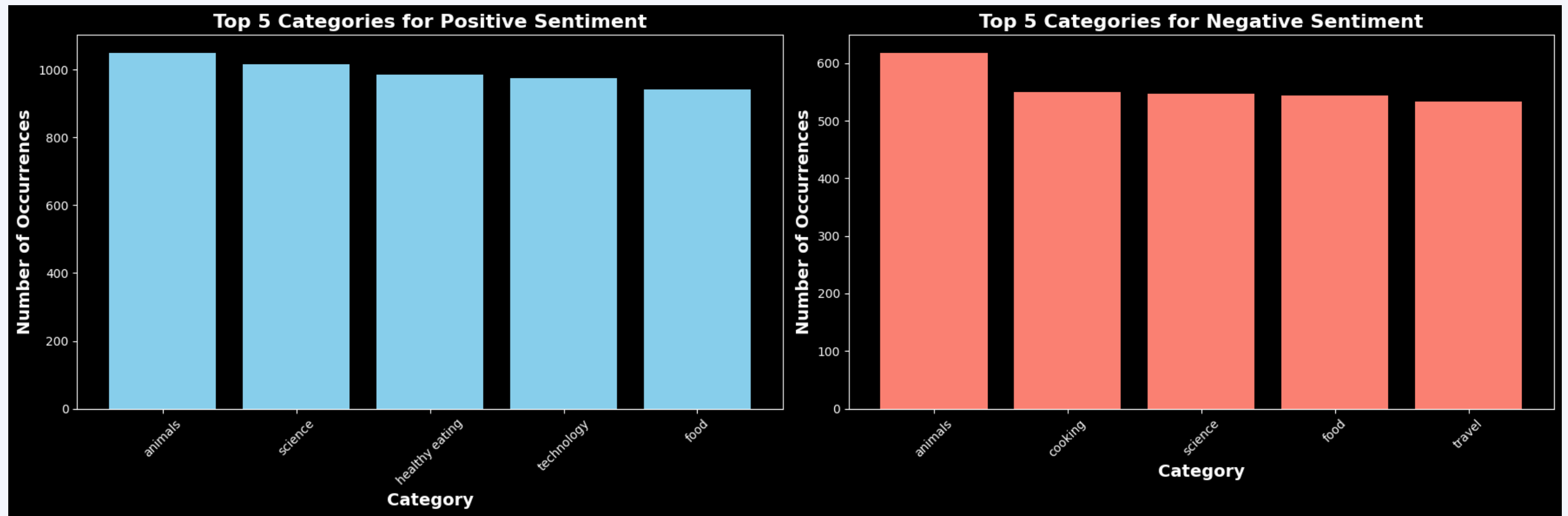
## Q16- TOP 5 CATEGORY WITH HIGHEST POPULARITY



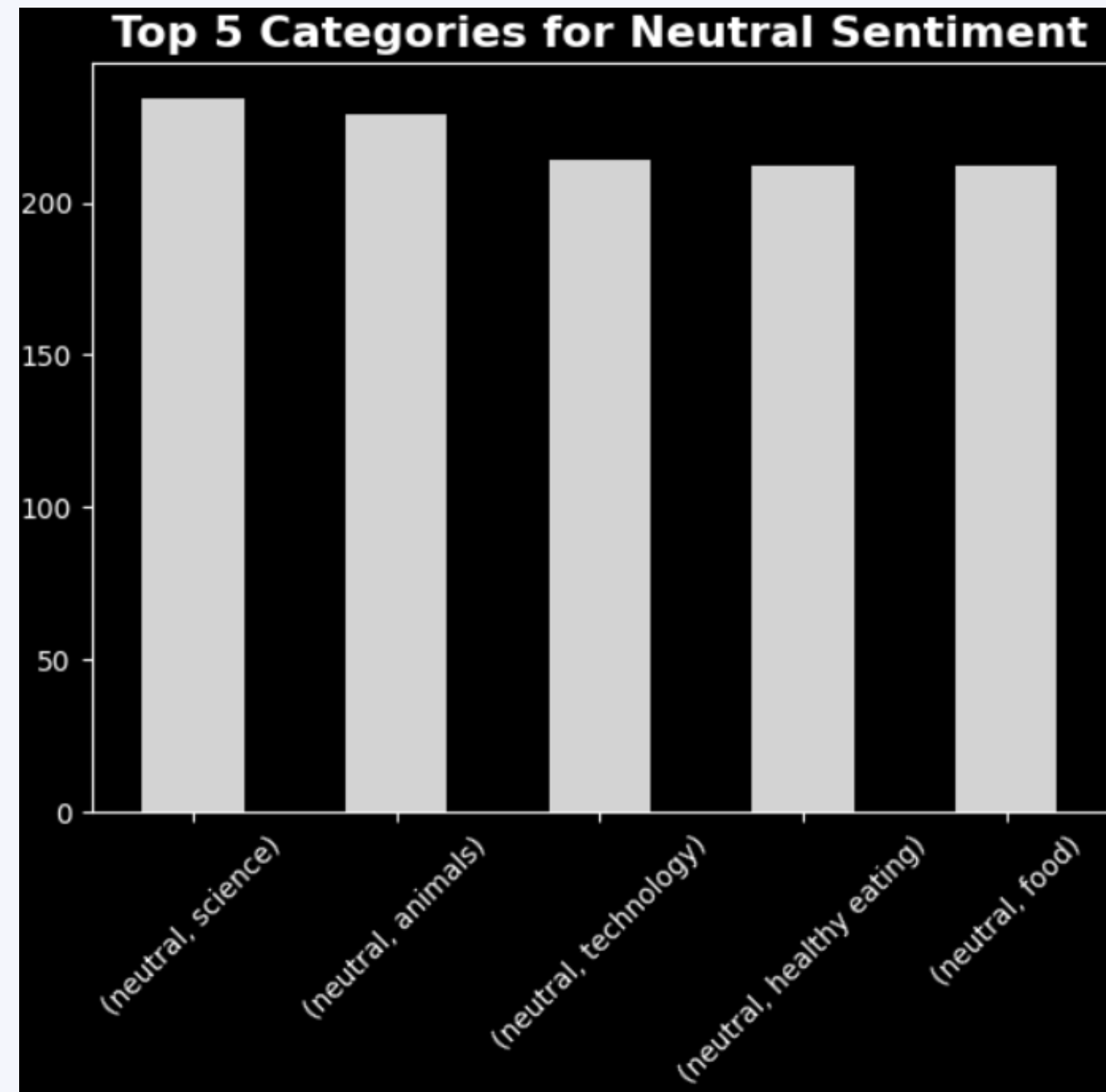
## Q17- TOP 5 REACTION TYPE GIVEN BY USER



# Q18- TOP 5 CATEGORY TYPES FOR POSITIVE AND NEGATIVE SENTIMENT



## Q19- TOP 5 CATEGORY TYPES FOR NEUTRAL SENTIMENT



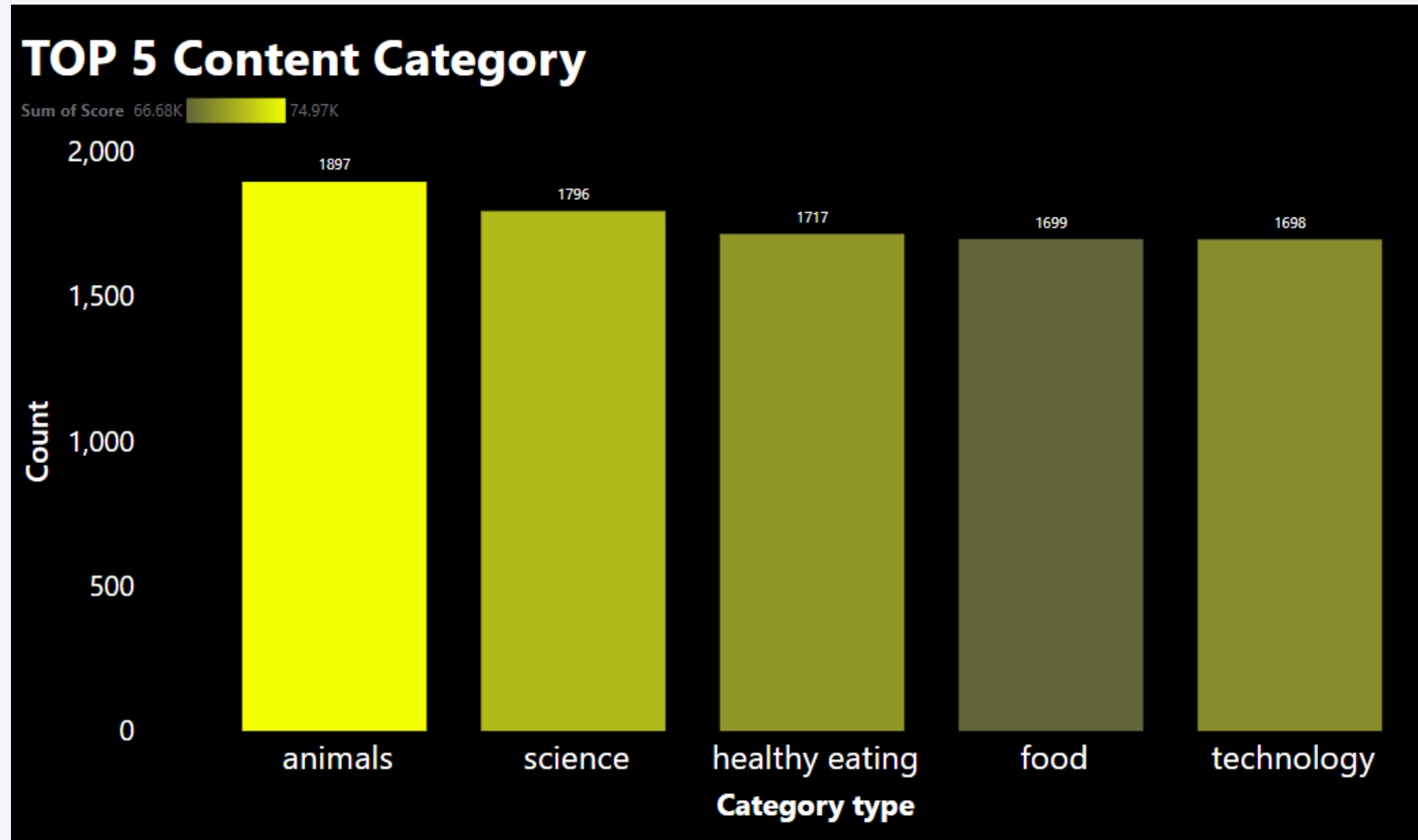


# PROBLEM STATEMENT

Analysis to find social buzz's top 5 most popular category of content



# APPROACH 1 :- BY COUNT



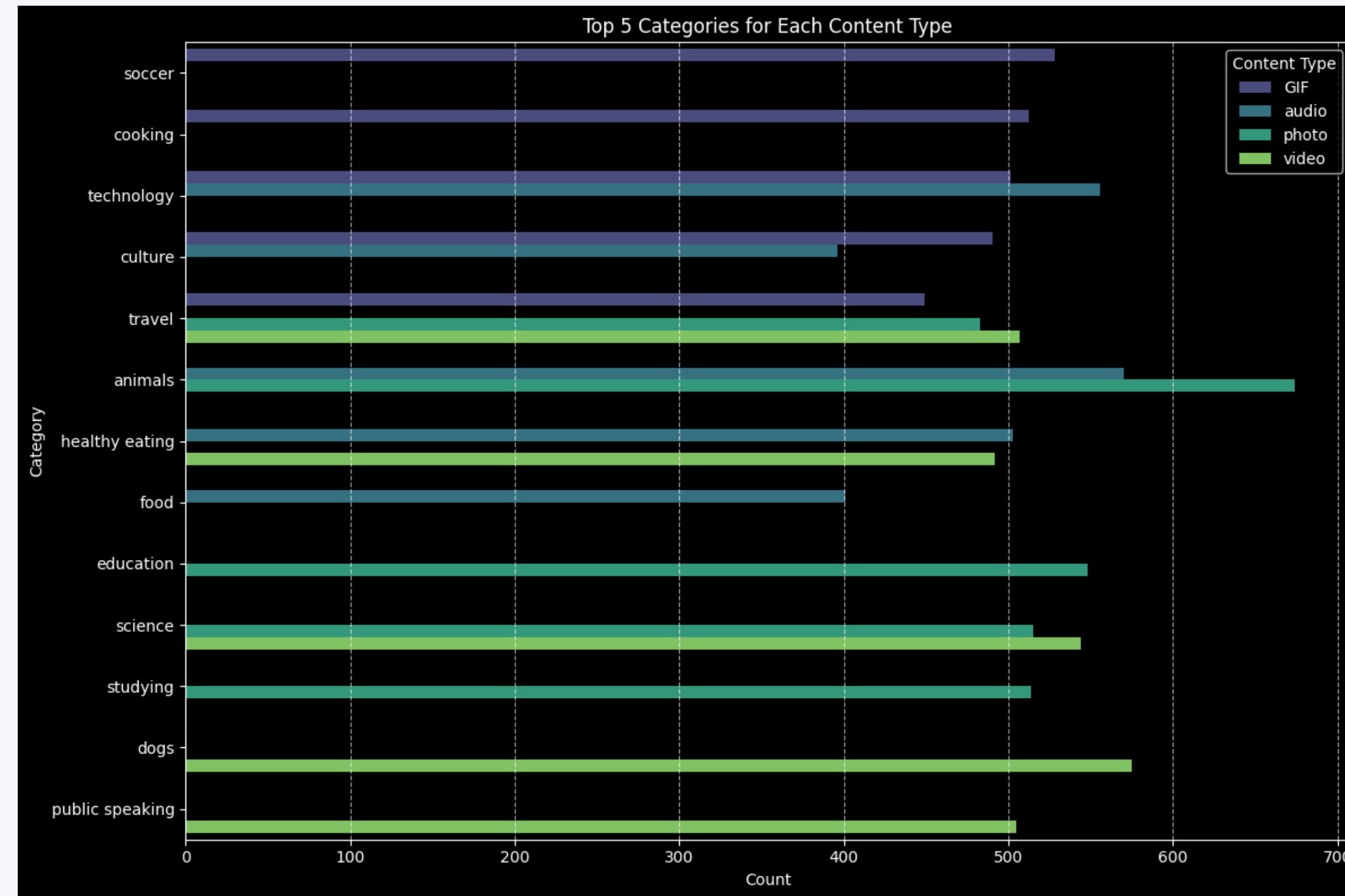


## APPROACH 2:- ACCORDING TO CONTENT TYPE

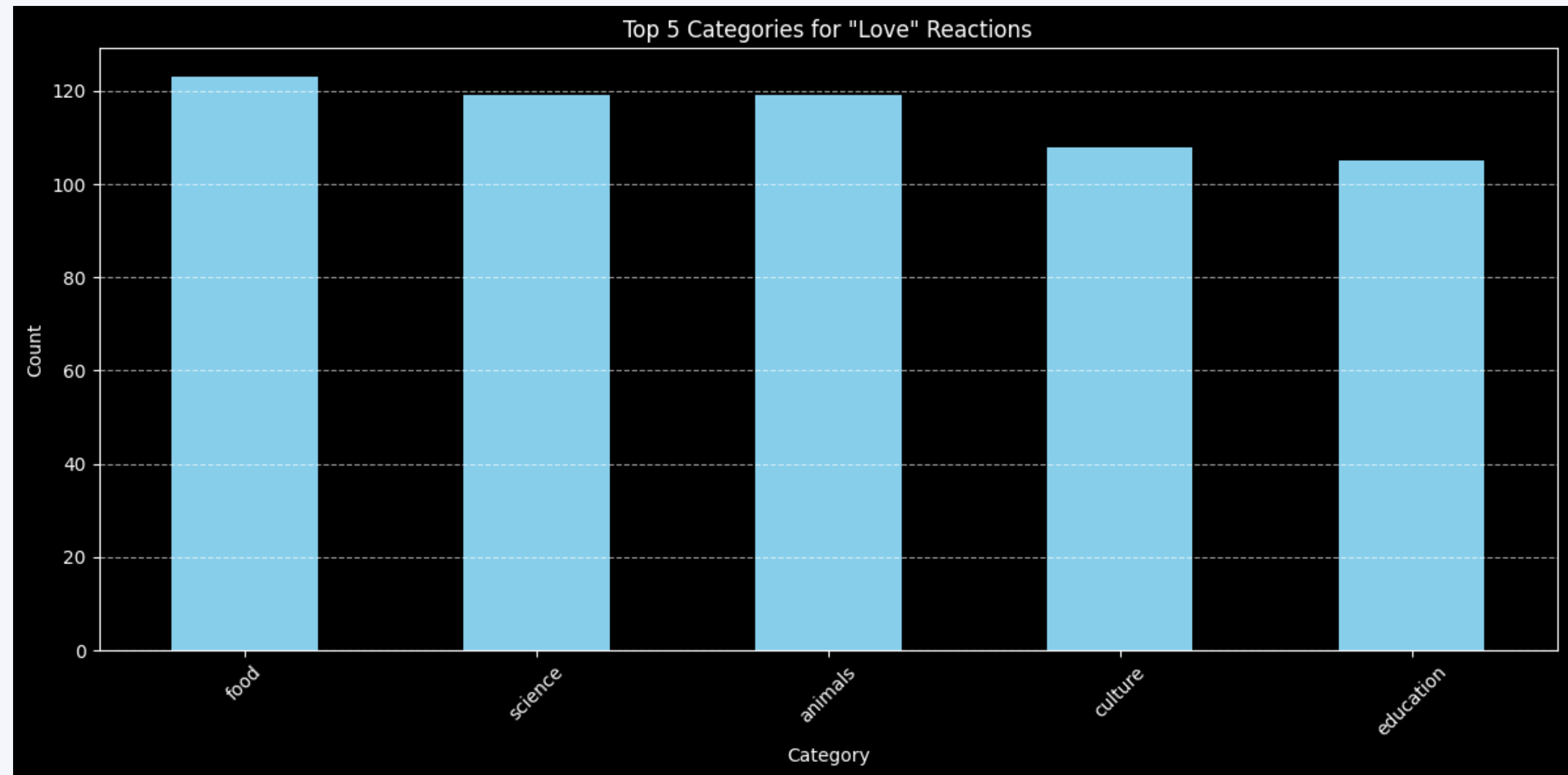
Content Type	Category	Count
GIF	soccer	528
GIF	cooking	512
GIF	technology	501
GIF	culture	490
GIF	travel	449
audio	animals	570
audio	technology	556
audio	healthy eating	503
audio	food	401
audio	culture	396
photo	animals	674
photo	education	548
photo	science	515
photo	studying	514
photo	travel	483
video	dogs	575
video	science	544
video	travel	507
video	public speaking	505
video	healthy eating	492

VISUALIZATION

# APPROACH 2:- ACCORDING TO CONTENT TYPE



## APPROACH 3:- TOP 5 CATEGORY IN WHICH USER GIVE REACTION TYPE "LOVE"





# SUMMERY

**APPROACH 1:- ANIMAL, SCIENCE, HEALTHY EATING FOOD, TECHNOLOGY**

**APPROACH 2(PHOTO):- ANIMALS, EDUCATION, SCIENCE, STUDYING,TRAVEL**

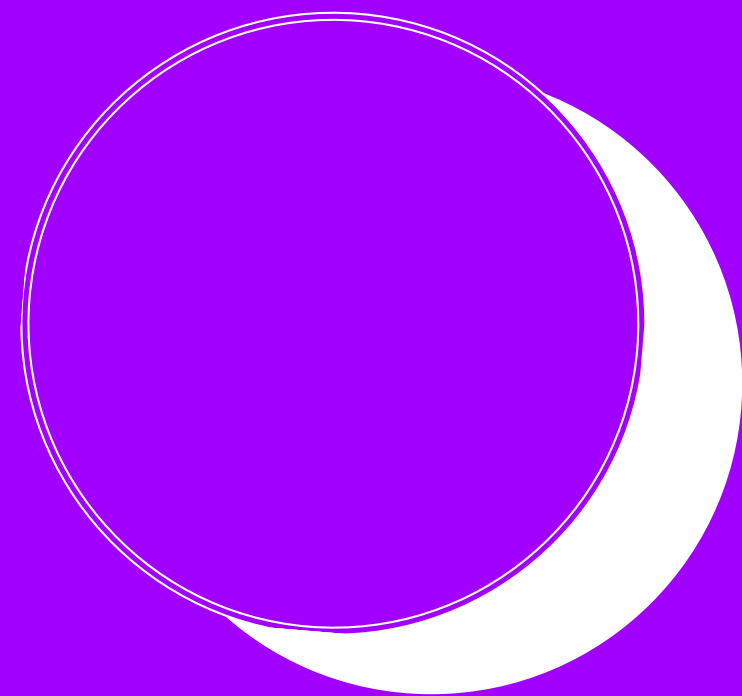
**APPROACH 2(VIDEO):- DOGS, TRAVEL, PUBLIC SPEAKING, HEALTHY EATING**

**APPROACH 3:- FOOD, SCIENCE, ANIMAL , CULTURE, EDUCATION**

---

**FOOD, SCIENCE & ANIMAL CATEGORIES OF CONTENT ARE PERFECT OTHER  
WILL ADD ACCORDING TO APPROACH OR VIEW.**





# Thank you!

ANY QUESTIONS?