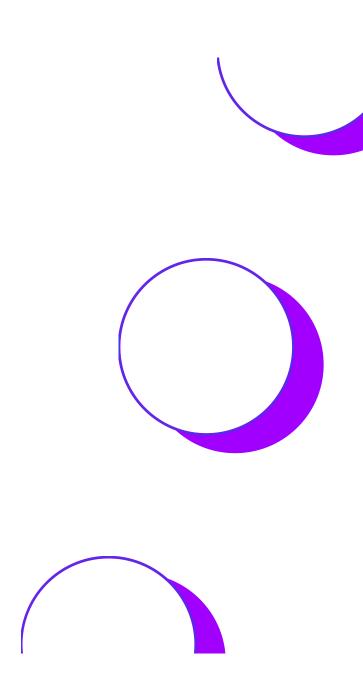


Today 's Agenda Project recap Problem The Analytics team Process Insights Summary



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, aiming to uncover valuable insights in three critical areas:

- Big Data Practice Audit
- Recommendations for a Successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content.

Problem

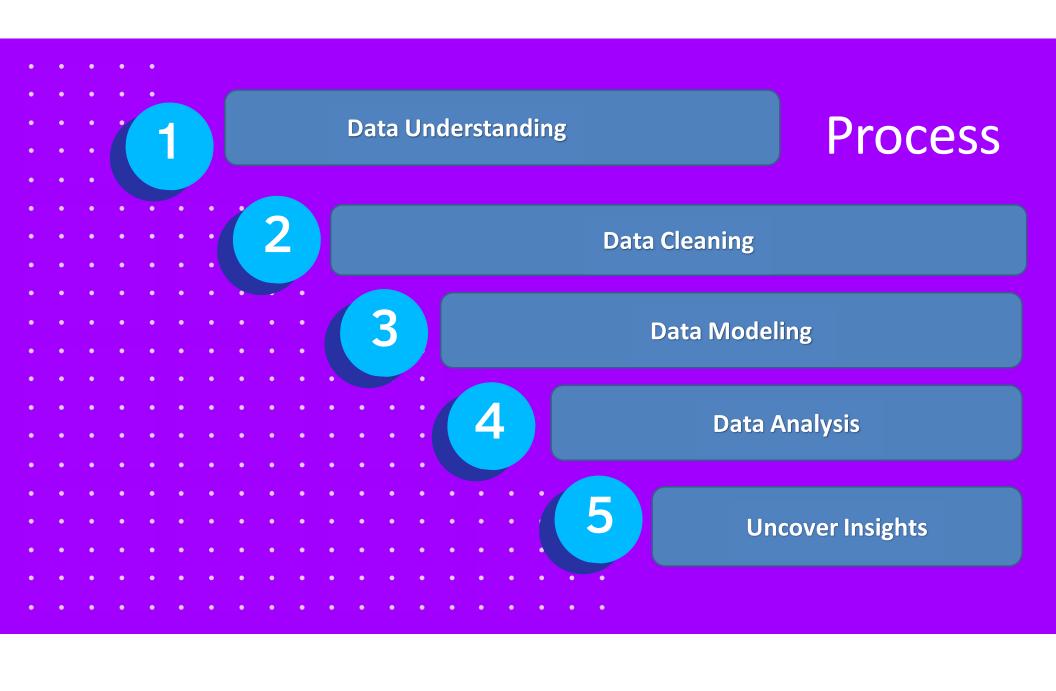
Over <u>100000</u> posts every day

But how to capitalize on it when there is too much?

Analysis to find Social Buzz's top 5 most popular categories content.

Importance: Insightful data to drive decisionmaking and content strategy





Insights

16

1897

MAY

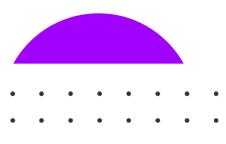
Unique Category

Reactions to "Animal" Posts

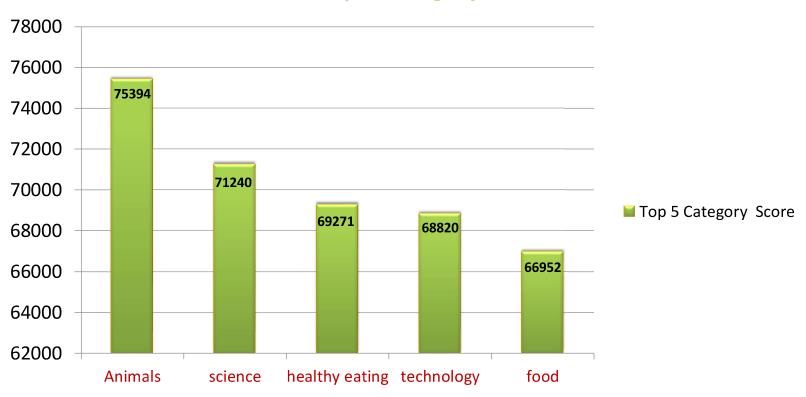
Month With Most Posts



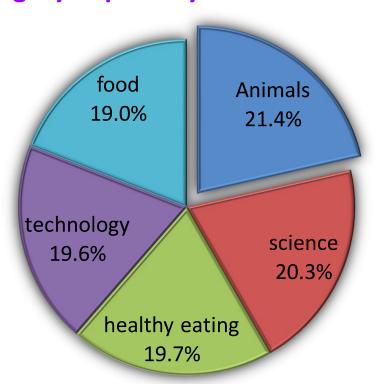








Top 5 Category Popularity In Terms Of Percentage



Summary

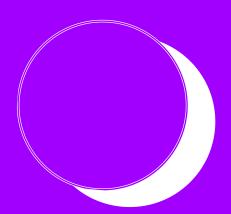


Analysis:

Animal and science are the two most popular categories, 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 indication to the audience within your user base. We could use this insight to create a compaign and brands and work with healthy eating brands to boost user engagement.



Thank you!

ANY QUESTIONS?