

The graphic features a large, bright blue circle on the left side of the frame. Inside this circle, the words "Social", "Buzz", and "Analysis" are stacked vertically in a white, sans-serif font. The background of the entire image is a vibrant purple. Overlaid on the purple background is a grid of small, white dots. A dark blue, semi-transparent shadow of the blue circle is visible behind it, offset slightly to the right and bottom, creating a 3D effect.

Social Buzz Analysis



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing technology unicorn that needs 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 Buss's top 5 most popular categories of content.

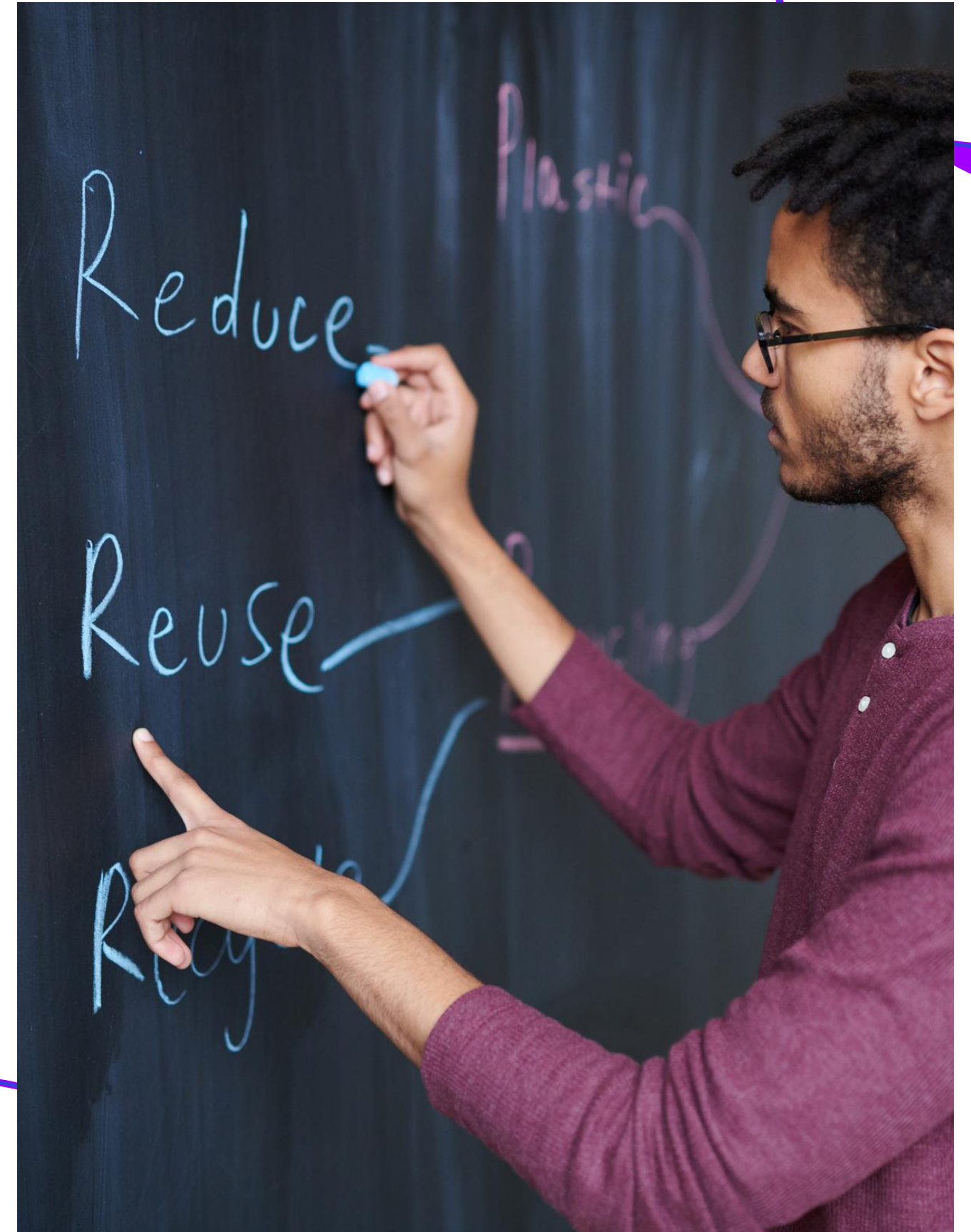
Problem

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 the Social Buzz's top 5 most popular categories of content



The Analytics team



Andrew Fleming
Chief technical Architect



Marcus Rompton
Senior Principle



Abhay Pratap Singh
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

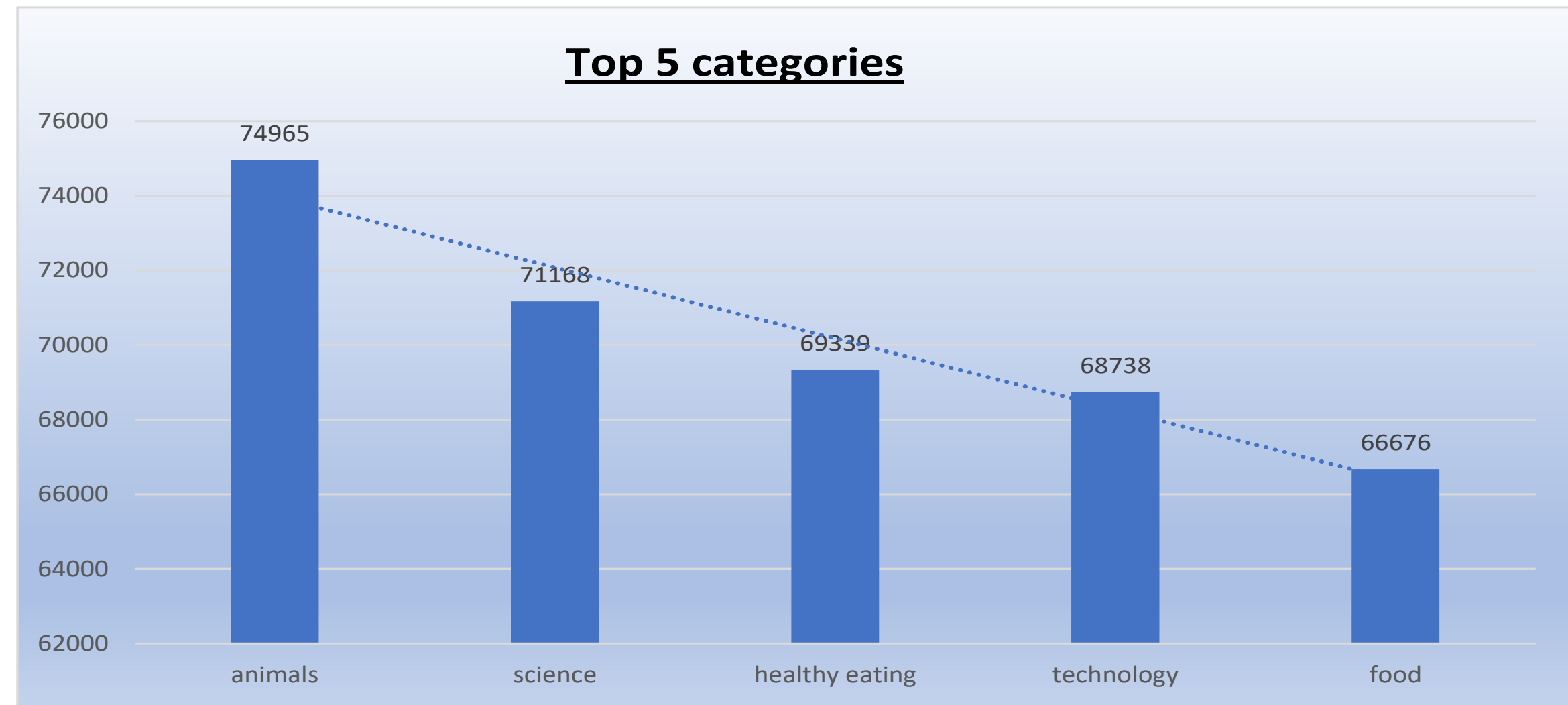
Data Analysis

5

Uncover Insights

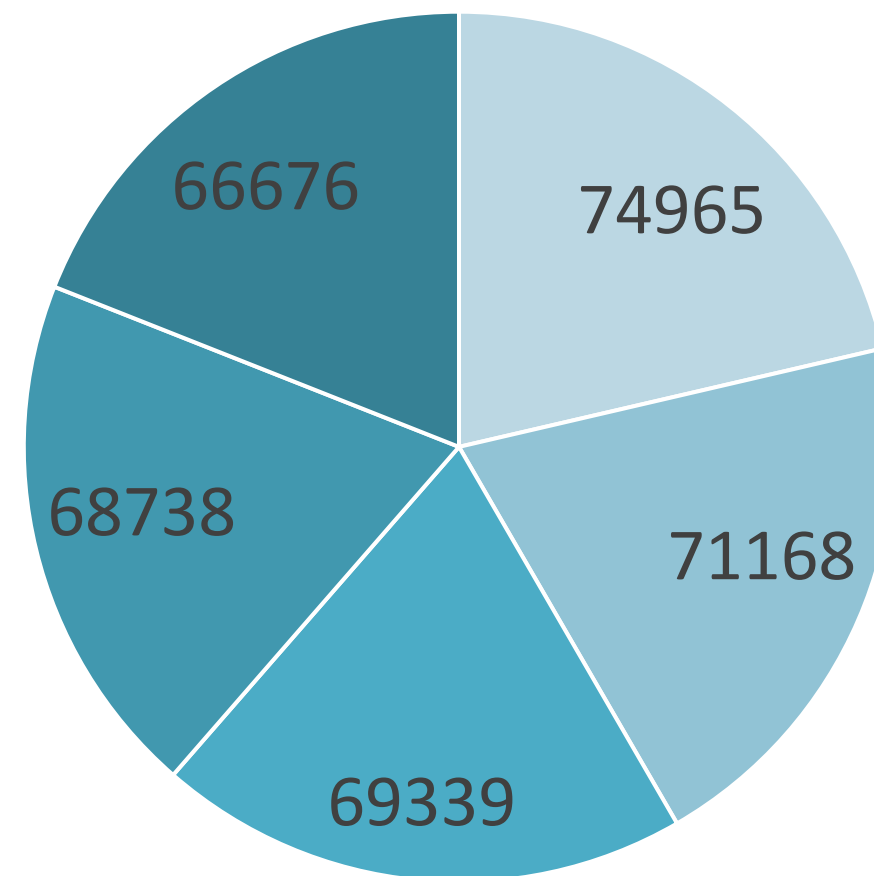
Top 5 categories

Using Bar chart



Top 5 categories

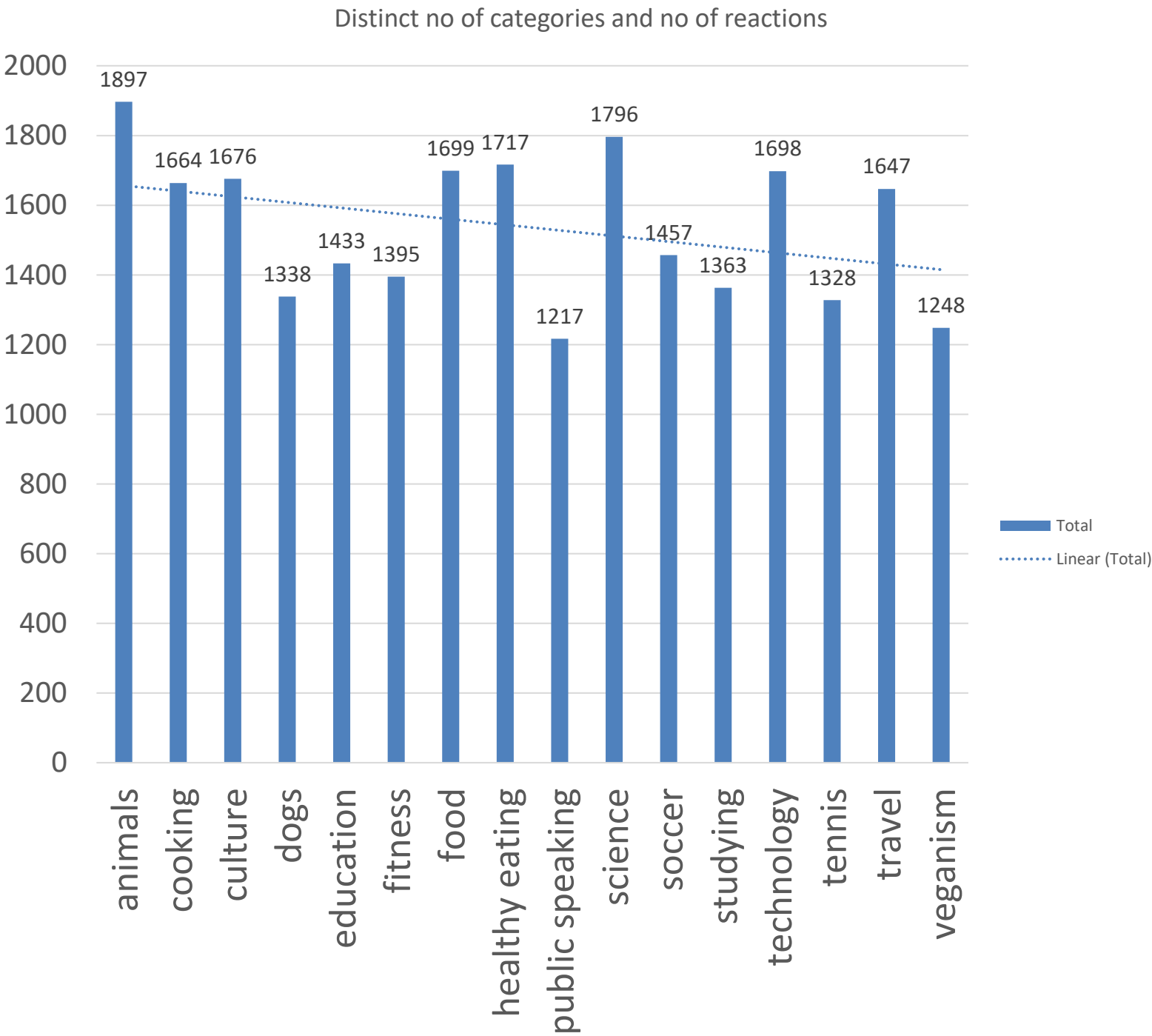
Using Pie Chart



■ animals ■ science ■ healthy eating ■ technology ■ food

Distinct Categories With Reactions

Row Labels	Sum of no of reaction
animals	1897
cooking	1664
culture	1676
dogs	1338
education	1433
fitness	1395
food	1699
healthy eating	1717
public speaking	1217
science	1796
soccer	1457
studying	1363
technology	1698
tennis	1328
travel	1647
veganism	1248
Grand Total	24573



Insights

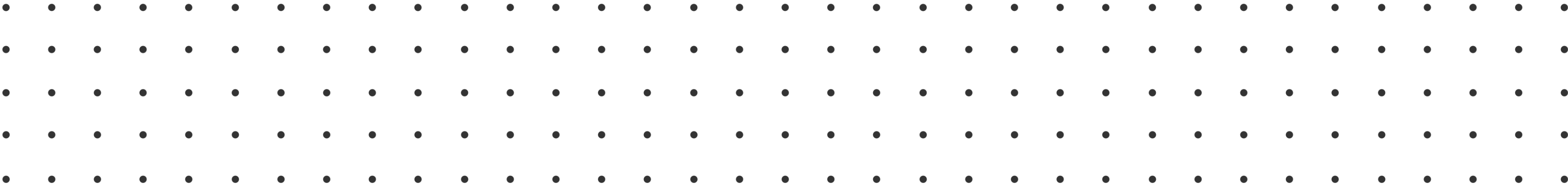
Top 5 categories by reaction score are :

- 1. Animal
- 2. Science
- 3. Healthy Eating
- 4. Technology
- 5. Food

Top 5 categories by no of reactions are :

- 1. Animal
- 2. Cooking
- 3. Culture
- 4. Dog
- 5. Education

From this analysis we can see that animal category is the top category of the Social Buzz's



Summary



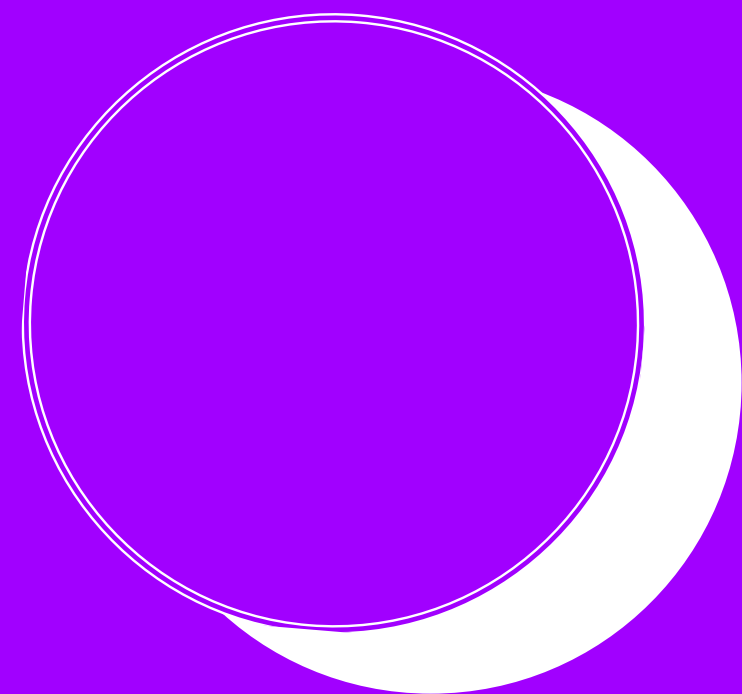
In this task we created a clean dataset and merged our three datasets to form a final dataset and figured out the top 5 performing categories in Social Buzz's.

Top 5 categories by reaction score are :

1. Animal
2. Science
3. Healthy Eating
4. Technology
5. Food

Top 5 categories by no of reactions are :

1. Animal
2. Cooking
3. Culture
4. Dog
5. Education



Thank you!

ANY QUESTIONS?