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## 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 a audit of Social BUZZ"S big data practice
- Recommendation for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

### Problem

Over 100000 posts per day

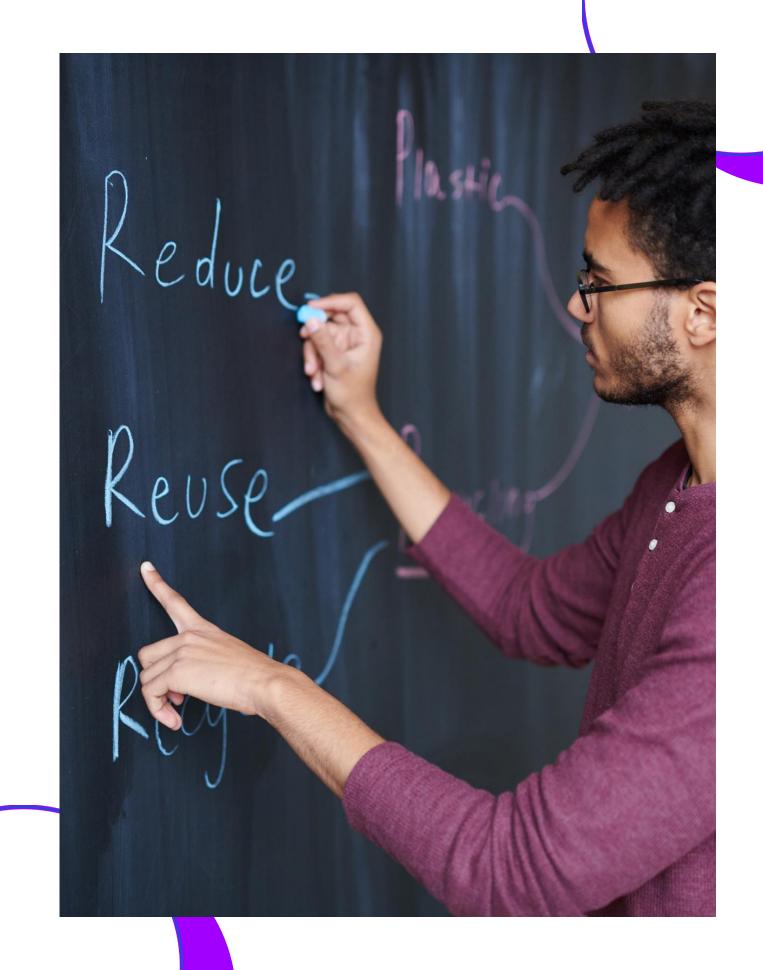
36,500,000 pieces of content per year!

#### Key Questions:

How many unique categories are there?

How many reactions are there to the most popular category?

What was the month with the most posts?



# The Analytics team







Process Data Understanding Data Cleaning Data Modelling Data Analyst Uncover Insights

Data Cleaning:

Step Taken:

Changing Data Type of values

Removing rows containing blank value

Removing Userid, URL other unnecessary column

Data Modelling:

Merging column in reaction table

Extracting category from content table using Vlookup

Extracting Score from content table using Vlookup

Using Pivot table to summarize post by month

### Insights

16

1897

**JANUARY** 

Unique Categories Reactions TO "ANIMAL" POSTS

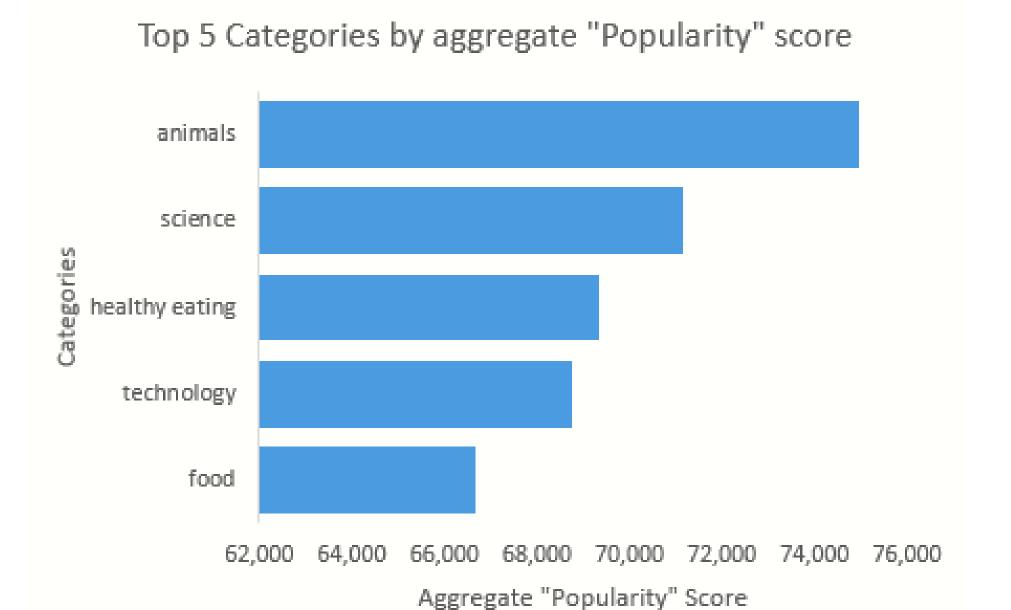
MONTH WITH MOST POSTS







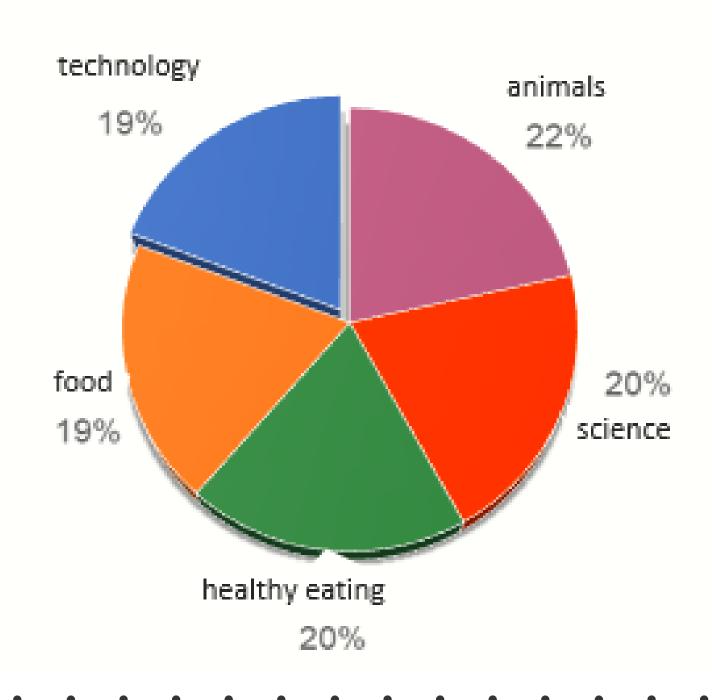
Analyzing Top 5 most popular categories of content and How many unique categories are there?



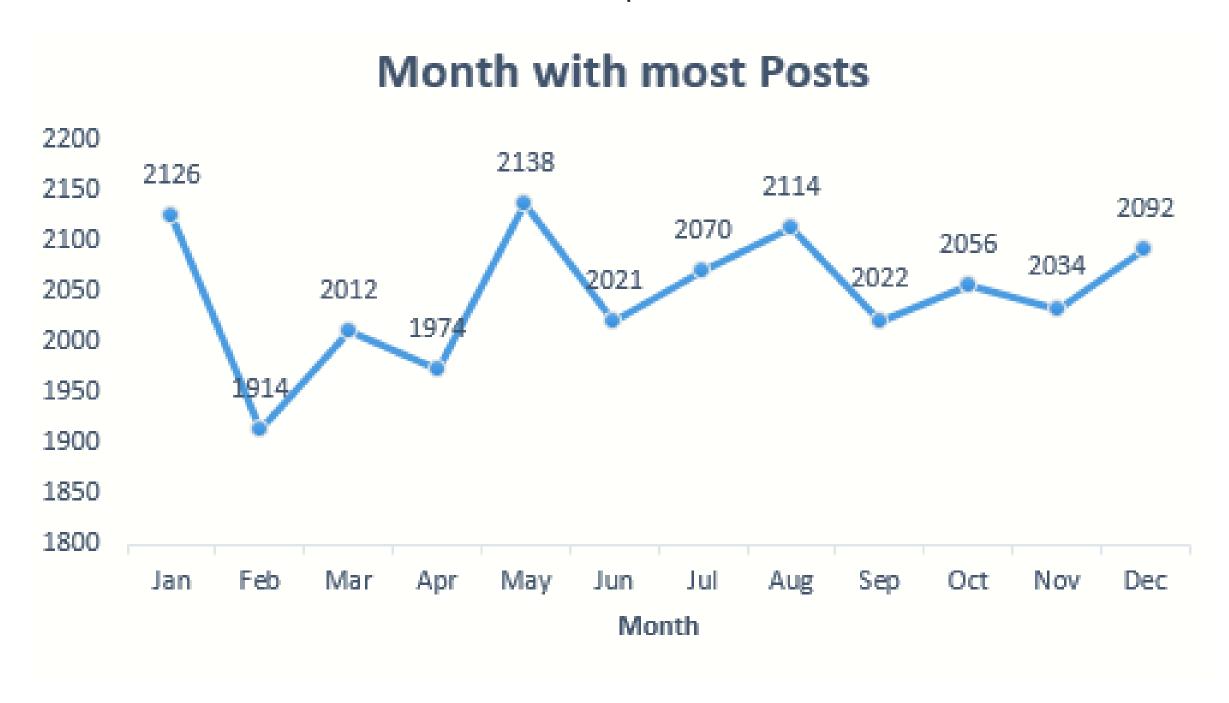
There are 16
Unique
category in
dataset

How many reactions are there to the most popular category?

Top 5 Category By Reaction



What was the month with the most posts?



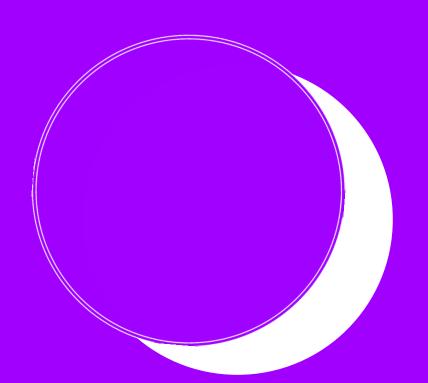
## Summary

#### **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 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.



Thank you!