Data Analytics

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

- The client has reached a massive scale within recent years and does not have the resources internally to handle it.
- Social Buzz receives over 100000 posts per day which amounts 36,500,000 posts every year, of which this all unstructured data making it very hard to make a sense.
- Identify the requirements that need to be delivered for this project.
- Merging of sample data set tables
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

The Analytics team

Andrew Fleming

Chief Technology Architect

Marcus Rompton

Senior Principal

Amey Desai

Data Analyst

Process

1. Data Understanding
2. Data Cleaning

MICROSOFT EXCEL

3. Data Modelling
4. Data Analysis
5. Uncover Insights

TABLEAU

Insights

16

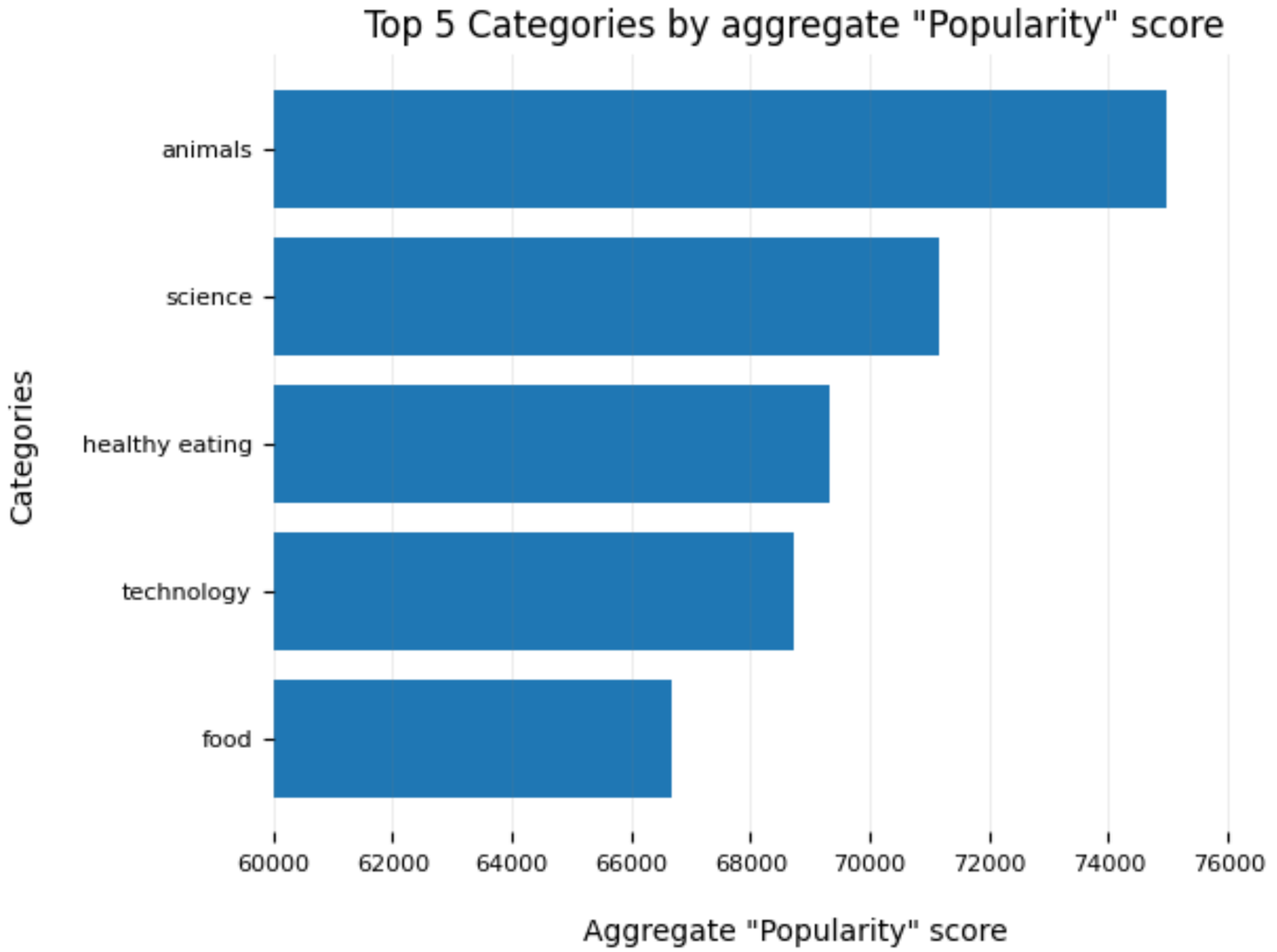
UNIQUE CATEGORIES

75K
(Animals)

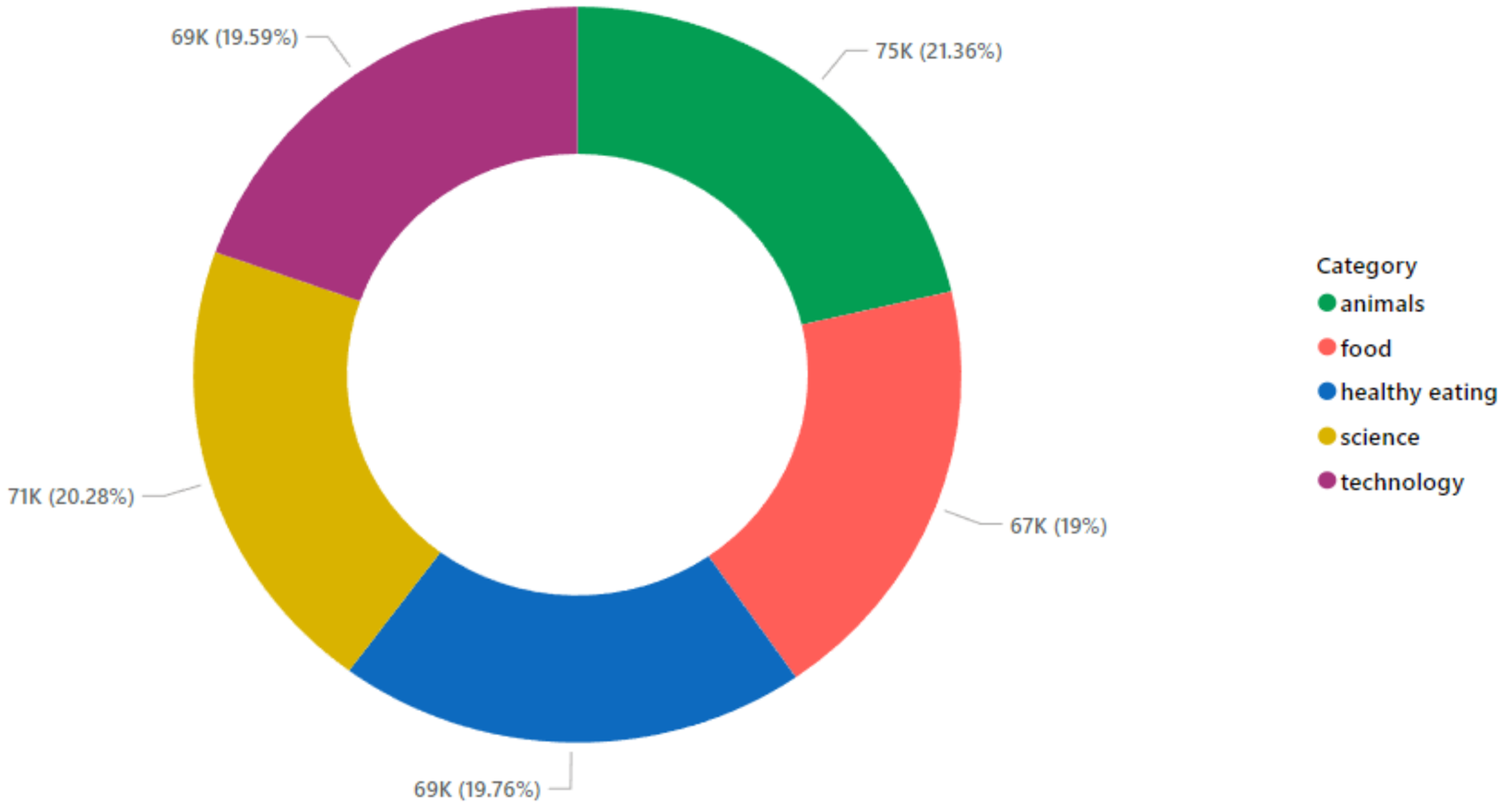
Category With Highest Score

January

MONTH WITH MOST POSTS


Top 5 Categories by aggregate "Popularity" score
animals
science
healthy eating
technology
food
Categories
60000
62000
64000
66000
68000
70000
72000
74000
76000
Aggregate "Popularity" score

Popularity % share from Top 5 categories



Summary

ANALYSIS

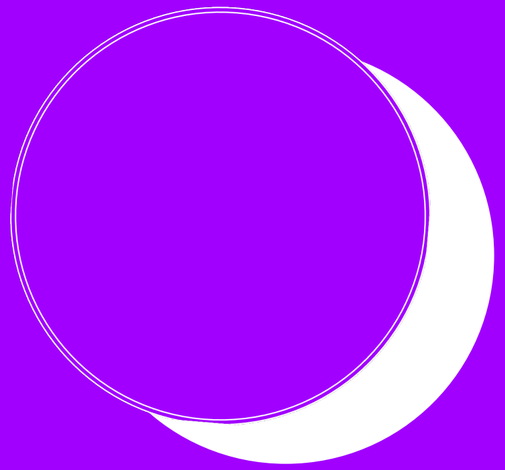
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

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?