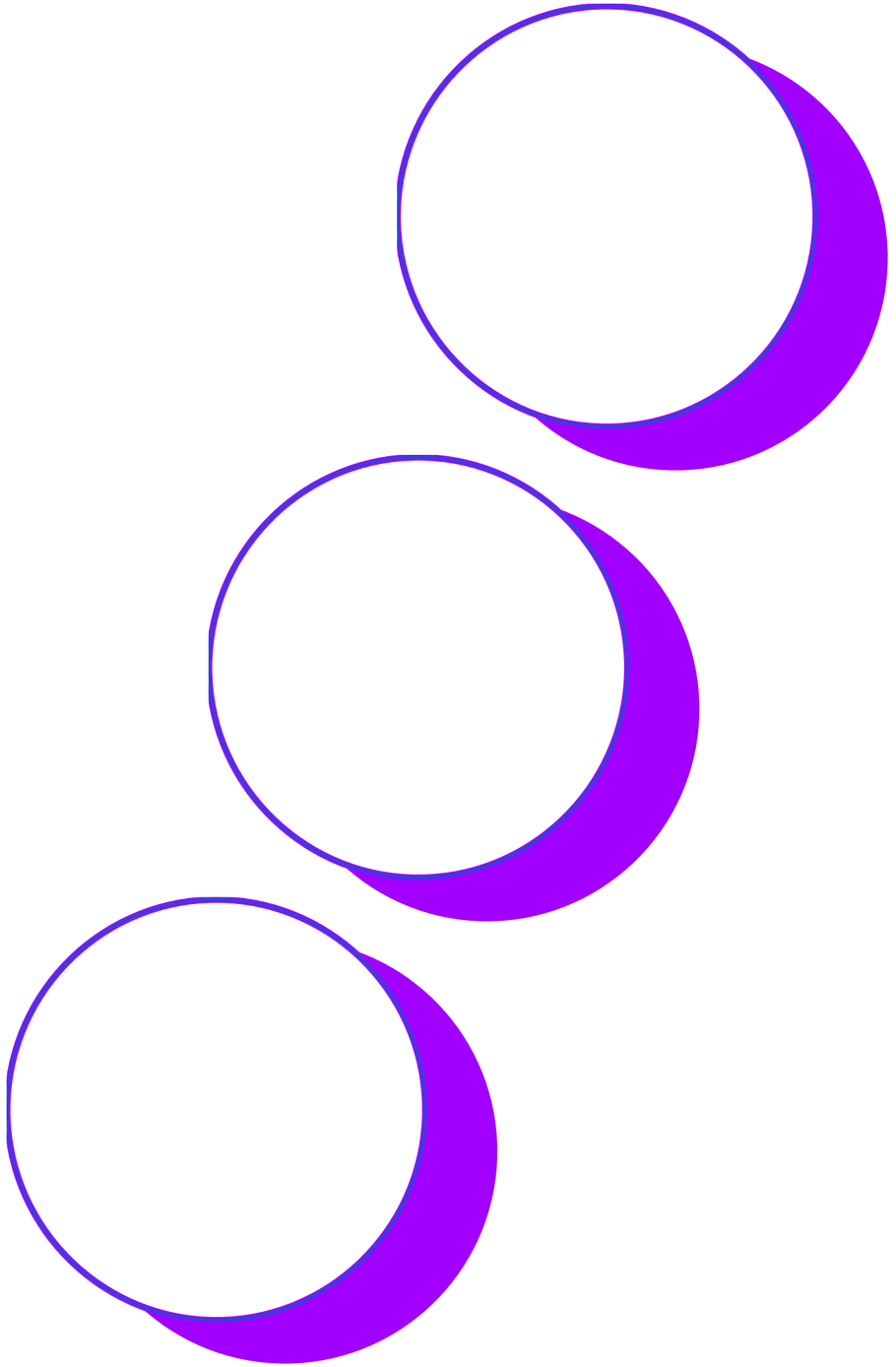
Social Buzz Data Analysis

Today’s Agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary



Project Recap

Social Buzz, a rapidly growing tech unicorn, is gearing up for global expansion. To accelerate this journey, Accenture has launched a 3-month proof of concept (POC) focused on:

- Optimizing data practices for efficiency and scale.
- Strategic recommendations for a successful public debut.
- Identifying the top 5 most popular content categories.

Problem

Social Buzz: Content at Scale

- 100,000+ posts daily
- 36.5M pieces of content annually

With so much content, how do you maximize impact?

Unlocking the Top 5 Most Popular Content Categories

The Analytics team

ANDREW FLEMING
Chief Technology Architect

MARCUS ROMPTON
Senior Principal

Amit Sharma
Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insights

Insights

16

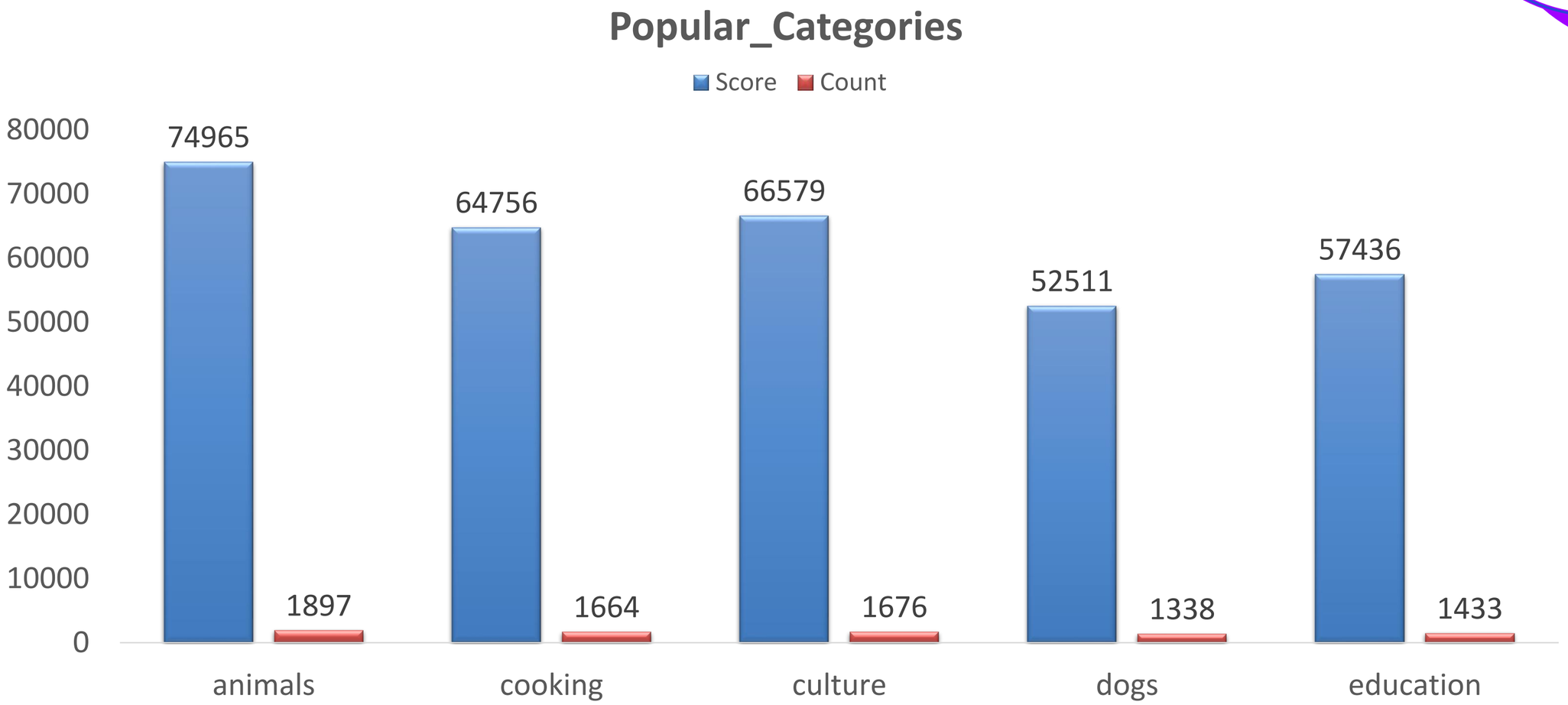
Unique
Categories

Animal

Most Favorite
Category

May

Month with
Most Number of posts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Score
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70000
60000
50000
40000
30000
20000
10000
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1676
52511
1338
57436
1433
animals
cooking
culture
dogs
education

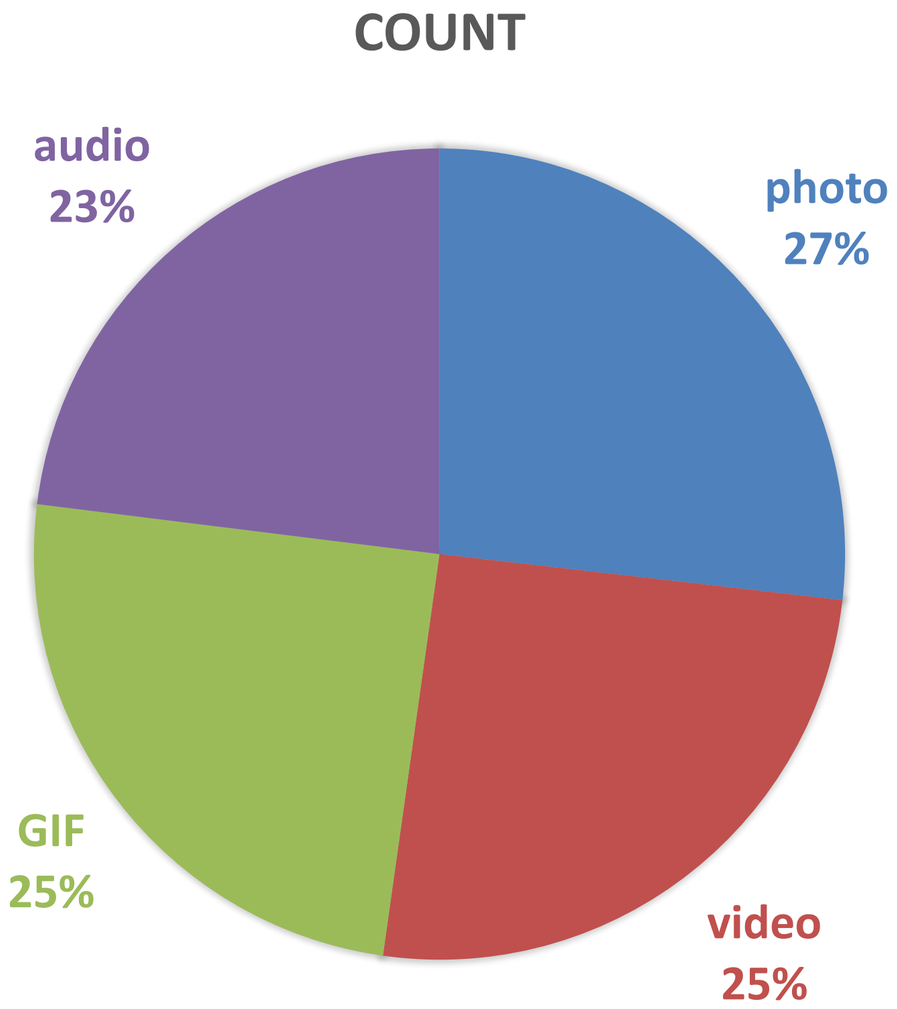
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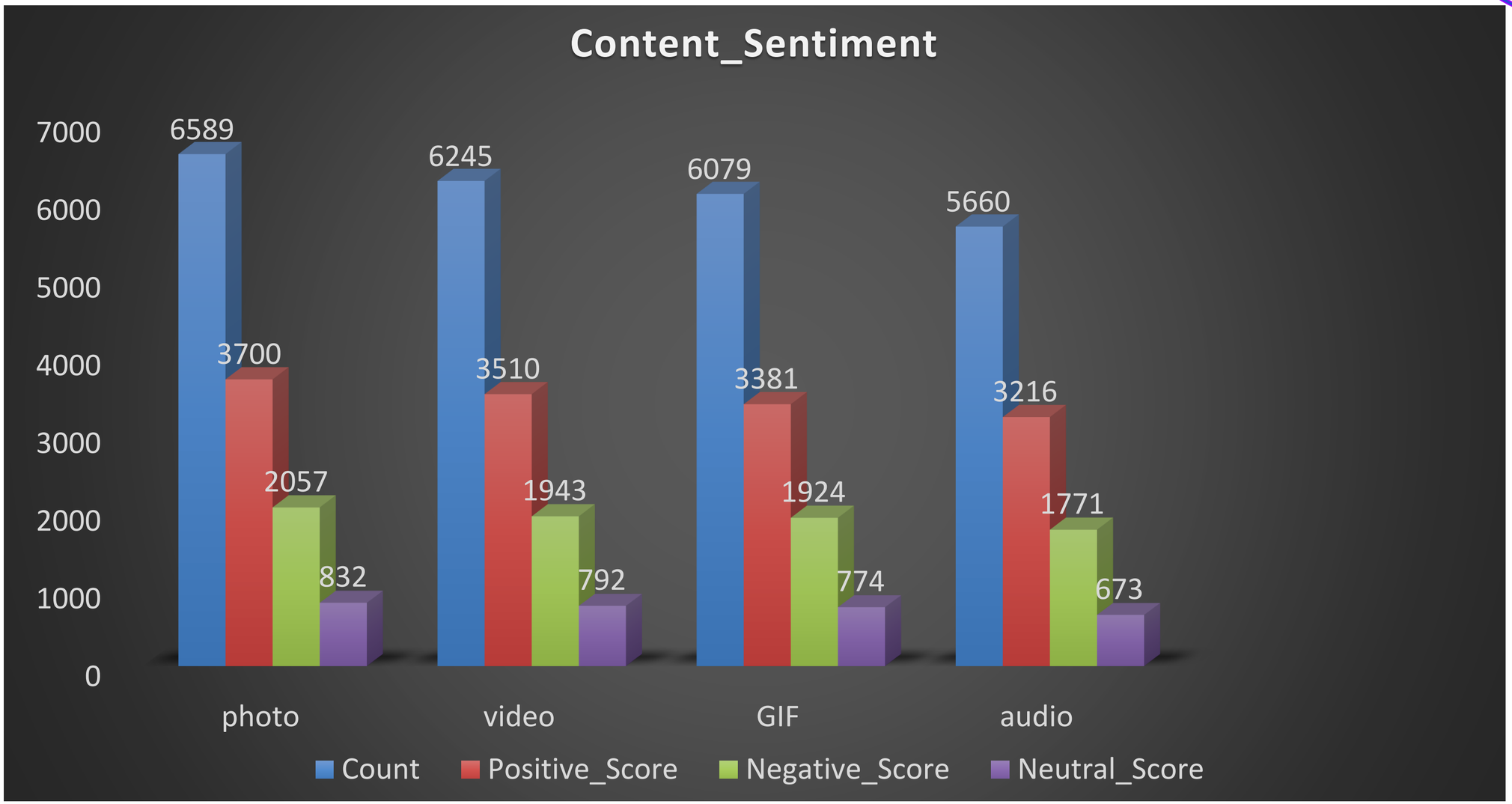
photo
27%
GIF
25%
video
25%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5000
4000
3000
2000
1000
0
6589
3700
2057
832
6245
3510
1943
792
6079
3381
1924
774
5660
3216
1771
673
photo
video
GIF
audio
Count
Positive_Score
Negative_Score
Neutral_Score

Summary

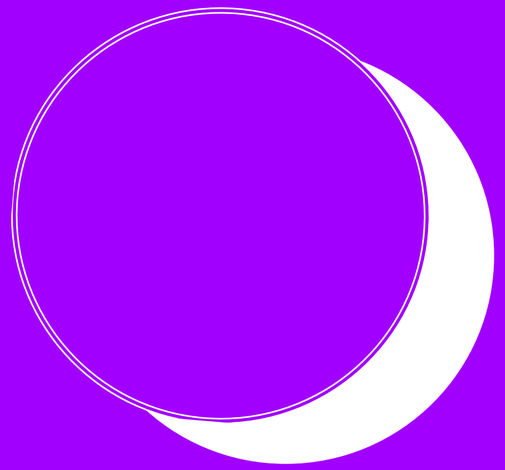
Optimizing Content Strategy for Maximum Impact

Key Insights:

- 16 content categories, with Animals & Science leading engagement.
- Users prefer Photos & Videos over other formats.
- Peak posting months: January, May, August.

Strategic Focus:

- Prioritize top 5 categories: Animals, Technology, Science, Healthy Eating & Food.
- Launch targeted campaigns to engage key audiences.
- Maximize content output during peak months for higher reach & impact.



Thank you!

ANY QUESTIONS?