



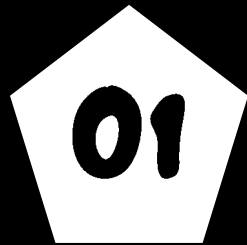
# SOCIAL BUZZ!!!

PRESENTED BY  
ANANYA GOSWAMI



# AGENDA

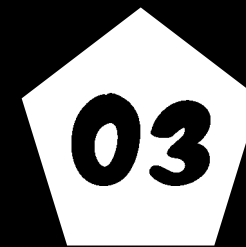
PROJECT RECAP



PROBLEM



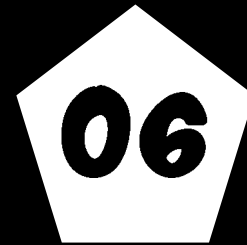
ANALYTICS TEAM



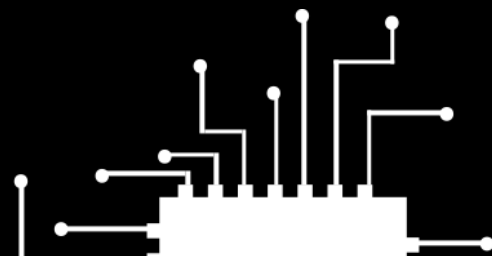
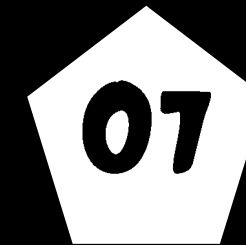
PROCESS



INSIGHT



SUMMARY



# PROJECT RECAP

SOCIAL BUZZ IS A FAST-GROWING TECHNOLOGY UNICORN THAT NEED TO ADAPT QUICKLY TO ITS GLOBAL SCALE.

## ACCENTURE'S 3-MONTH POC FOCUS:

### AUDIT OF BIG DATA PRACTICE

Evaluation of current data practices to ensure scalability and efficiency.

### TOP 5 POPULAR CONTENT

### CATEGORIES ANALYSIS

In-depth analysis to identify the most engaging content categories for Social Buzz.

### RECOMMENDATIONS FOR SUCCESSFUL IPO

Strategic insights to ensure a smooth and impactful IPO launch.



# 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 SOCIAL BUZZ'S  
TOP 5 MOST POPULAR CATEGORIES  
OF CONTENT**

# THE ANALYTICS TEAM!!



**ANANYA  
GOSWAMI**  
Data Analyst



**MARCUS ROMPTON**  
Senior Principle



**ANDREW FLEMING**  
Chief Technical Architect



# PROCESS!!

01

DATA UNDERSTANDING

02

DATA CLEANING

03

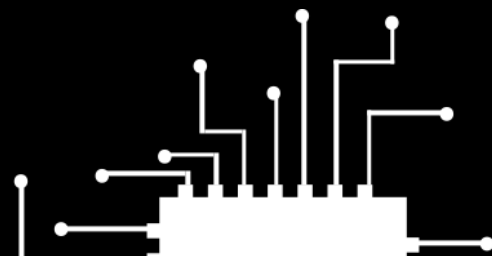
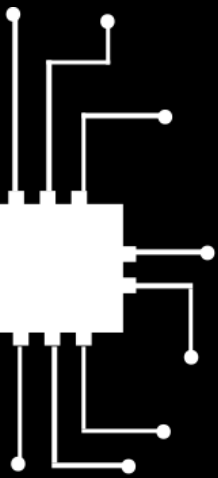
DATA MODELLING

04

DATA ANALYSIS

05

UNCOVER INSIGHTS



# INSIGHTS!

**16**

UNIQUE CATEGORIES

**1897**

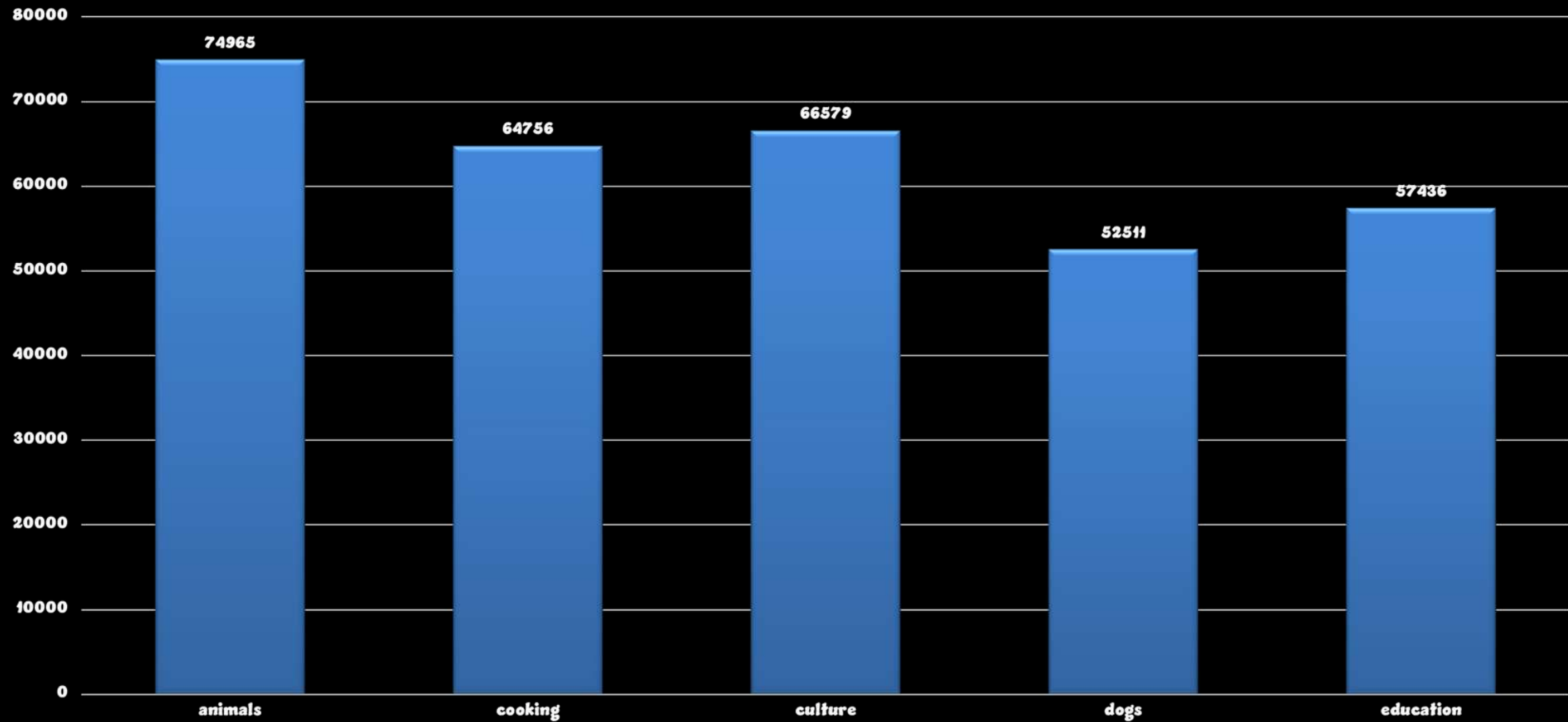
ANIMAL MOST FAVOURITE  
CATEGORY

**MAY**

WITH MOST NUMBER OF  
POST

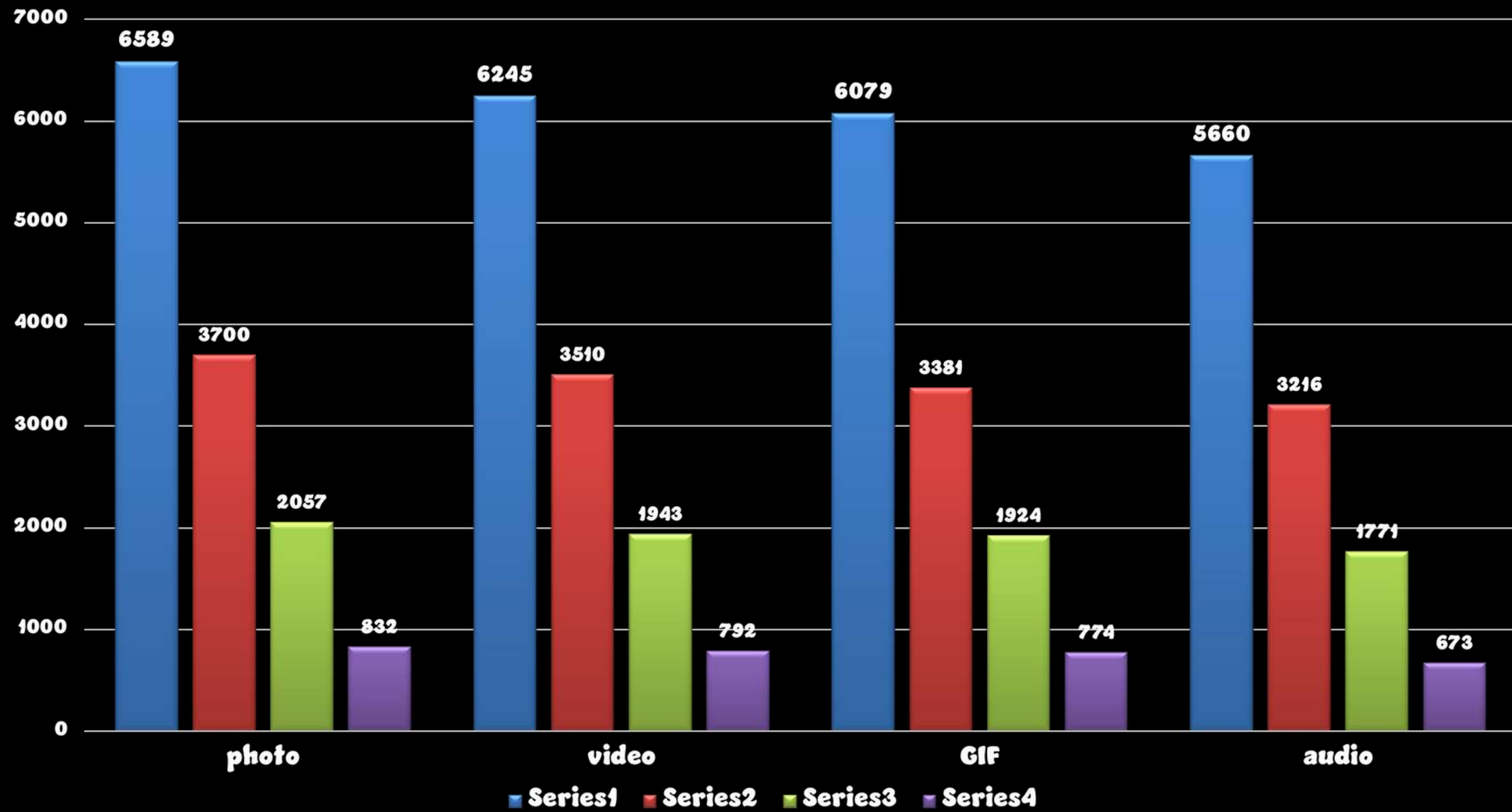


## Most Popular Categories





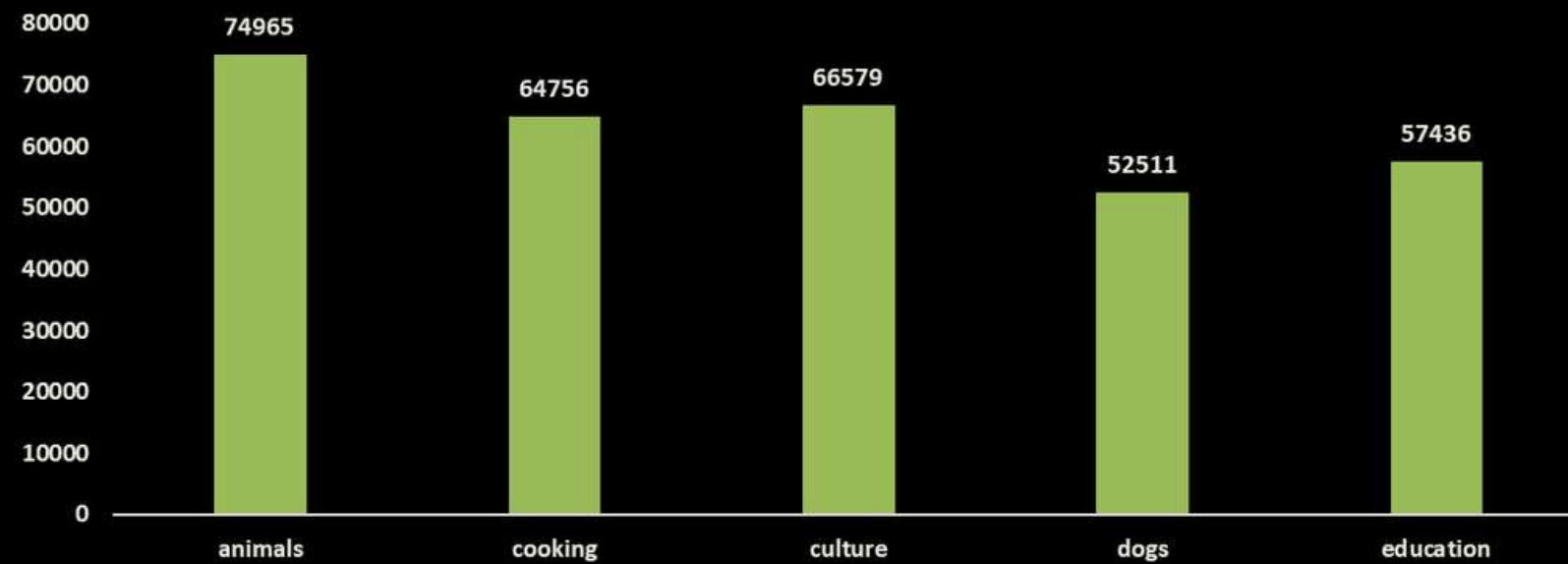
# Content Sentiment



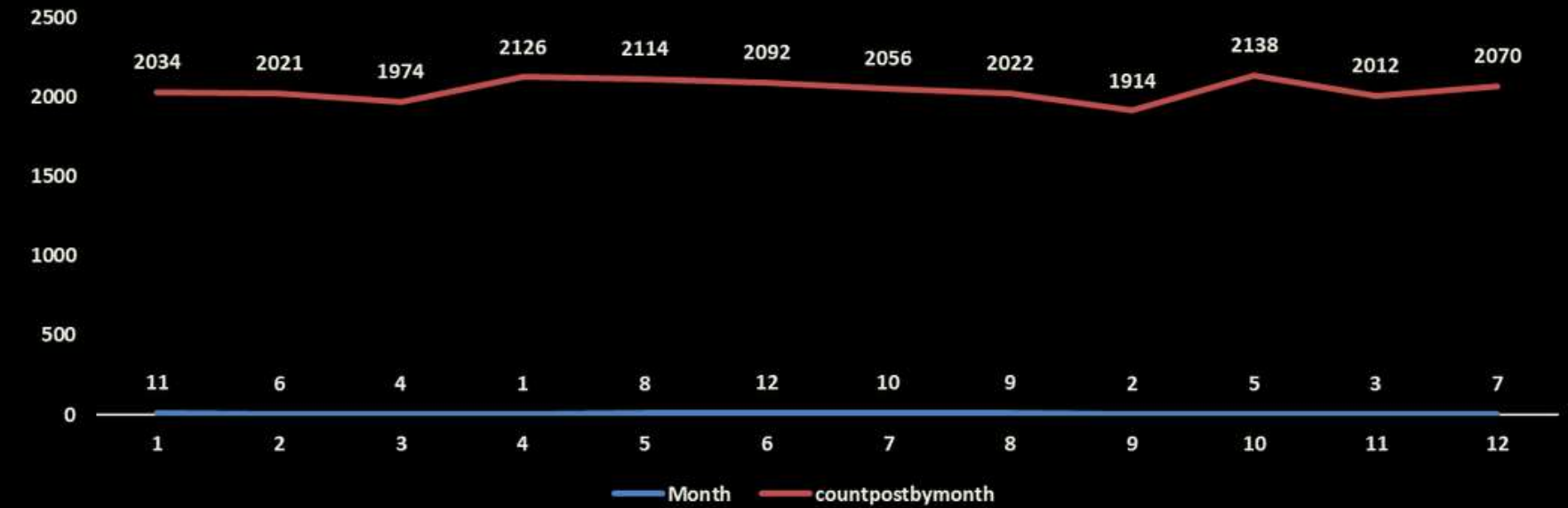


# WHAT MAKES SOCIAL BUZZ CONTENT GO VIRAL?

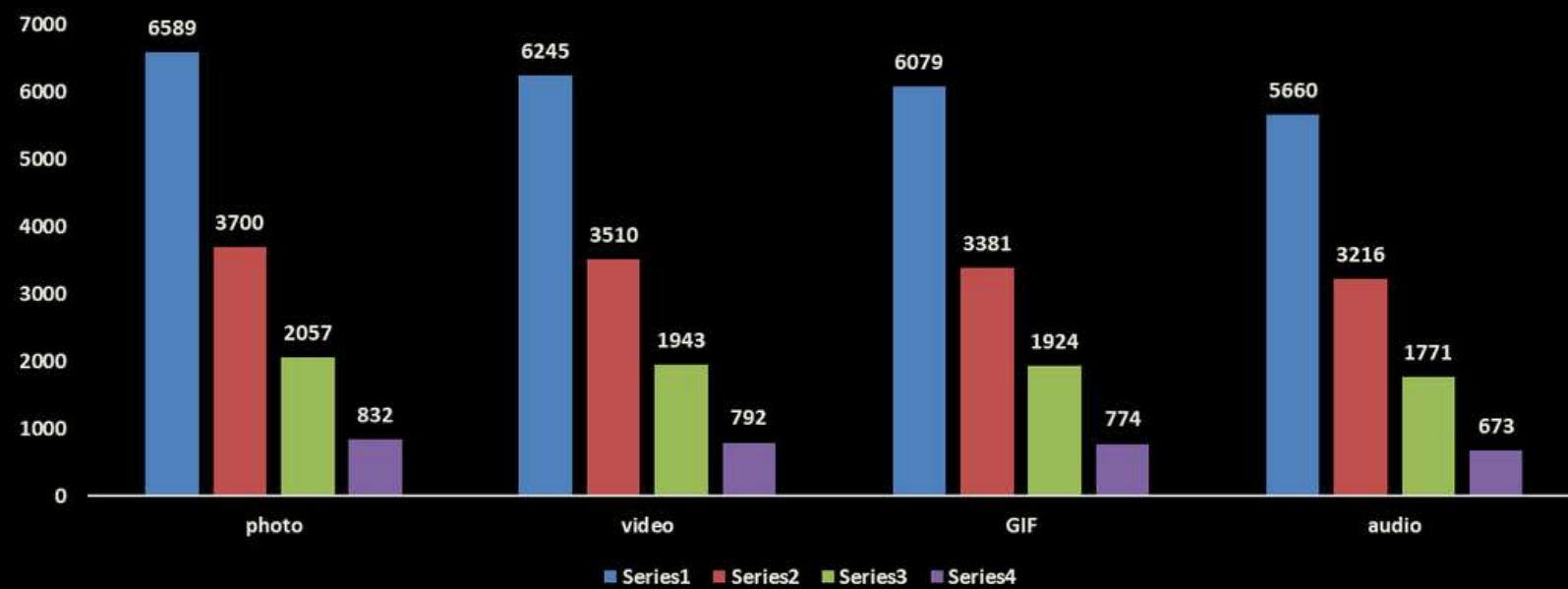
## Most Popular Categories



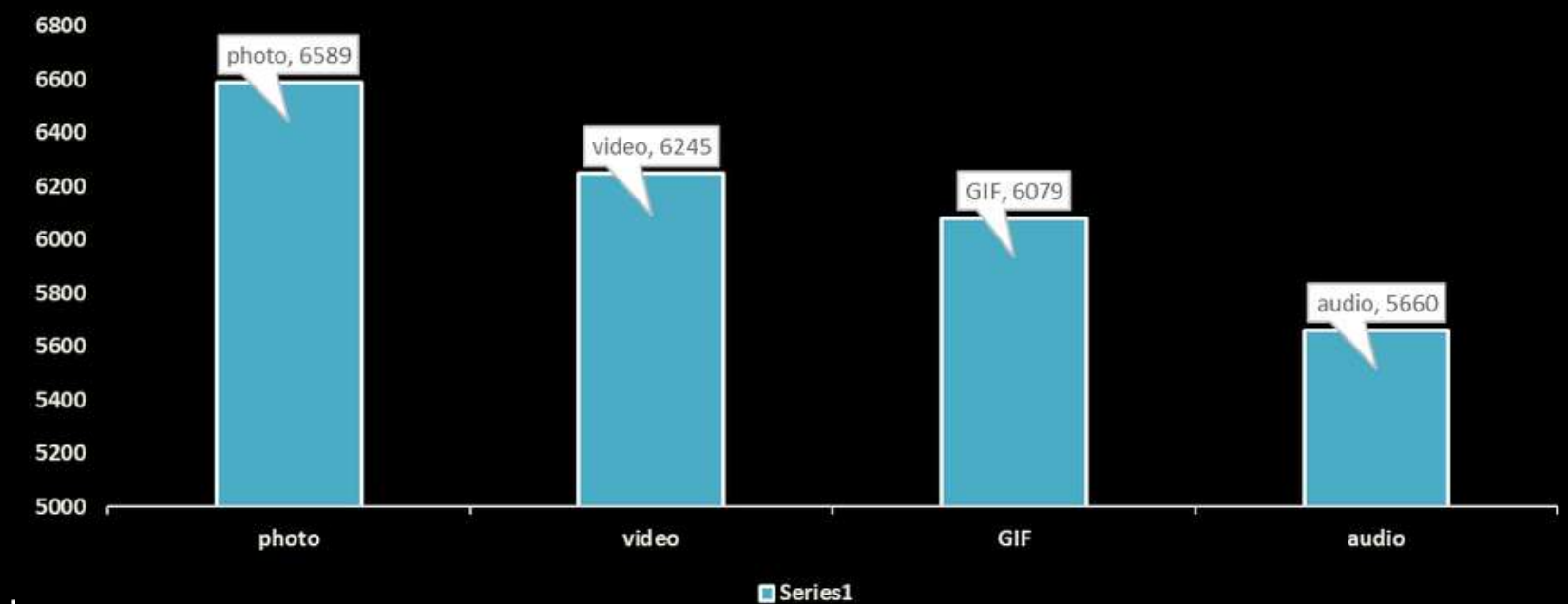
## Post By Month



## Content Sentiment



## Content Type





# 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!!!!!!!!!!

