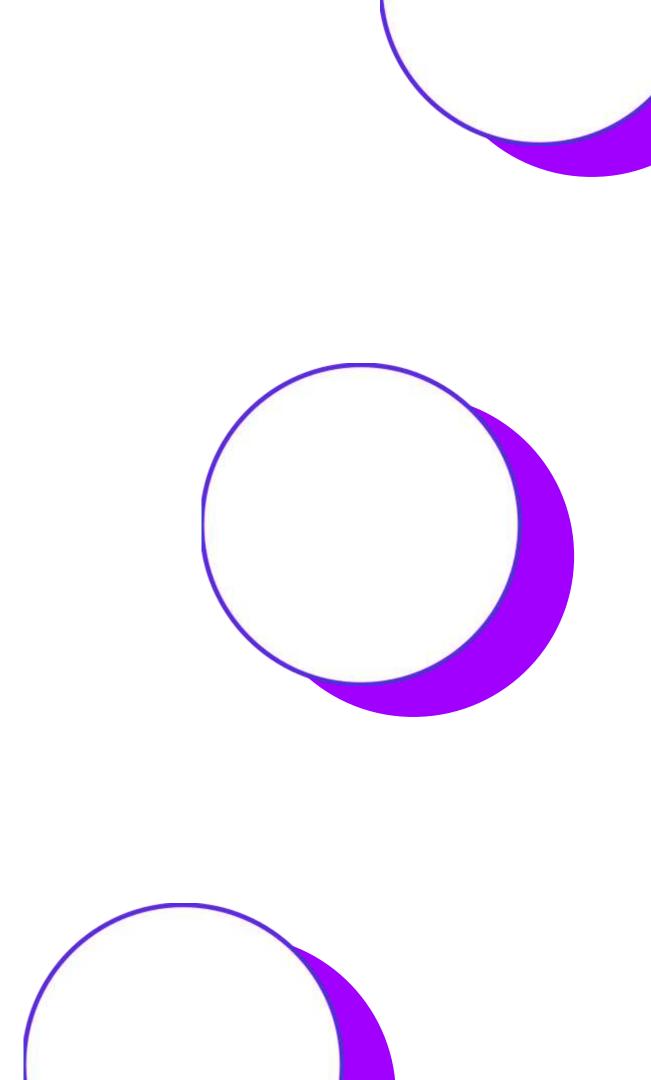


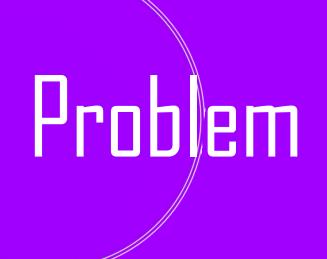
## Today's agenda Project recap Problem The Analytics team Process Insights Summary





Social Buzz is a fast growing technology unicorn that needs to adapt quickly to its 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.

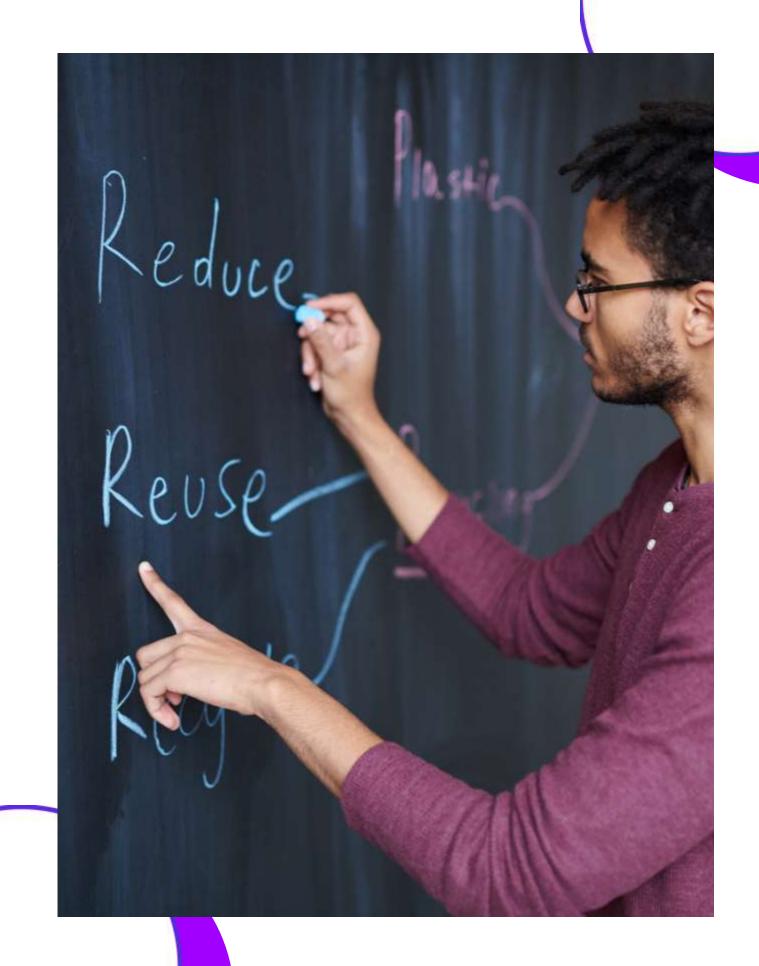


Over <u>100,000</u> posts per day.

36,500,000 pieces of content per year!

But how to capitalize on when there is so much?

Analysis to find Social Buzz's top 5 most popular categories of content.



# The Analytics team



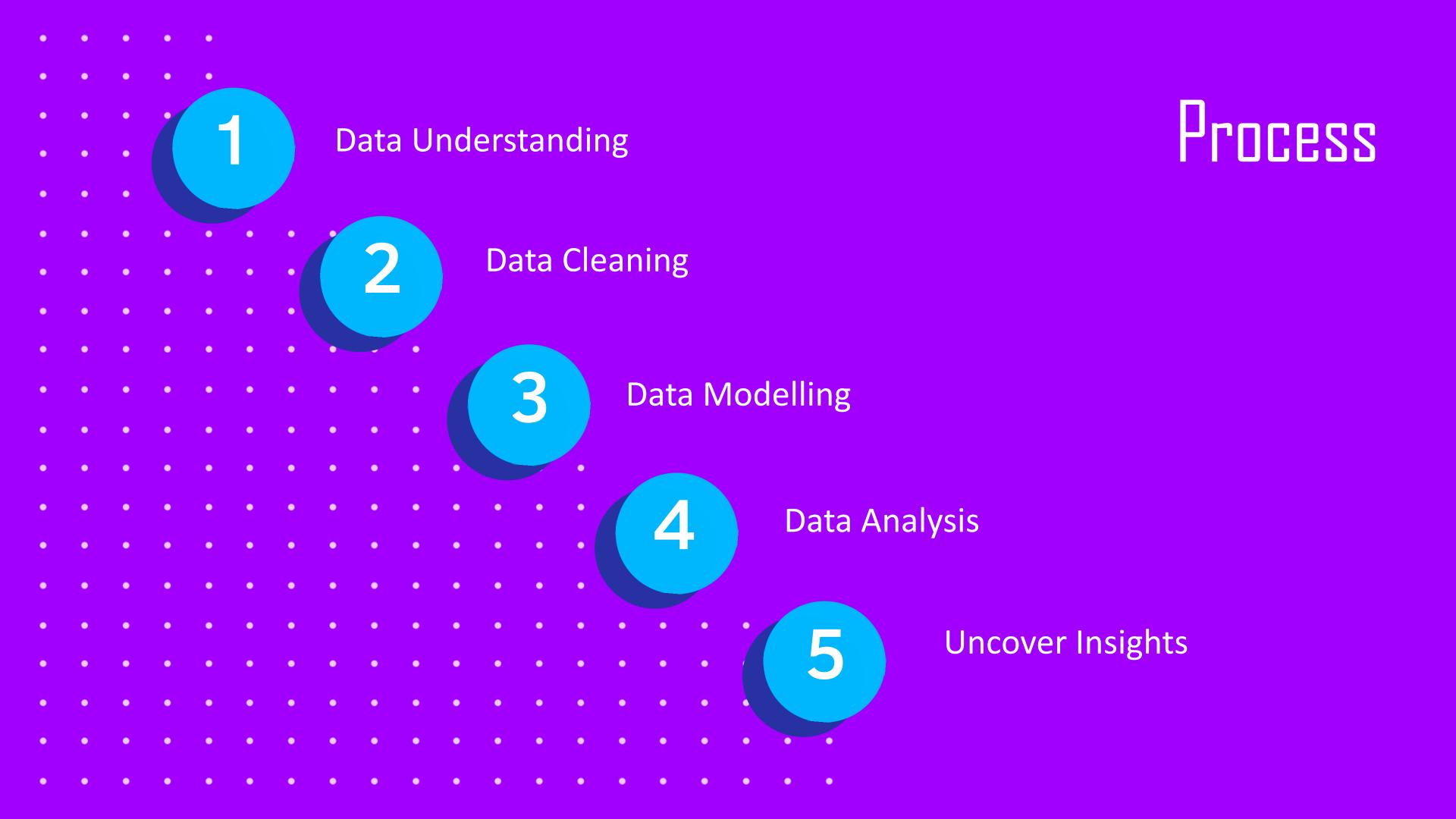
**Ananya Arya**Data Analyst



Marcus Rompton
Senior Principle



Andrew Fleming
Chief Technical
Architect



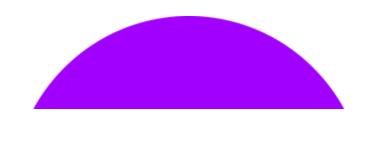
### Insights

How Many Unique Categories Are There?

How Many Reactions
Are There to the Most
Popular Category?

What Was the Month with the Most Posts?

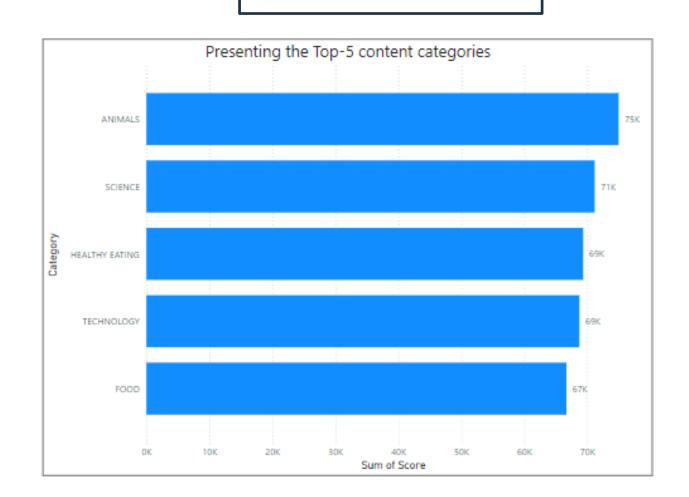




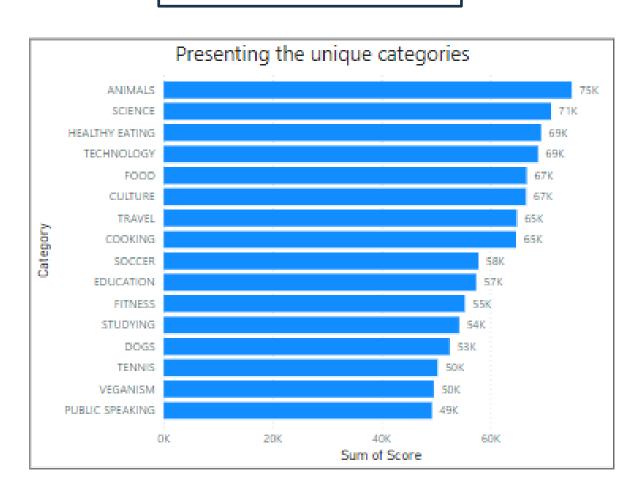


#### Number of Unique Categories(by score) & Top-5 Content Categories

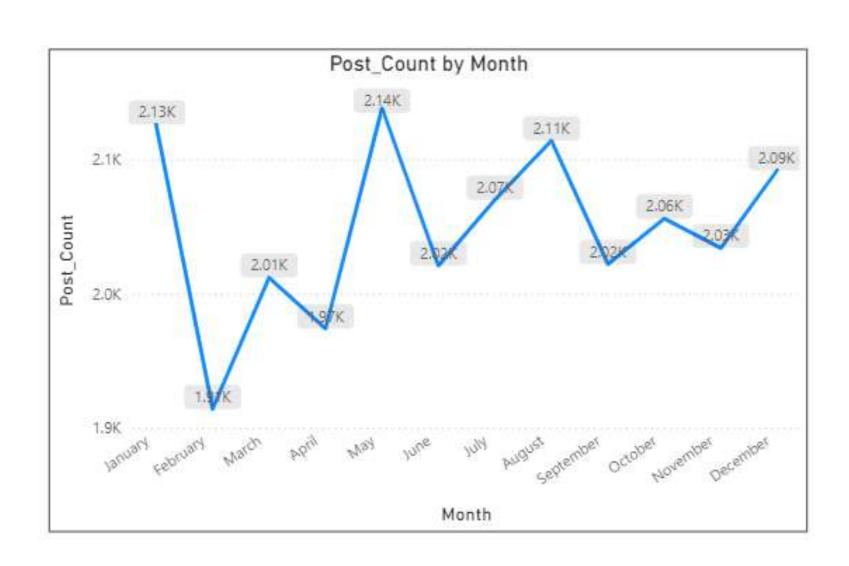
Top-5 Content Categories



Count of Category: **16** 

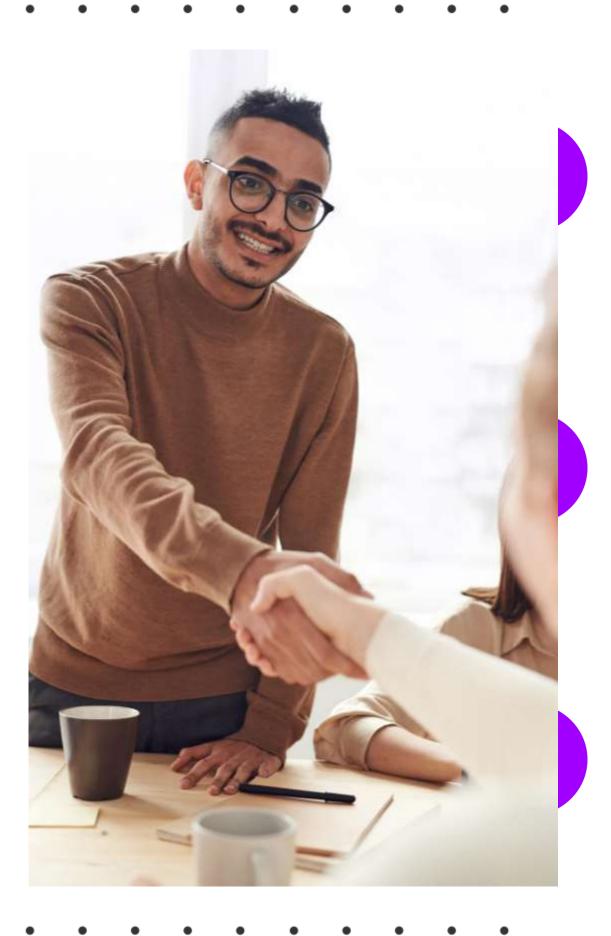


#### **Month with the Most Posts**



The line chart demonstrates the monthly trend of content posts, revealing that **May** had the highest number of posts. This surge suggests heightened content activity, potentially driven by seasonal trends, campaigns, or increased user engagement during this period.

### Summary



#### 1.Top Insights:

- 1. The top 5 content categories are: **Animals, Science, Healthy Eating, Technology, Food**.
- 2. The category with the highest number of reactions is **Animals**, with score of **74965**.

#### 2.Monthly Trends:

**1. May** recorded the highest number of posts, indicating a peak in content activity.

#### **3.**Unique Categories:

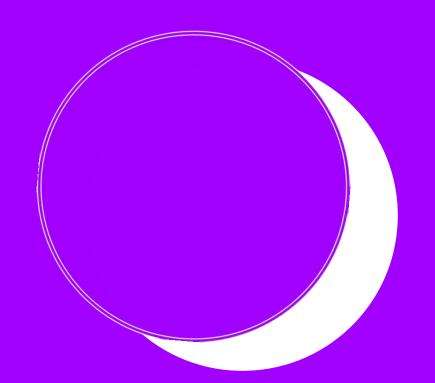
1. There are **16** unique content categories, showcasing a diverse range of topics.

#### 4.Impactful Categories:

1. Categories with higher scores and reactions indicate strong user engagement, especially "Animals" category.

#### **5.**Data-Driven Insights:

1. Leveraging score and sentiment analysis, we identified actionable trends to enhance content strategy.



### Thank you!

ANY QUESTIONS?