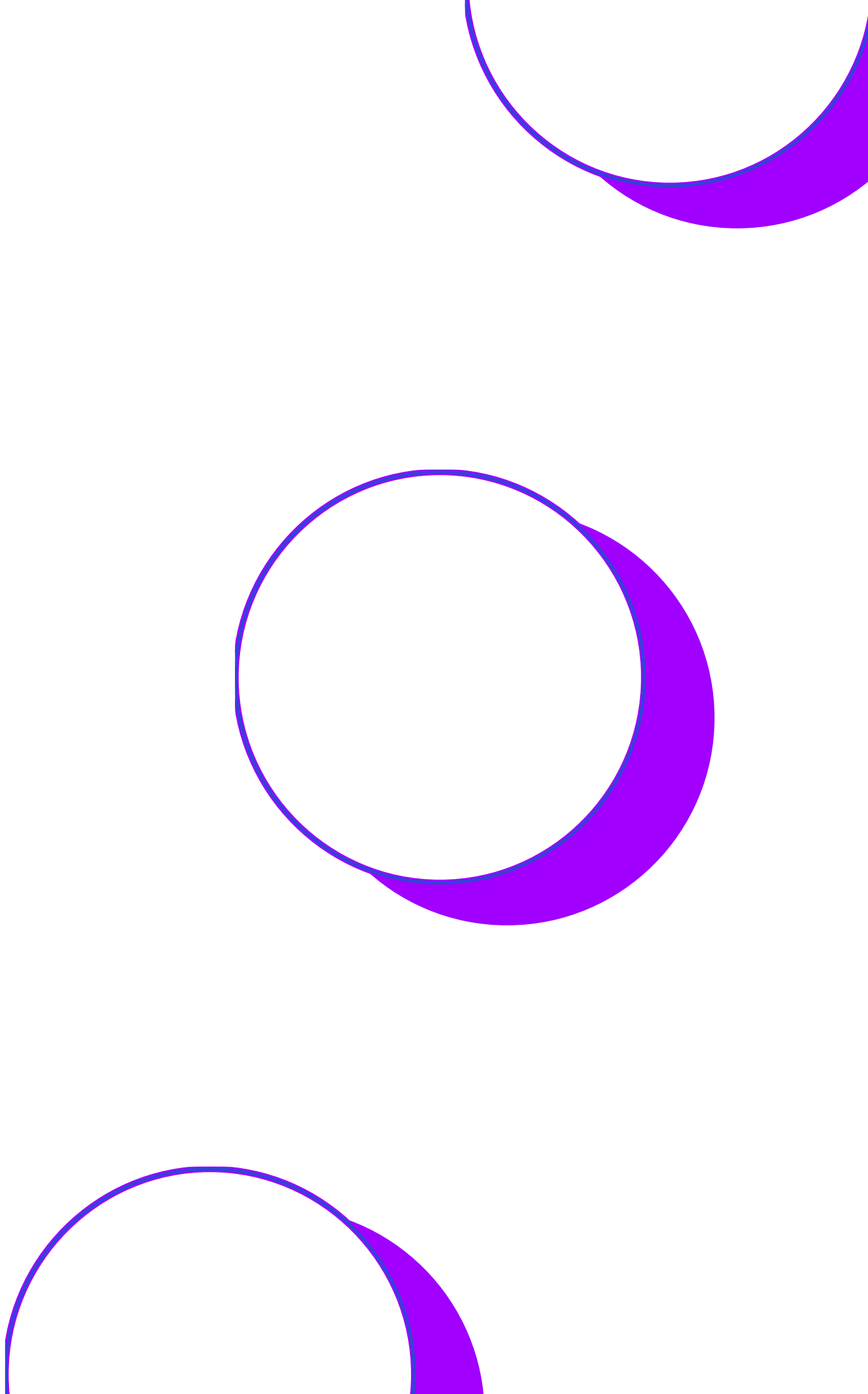


The graphic features a large, bright blue circle on the left side of the frame. Inside this circle, the words "Social Buzz" and "Analysis" are written in a bold, white, sans-serif font, stacked vertically. The background of the entire image is a vibrant purple. Overlaid on this purple background is a grid of small, white dots, which are more densely packed in the upper right and lower right areas, creating a sense of depth and movement. The blue circle has a subtle shadow effect, making it appear to float above the purple background.

Social Buzz Analysis



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 globe 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.

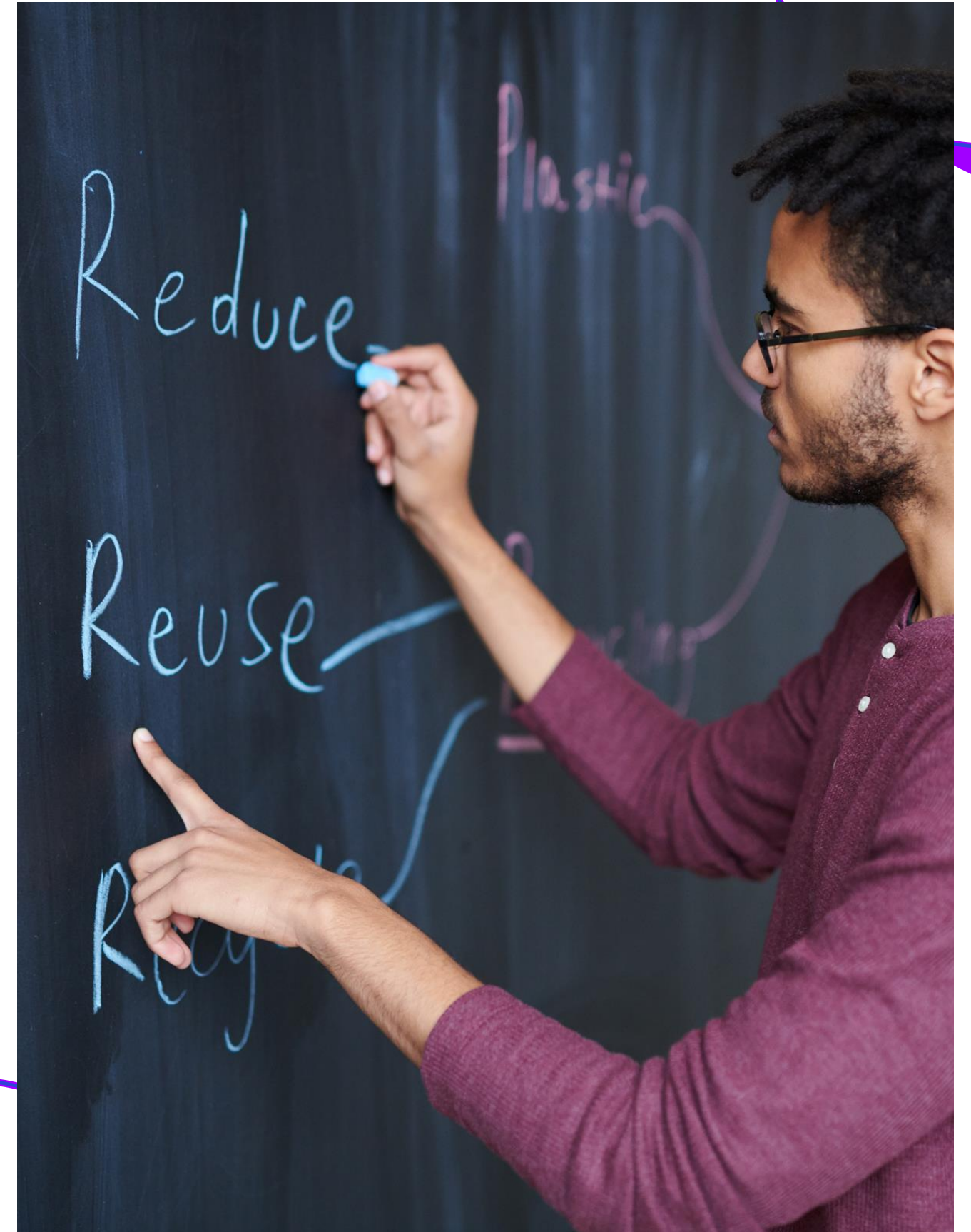
Problem

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



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Anjali Kumari
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique
Categories



Animal

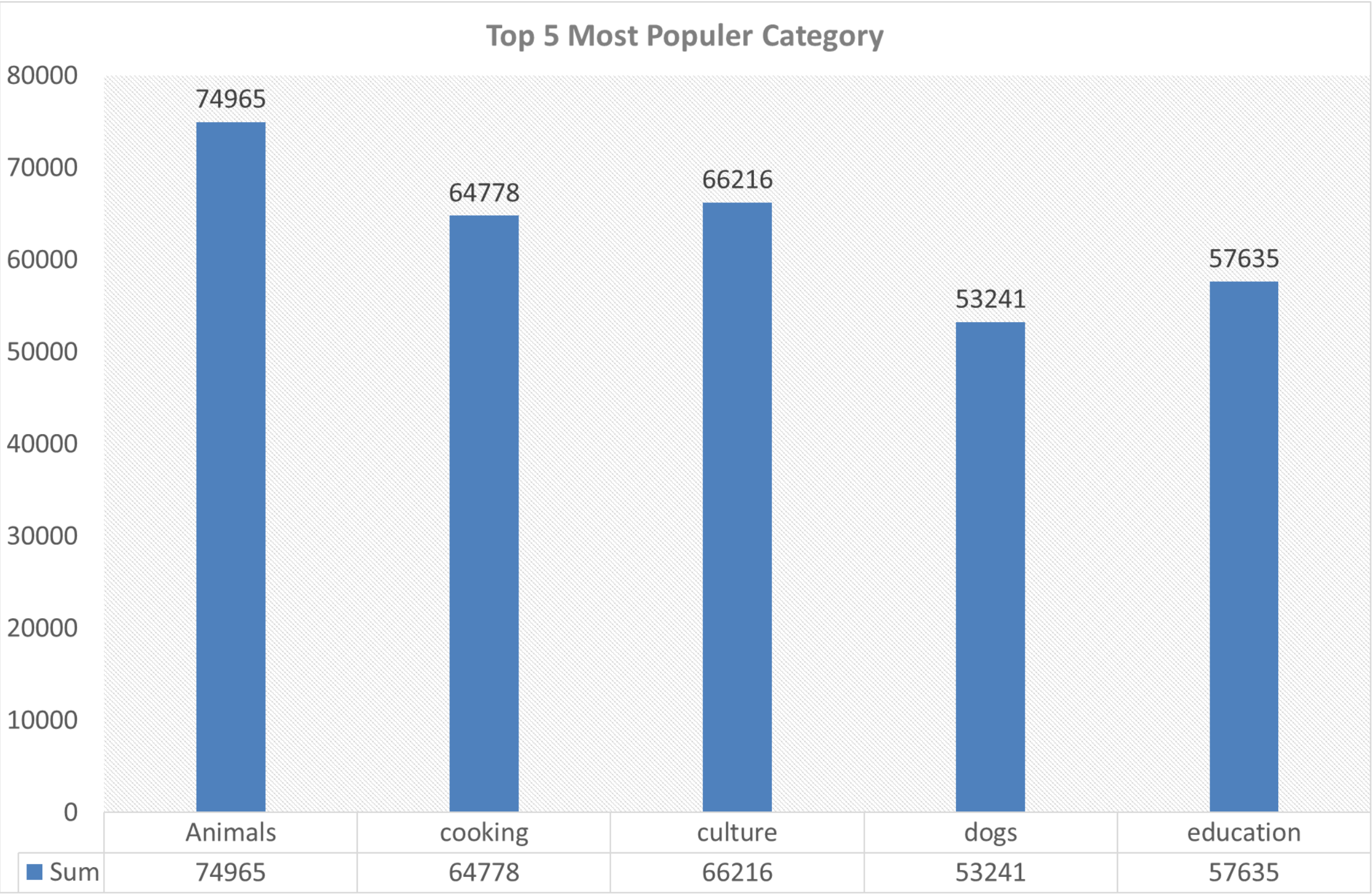
Most Favorite
Category

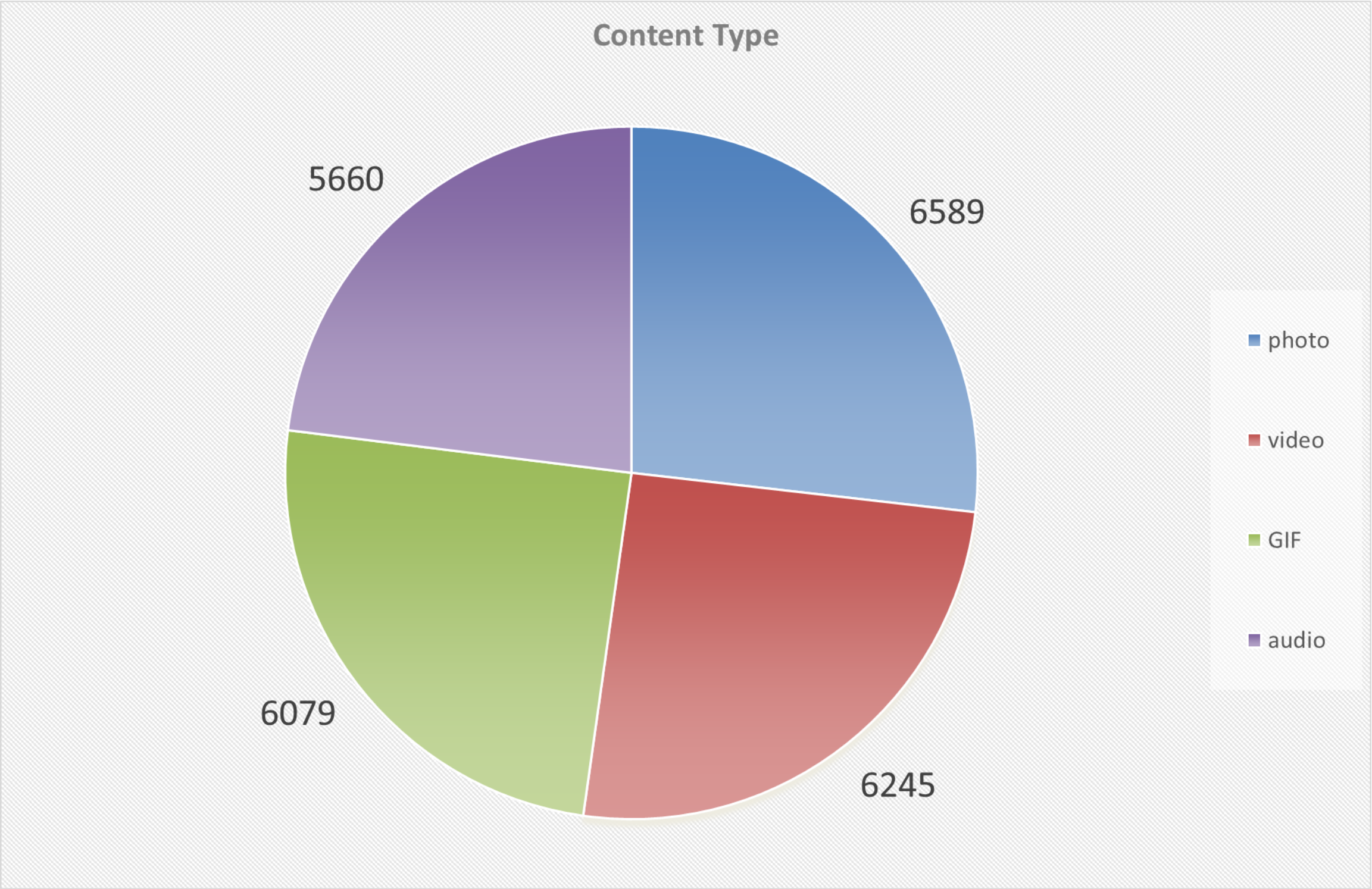


May

Month with
Most posts







Summary



ANALYSIS

Science and Technology are the most popular categories of content showing that people enjoy “real-life” and “factual” content the most.

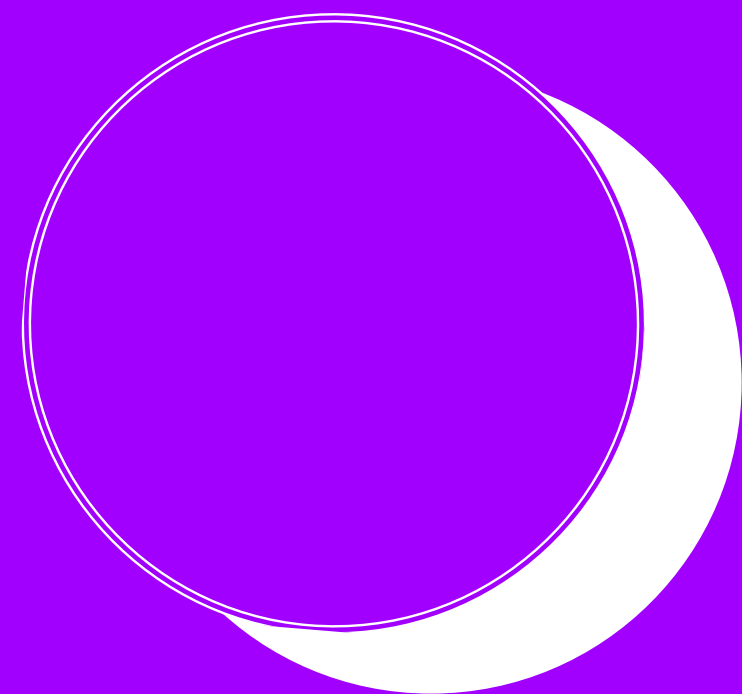
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INSIGHTS

Food is a common theme with the top 5 Categories with “Science” ranking the highest. This may give an indication to the audience within your user base. You could use the 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 to do this.



Thank you!

ANY QUESTIONS?