



A presentation slide featuring a large blue circle on the left containing white text, and a background of small white dots on a purple gradient.

# Social Buzz

## Project Presentation

# 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:

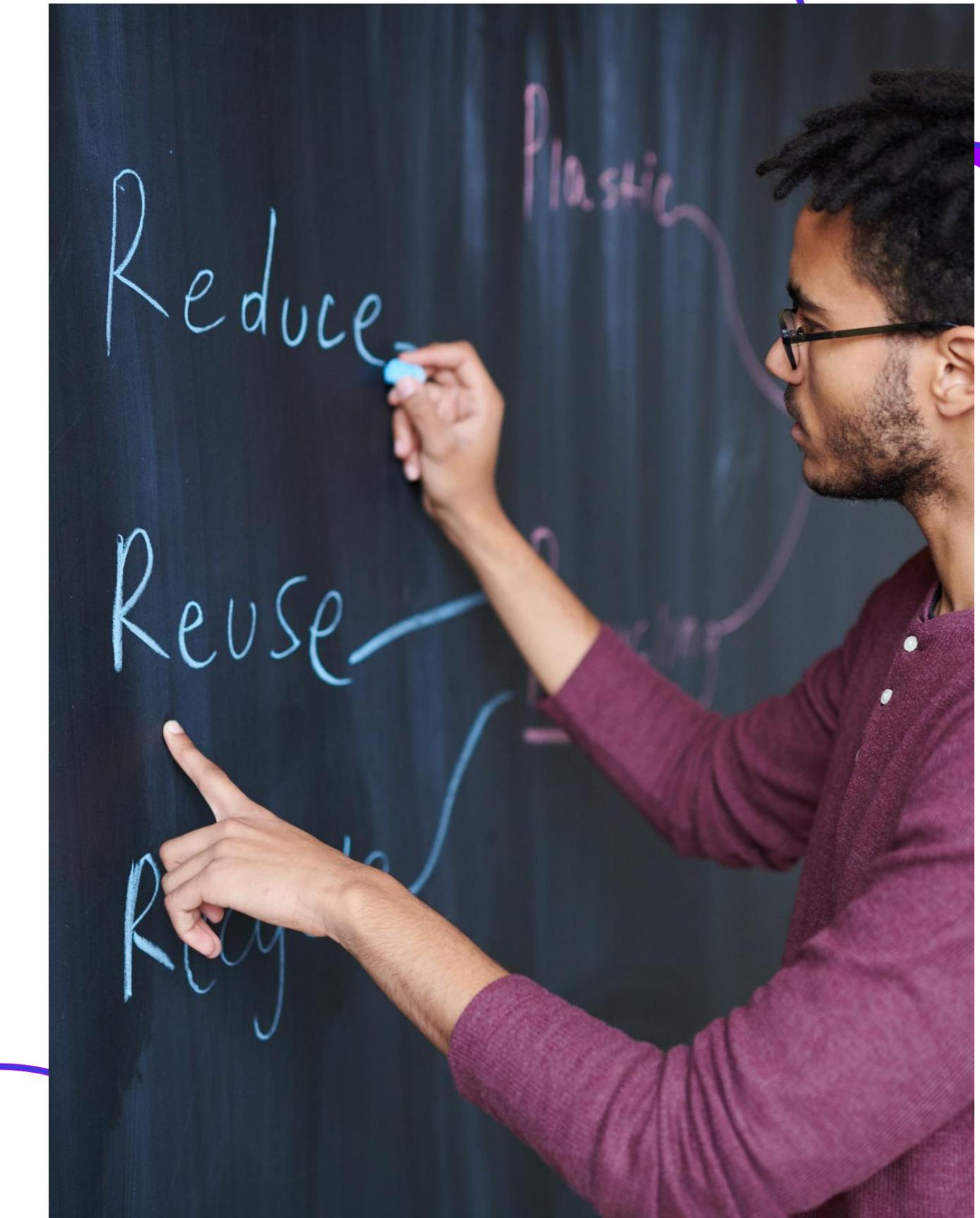
- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

# Problem

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 Principal



**Anjaneya Pattanaik**  
Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

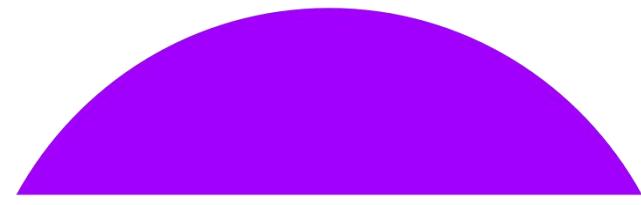
5

Uncover Insights

# Insights

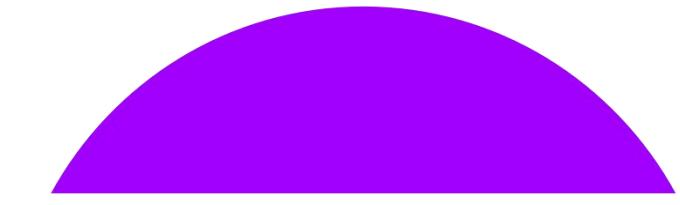
**1000**

Different  
Posts



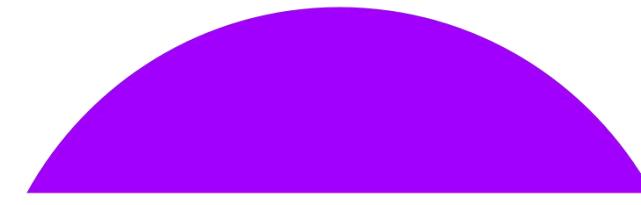
**16**

Unique  
Categories



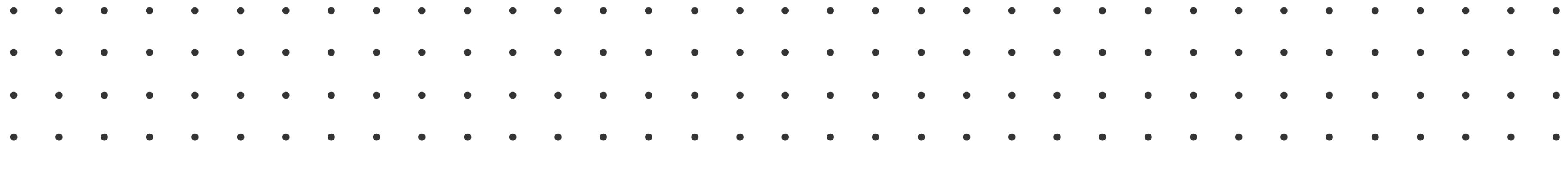
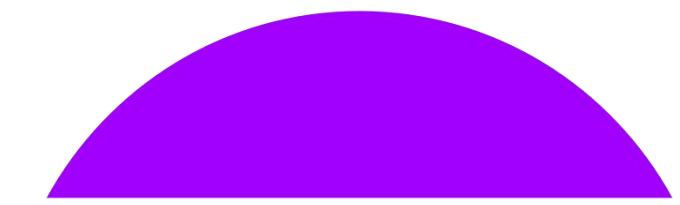
**16**

Reaction  
types



**24573**

Different  
Reactions



# Insights

**Technology**

Category with  
most Posts

**Animals**

Category with  
most Reactions

**May**

Month with  
most  
Engagement

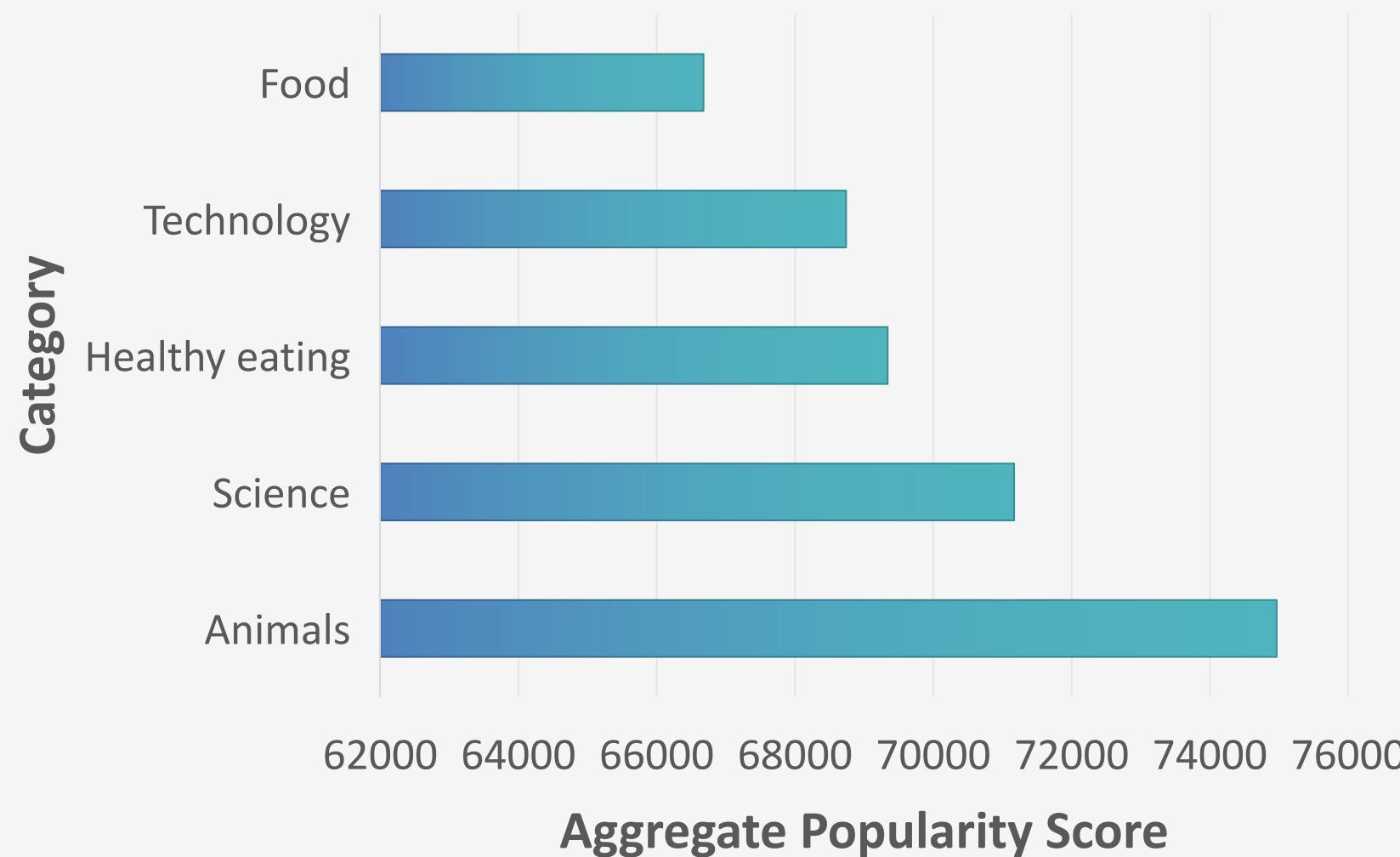
**Monday**

Day with  
most  
Engagement

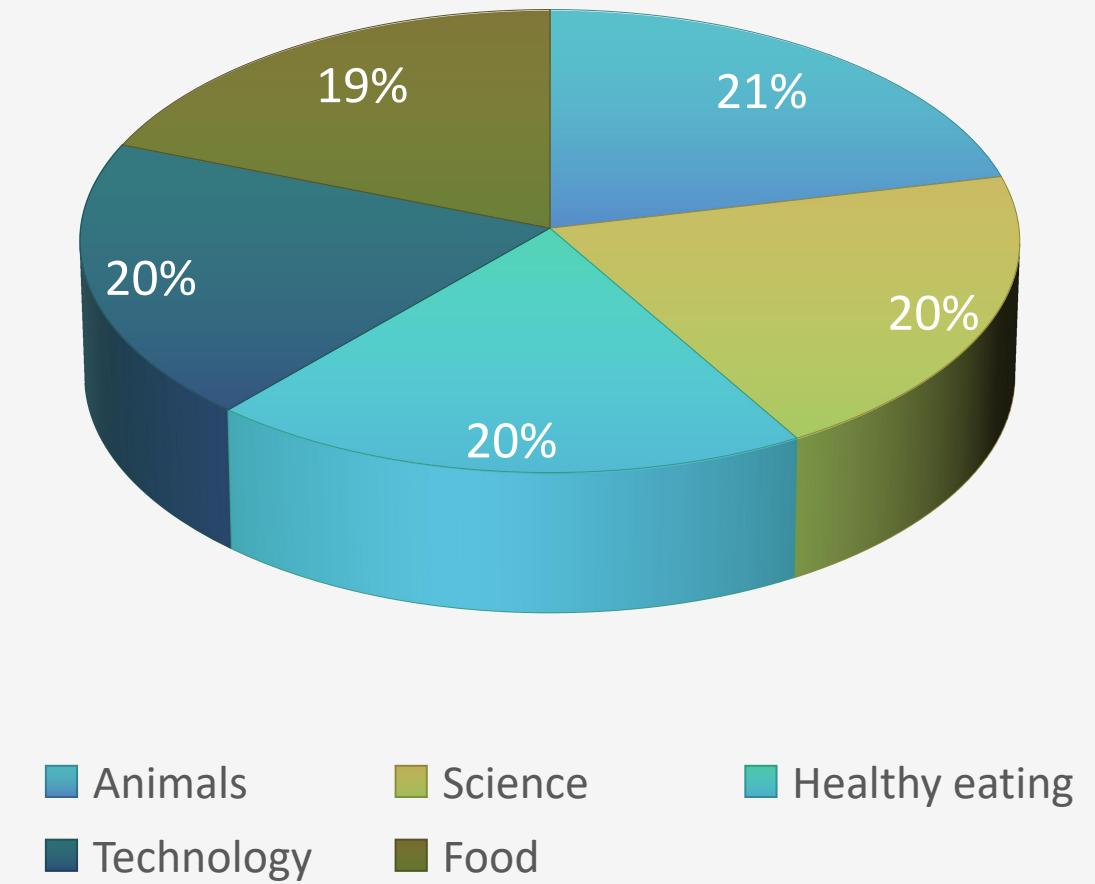
**06-09 Hrs**

Time of Day  
with most  
Engagement

## Top 5 Categories by aggregate “Popularity” score

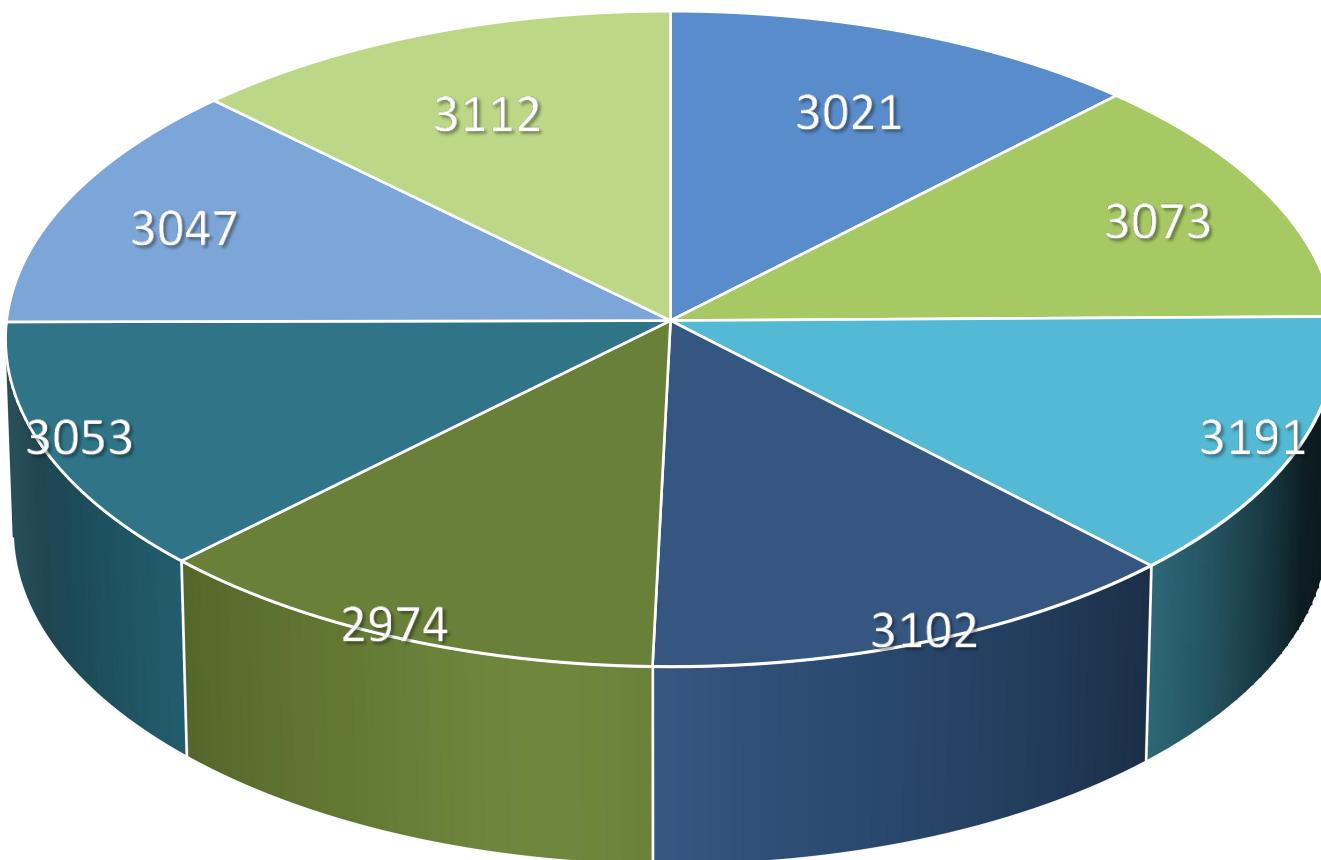


## Popularity Score Distribution among Top 5 categories



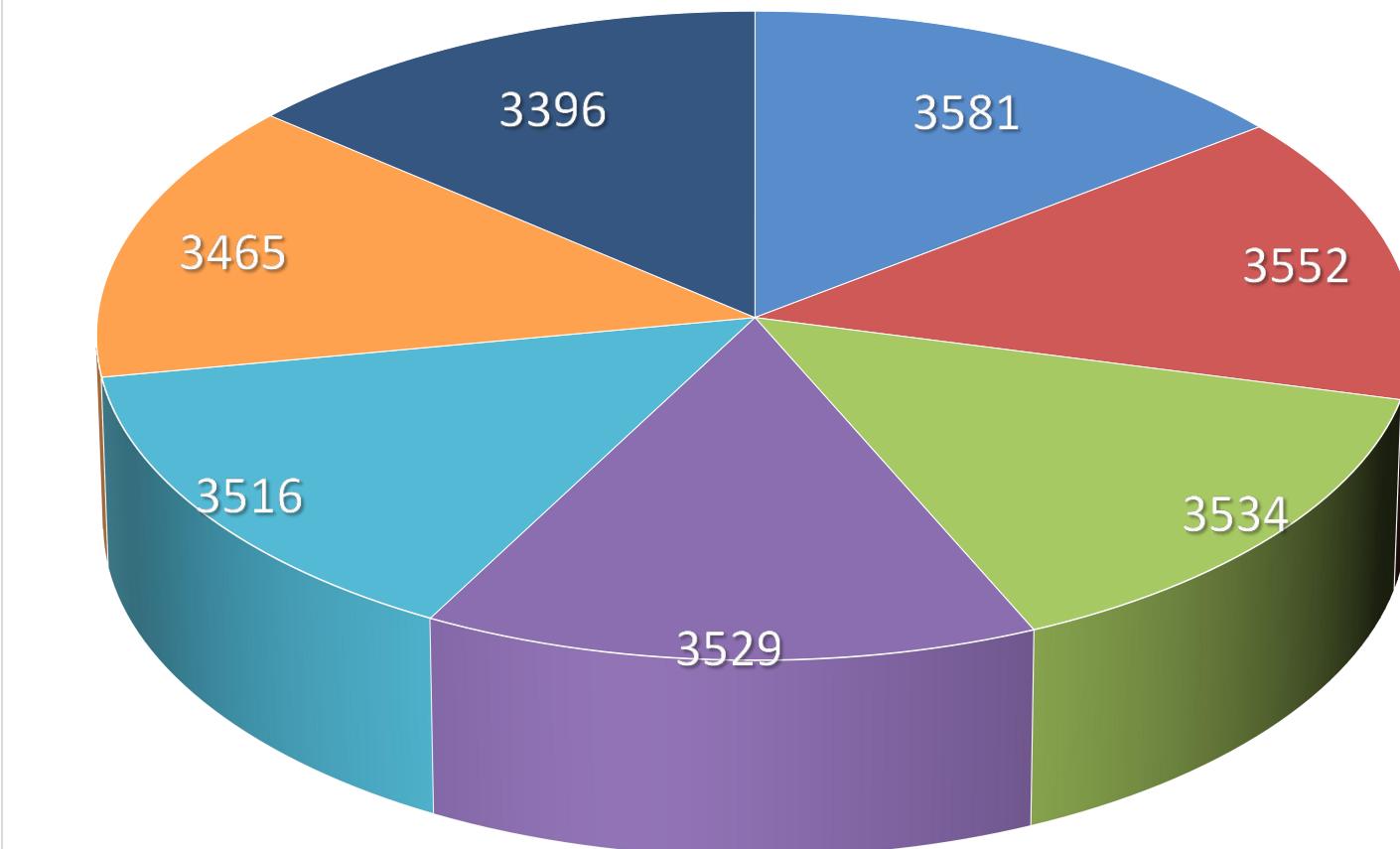
## Engagement Distribution over Hours of the Day

■ 0-3 ■ 3-6 ■ 6-9 ■ 9-12 ■ 12-15 ■ 15-18 ■ 18-21 ■ 21-24



## Engagement Distribution Over Weekdays

■ Monday ■ Friday ■ Tuesday ■ Sunday  
■ Thursday ■ Wednesday ■ Saturday



# Summary



## Analysis

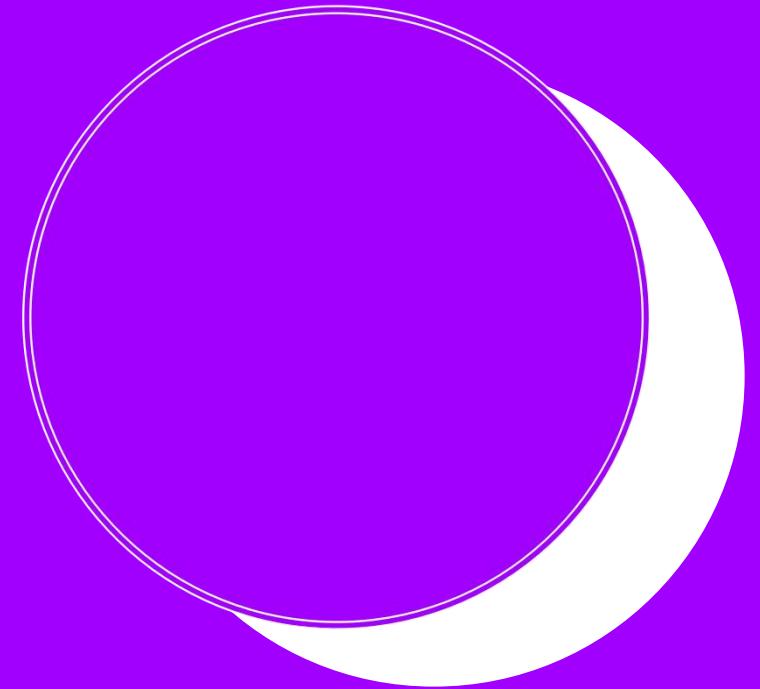
The ‘Animal’ category leads with the highest score followed by ‘Science’, ‘Healthy Eating’, ‘Technology’, and ‘Food’, indicating diverse interests among the audience. Engagement peaks on Monday and Saturday shows the least activity. Highest engagement occurs in the early morning (6-9 AM) and lowest in the mid-afternoon (12-3 PM).

## Insights

Preference for content related to Animals and Science suggests a strong interest in both nature and intellectual content. The fluctuation in engagement throughout the day and week suggests the best times to post content for optimal visibility are early mornings and Mondays. A detailed look at the monthly popularity scores shows varying interests with significant peaks.

## Next Steps

This ad-hoc analysis is insightful and helps to identify popular categories and peak times to schedule posts strategically maximizing engagement, but it’s time to take this analysis into large scale production for real-time understanding of your business. That’s where we come in, to show you how to achieve this.



Thank you!

ANY QUESTIONS?