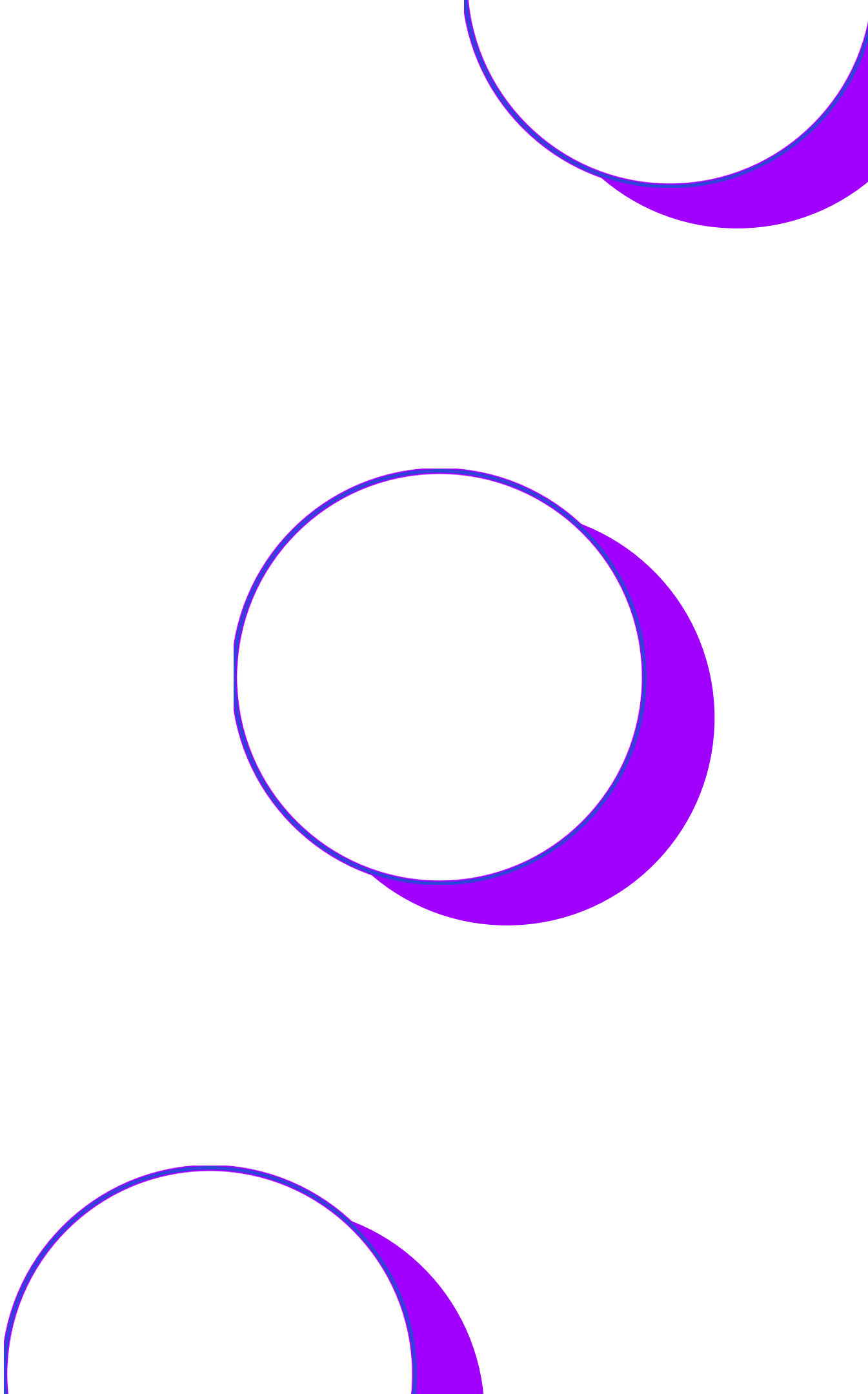




The Social Buzz



Today's agenda

1. Project Recap
 2. Problem
 3. The Analytics Team
 4. Process
 5. Insights
 6. 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 basics:

- 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

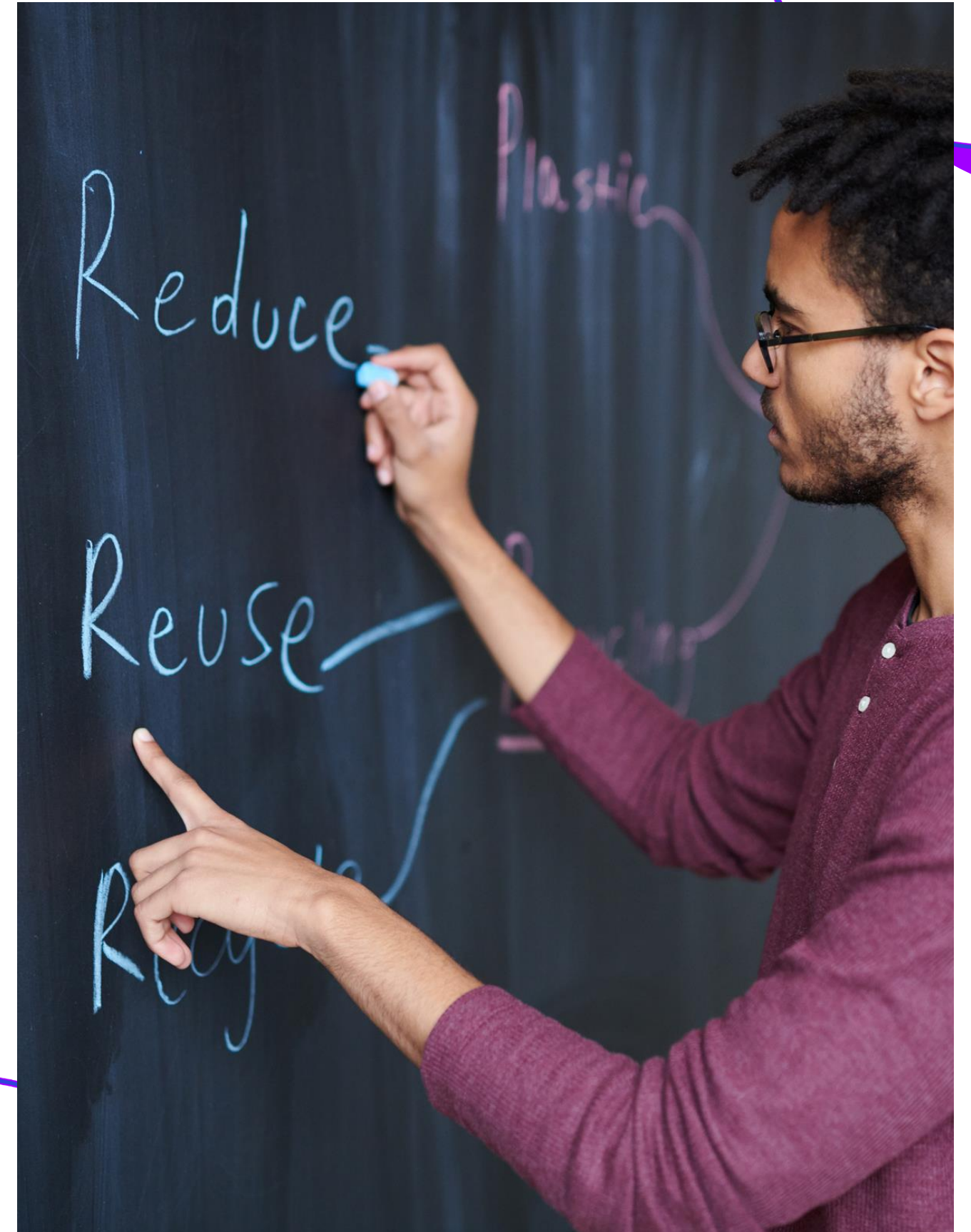
Problem

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



Ayush Gupta

Data Analyst



Markus Rompton

Senior Principle



Andrew Fleming

Chief Technical Arhitect

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

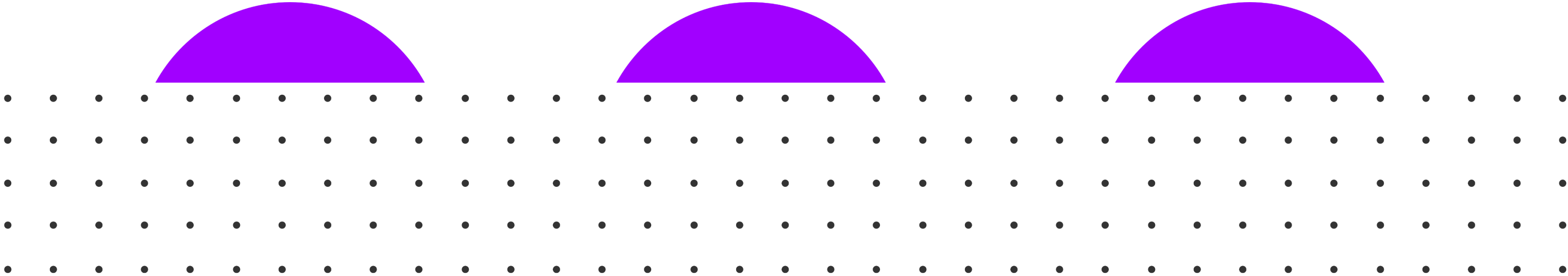
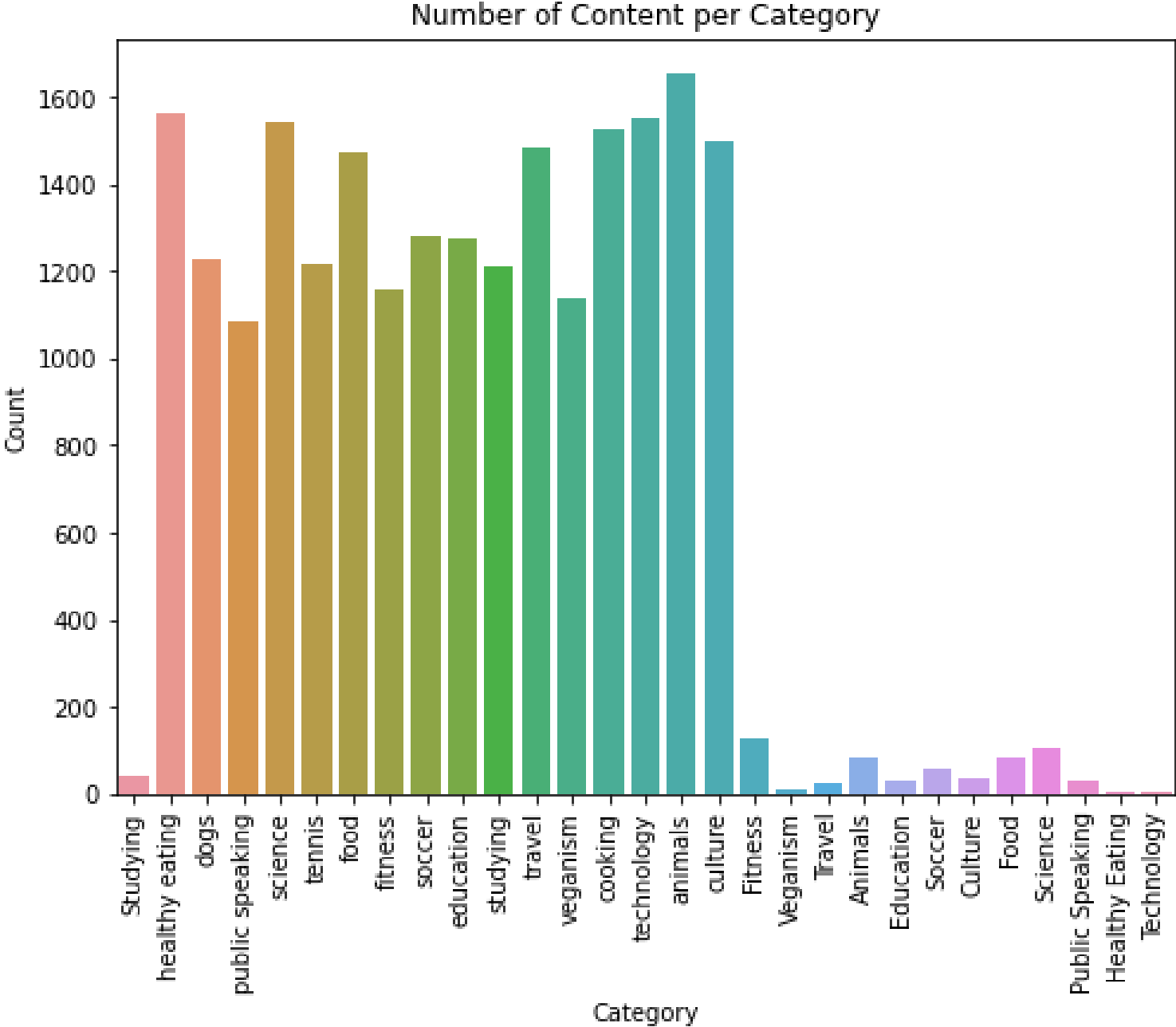
Data Analysis

5

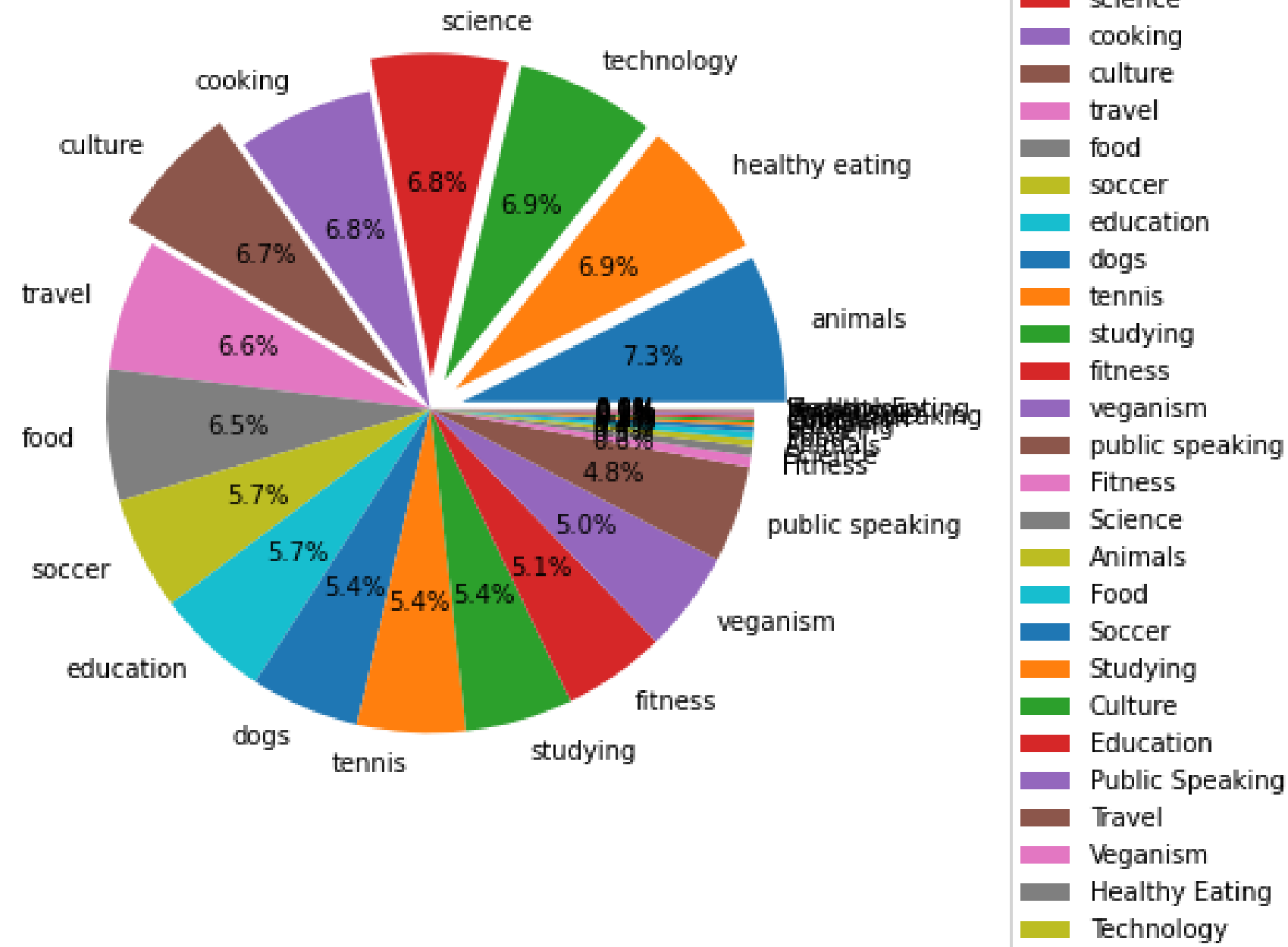
Uncover Insights

Insights

There are 29 Unique Categories



Distribution of Content Categories with Top 5 Highlighted



Top 5 Categories

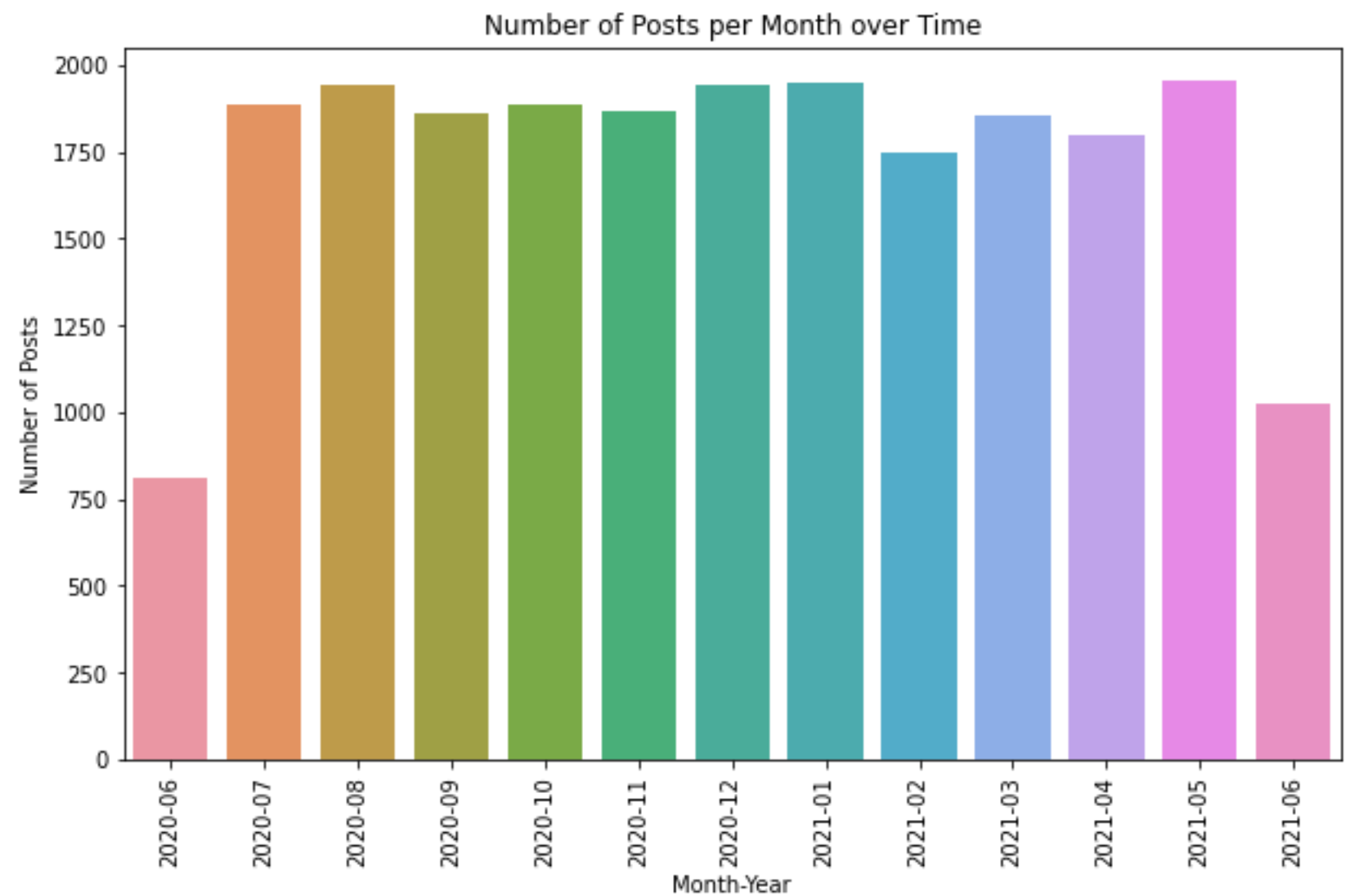
- Animals
- Healthy eating
- Technology
- Science
- Culture

Reactions On Most Popular Category

“1566” – Number of reactions for "Healthy Eating", it is the one of the most popular category, as it is relevant to a wide range of people and interests.

The Month with most Posts

- In 08/2020 - 1945
- In 05/2021 - 1954.



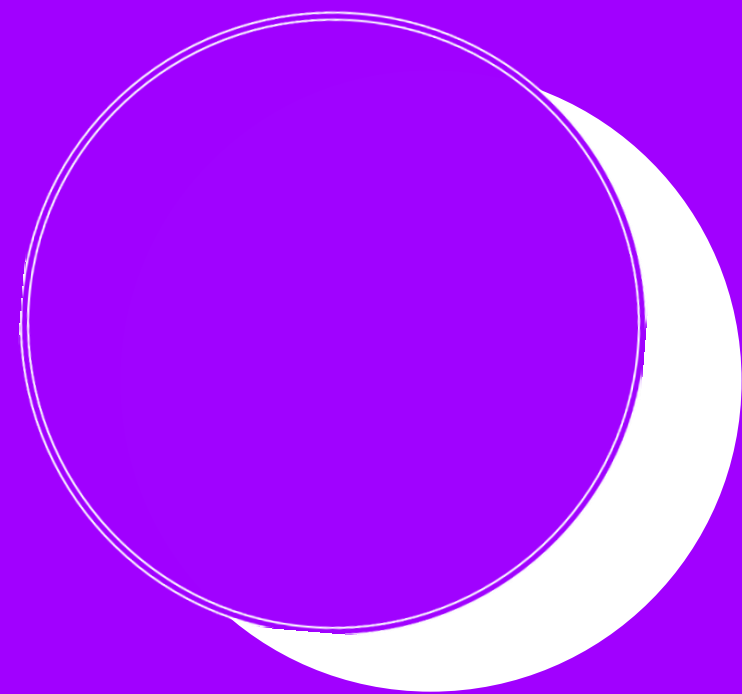
Summary



Top 5 content categories: Animals, Healthy eating, Technology, Science and Culture.

Popular category: "Healthy Eating" with 1566 reactions.

Recommendations: Leverage "Healthy Eating," capitalize on seasonal trends for user engagement.



Thank you!

ANY QUESTIONS?