Social
Buzz

Today's agenda

Project Recap

Social Buzz is a Fast growing technology unicorn that need to adapt quickly to 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 piecers 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

Arti
Data Analyst

Process

1 Date Understanding

2 Data cleaning

3 Data Modelling

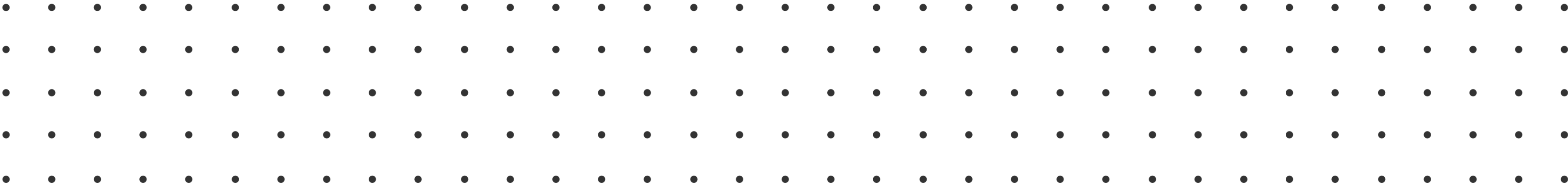**4** Data Analysis

5 Uncover Insights

Insights

16

Unique cateogories

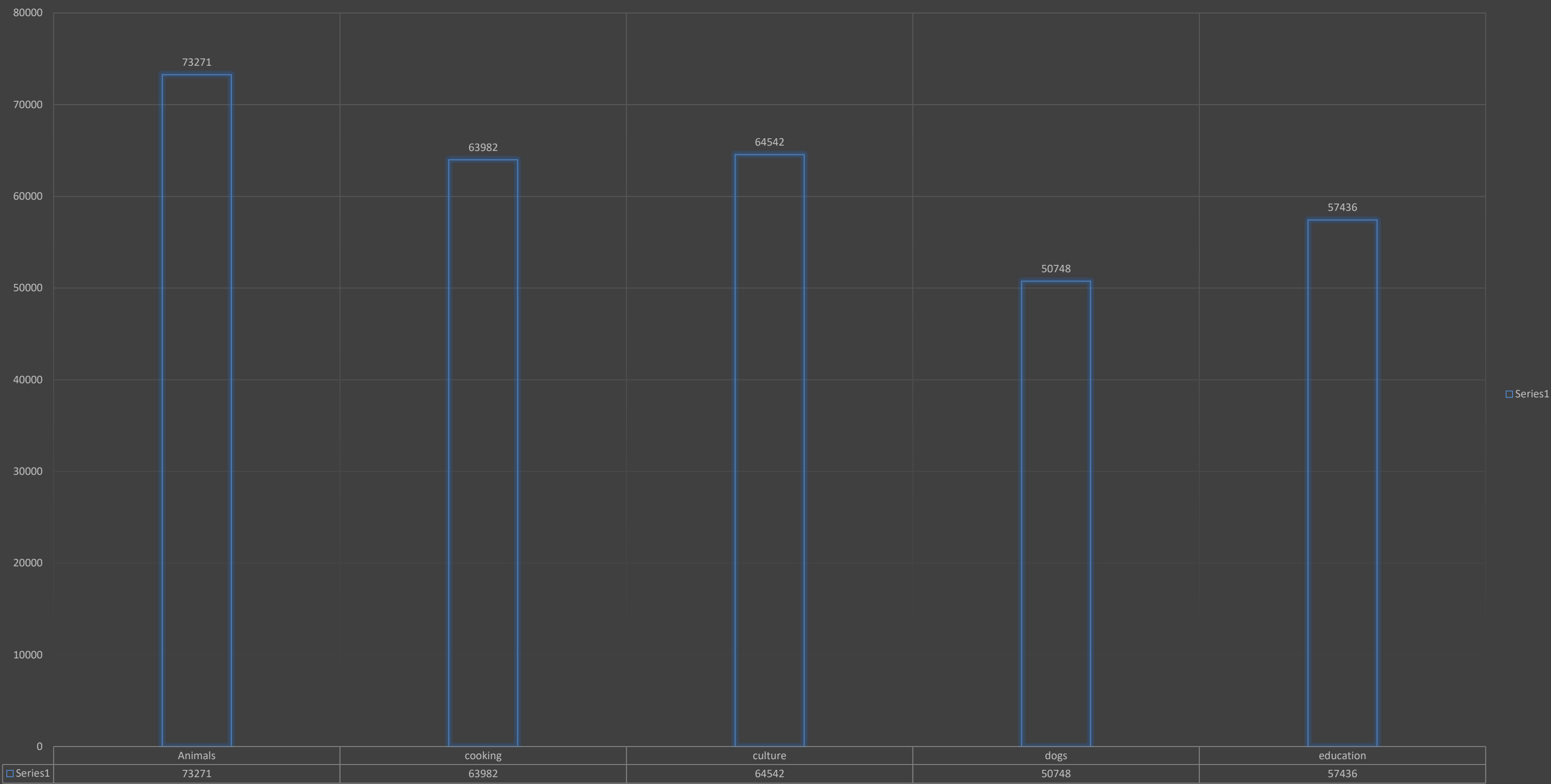**Animal**

Most Favorite Category

May

with most number of posts

MONTH WISE POSTS

	December	November	October	September	August	July	June	May	April	March	February	January
Count Post	2092	2034	2056	2022	2114	2070	2021	2138	1974	2012	1914	2126

Most Popular Categories

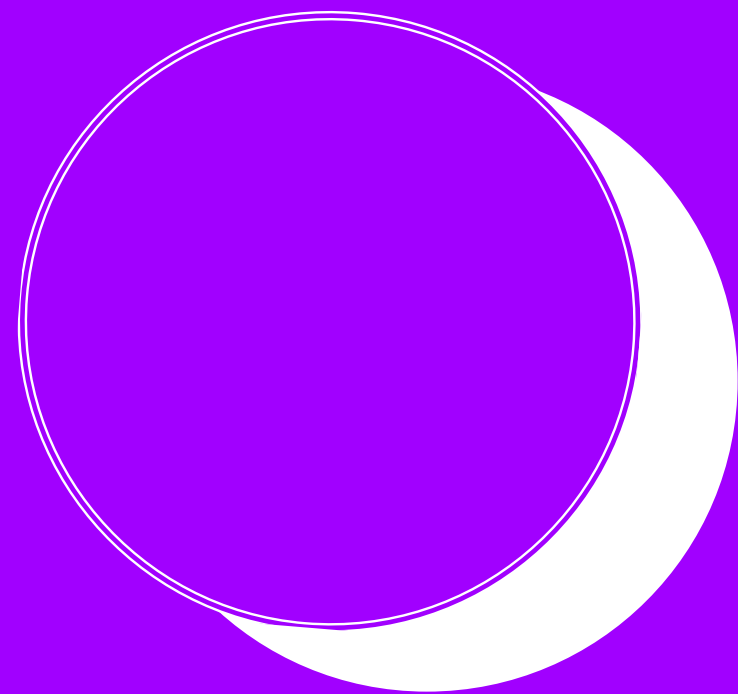|	Animals	cooking	culture	dogs	education
Series1	73271	63982	64542	50748	57436
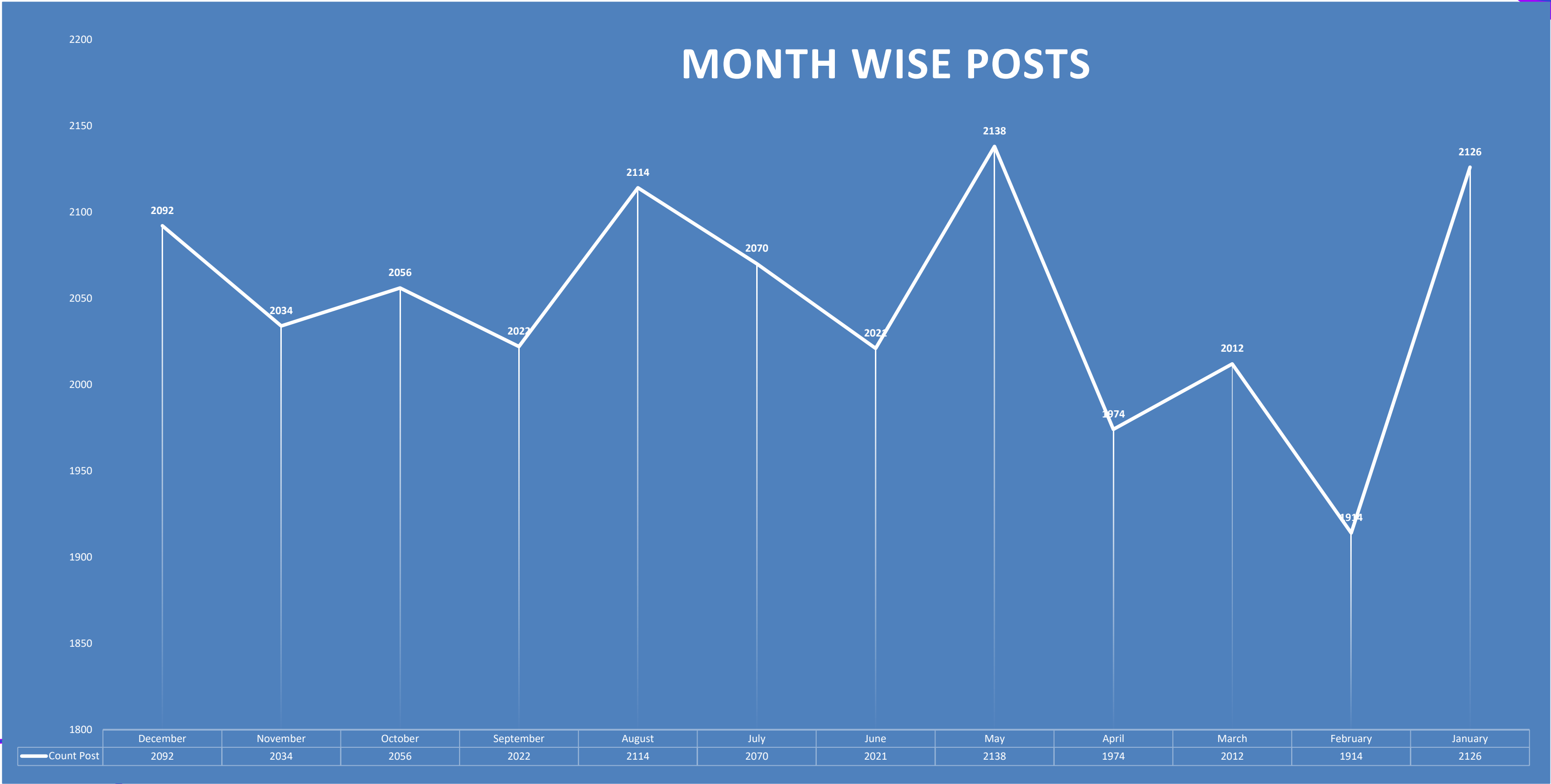
Summary

➤ There are a total of 16 distinct content categories.Out of which Animal and Science categories are the most popular one.

➤ 4 types of content – photo,video,GIF and audio out of which people prefer photo and video the most.

➤ May month has the highest number of posts and stands at 2138 posts, while februray month has the lowest number of posts(1914 posts)

Conclusion:

➤ Social Buzz should focus more on the top 5 categories that's Animal,Technology, Science, Healthy eating and food and can create campaign to specially target those audiences.

➤ Social Buzz can need to maximize in the month of January , May and August as they number of posts in these months are the highest.

Thank you!

ANY QUESTIONS?