

# Social Buzz

# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

Social Buzz is a fast Growing tech unicorn needs to adapt quickly to it's global scale. accenture has begun a 3 month POC focusing these task:-

- An audit of social buzz's big data Practice
- Recommendation for a successful IPO
- Aanalysis to find Social Buzz's top 5 popular categorie of content.

# Problem

Over 100000 posts per day  
36500000 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

Ashish Barai  
Data Analyst

Marcus Rompton  
Senior Principle

Andrew Fleming  
Chief Technical Architect

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

# Process

# Insights

16

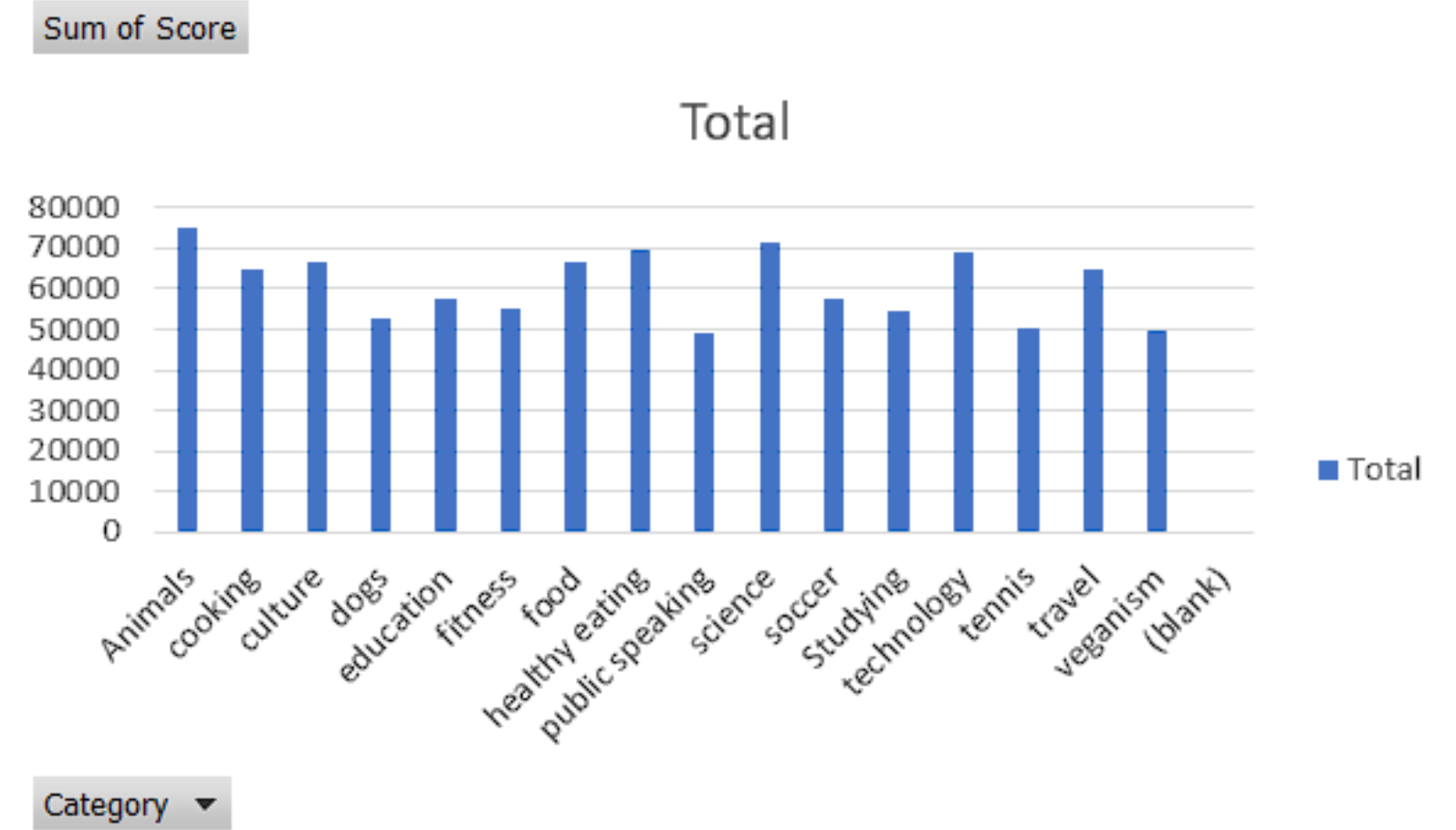
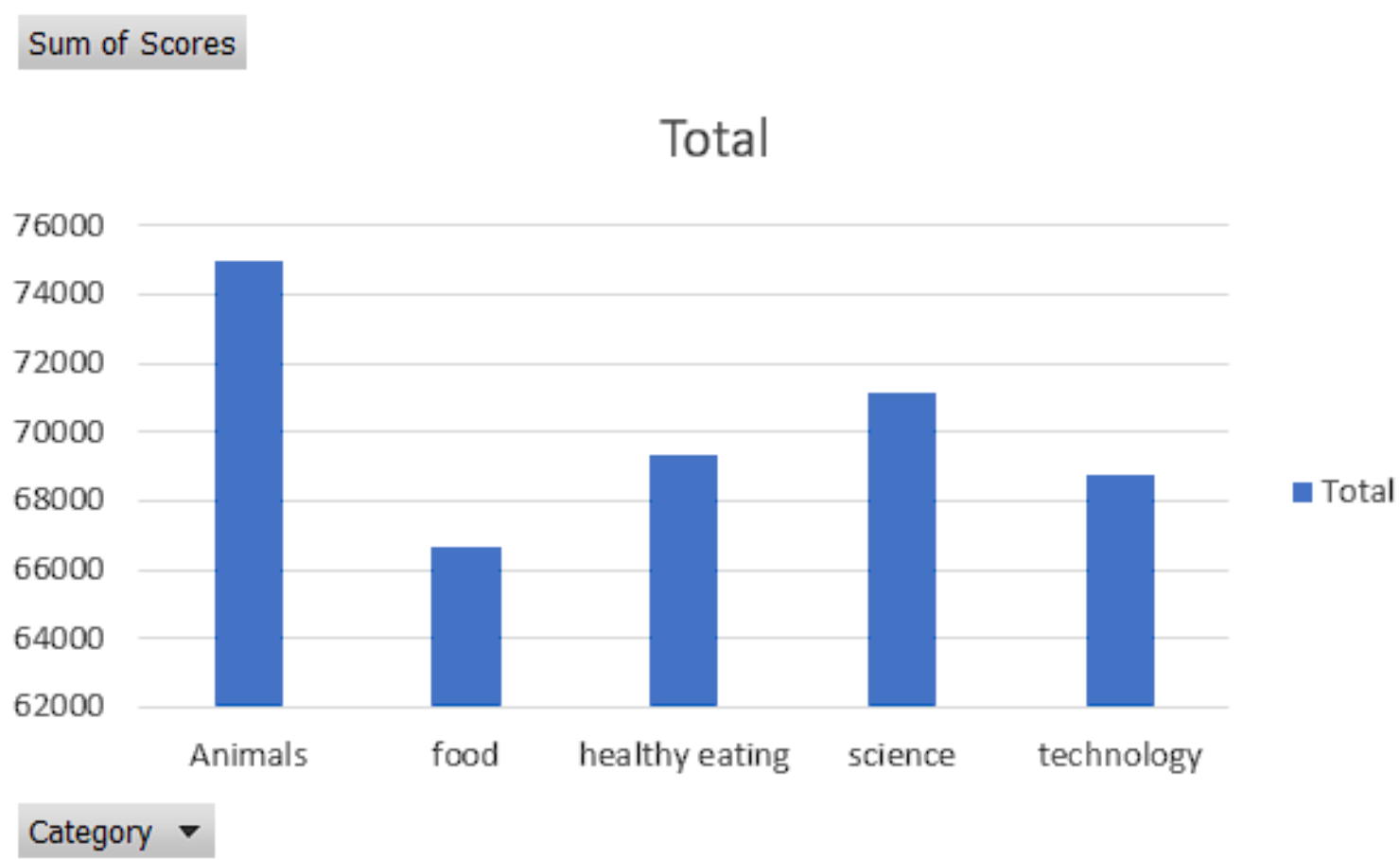
Unique Categories

1897

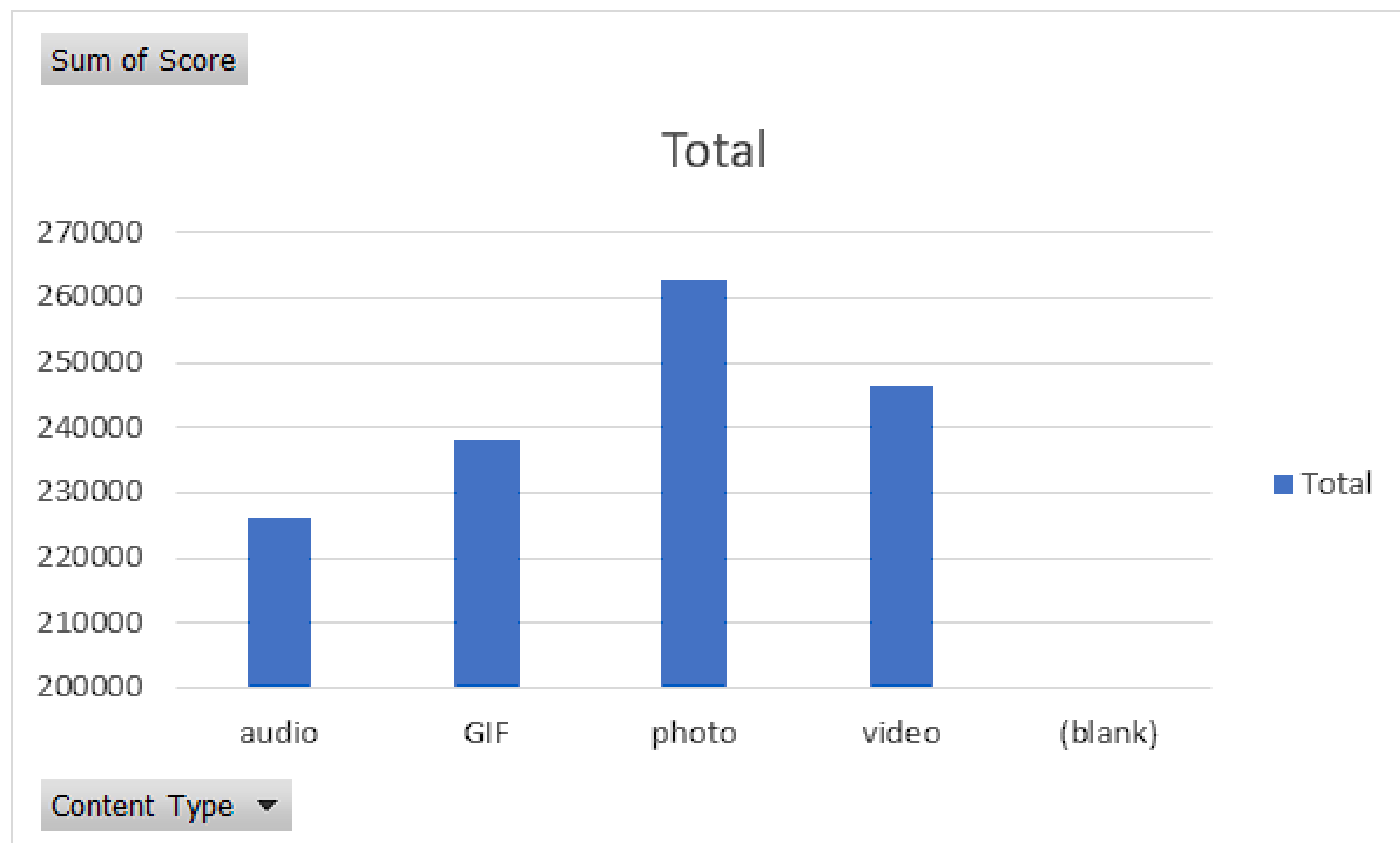
Reaction to 'Animal'  
post

January

Month With Most  
Post

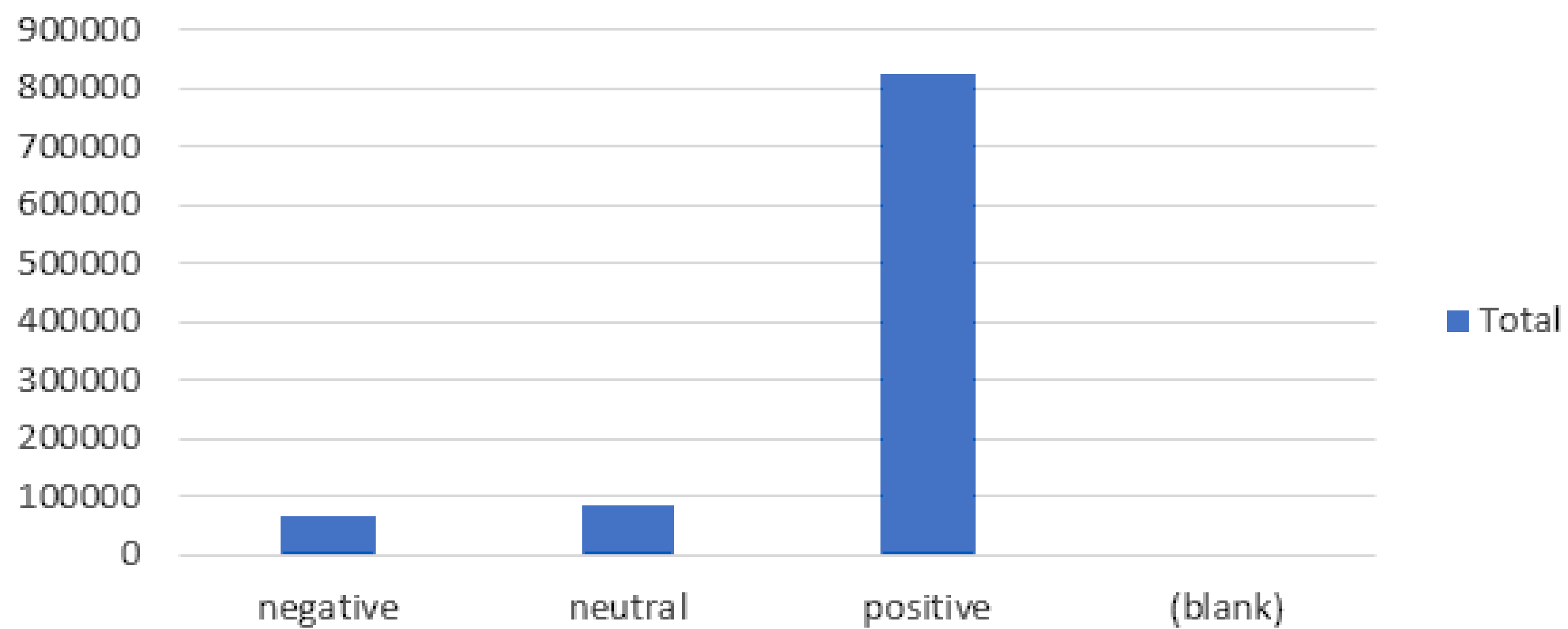






Sum of Score

Total



Sentiment ▼

# Summary

## ANALYSIS

Animals & Science are the two most popular categories of content, showing that People enjoy 'real-life' and 'factual' content the most.

## INSIGHT

Food is a common theme with the top 5 categories with 'Heathly-eating' and science ranking the highest. This may give an indication to the audience within user base. Photo tops the content type And most of the people have positive sentiment. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

## NEXT STEP

This ad-hoc analysis is insightful, but its time to take this analysis into scale production for real-time understanding of your business. We can show you how to do this.

# Thank you!

ANY QUESTIONS?