Data Interpretation

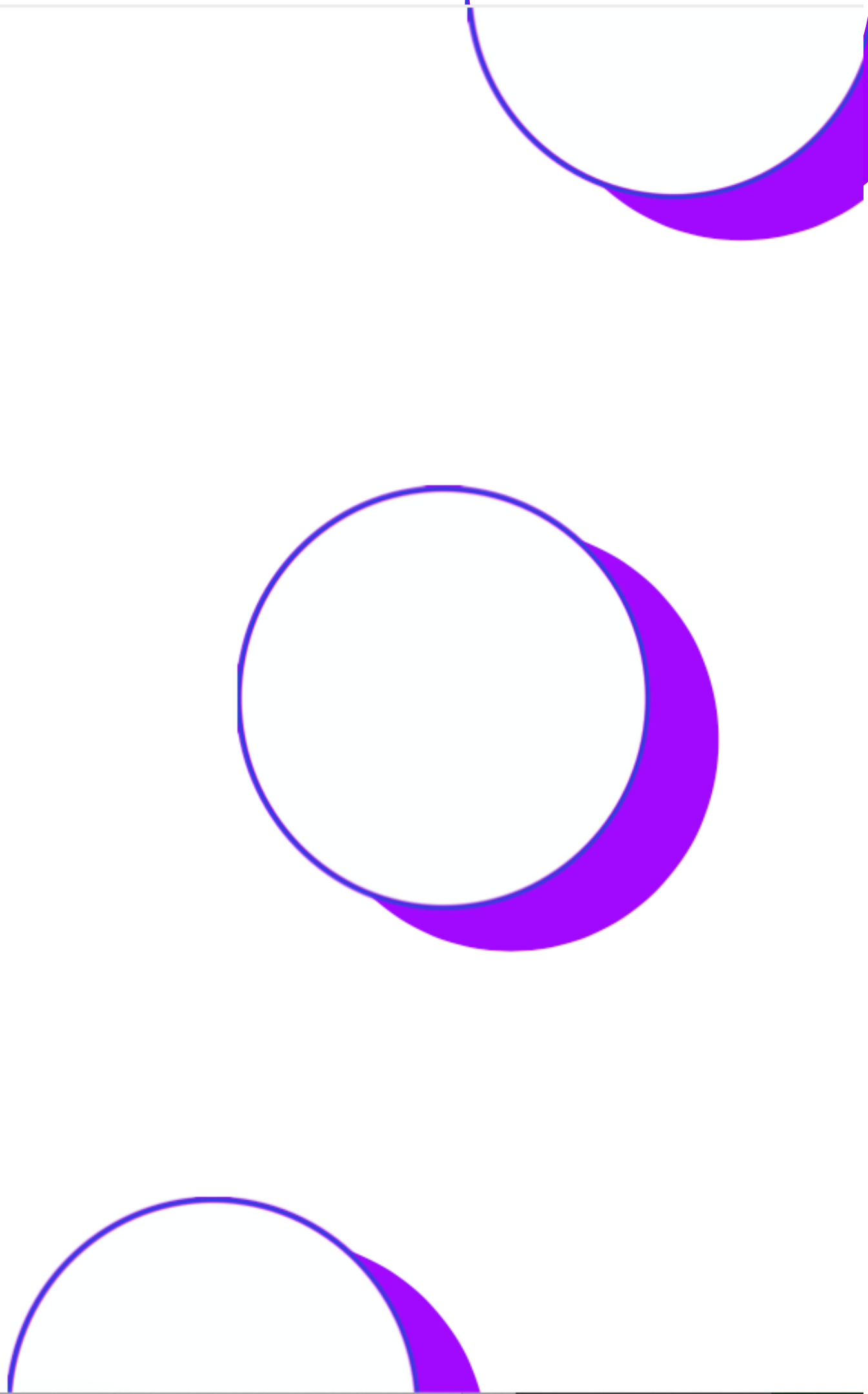# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

The Agenda should list the key headings in your presentation

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
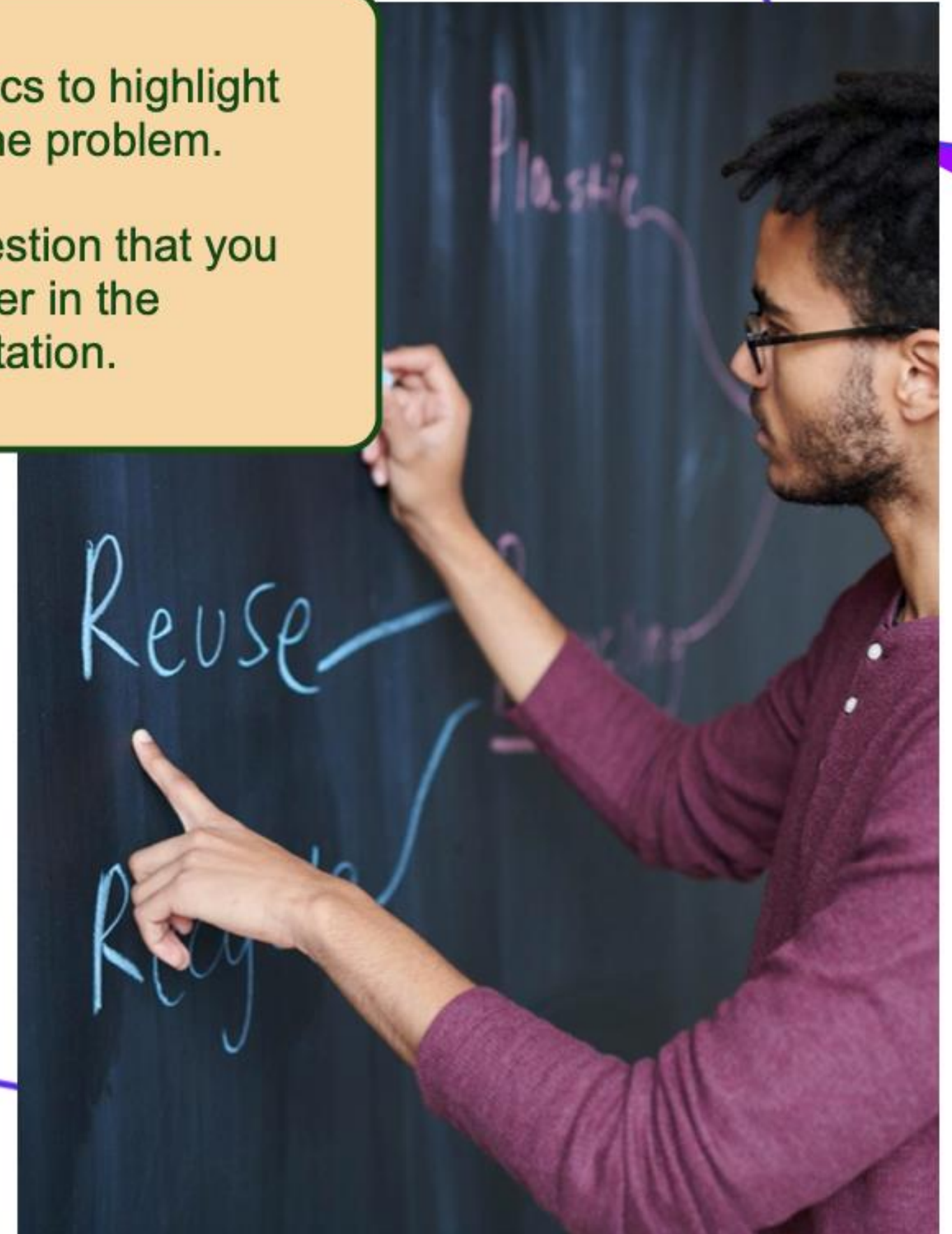
Problem

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 Principle

{Myself}

Data Analyst

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover Insights

Outline the key steps you took as a data analyst.

Keep your slide clean, you can talk to each point as you present.
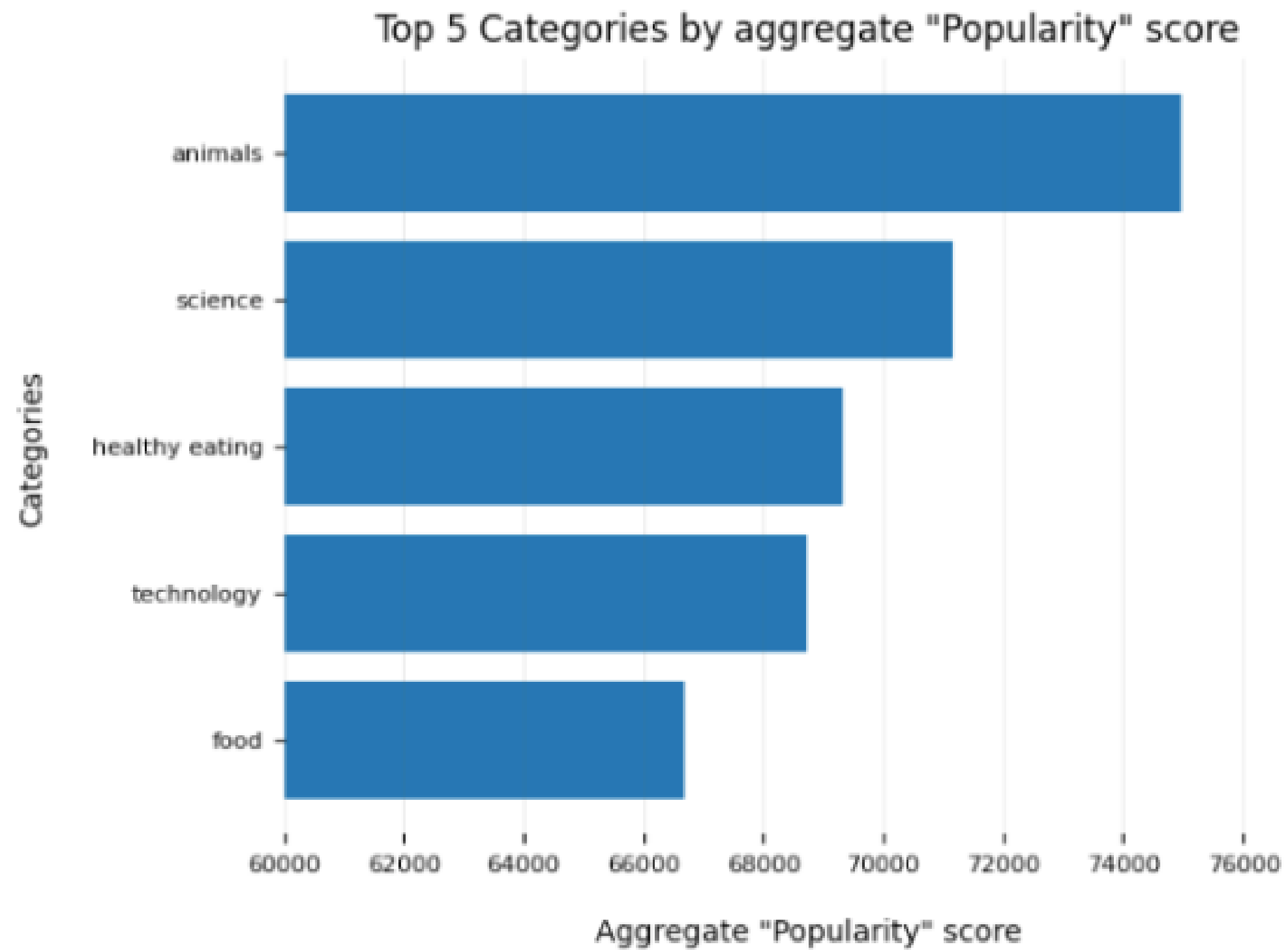
Insights

16

UNIQUE
CATEGORIES
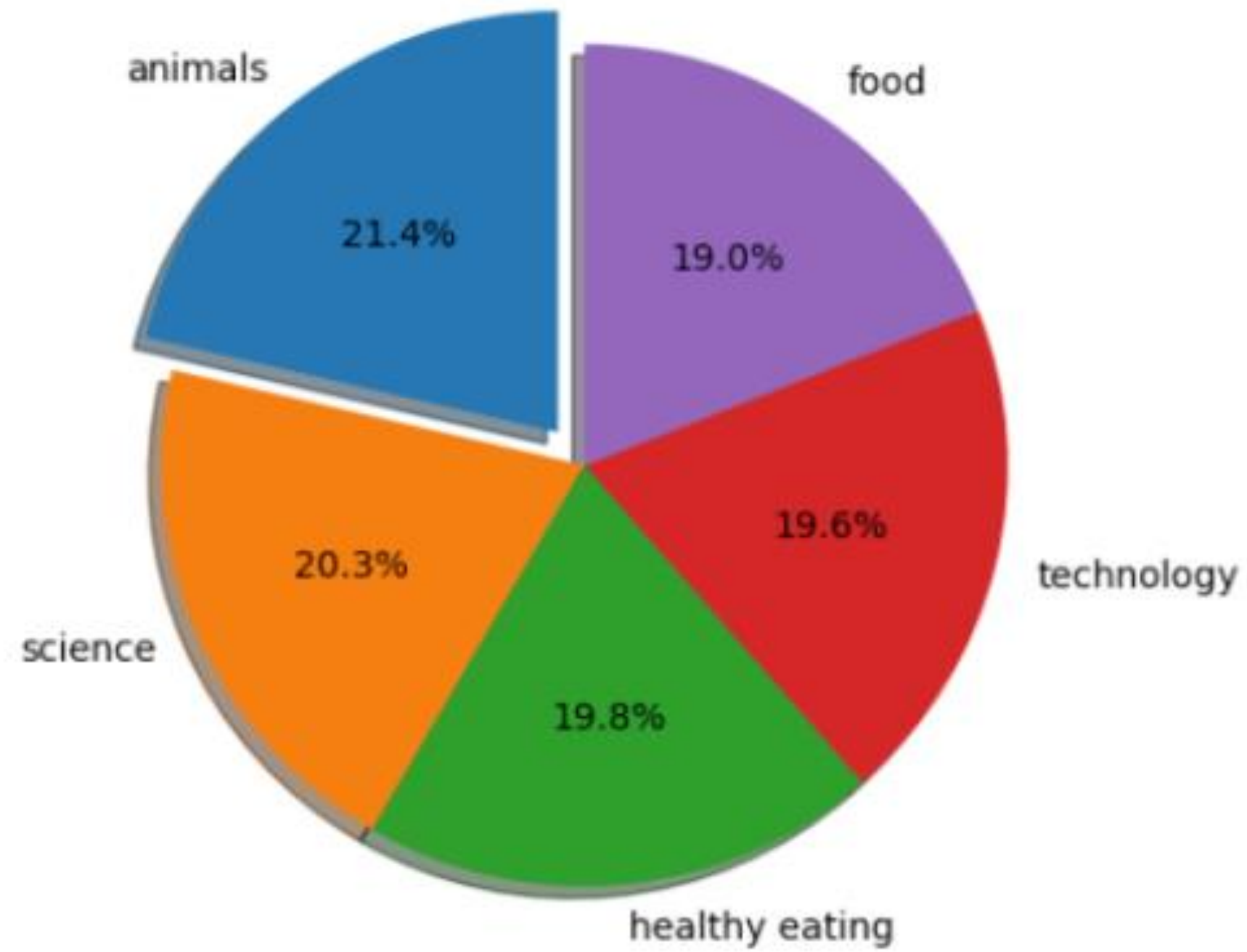
1897

REACTIONS TO "ANIMAL"
POSTS

JANUARY

MONTH WITH
MOST POSTS

Top 5 Categories by aggregate "Popularity" score

Popularity percentage share from top 5 categories
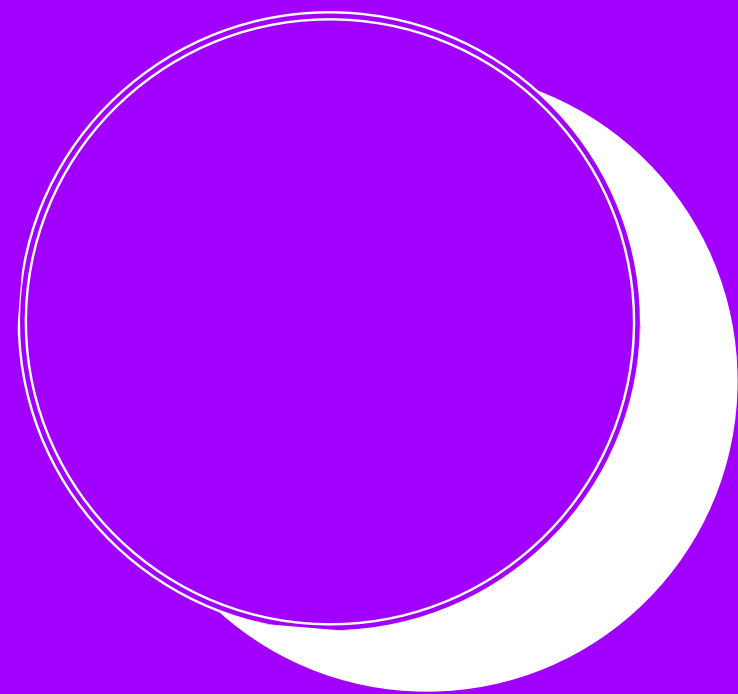
Summary

ANALYSIS

Animals and 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 "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this 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 how to do this.

Thank you!

ANY QUESTIONS?