



SOCIAL BUZZ

Data Insight



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast-growing technology unicorn that needs to adapt quickly to its global scale.

We at Accenture are tasked with the following:

1. To provide an audit of Social Buzz's big data practice
2. Recommendations for a successful IPO
3. Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100,000 posts per day

36,500,000 pieces of post per year

To highlight the top 5 content categories with the largest aggregate popularity

Find trends within the data



The Analytics team



ANDREW FLENNING
(Chief Technical Architect)



MARCUS ROMPTON
(Senior Principal)



BOLANLE OGUNLOLA
(Data Analyst)

Process

1

UNDERSTANDING THE DATA

2

PREPARTION OF DATA

3

MERGING OF RELEVANT DATA

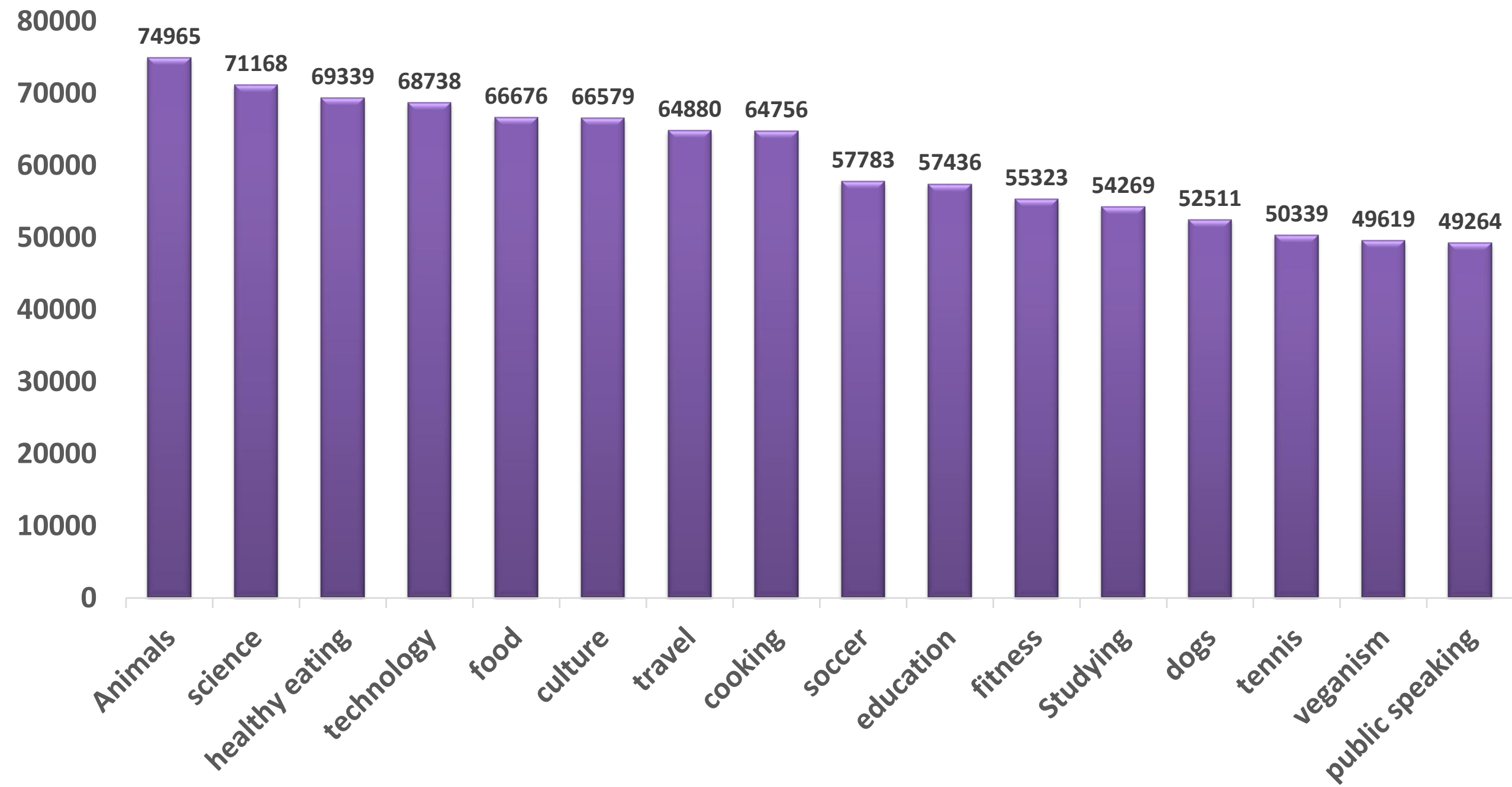
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EXPLORATION OF DATA TO SOLVE BUSINESS PROBLEM

5

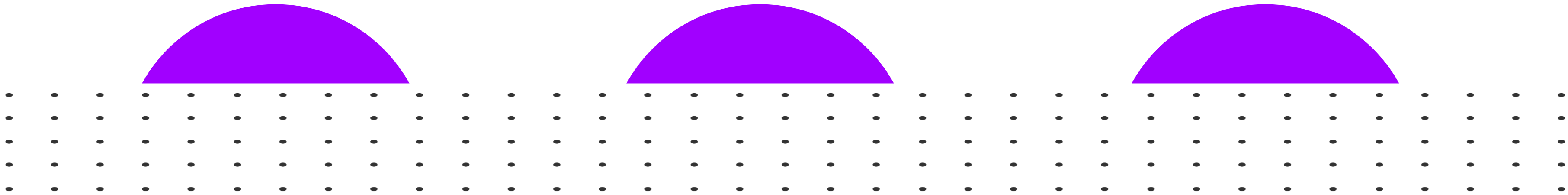
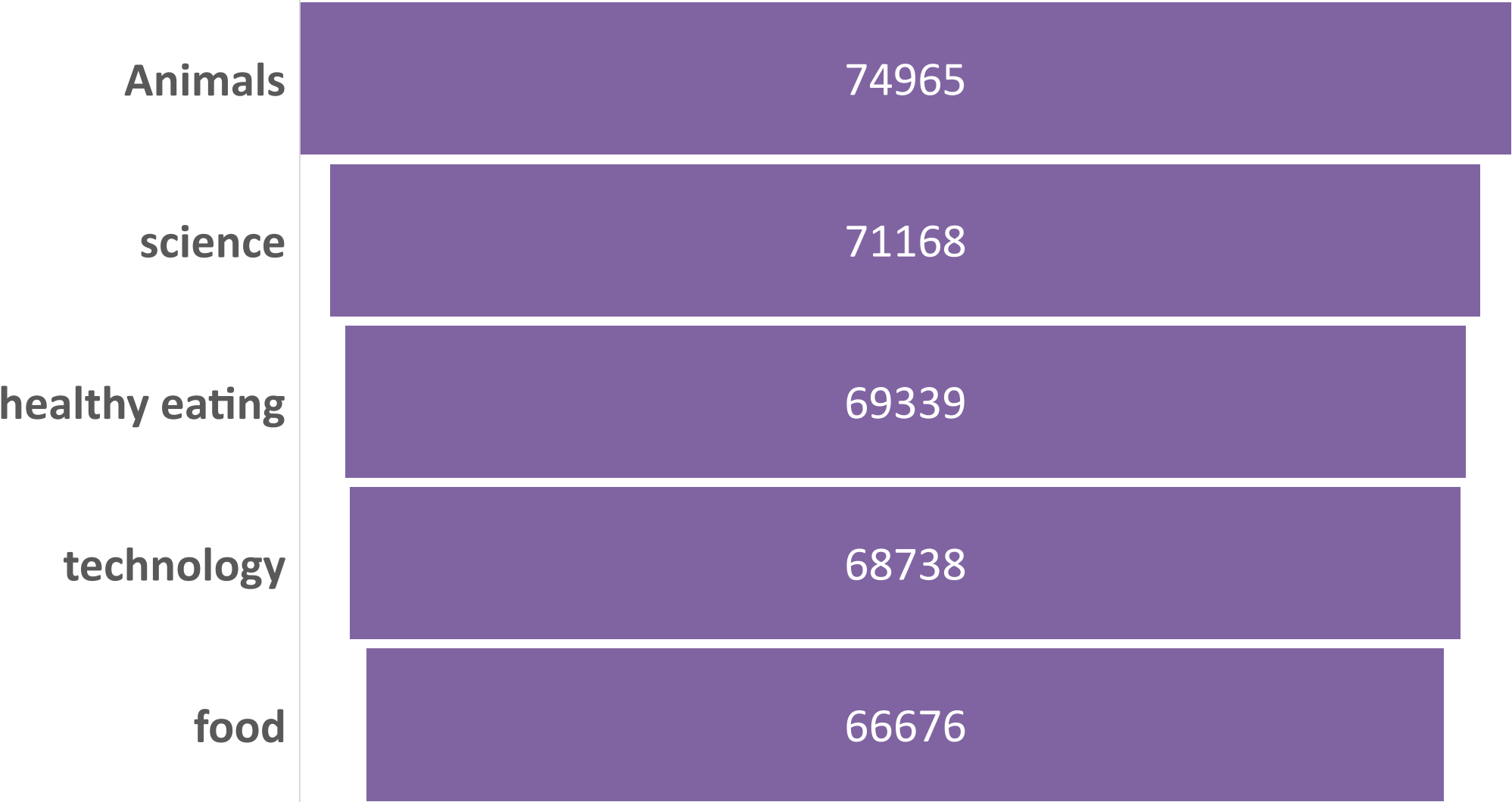
SHARE INSIGHT

TOTAL UNIQUE CATEGORIES



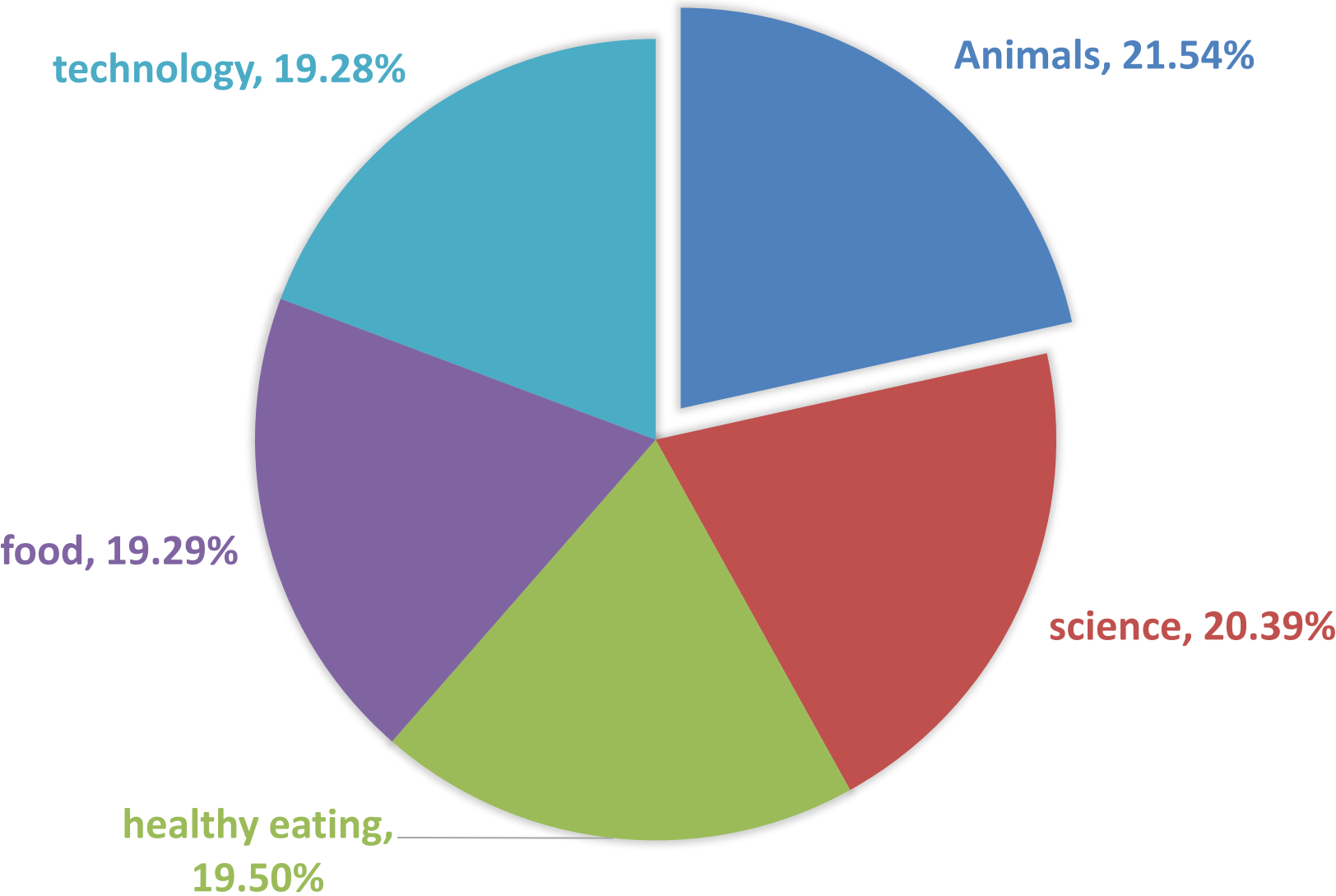
Insights

TOP 5 POPULAR CONTENT CATEGORY SCORE



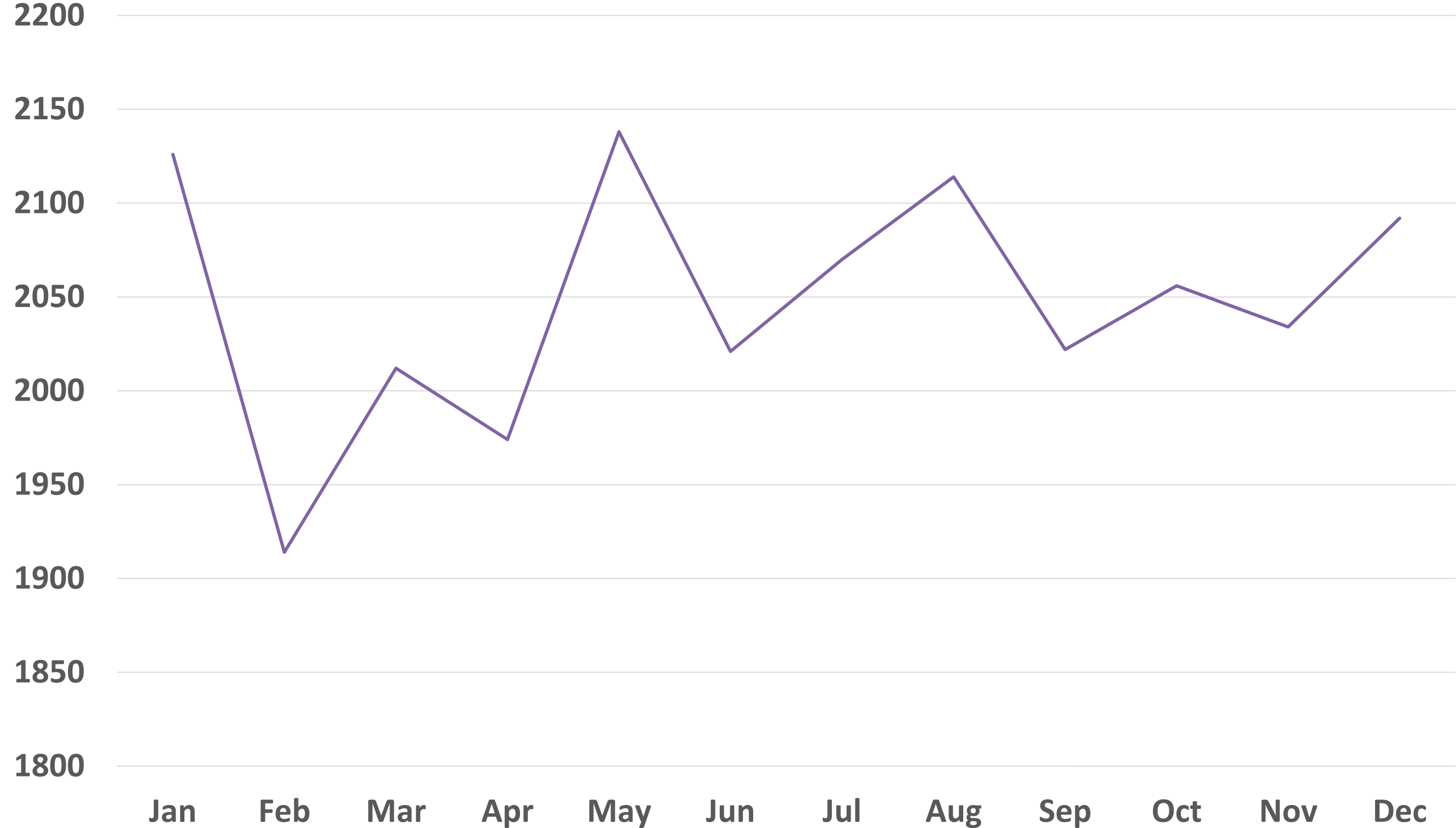
Insights

POPULARITY PERCENTAGE SHARE OF TOP 5 CATEGORIES





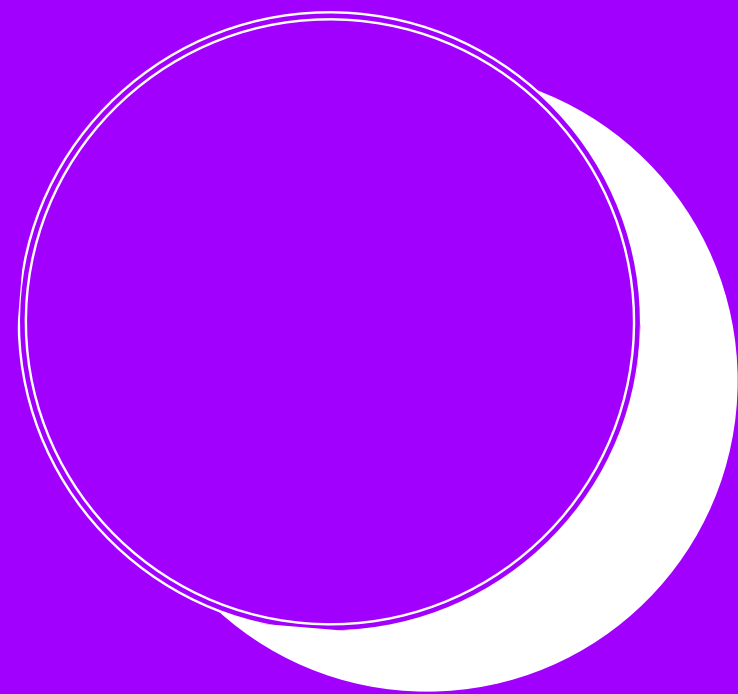
MONTHLY CONTENT REACTION



Summary

- A total of 16 content categories were used to drive user engagement.
- Animal content has been seen to have more user engagement with a total of 74,965 aggregate score.
- Animal, Science, Healthy eating, Technology, and Food are the Top 5 Content with the most engagement.
- There is the most engagement in the month of May





Thank you!

ANY QUESTIONS?