Data Analysis

Today's agenda

- Project recap

- Problem

- The Analytics team

- Process

- Insights

- 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 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 Technology Architect

MARCUS ROMPTON
Senior Principal

Romany Tawfeek
Data Analyst

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis
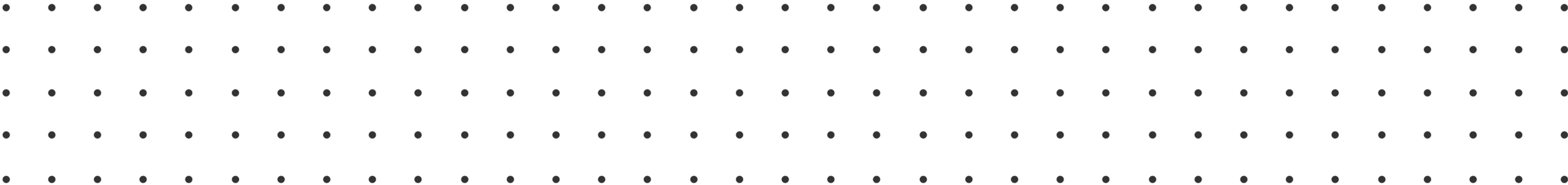
5 Uncover Insights
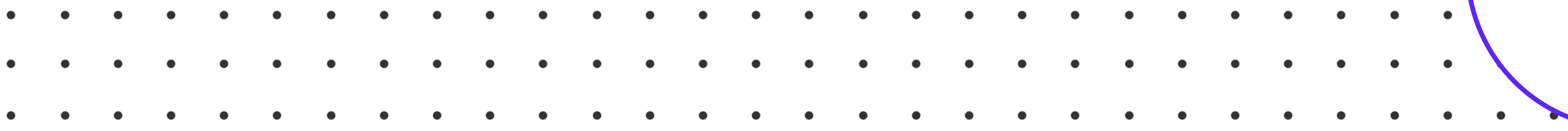
Insights

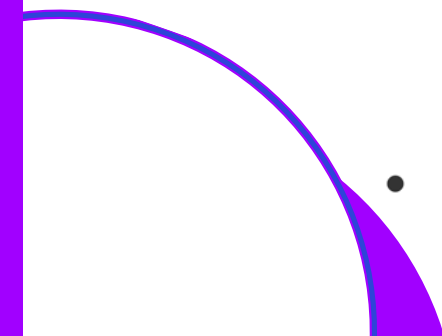**16**

Unique
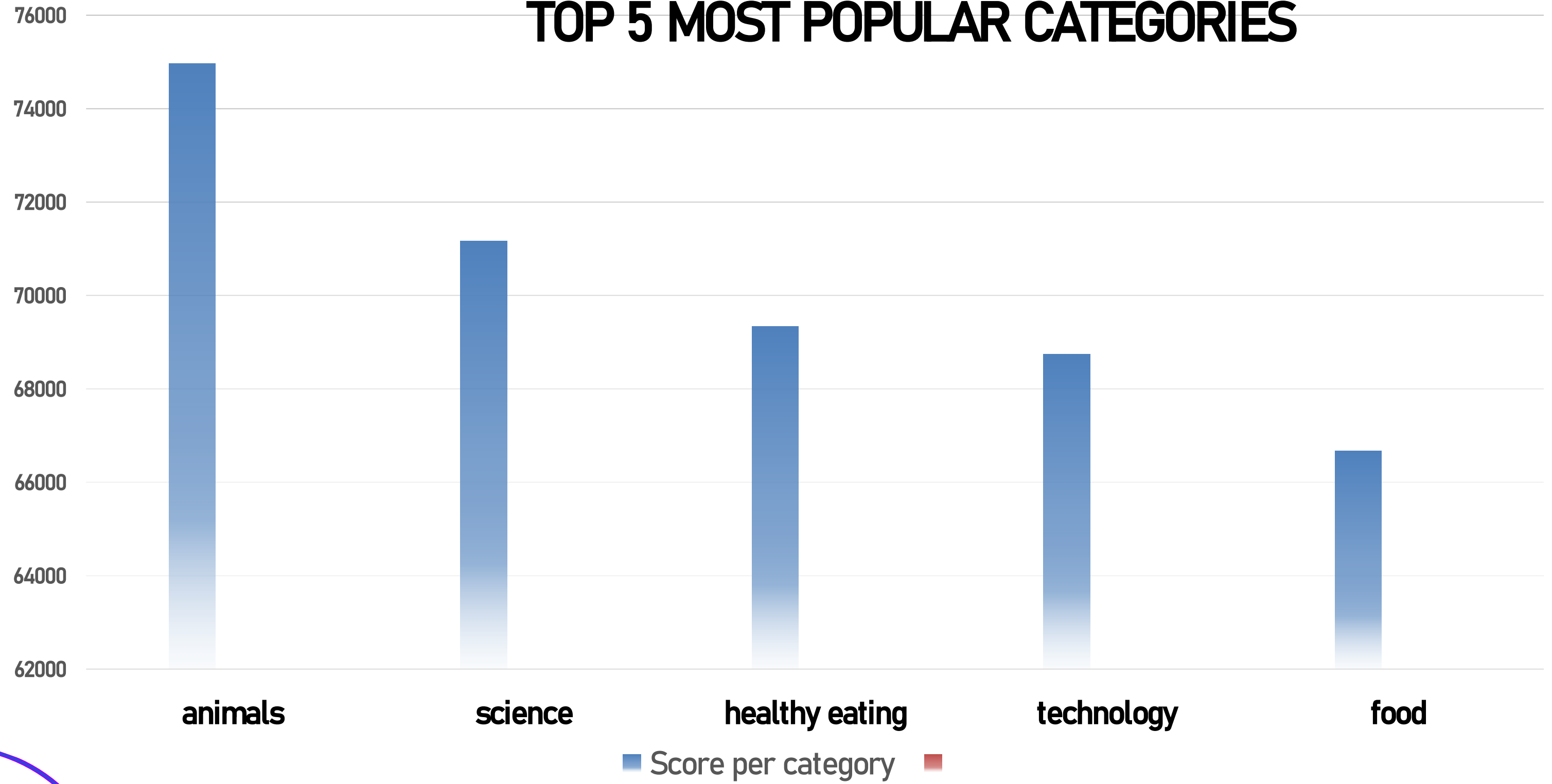Categories

1897

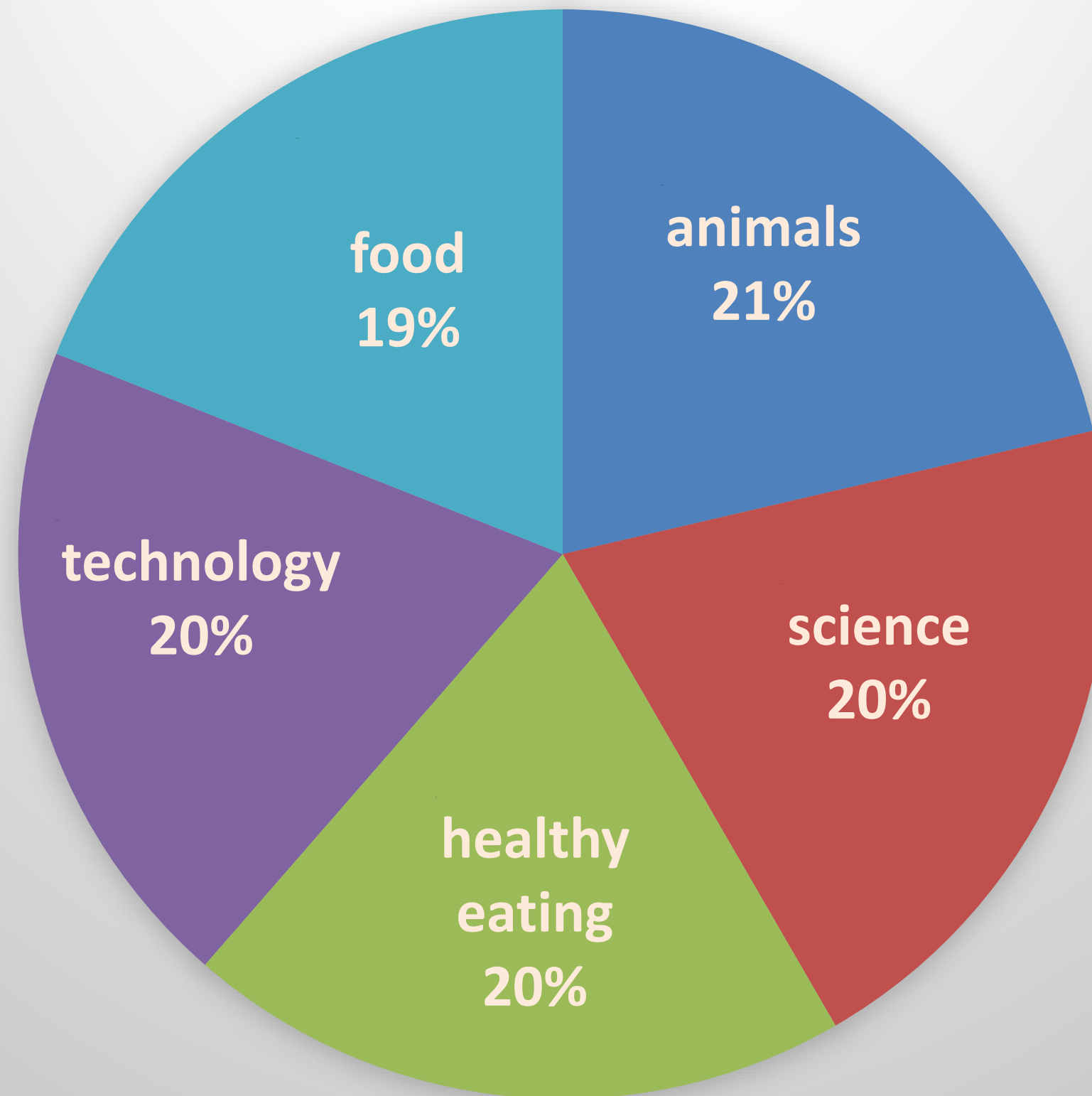Reactions to
"Animal" posts

January

Month with
most posts

TOP 5 MOST POPULAR CATEGORIES

	animals	science	healthy eating	technology	food

Score per category

Percentage Share of Popularity from the Top 5 Categories

food 19%

animals 21%

science 20%

healthy eating 20%

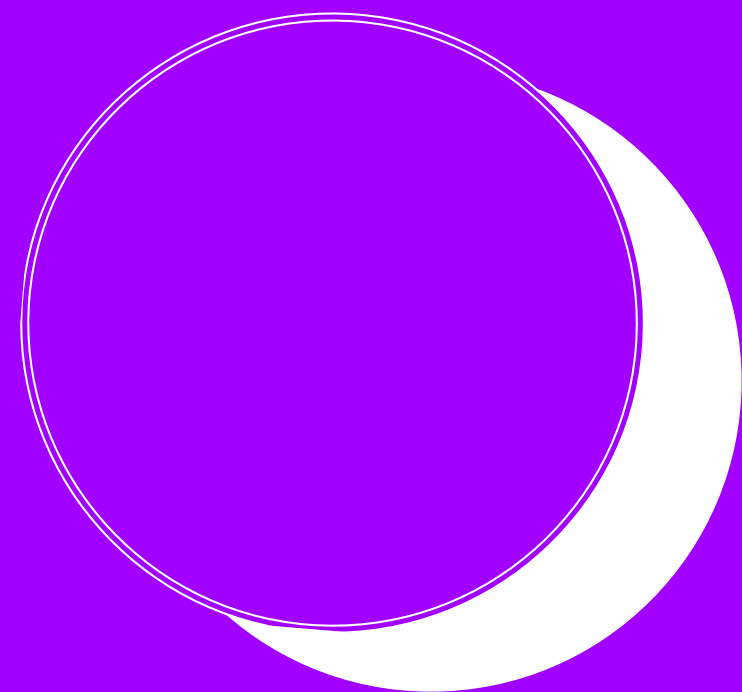technology 20%

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 the insight to create a campaign and work with healthy eating brands to boots 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?