Social Buzz

Content Analysis

Today's agenda

Project Recap

Social Buzz is a fast-growing technology unicorn that need to adapt quickly to its global scale. Accenture has begun a 3-month POC focusing on these tasks:

- An audit of Social Buzz's big data practice
- Recommendation for a successful IPO
- Analysis to find Social Buzz's top 5 most popular category of content

Problem

Over 100.000 posts per day

365.000.000 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 category of content

The Analytics Team

Andrew Fleming

Chief Technical Architect

Marcus Rompton

Senior Principle

Dai Taniguchi

Data Analyst

Process

1 Data understanding

2 Data cleaning

3 Data modelling

4 Data analysis
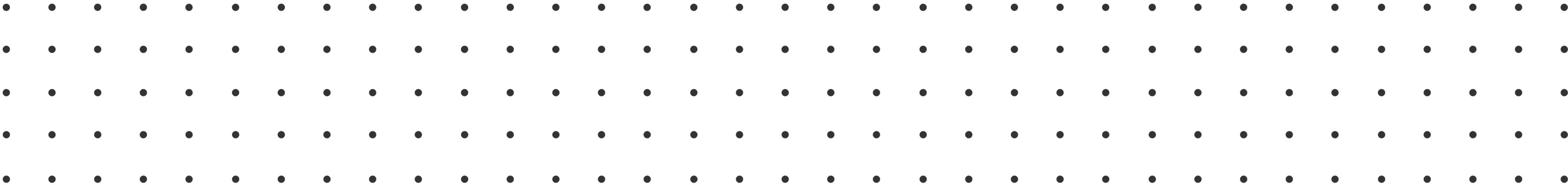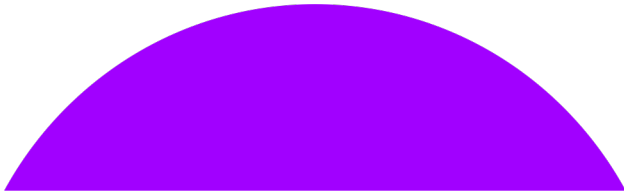
5 Uncover insight

Insights

16

Total categories

Animals

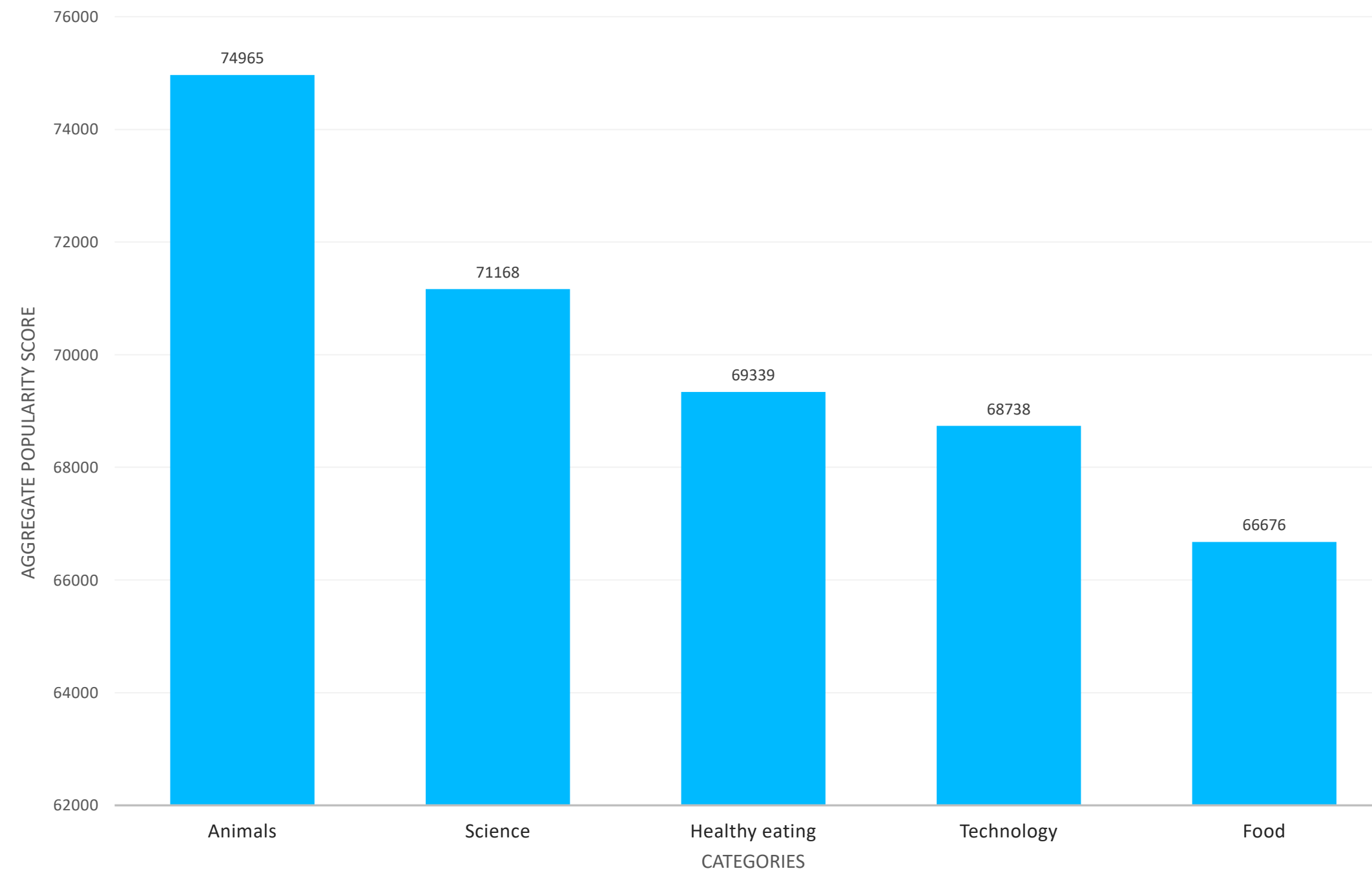Most popular category
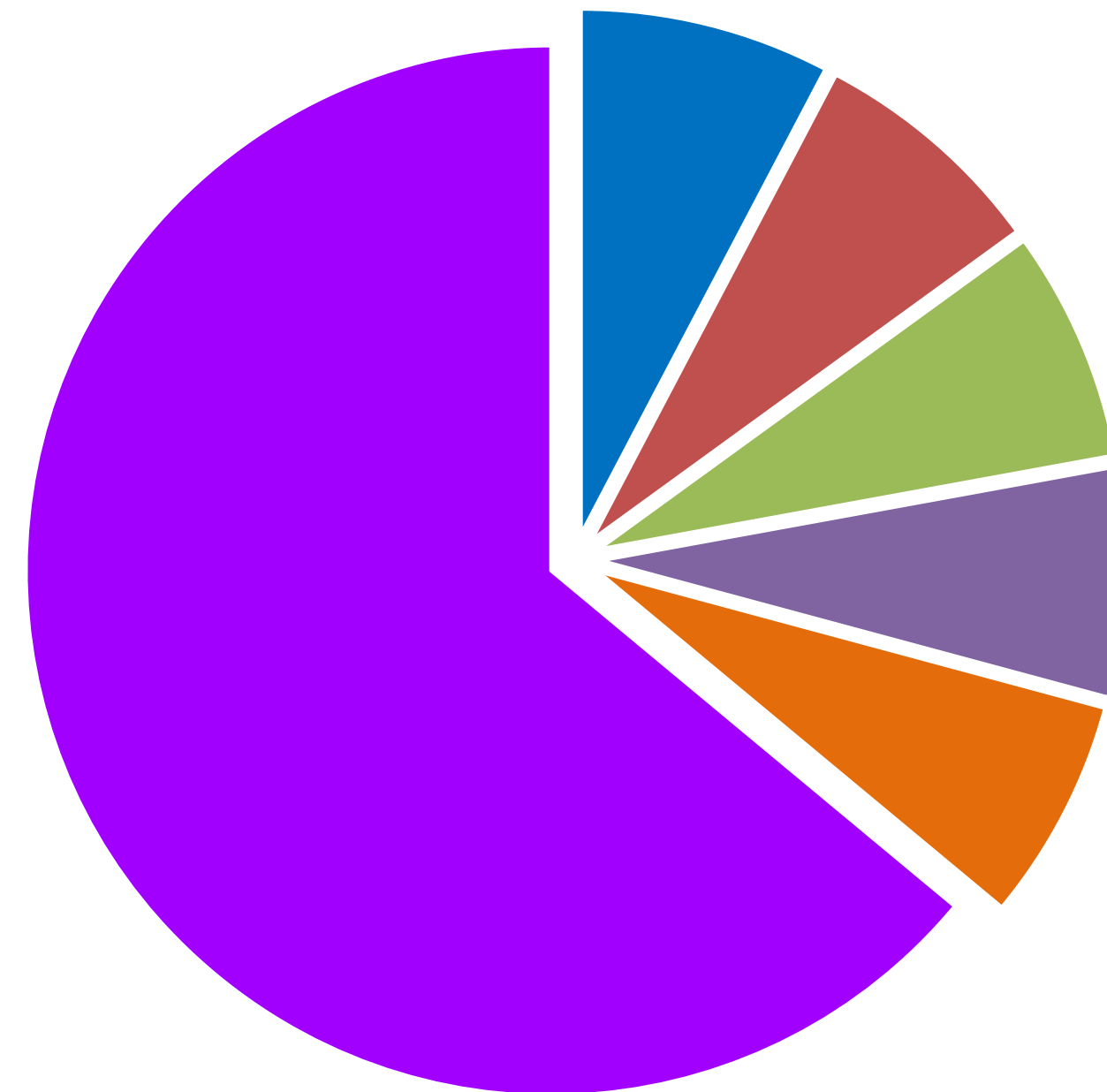
May

Month with most posts

Top 5 categories by aggregate popularity score:
Animal is followed by science and healthy eating

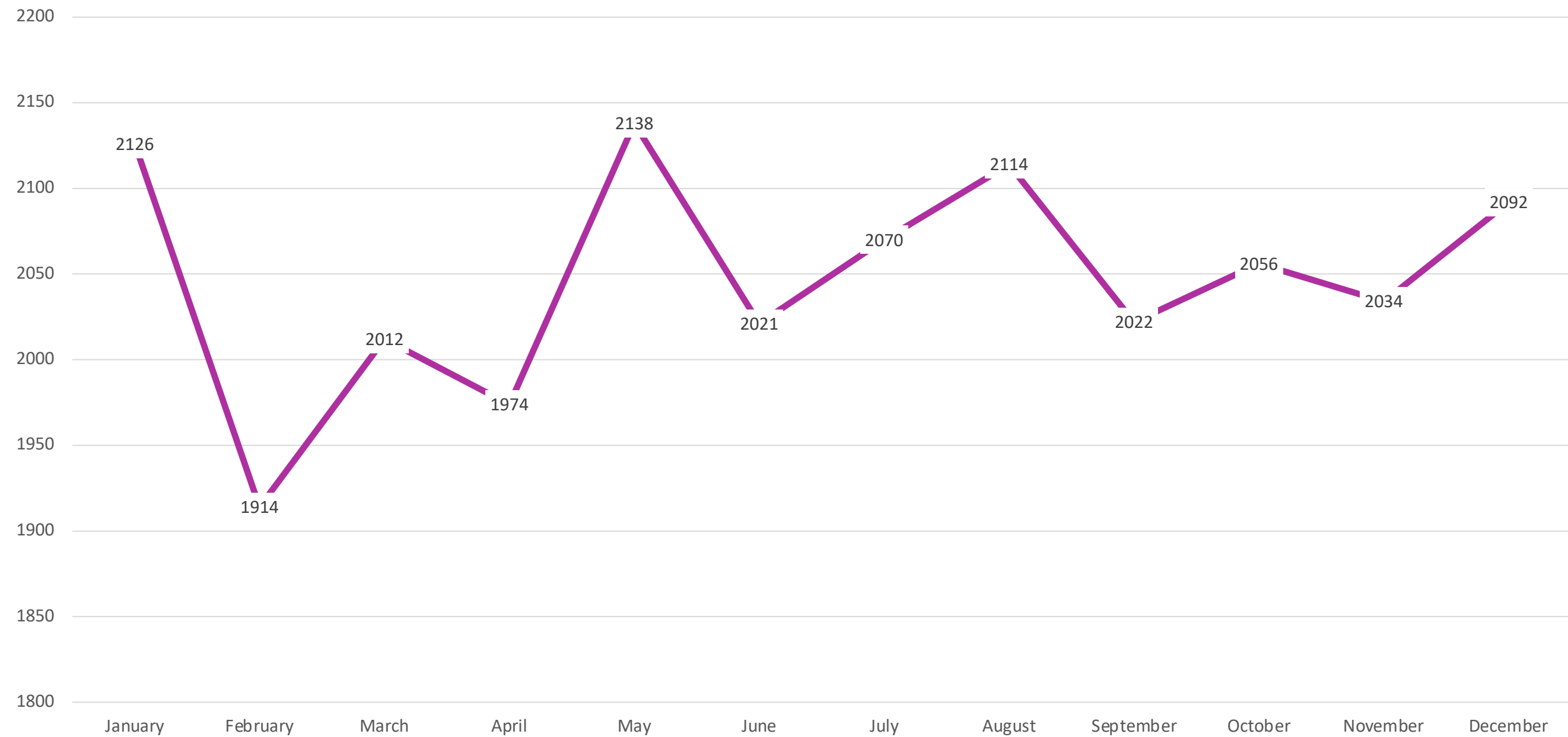# Proportion of top 5 categories and the rest:
Top 5 occupies **37%** of total posts

The rest of categories:
- Culture
- Travel
- Cooking
- Soccer
- Education
- Fitness
- Studying
- Dogs
- Tennis
- Veganism
- Public speaking

■ Animals ■ science ■ healthy eating ■ technology ■ food ■ rest

Number of post by month:
May and January are at the top, February at the bottom

Summary

Analysis

Animal 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 category with "Heathy 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 boost user engagement.

Next step

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.
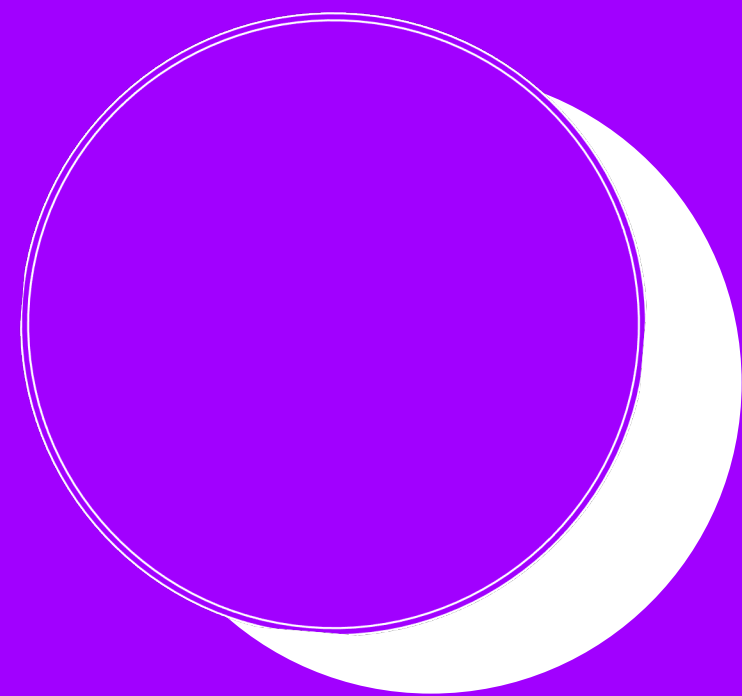
Thank you!

ANY QUESTIONS?

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