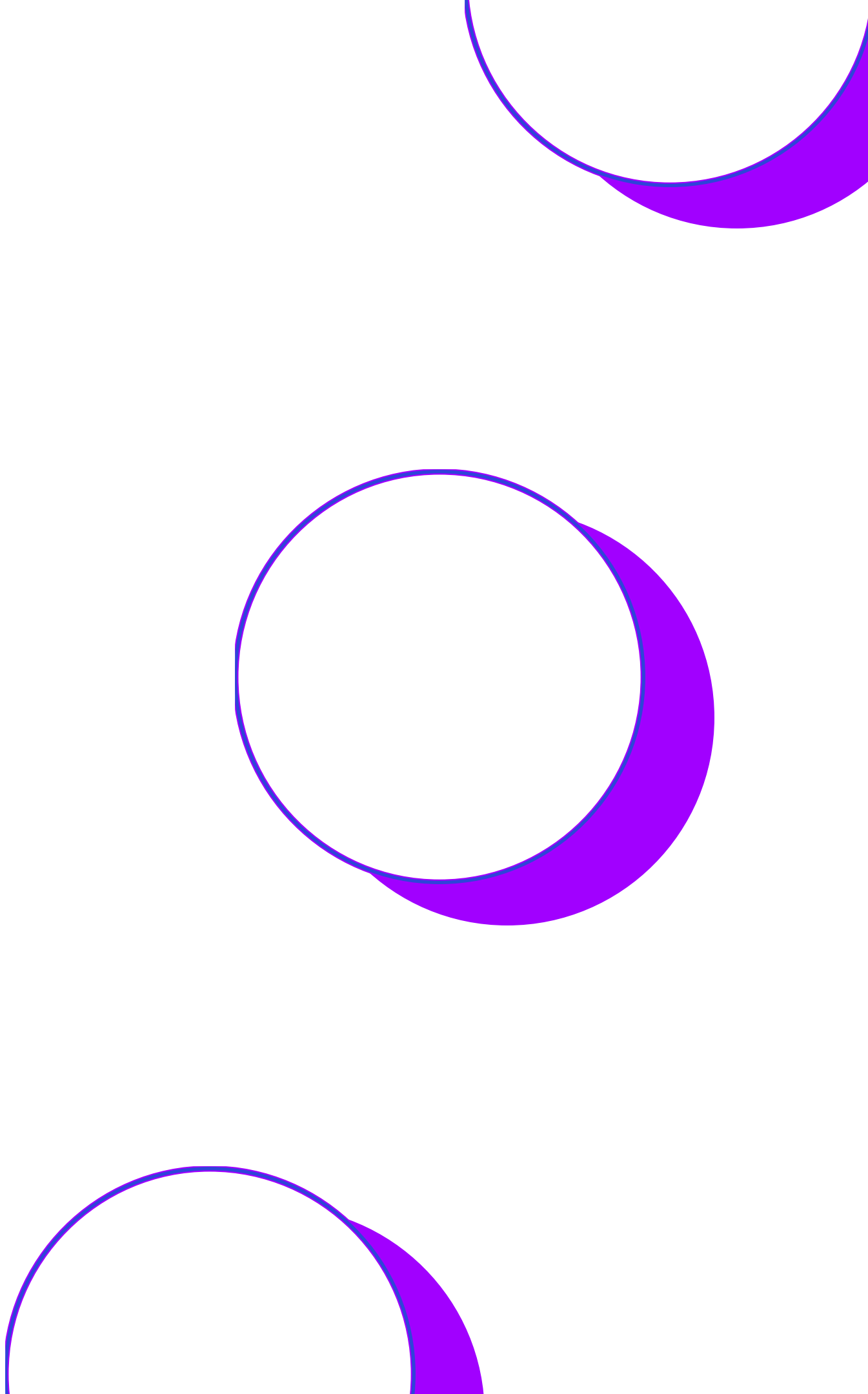


The logo features a large, bright blue circle on the left side of the image. Inside this circle, the words "Social Buzz Project" are written in a white, sans-serif font, stacked vertically. To the right of the blue circle is a dark blue, semi-transparent circle that overlaps with it. The background of the entire image is a vibrant purple color, covered with a grid of small, white dots.

Social Buzz Project



Today's agenda

1. Project recap
 2. Problem
 3. The Analytics team
 4. Process
 5. Insights
 6. 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 (proof of concept) focusing on these tasks:

- An audit of Social Buzz's big data practices
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

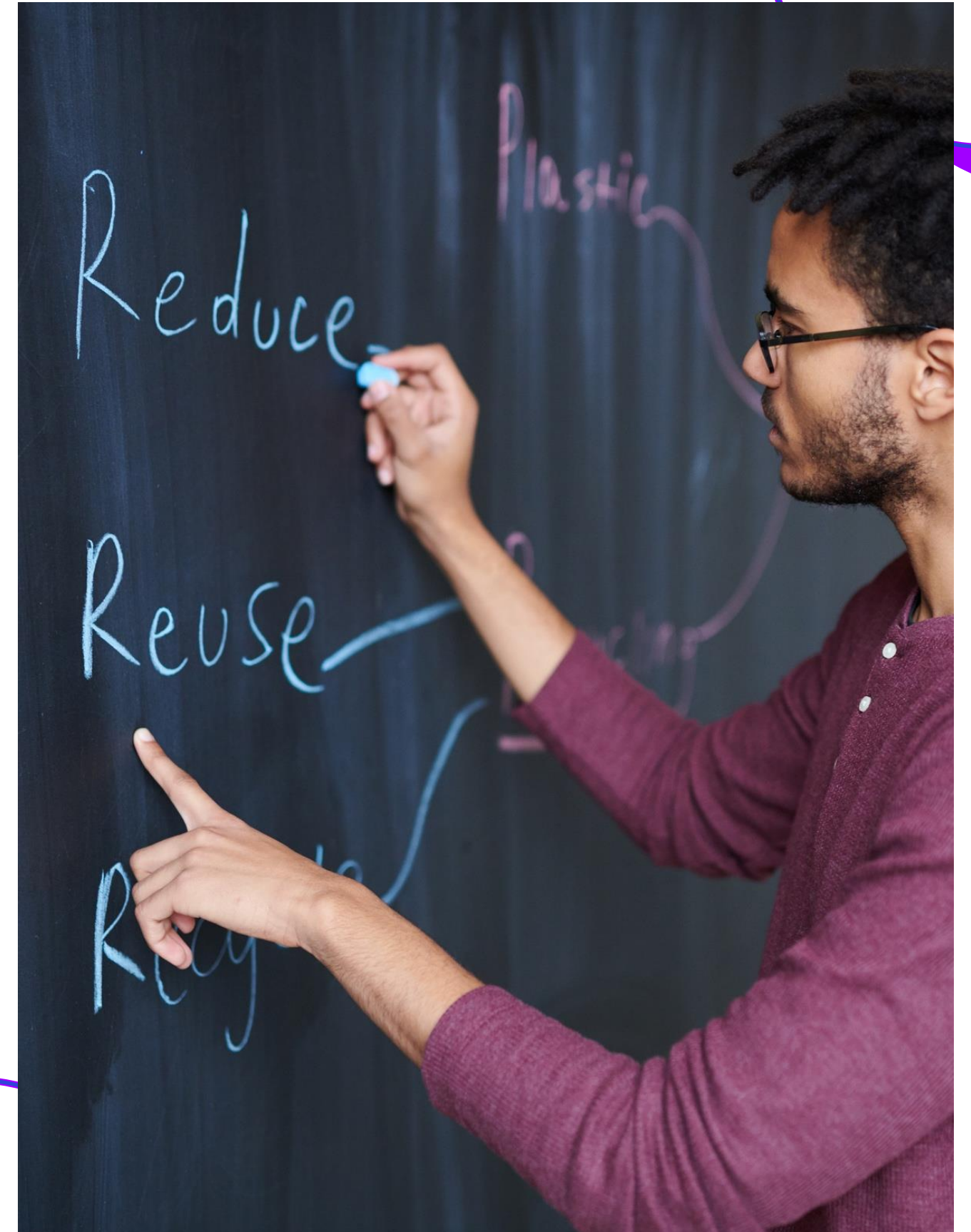
Problem

Over 100 000 Posts Per Day

36,500,000 pieces of
content per year

But how to capitalize on it when it is so much?

Analyze to find Social Buzz's top 5 most popular
categories content



The Analytics team



Andrew Fleming
(Chief Technical Architect)



Marcus Rompton
(Senior Principle)



Dang Le Hoang Vinh
(Data Analyst)

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique
Content
Categories



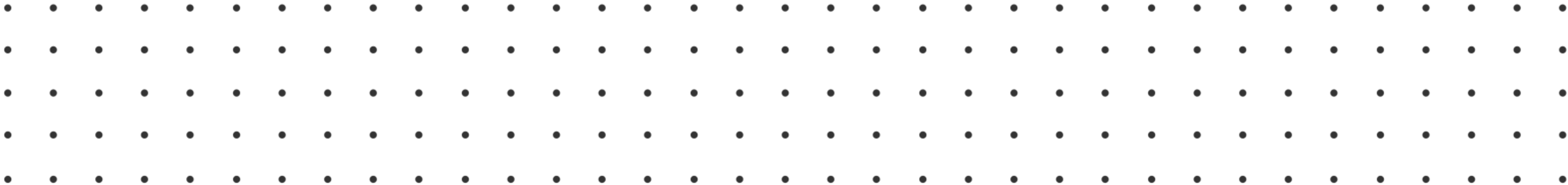
2138

Interactions on
the most popular
category



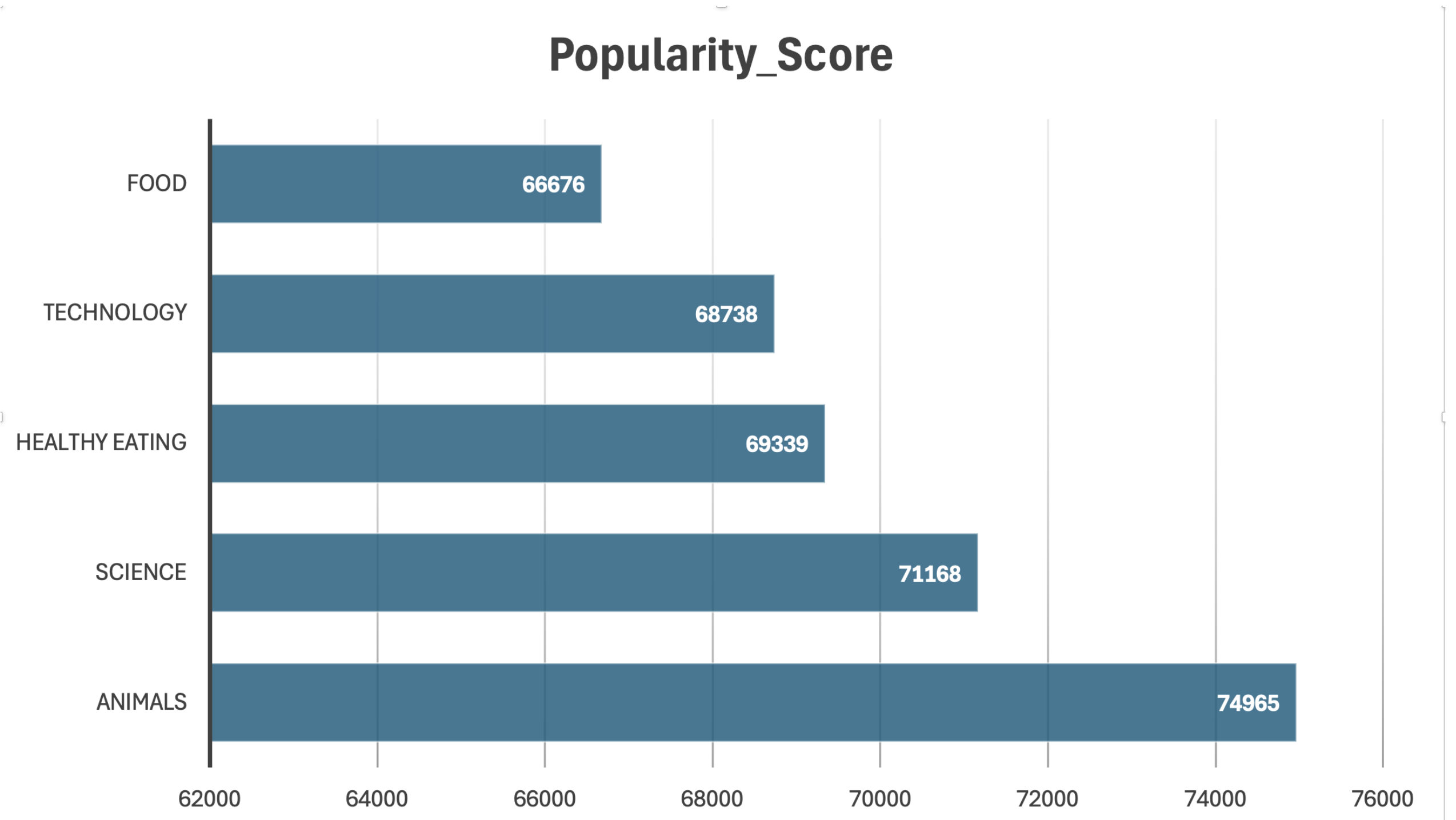
May
2021

Has the high
volumn of
post



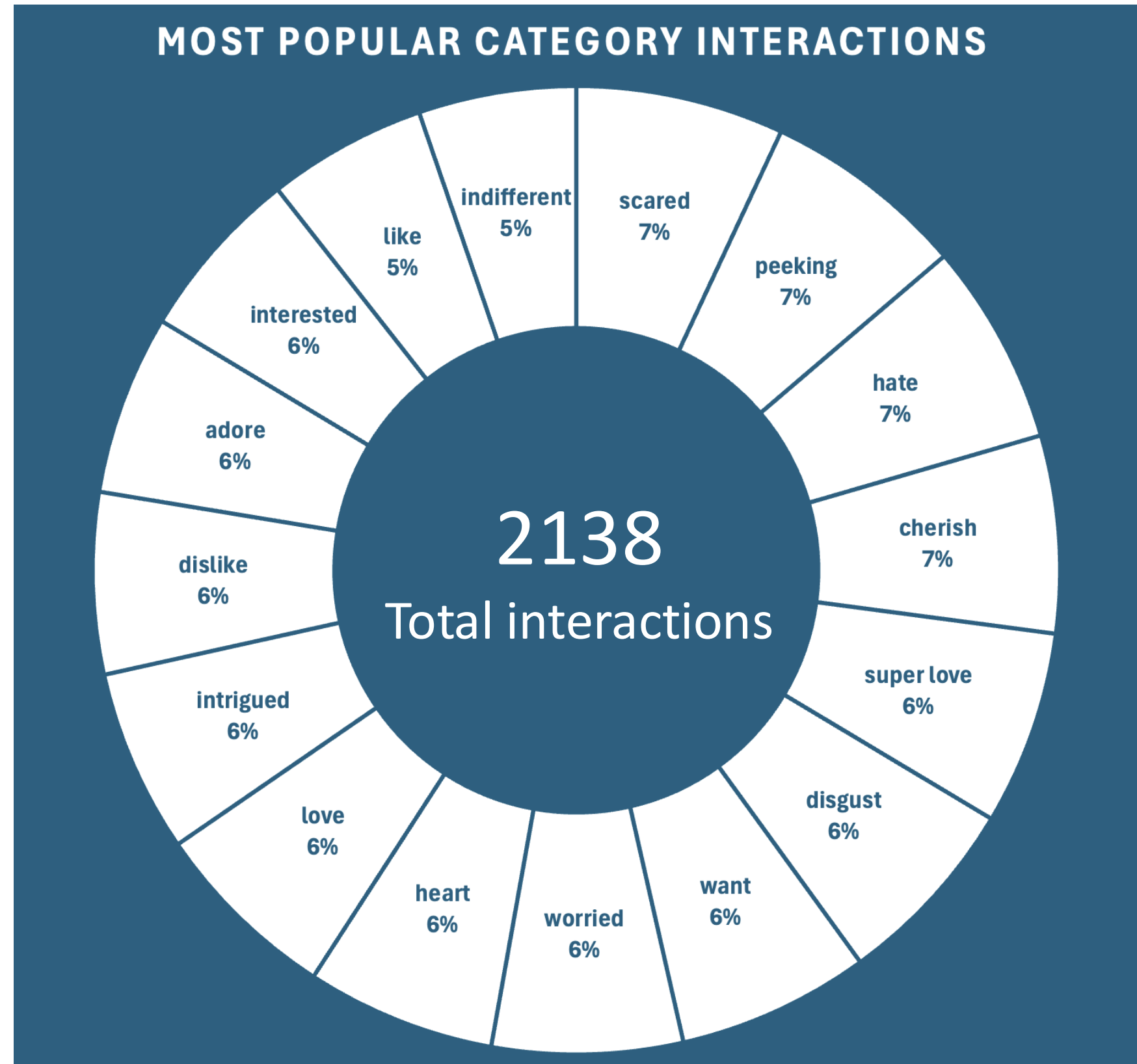
Insights

Most
popular
Categories



Insights

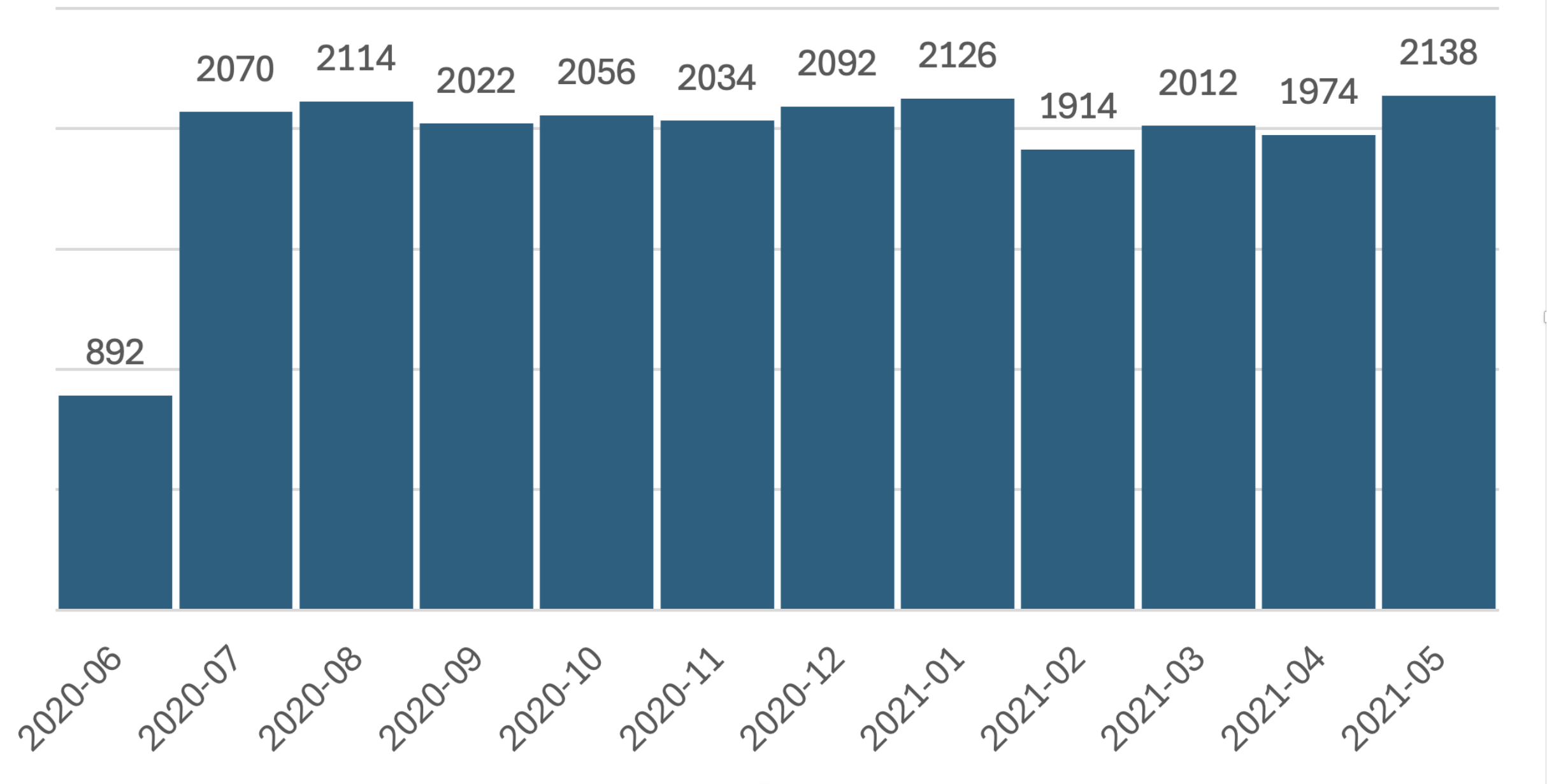
Interactions for
the most popular
category (animals)



Insights

Month with
the highest
number of
posts

Number of Post by Month



Summary



Analysis:

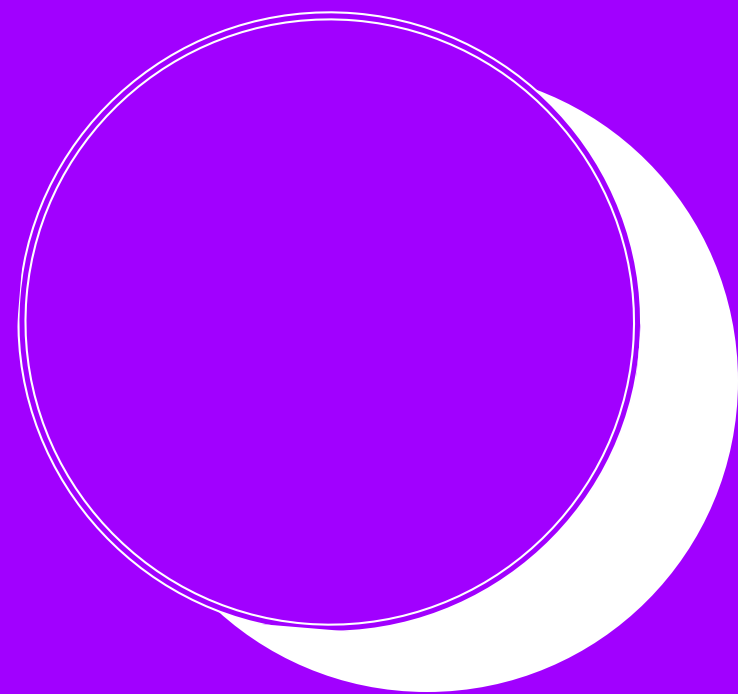
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and factual content the most.

Insights

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?