



# Accenture

## Social Buzz 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 needs to adapt quickly on 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

500M Users/Month

100k Contents/Day

36.5M Contents/Year

1. Rapid Growth
2. Massive Data Volume
3. Limited Internal Resources
4. Lack of Data Management Practices



# The Analytics team



Marcus Rompton  
Senior Principle



Andrew Fleming  
Chief Technical Architect



Deeksha Salame  
Data Analyst



1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Data Insights

Process



# Data Understanding

- Category (16 different categories)
- Contents ID (Unique ID)
- Content Type (Audio, GIF, Photo, Video)
- Datetime
- Reaction Type (16 different types)
- Score (level of engagement or popularity)
- Sentiment (positive, neutral, negative)

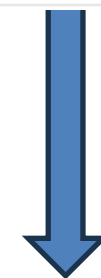


# Data Cleaning & Modelling

	Content ID	Reaction Type	Datetime	Content Type	Category	Sentiment	Score
1	97522e57-d9ab	disgust	07-11-2020 09:43	photo	Studying	negative	0
2	97522e57-d9ab	dislike	17-06-2021 12:22	photo	Studying	negative	10
3	97522e57-d9ab	scared	18-04-2021 05:13	photo	Studying	negative	15
4	97522e57-d9ab	disgust	06-01-2021 19:13	photo	Studying	negative	0
5	97522e57-d9ab	interested	23-08-2020 12:25	photo	Studying	positive	30
6	97522e57-d9ab	peeking	07-12-2020 06:27	photo	Studying	neutral	35
7	97522e57-d9ab	cherish	11-04-2021 17:35	photo	Studying	positive	70
8	97522e57-d9ab	hate	27-01-2021 08:32	photo	Studying	negative	5
9	97522e57-d9ab	peeking	01-04-2021 22:54	photo	Studying	neutral	35
10	97522e57-d9ab	love	04-08-2020 05:05	photo	Studying	positive	65
11	97522e57-d9ab	indifferent	07-11-2020 08:36	photo	Studying	neutral	20
12	97522e57-d9ab	scared	02-11-2020 06:28	photo	Studying	negative	15
13	97522e57-d9ab	interested	01-11-2020 01:16	photo	Studying	positive	30
14	97522e57-d9ab	hate	07-10-2020 18:39	photo	Studying	negative	5
15	97522e57-d9ab	scared	03-09-2020 18:51	photo	Studying	negative	15
16	97522e57-d9ab	super love	24-02-2021 05:09	photo	Studying	positive	75
17	97522e57-d9ab	peeking	23-09-2020 06:24	photo	Studying	neutral	35
18	97522e57-d9ab	indifferent	24-02-2021 11:37	photo	Studying	neutral	20
19	97522e57-d9ab	interested	22-05-2021 19:44	photo	Studying	positive	30
20	97522e57-d9ab	intrigued	31-01-2021 16:03	photo	Studying	positive	45
21	97522e57-d9ab	peeking	20-11-2020 17:26	photo	Studying	neutral	35
22	97522e57-d9ab	worried	11-04-2021 20:47	photo	Studying	negative	12
23	97522e57-d9ab	like	13-06-2021 16:46	photo	Studying	positive	50
24	97522e57-d9ab	heart	11-04-2021 14:29	photo	Studying	positive	60
25	97522e57-d9ab	worried	02-03-2021 19:21	photo	Studying	negative	12



Category	Score
Studying	54269
healthy eating	69339
technology	68738
food	66676
cooking	64756
dogs	52511
soccer	57783
public speaking	49264
science	71168
tennis	50339
travel	64880
fitness	55323
education	57436
veganism	49619
Animals	74965
culture	66579



Category	Score
Animals	74965
science	71168
healthy ea	69339
technology	68738
food	66676

Data Cleaning is done by Excel using VLOOKUP/SUMIF/Removing Duplicates



All

# Social Buzz Visualization and Analysis

Qtr 1

Qtr 2

Qtr 3

Qtr 4

## Top-5 Categories



16

Unique Categories

Animals

Category with Highest Score

4

Content Types

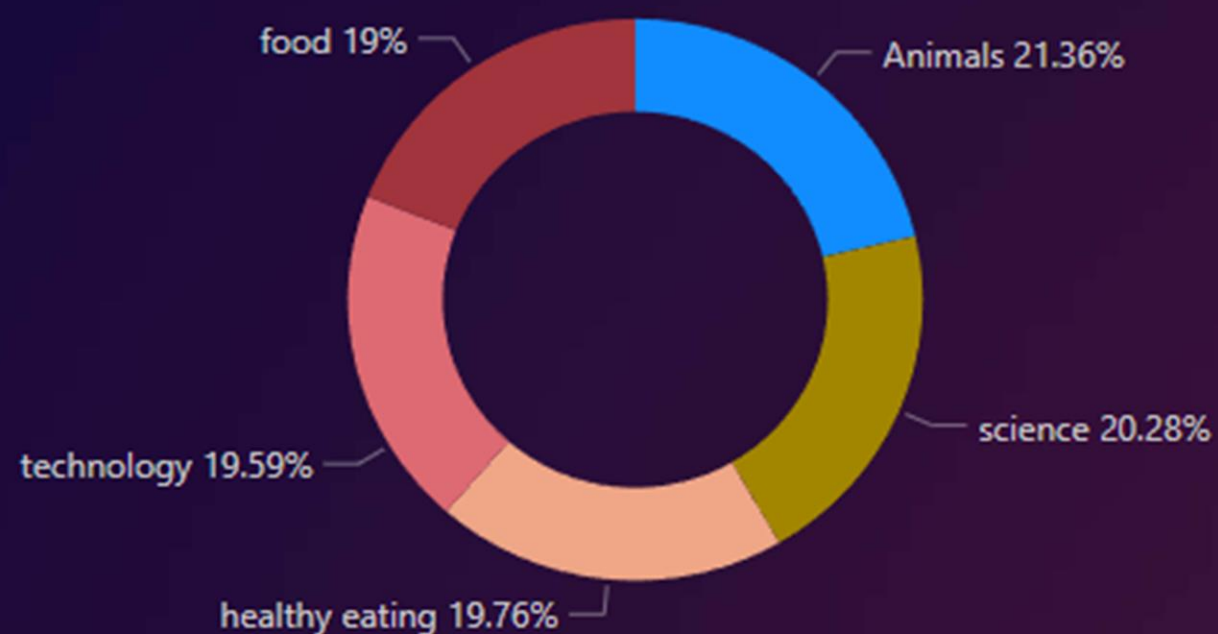
24.57K

Total Reactions

963

Total Content IDs

## Top-5 Categories by %



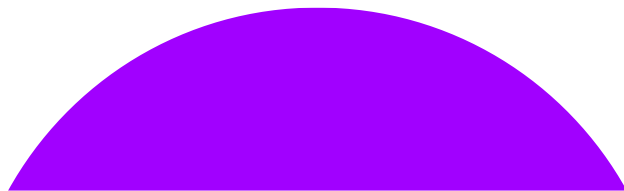
## Contents by Months



# Data Insights

## 16 Unique Categories

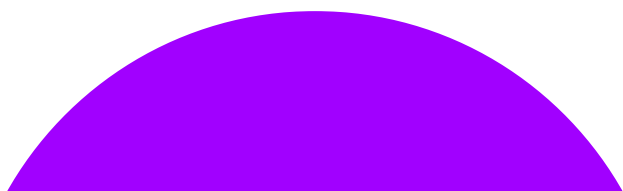
From the data we found that there are 16 unique categories of posts



## Top Categories for Maximum Popularity

Animal, Science, Healthy Eating, Technology & Food are most popular

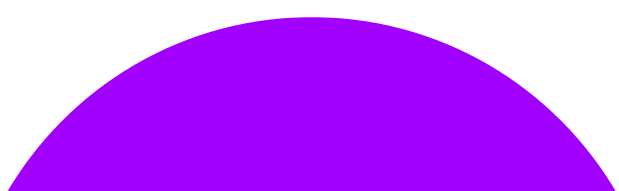
Animal scored the highest (74,965)



## Content Posting Frequency

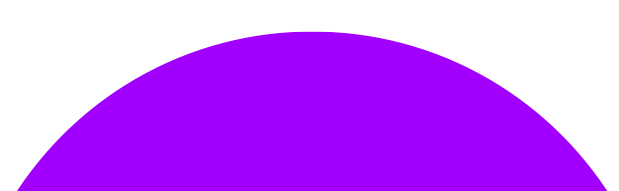
Consistent monthly counts with slight increase in January 2021.

Decrease in February 2021, Followed by gradual increase



## Top Content Type

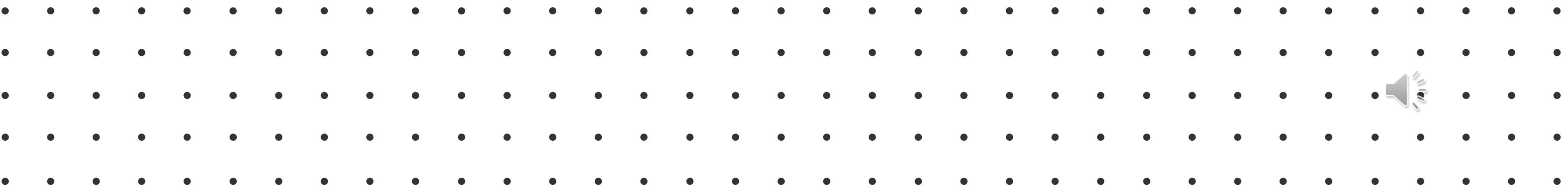
Photo has the highest score (246.463), followed by video (246.463) and GIF (238.217)



Food has an aggregate popularity score of almost 67000. It's quite interesting to see the fact that both Food and Cooking are among the top-5 popular categories.

We can clearly make a note here that users love to watch "Real-Life" content.

By reaction type we observed that users actually loving the contents provided by Social Buzz because they reacted Super Love in review.



# Recommendations

Implement a Data Management System

Utilize Advanced Analytics Techniques

Enhance User Engagement Strategies

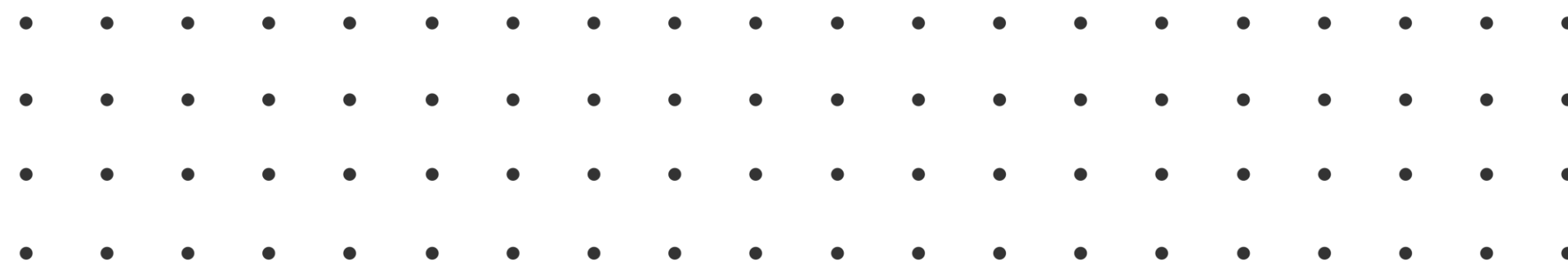
Optimize Content Posting Schedule

Measure Performances of Different Categories and Contents

Collaborations with Celebrities to Promote Particular Category



# Summary



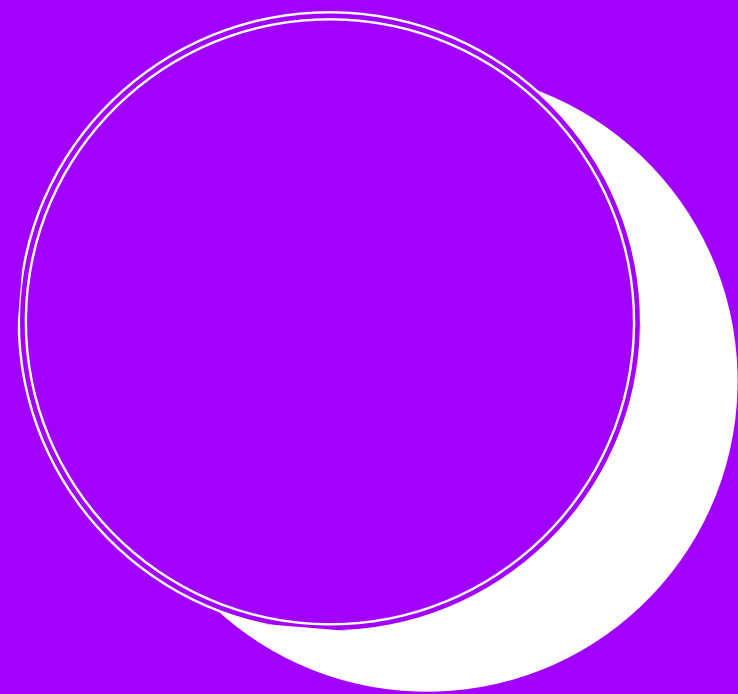
We found the Top-5 Popular Categories in Social Buzz and Observed that users like “Real-life” content. Need to improve audience engagement by focusing on high-performing contents.

Discovered the distribution of user reactions in different Contents.

Analyzed Content Posting Frequency.  
Need to identify patterns and variations in posting schedule.

Explained the data through visualization using Power BI with interesting Dashboard.  
Data Analytics should be on priority in management system.  
It’s very important to make data driven decisions for growth and success in the industry.





# Thank you!

ANY QUESTIONS?