

A graphic featuring a large cyan circle with the text "Social Buzz" in white serif font. The circle is set against a purple background with a white dot grid. A dark blue shadow is cast by the circle onto the background.

Social Buzz



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 began 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.

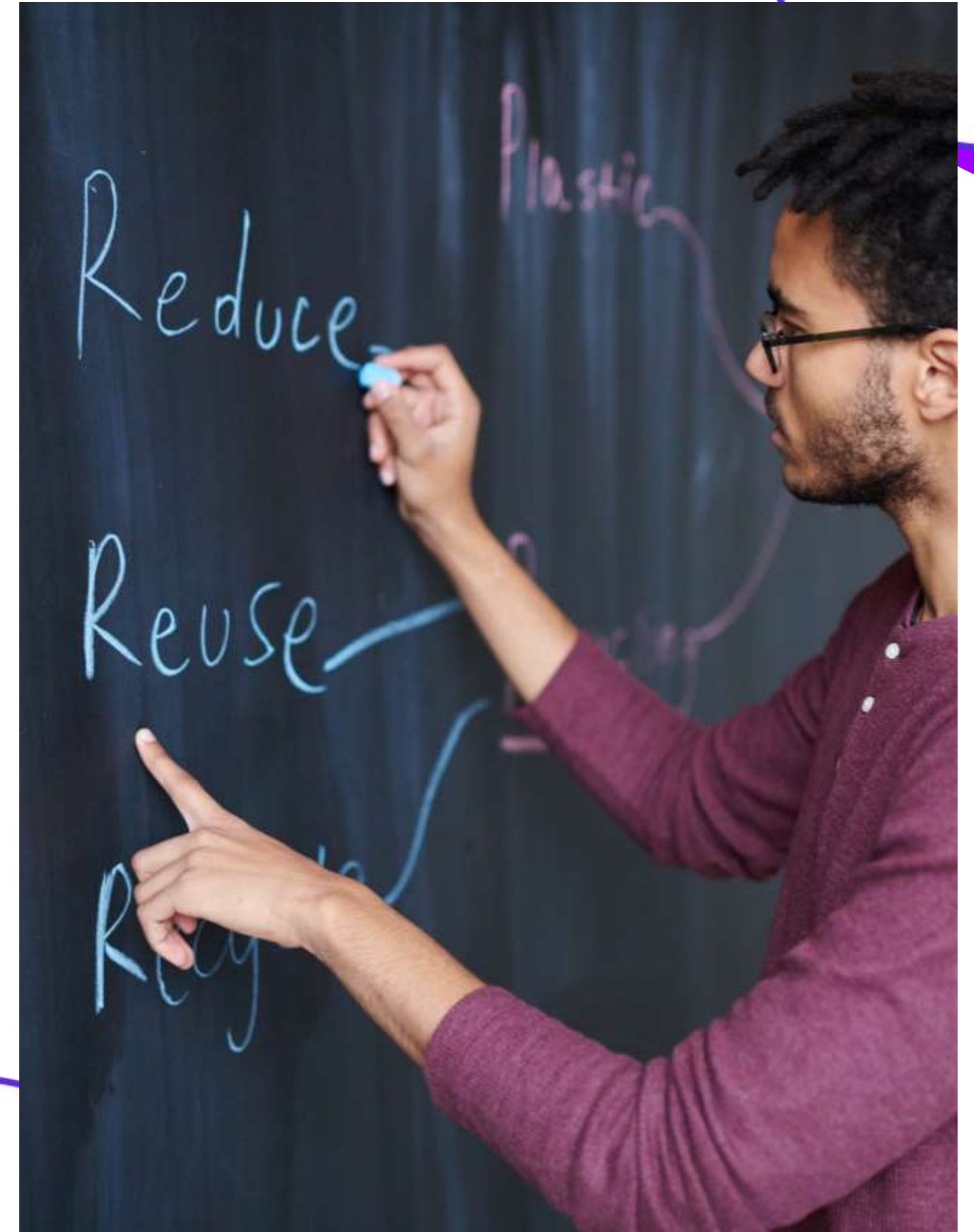
Problem

Over 100000 posts per day

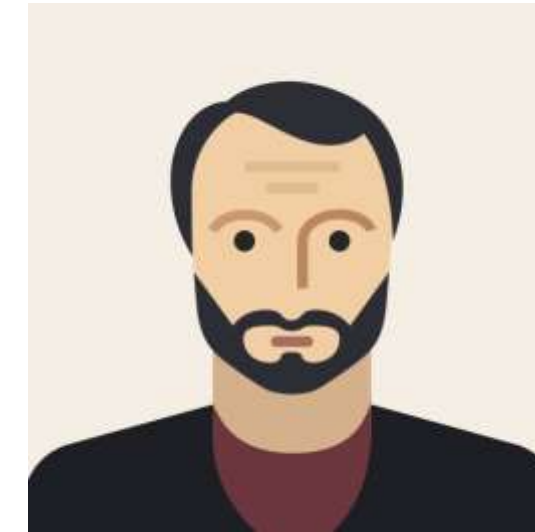
36,500,000 pieces of content per year!

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

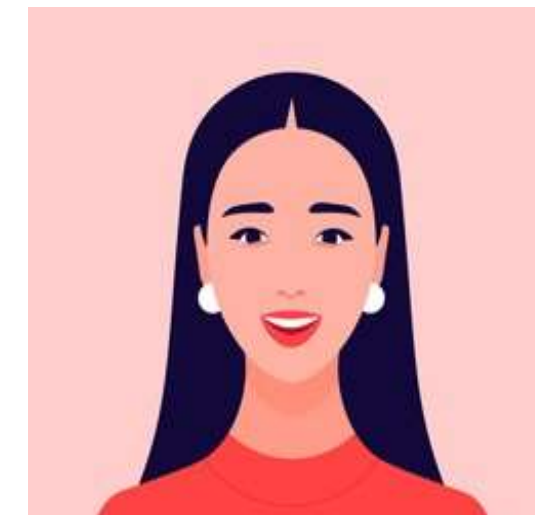
Analysis to find Social Buzz's top 5 most popular categories of content.



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Deepak Bhatt
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique
Categories



1,897

Reactions to
“Animal” Posts

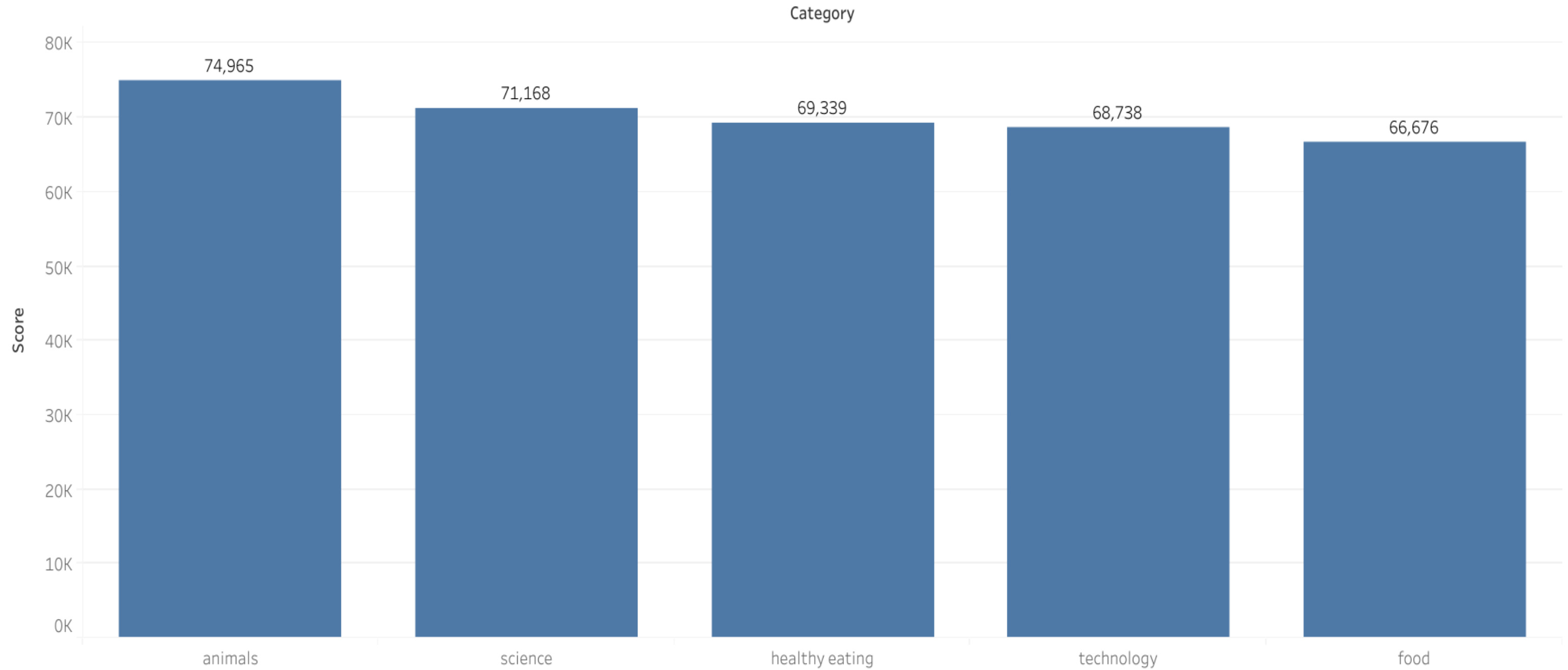


January

Month with Most
Posts

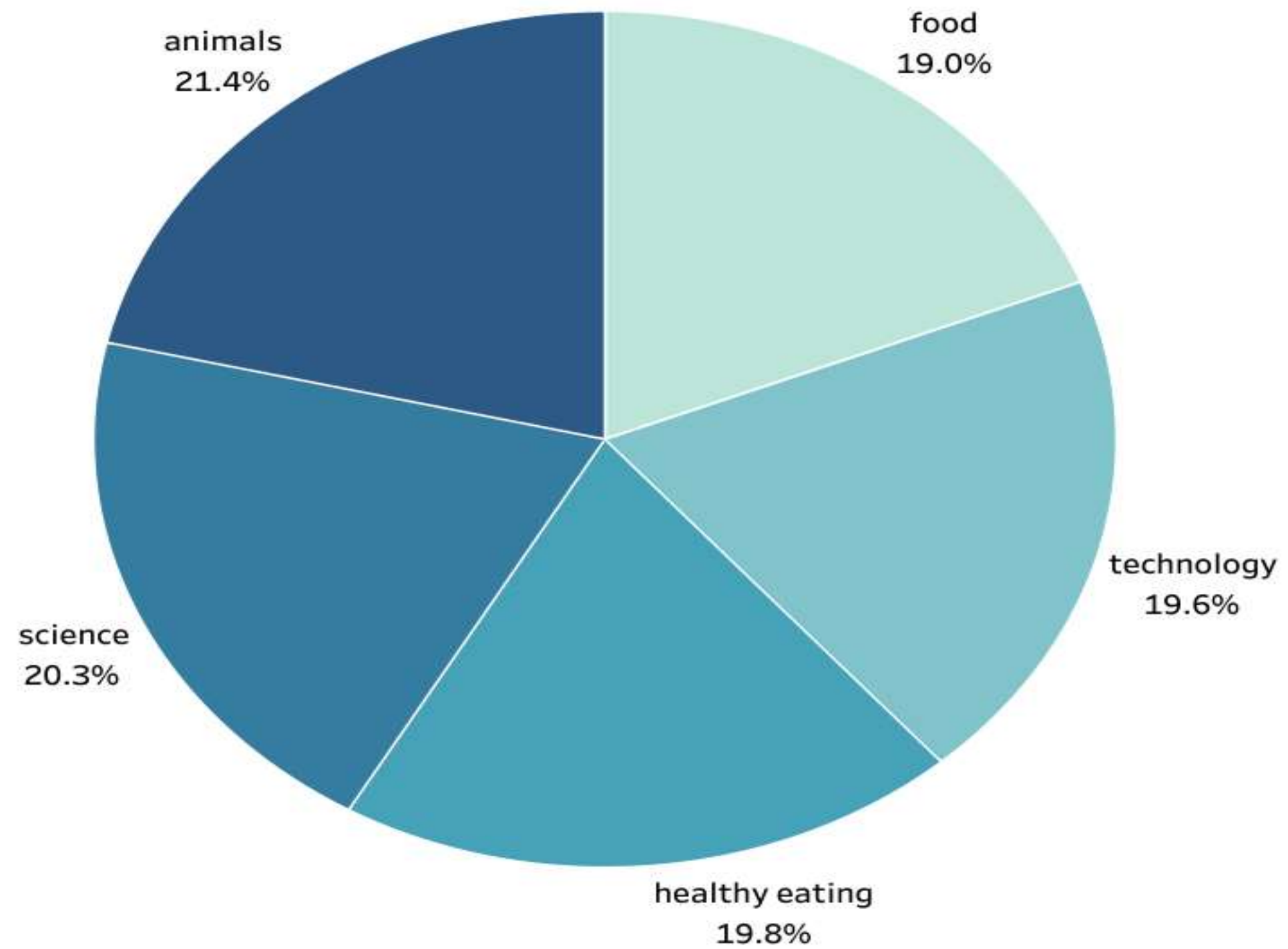


Top 5 Categories by Score



Categories

Popularity Percentage share from Top 5 Categories



Summary



Analysis

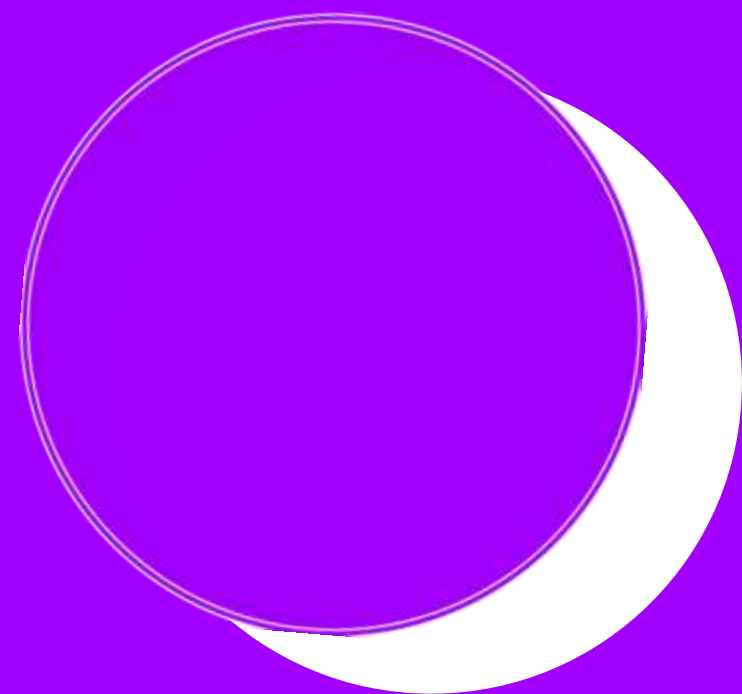
Animals and Science are the two most popular categories of content, showing that people enjoy “real – life” and “factual” content the most.

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 this insight to create a campaign and work with healthy eating brands to boost your 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.



ANY QUESTIONS?

Thank you!