Analysis &
Visualization of
Social Buzz
(Top 5 Categories)

Today's agenda

Project Recap

Social Buzz is fast growing technology unicorn that needs to adapt quickly to it's global scale. Accenture has begun a 3 months POC focusing on these **tasks**:

- Audit of big data practice

- Recommendations for a successful IPO

- An analysis of content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

Over 100,000 **posts** per day

36,500,000 **contents** per Year !

But how to capitalize on it when there is

so much ?

Analysis To find Social buzz's Top 5
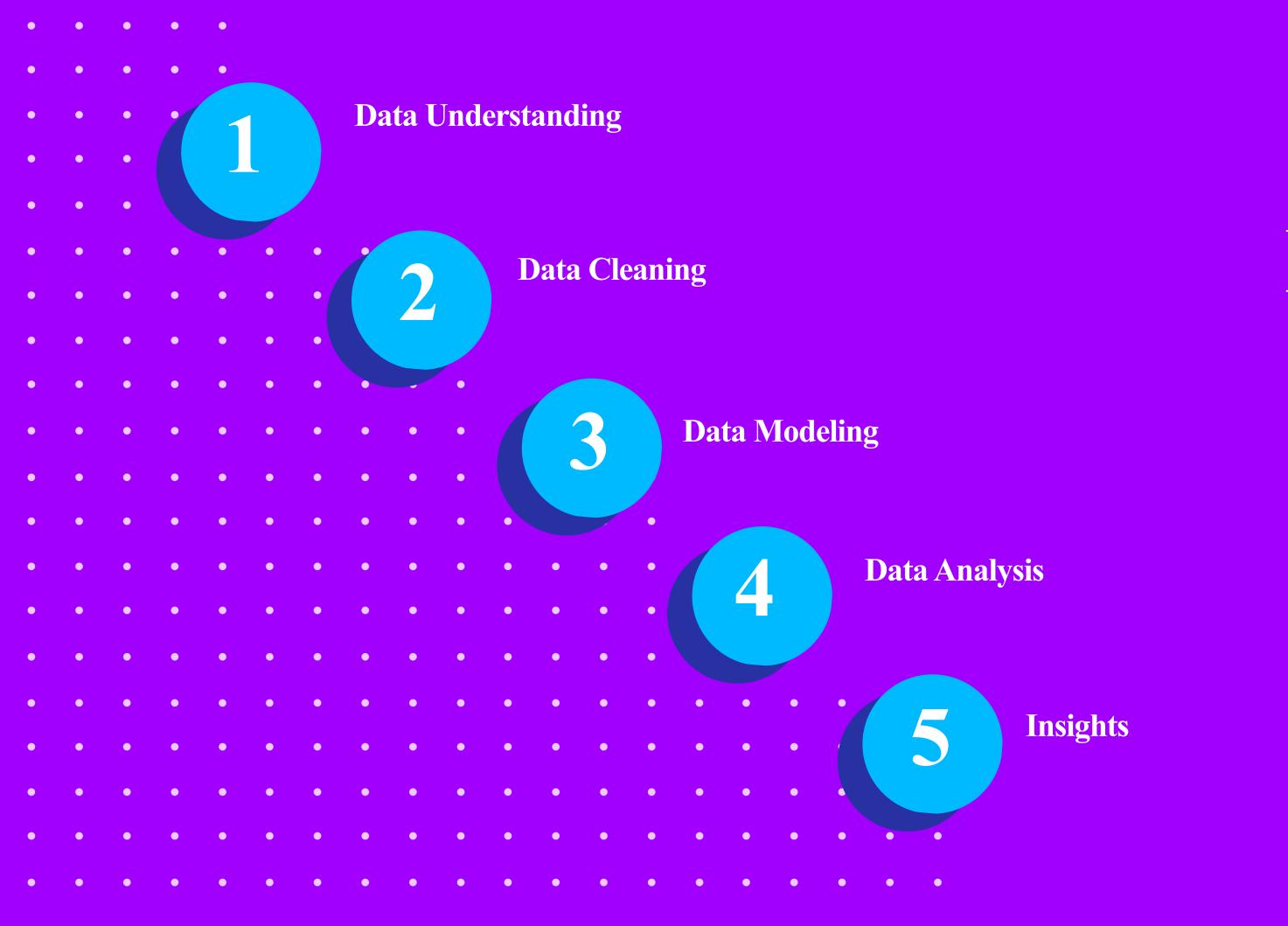
Most Popular Categories of Content

The Analytics team

Andrew Fleming
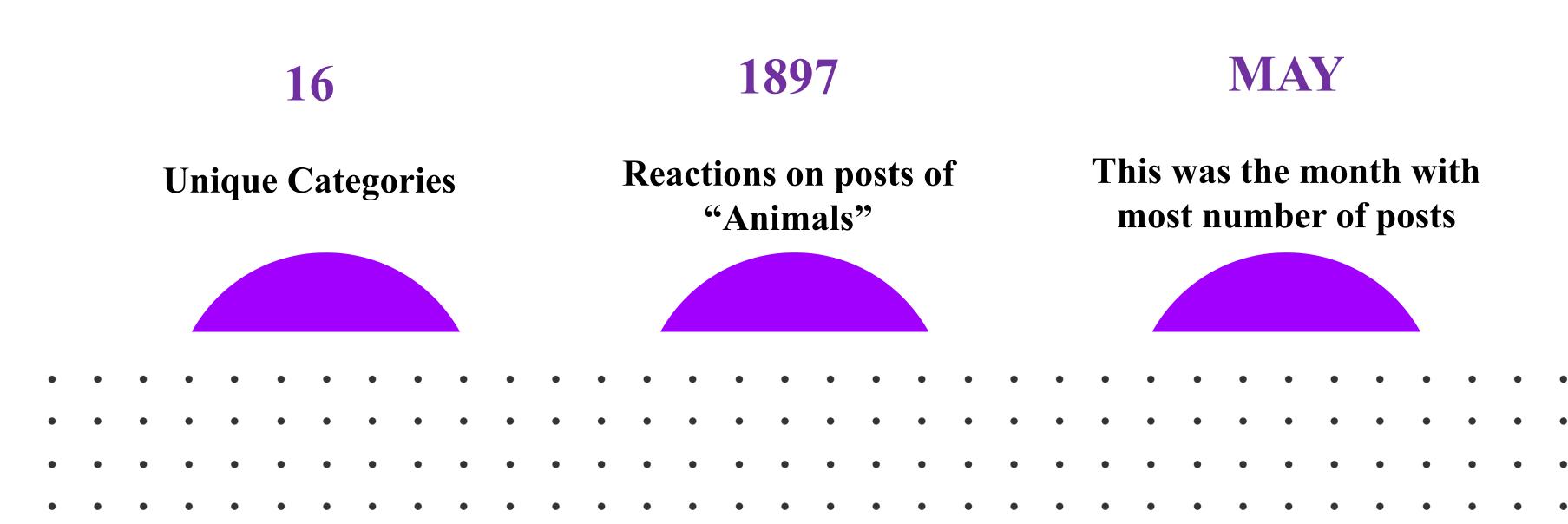**(Chief Technical Architect)**
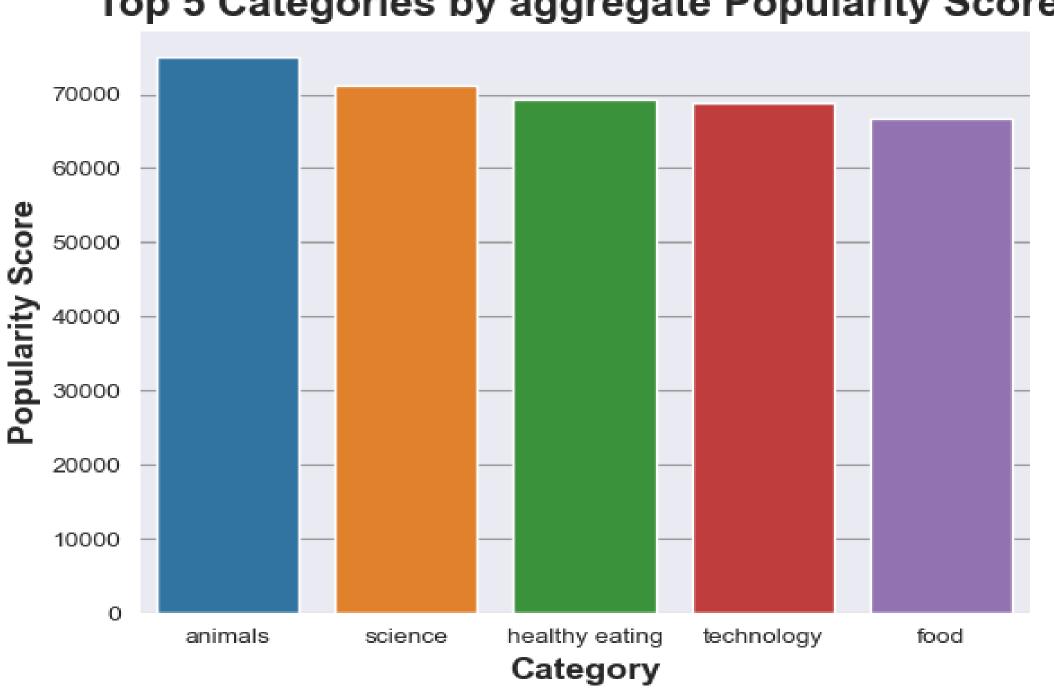
Marcus Rompton
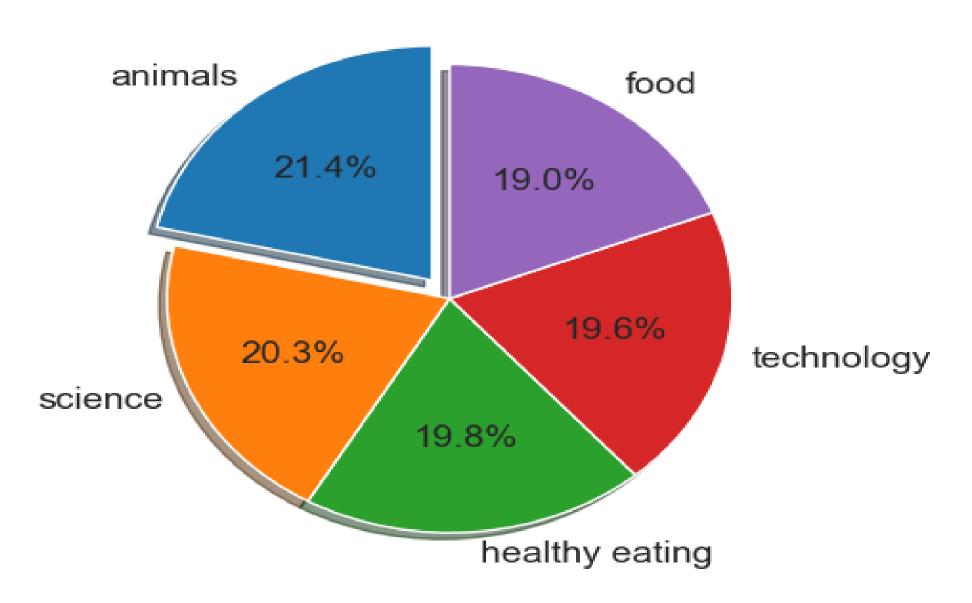**(Senior Principle)**

Sankalp Indish
(Data Analyst)

Process

1. Data Understanding
2. Data Cleaning
3. Data Modeling
4. Data Analysis
5. Insights

Insights

16

Unique Categories

1897

Reactions on posts of "Animals"

MAY

This was the month with most number of posts

Top 5 Categories by aggregate Popularity Score

Percentage of Top 5 Categories
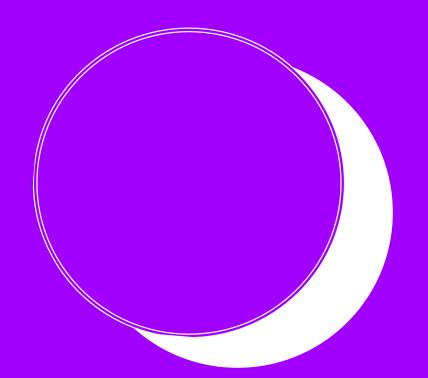
Summary

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 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 is 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?