Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a social media and content creation company founded in 2010 by two former engineers. They have a unique approach to content, keeping all users anonymous and tracking user reactions on every piece of content. They have rapidly grown to over 500 million active users each month, and are now looking to bring in external expertise to help them complete an IPO by the end of next year, manage their scaling process effectively, and learn data best practices from a large corporation.

Our engagement with Social Buzz will include a 3 month initial project, where we will:

- Conduct an audit of their big data practice,

- Make recommendations for a successful IPO, and

- Analyse their content categories to highlight the top 5 categories with the largest aggregate popularity.

Problem

Due to the rapid growth and digital nature of Social Buzz's core product, the amount of data that they create, collect and must analyze is huge. Every day over 100,000 pieces of content and 36,500,000 pieces of content per year, ranging from text, images, videos and GIFs are posted. All of these constitute highly unstructured data that requires expertise in handling.

The client has reached a massive scale within recent years and does not have the resources internally to handle it.
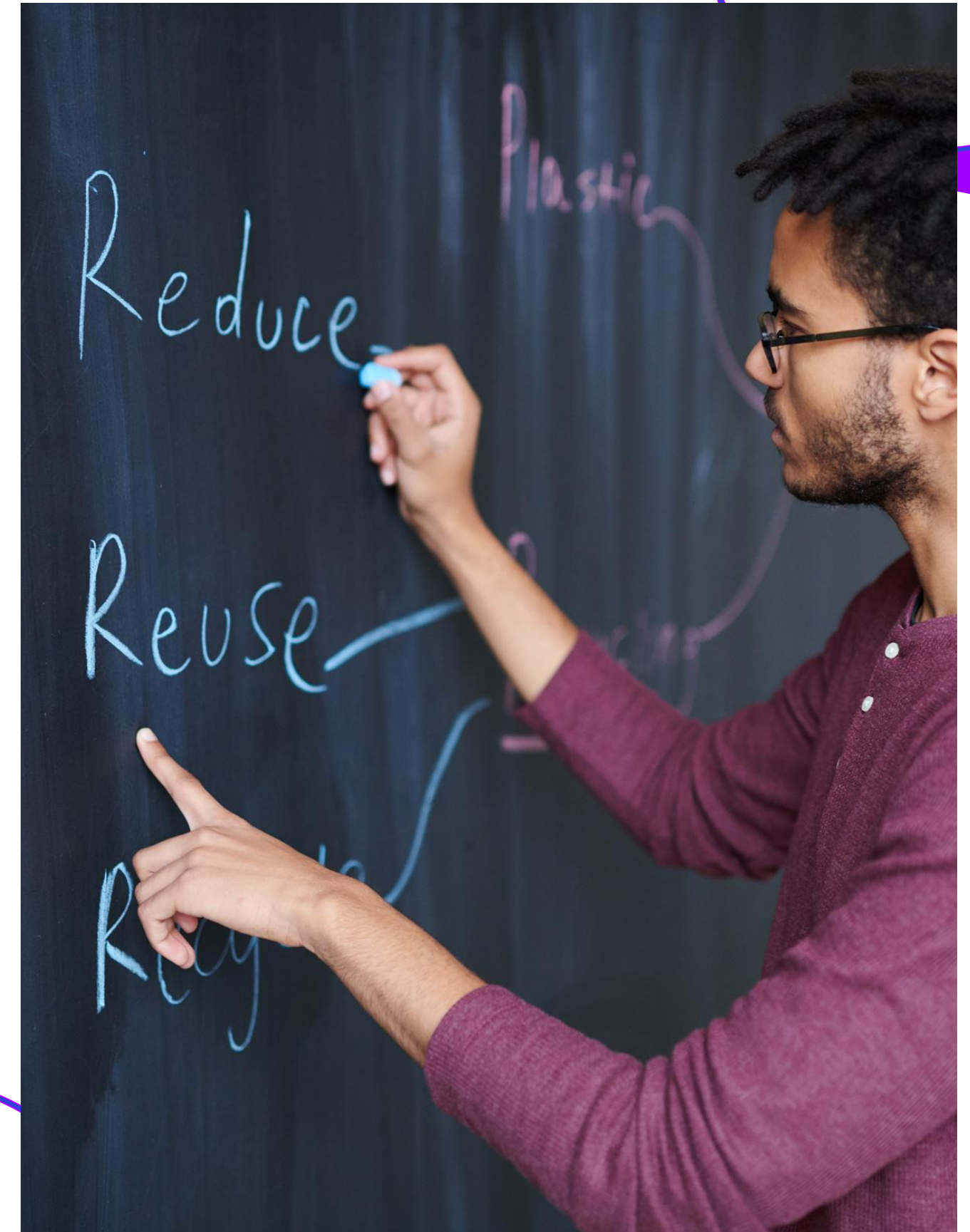
The Analytics team

ANDREW FLEMING

Chief Technology Architect

MARCUS ROMPTON

Senior Principal

DIVINE JUDE (ME)

Data Analyst

Process

1 Data Understanding

2 Data Extraction

3 Data Modelling

4 Data Analysis

5 Recommendations

Insights

16
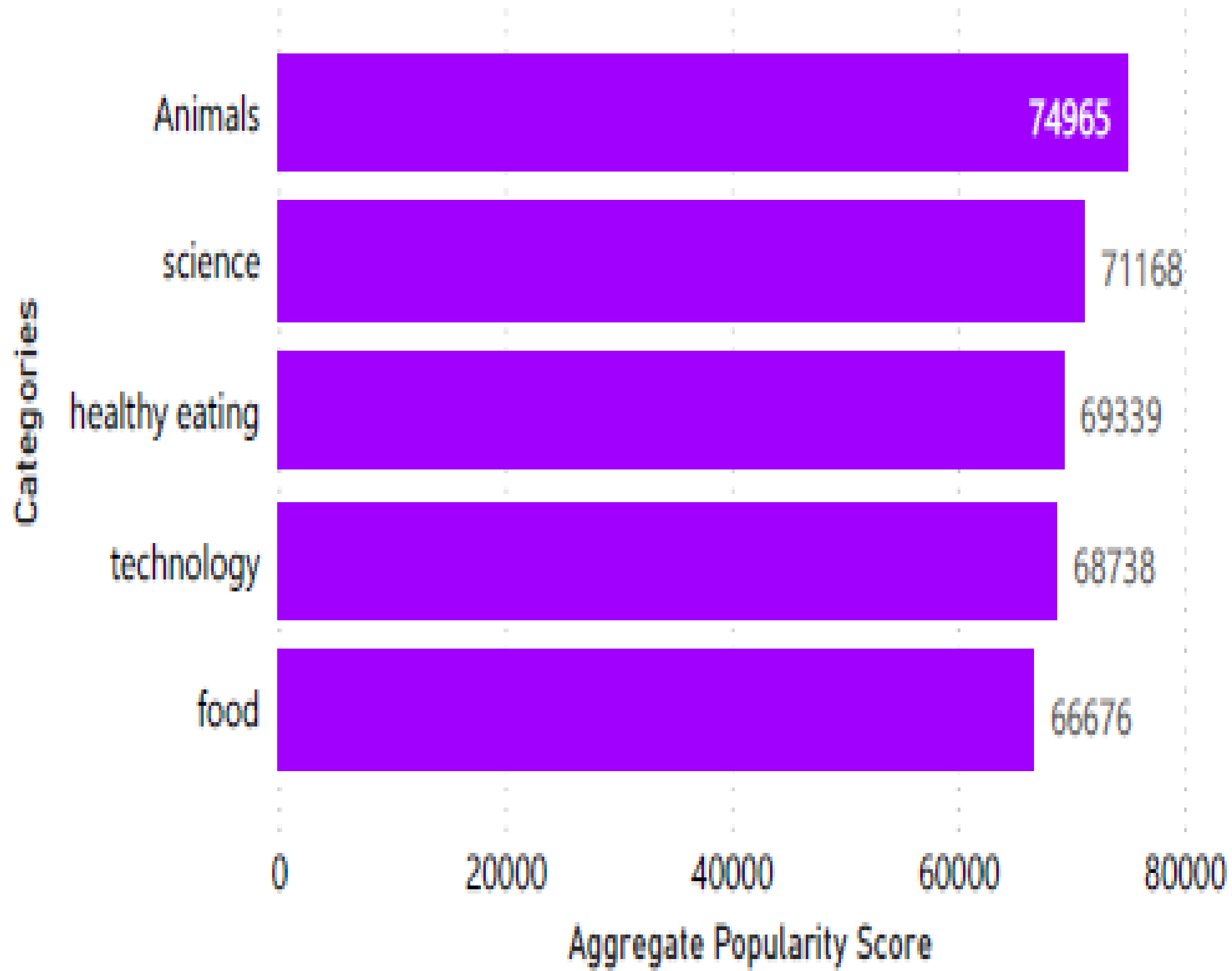
Unique Content
Categories

1897

Animal Posts

Photos
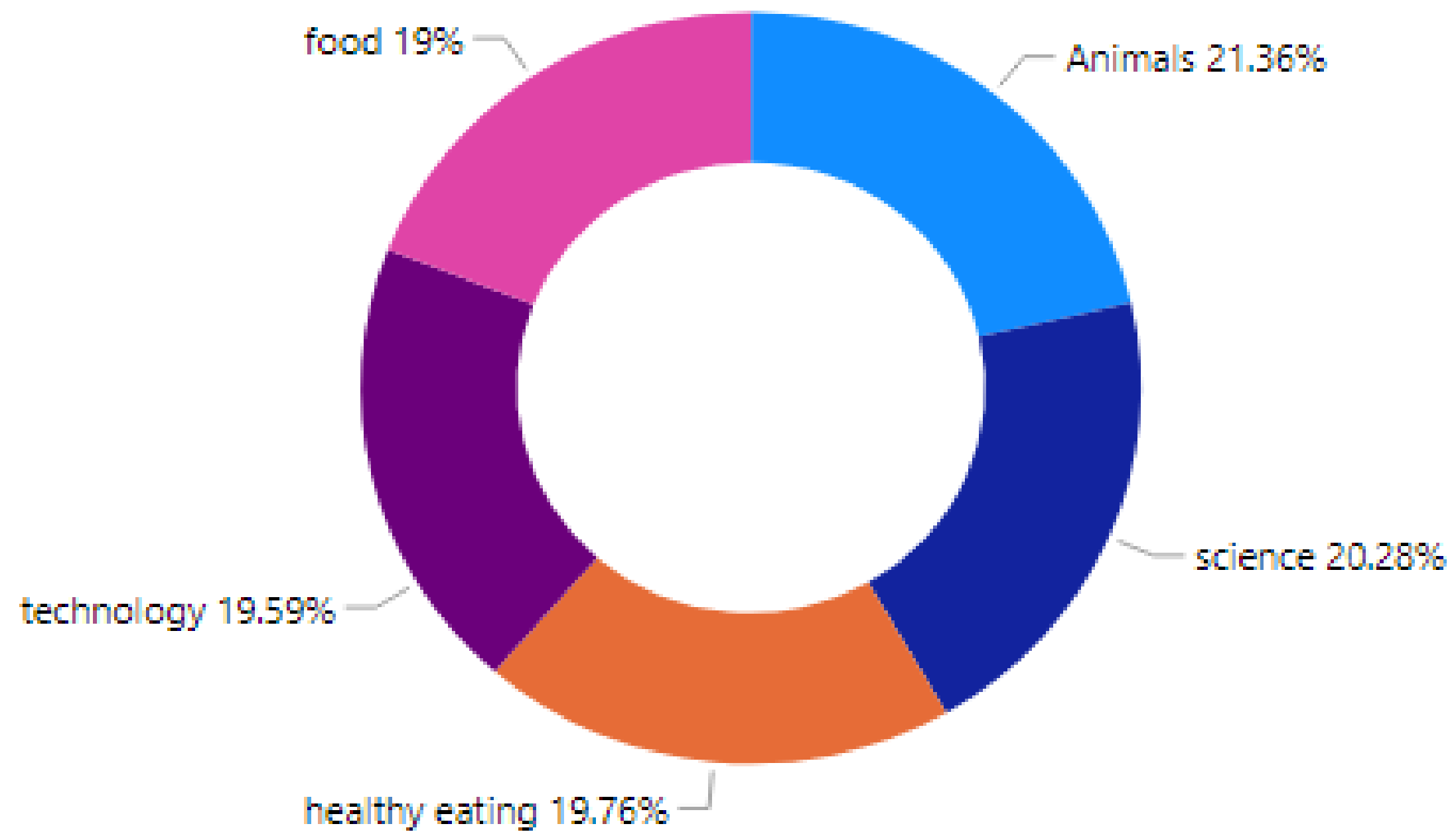
Content type with
Most engagement

From our analysis you can see the top 5 most popular contents were **Animals, Science, Healthy Eating, Technology, Food** in descending order. Animals had an aggregate popularity score of around 74965. This data suggests that users are particularly interested in content related to animals, science, and healthy eating, with technology and food also being popular topics.

TOP 5 CONTENT CATEGORIES ACCORDING TO POPULARITY SCORE

Animals — 74965
science — 71168
healthy eating — 69339
technology — 68738
food — 66676

Categories (y-axis)
Aggregate Popularity Score (x-axis: 0, 20000, 40000, 60000, 80000)

PERCENT TOTAL OF CONTENT CATEGORIES

food 19%

Animals 21.36%

science 20.28%

technology 19.59%

healthy eating 19.76%

For the content types, **Photo** is the most favored content type. This could indicate that users engage with photos more frequently and for longer periods of time compared to other types of content. This could be due to the visual nature of photos, which can be more attention-grabbing and easier to understand than audio or video.

PERCENT TOTAL OF CONTENT TYPES

audio 23.03%

photo 26.81%

GIF 24.74%

video 25.41%

Additionally, from our analysis the top 5 content reactions were heart, scared, peeking, hate, interested this could convey that users tend to have strong emotional reactions to the content they are viewing. The heart reaction suggests that users find the content to be positive and likable, while the scared and peeking reactions may indicate that the content is suspenseful or intriguing. The hate reaction suggests that users have a negative reaction to the content, and the interested reaction suggests that users are paying attention and engaged with the content.

TOP 5 REACTION TYPES

heart	peeking	hate
1622	1559	1552

scared	interested
1572	1549
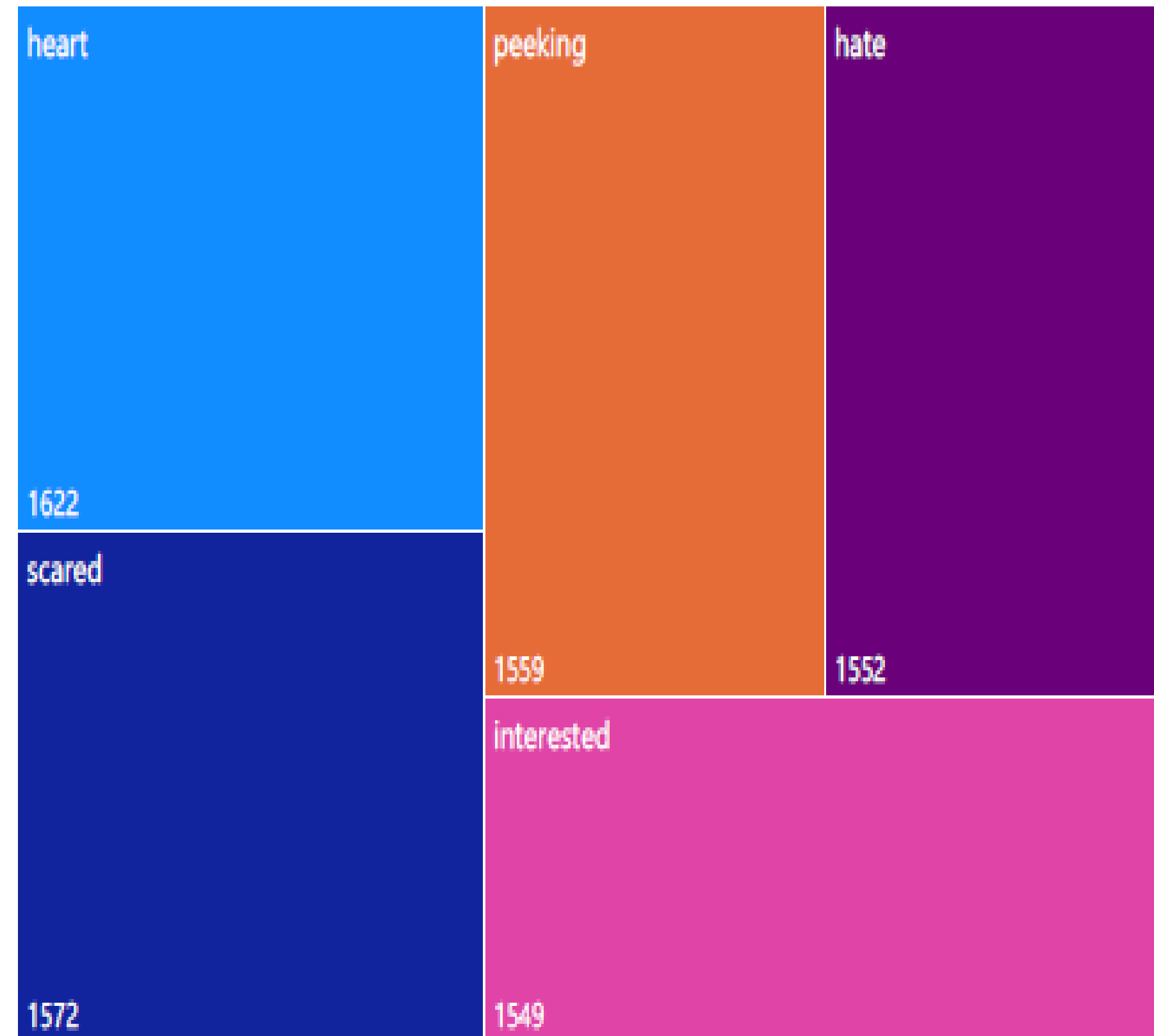
Summary

ANALYSIS

Animals and science are broad categories that can encompass a wide range of subtopics, from cute animal photos and videos to scientific research and discoveries.

INSIGHTS

We also found that food was a common theme amongst popular content and the most popular food category was healthy eating. This could be a signal to show the types of people that are using your platform, and you could use this insight to boost engagement even further. For example, you could run a campaign with content focused on this category or work with healthy eating brands to promote content.
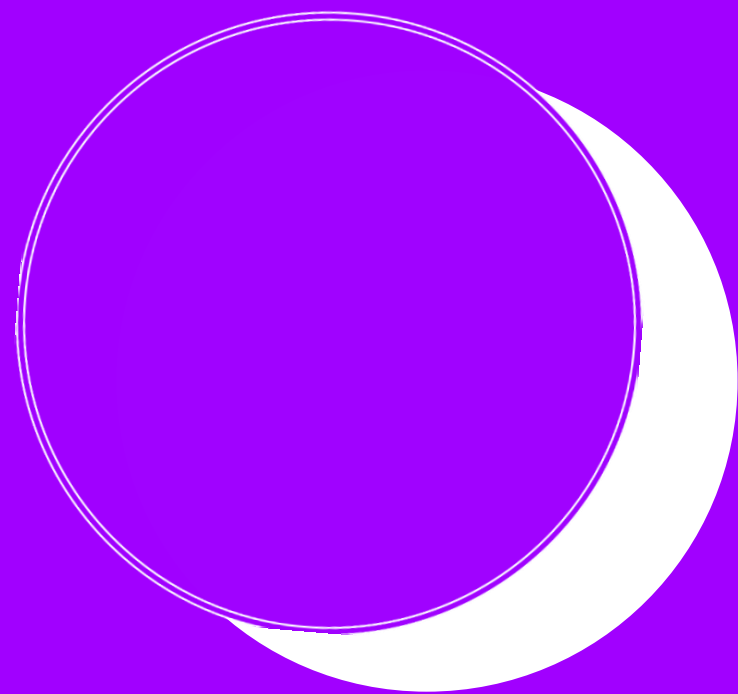
NEXT STEP

Social Buzz can leverage this information to better understand their audience optimize their content strategy and to drive growth on their platform. Based on the valuable insights obtained from this ad-hoc analysis, Social Buzz should consider partnering with Accenture to expand this analysis on a larger scale for real-time understanding of the business and to deliver even more value

Thank you!

ANY QUESTIONS?