Social Buzz Analysis

Today's agenda

Project Recap

Social Buzz is a fast growing business that has had some challenges scaling to adapt to its Global scale.
Accenture begun a month POC Focusing on these tasks:

- An Audit of Social Buzz Big Data Practice
- Recommendations for a successful IPO
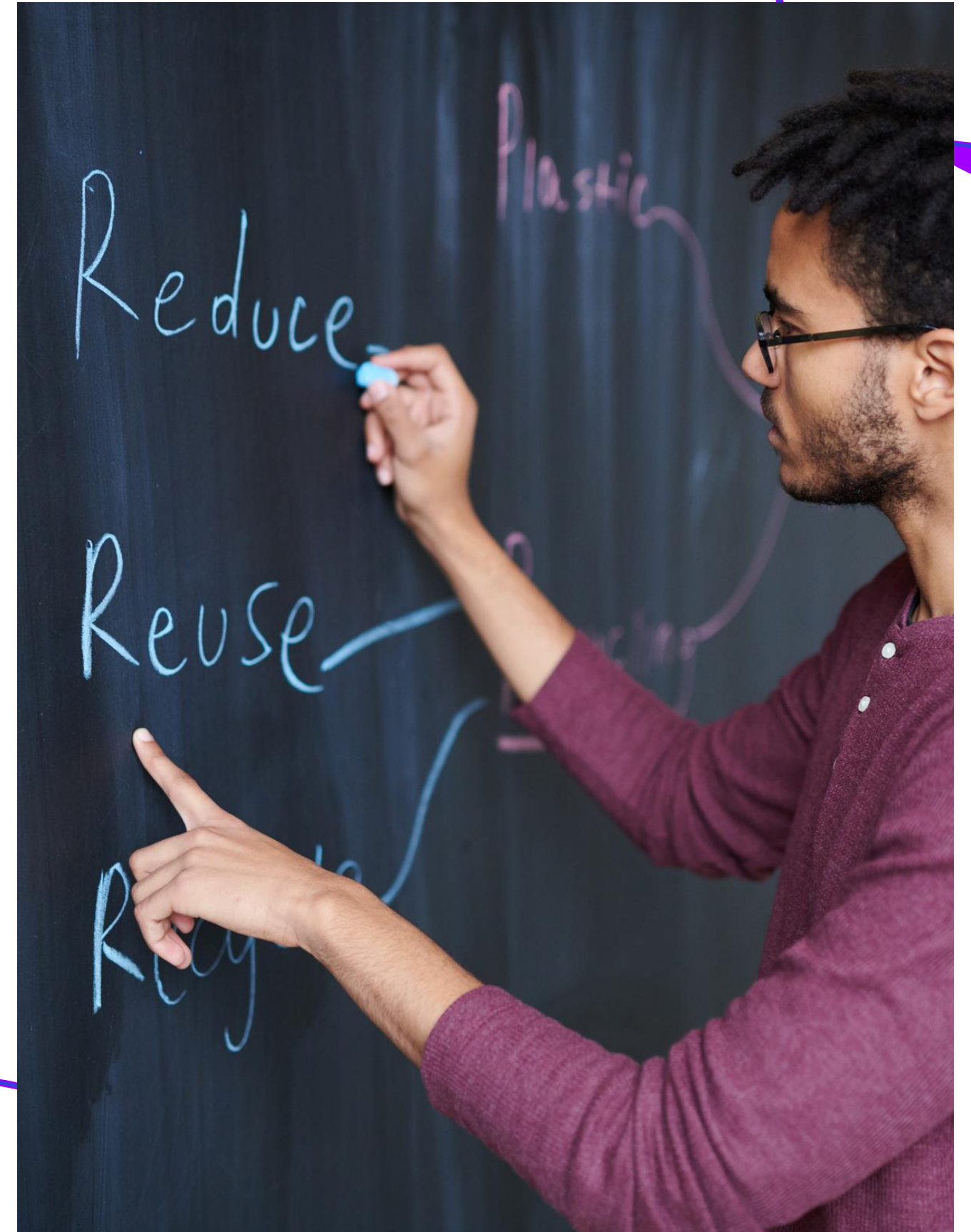- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100000 Posts a Day!

36,500,000 pieces of content per year!

How can we capitalize on this?

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

CHEMWENO EVANS

Data Analyst

Process

1 DATA UNDERSTANDING

2 DATA CLEANING
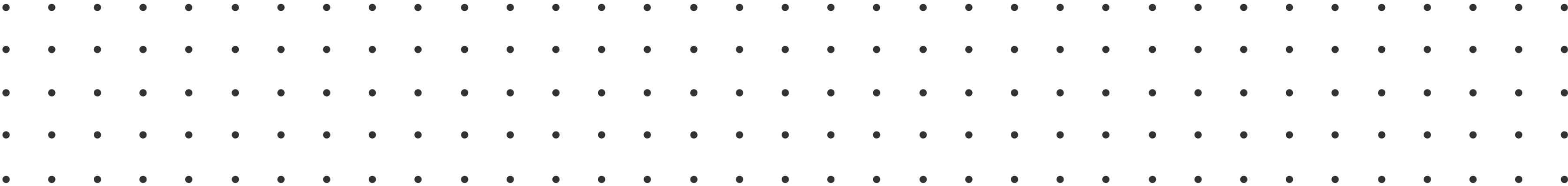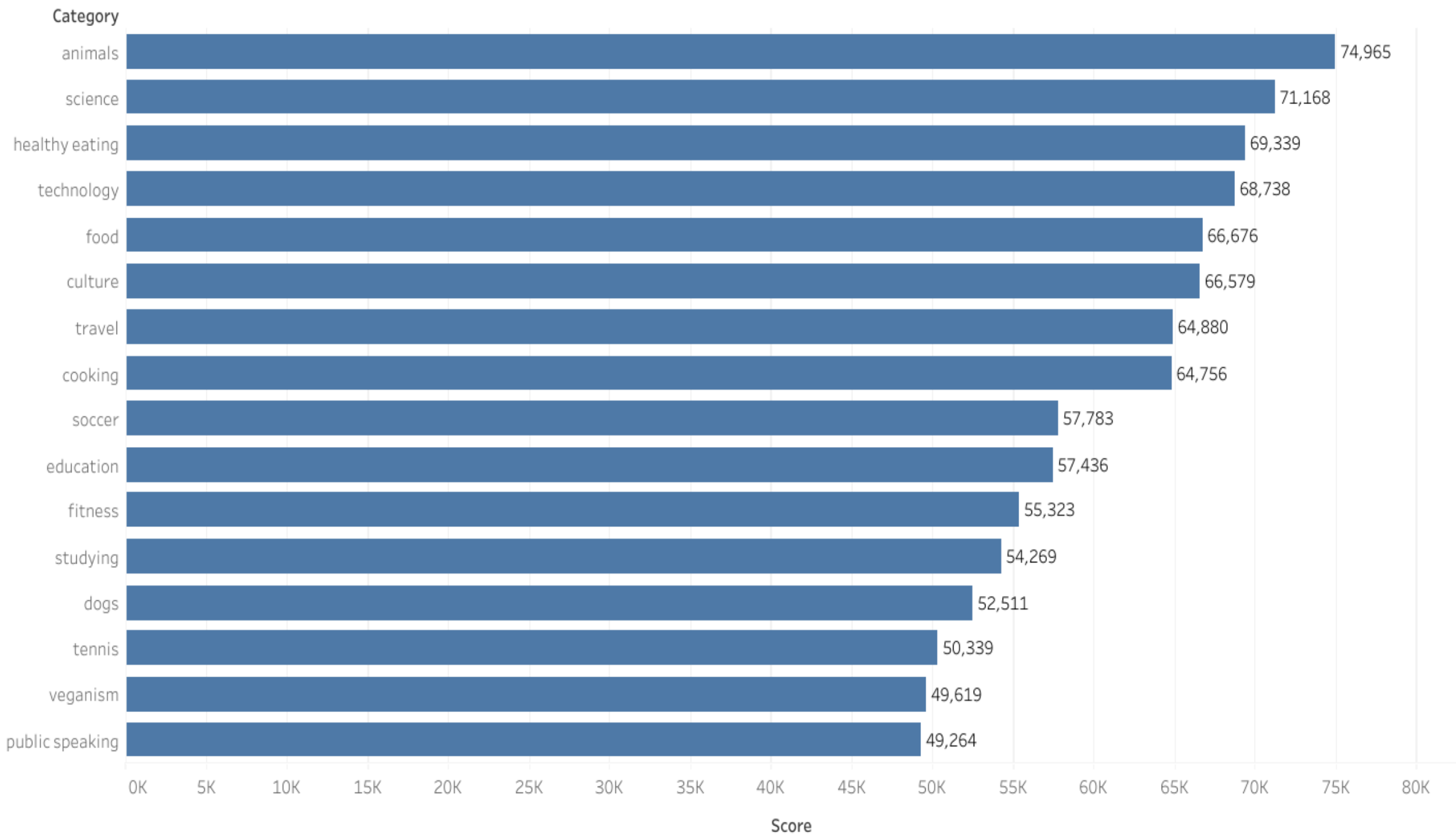
3 DATA MODELLING

4 DATA ANALYSIS

5 UNCOVER INSIGHTS

Insights

From the Data, we found that there are 16 different Categories with **Animals** leading with a score of **74,965.** The category with the least score was **Public Speaking** with a score of **49,264**


All the Categories and Sum of Scores

Category	Score
animals	74,965
science	71,168
healthy eating	69,339
technology	68,738
food	66,676
culture	66,579
travel	64,880
cooking	64,756
soccer	57,783
education	57,436
fitness	55,323
studying	54,269
dogs	52,511
tennis	50,339
veganism	49,619
public speaking	49,264

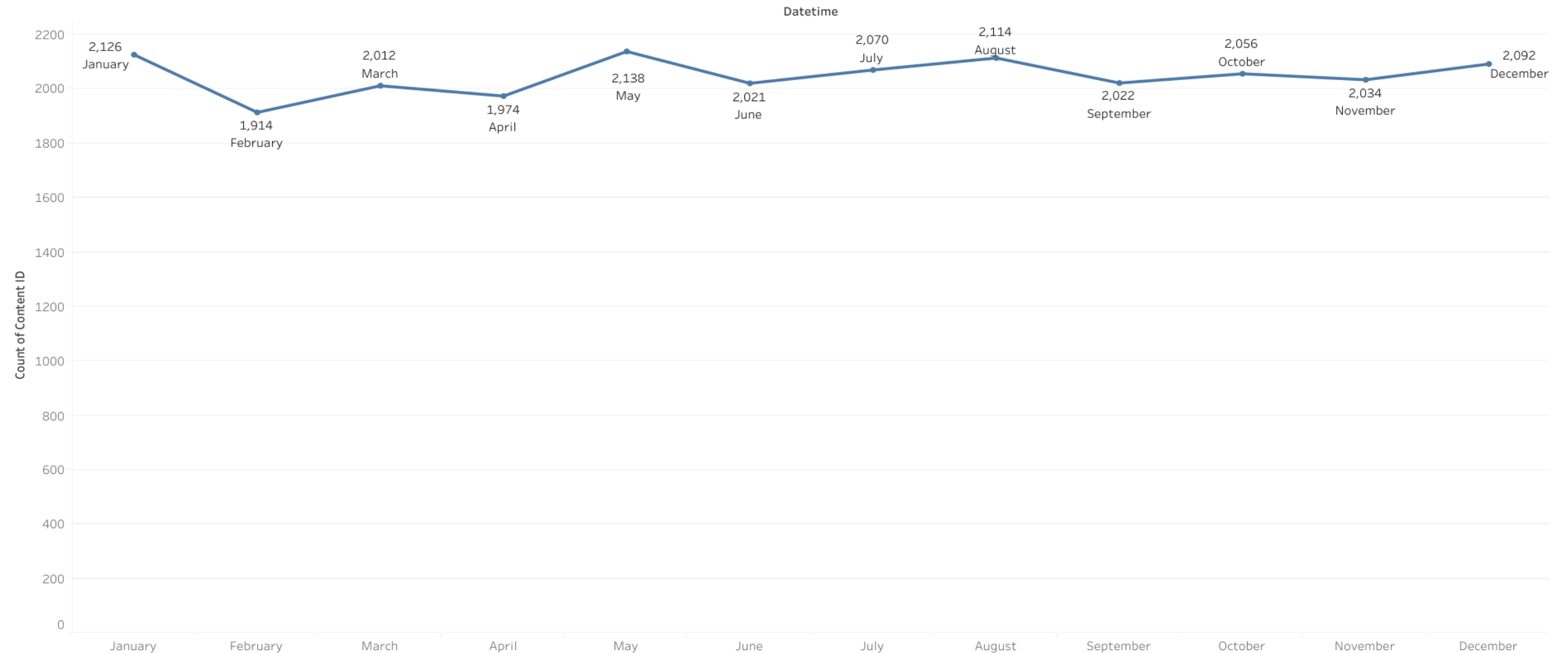The Most popular Categories in terms of number of reactions include:
- Animals - 1,897
- Science – 1,796
- Healthy Eating – 1,717
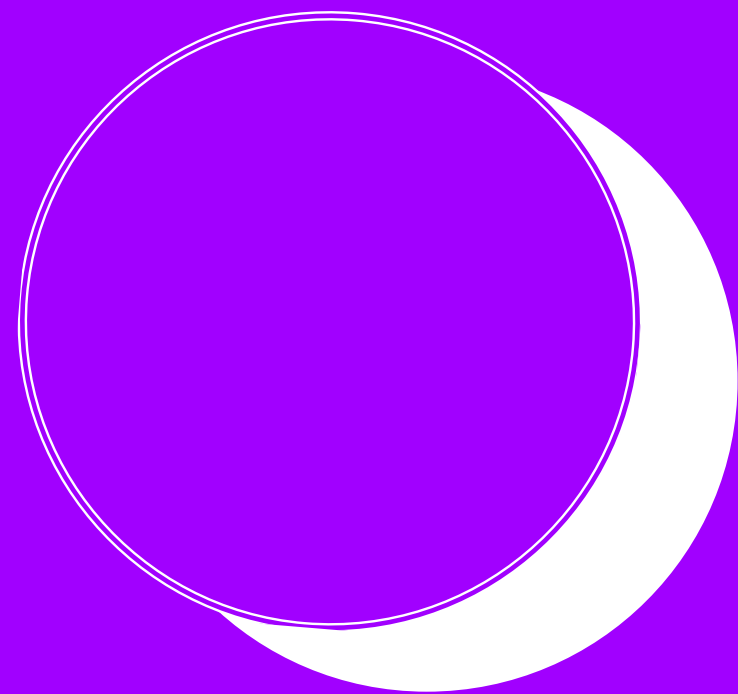- Technology – 1,698
- Food – 1699

Number of reactions from Top 5 categories

Category

Category	Count
animals	1,897
science	1,796
healthy eating	1,717
technology	1,698
food	1,699

Count of Sentiment Type
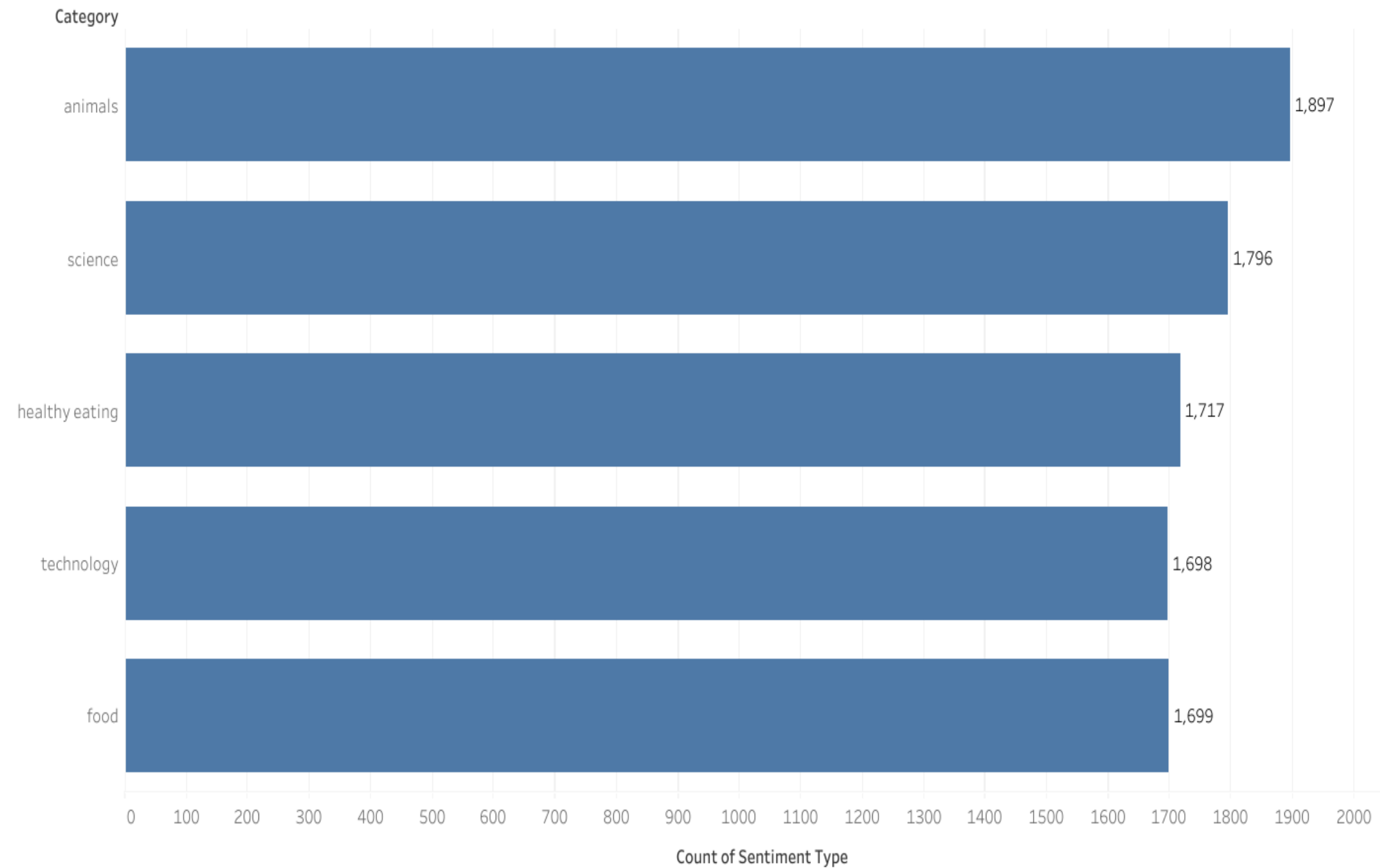
The month of **May** had the **most** posts: **2138** posts.
It was followed by January that had 2,126 posts and Finally August had
the 3rd most with 2114 posts

Number of Posts per Month

Datetime

Count of Content ID

- 2,126 January
- 1,914 February
- 2,012 March
- 1,974 April
- 2,138 May
- 2,021 June
- 2,070 July
- 2,114 August
- 2,022 September
- 2,056 October
- 2,034 November
- 2,092 December

Thank you!

ANY QUESTIONS?