



Social Buzz Client Insights

by Ebony Brown



Today's agenda

Project Recap

Problem

The Analytics Team

Data Processing

Insights

Summary

Project Recap

Social Buzz is social media group who have been constantly expanding their active users and constantly creative large quantities of data. For a 3-month initial project Accenture will show that we can do the following...

- audit their big data practice
- recommendations for a successful IPO
- analysis of content categories with greatest aggregate popularity

Problem

500 million active users

100k pieces of content daily

How do we find valuable insights from such vast volumes of data?



The
Analytics
team



Andrew Fleming
Cheif Technology Architect



Marcus Rompton
Senior Principal



Eboni Brown
Data Analyst

Process

1

Understanding Data

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

Public speaking was the lowest scoring category with a negative sentiment



Animals were the highest scoring category with a positive sentiment



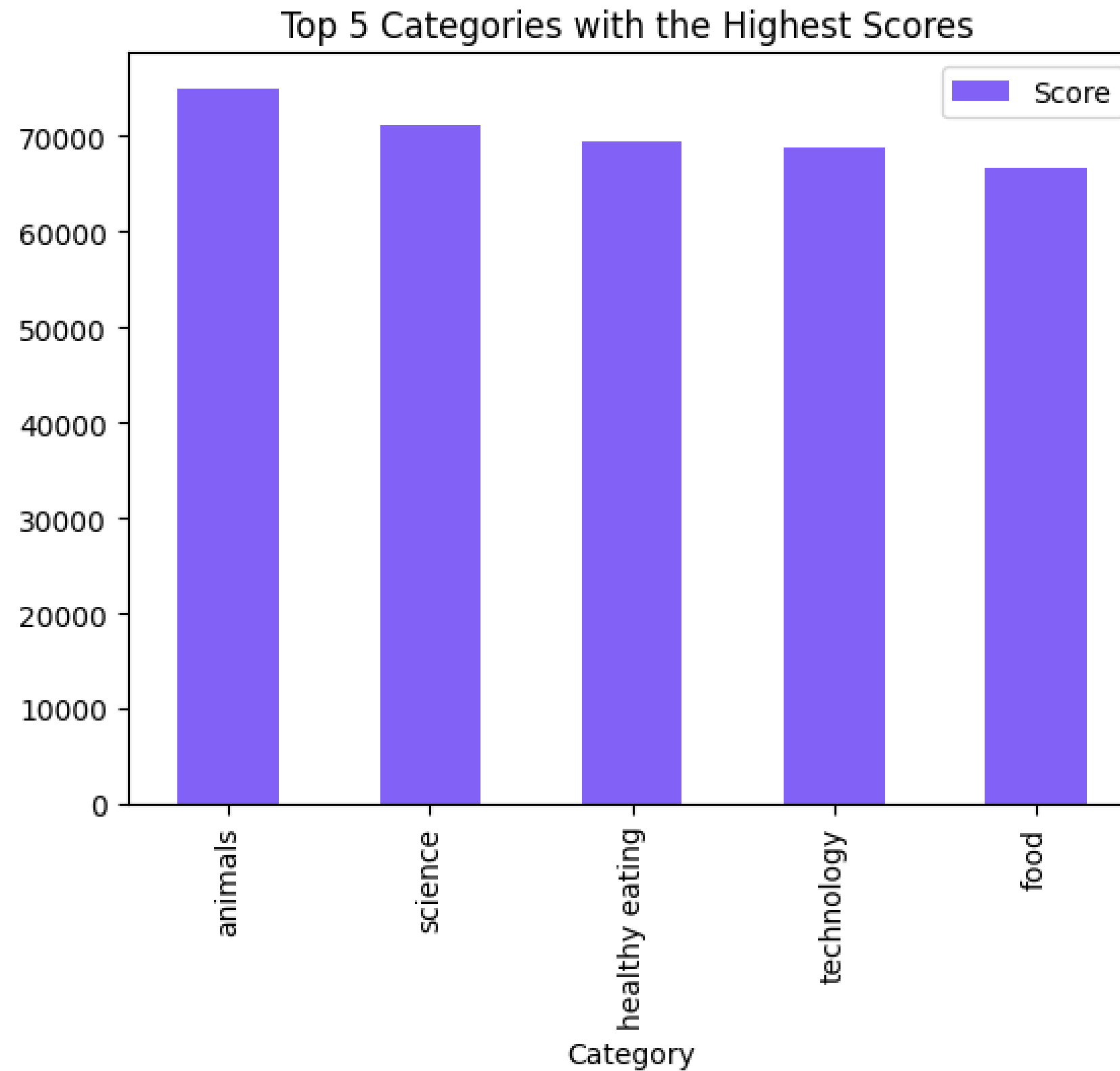
The most popular content type is photo



Business Problem Solved :


- our main goal was to find which 5 categories are the top performers
- performance was measured based on score
- scores below 20 are considered negative
- a score of 20 is neutral
- scores above 20 are considered positive

Top 5 Categories Based on Score





Summary



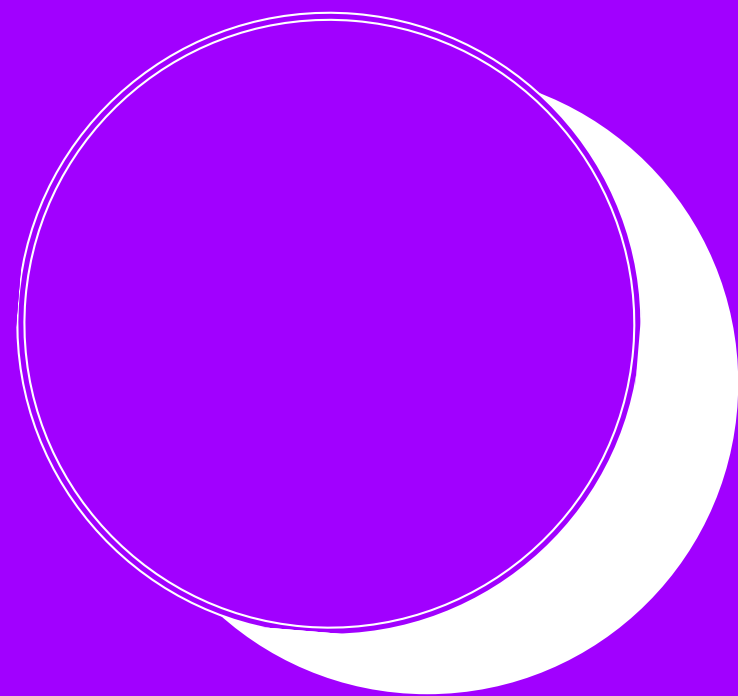
photos are the most popular type of content shared on Social Buzz, feature related to photos could get users to share more content



Further analysis should be done on the impact of positive sentiment versus negative sentiment content to see which is more impactful



Final Thoughts
Value insights were gained from the analysis of these data sources. Further analysis of other data sources could provide more in depth understandings of Social Buzz's business



Thank you!

ANY QUESTIONS?