



Social Buzz's Data Analysis



Today's agenda

Project recap

Problem

The Analytics Team

Process

Insights

Summary

Social Buzz's rapid growth has necessitated seeking analytical aid outside the company.

Accenture was chosen to focus on these three tasks:

- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz 's 5 most popular categories of content

Project Recap

Problem

Too much data generated; Over 100,000 posts per day

36,500,000 pieces of contents per year

Analysis is required to make useful insights from data



The Analytics Team

- ★ **Andrew Fleming**- Chief Technical Architect
- ★ **Marcus Rompton** - Senior principle
- ★ **Eti-ini Umoh** -Data Analyst



Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncovering Insights

Insights

16 unique category type in the data

The most popular category is “**Animals**” and it has **1897** reactions

The month of **May** had the most reaction of **2138**.

Chart 1

Top five Category by Aggregate "popularity" Score

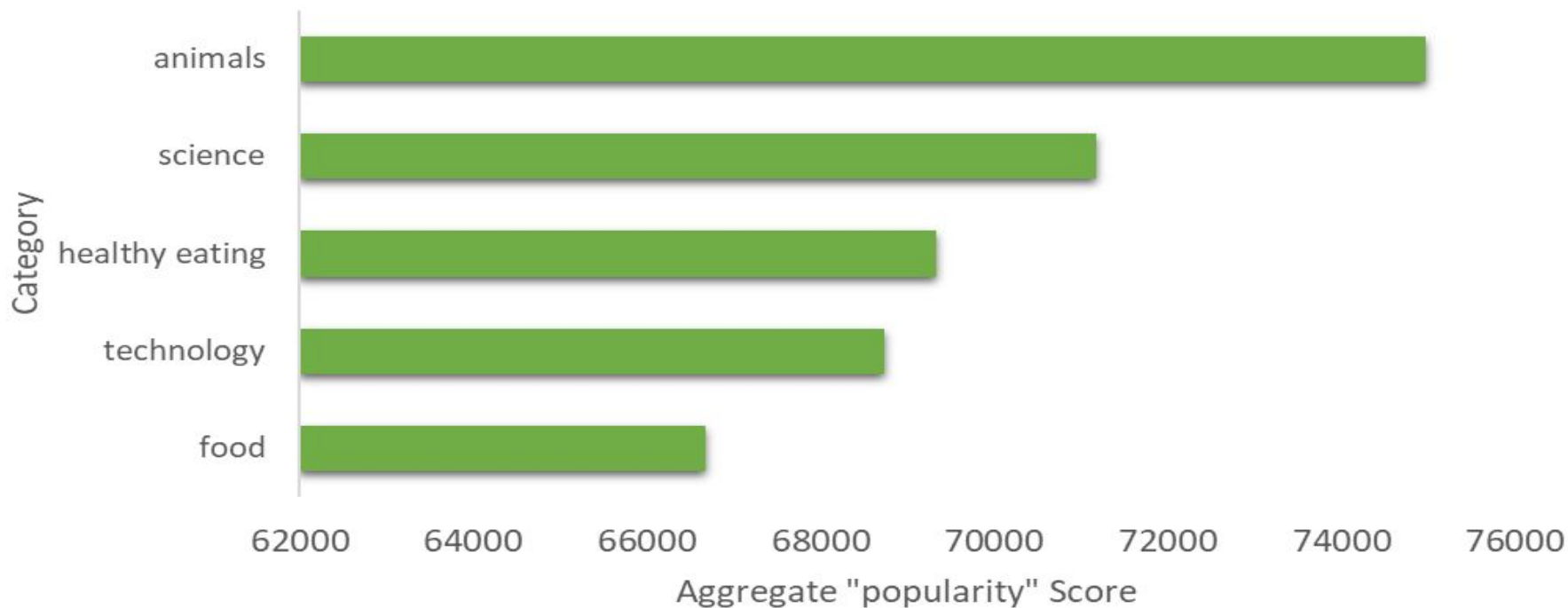
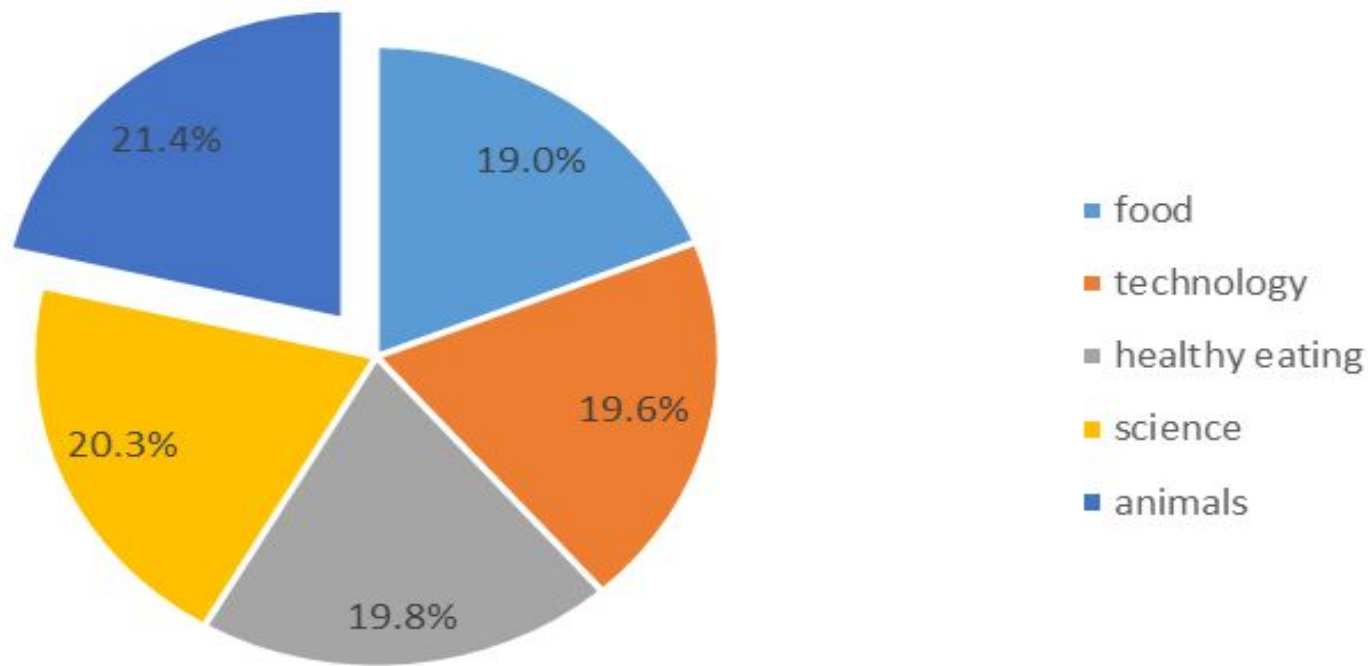


Chart 2

Popularity percentage share from top categories



Summary

Analysis

Animal category has the highest aggregate popularity followed by science, healthy eating, technology and food, this shows that the audience are most interested in contents related to life and living.

Insights

Food is also a common interest with healthy eating and food amongst top. Social buzz can work with brands to improve engagements concerning healthy eating.

Next Steps

The next step is to proceed further with the analysis and better understanding of your business in real-time.

**Thank you for
Listening**

Any Questions?

