Unlocking Success for Social

Buzz

Insights, Strategies, & Top

Content Trends

Today's agenda

Project Recap

Social Buzz, a rapidly growing digital platform with over 500 million active users monthly needs to scale its global operations

Accenture has begun a 3-month initial project to work on
- an audit of their big data practice
- recommendations for a successful IPO
- highlight insights from the top categories

Problem

Social Buzz is facing critical issues due to its rapid growth and preparation for a successful IPO
- 100,000 posts each day
- Unstructured data

The Analytics team

Andrew Fleming
(Chief Technical Architect)

Marcus Rompton
(Senior Principle)

Eunice Agyei
(Data analyst)
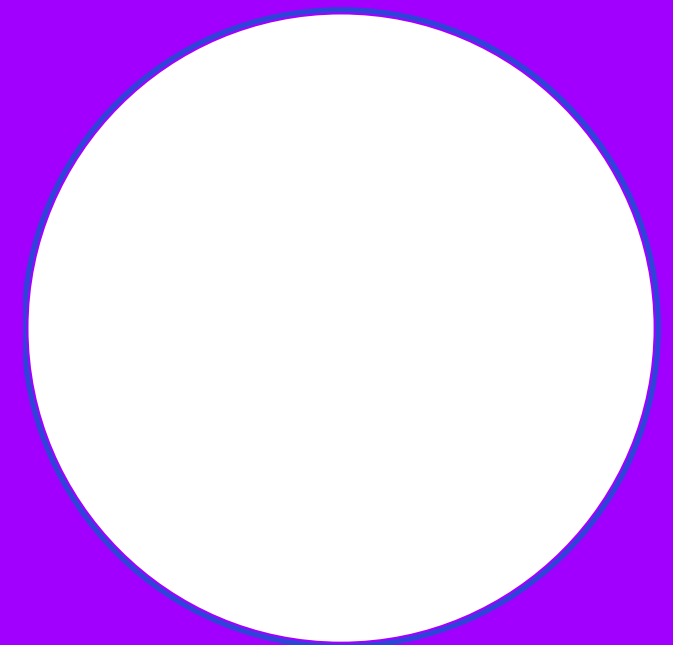
Process

1 Data understanding

2 Data cleaning

3 Data modelling

4 Data analysis

5 Uncover insights
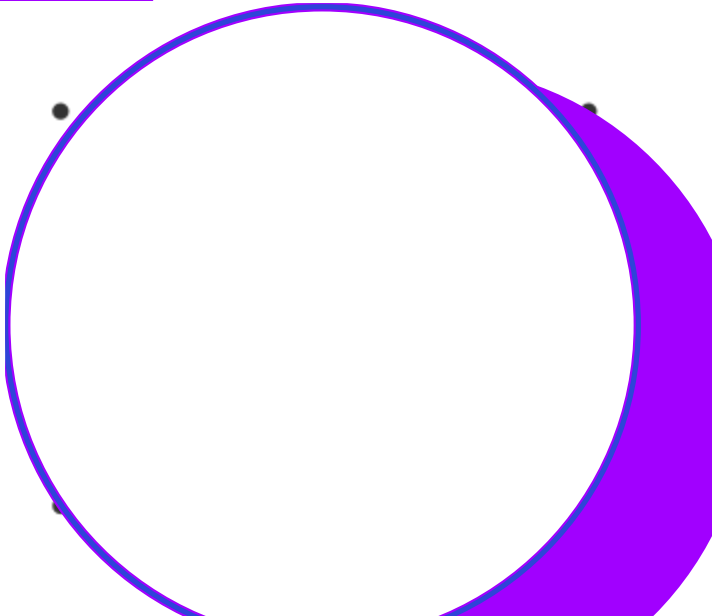
Insights

16
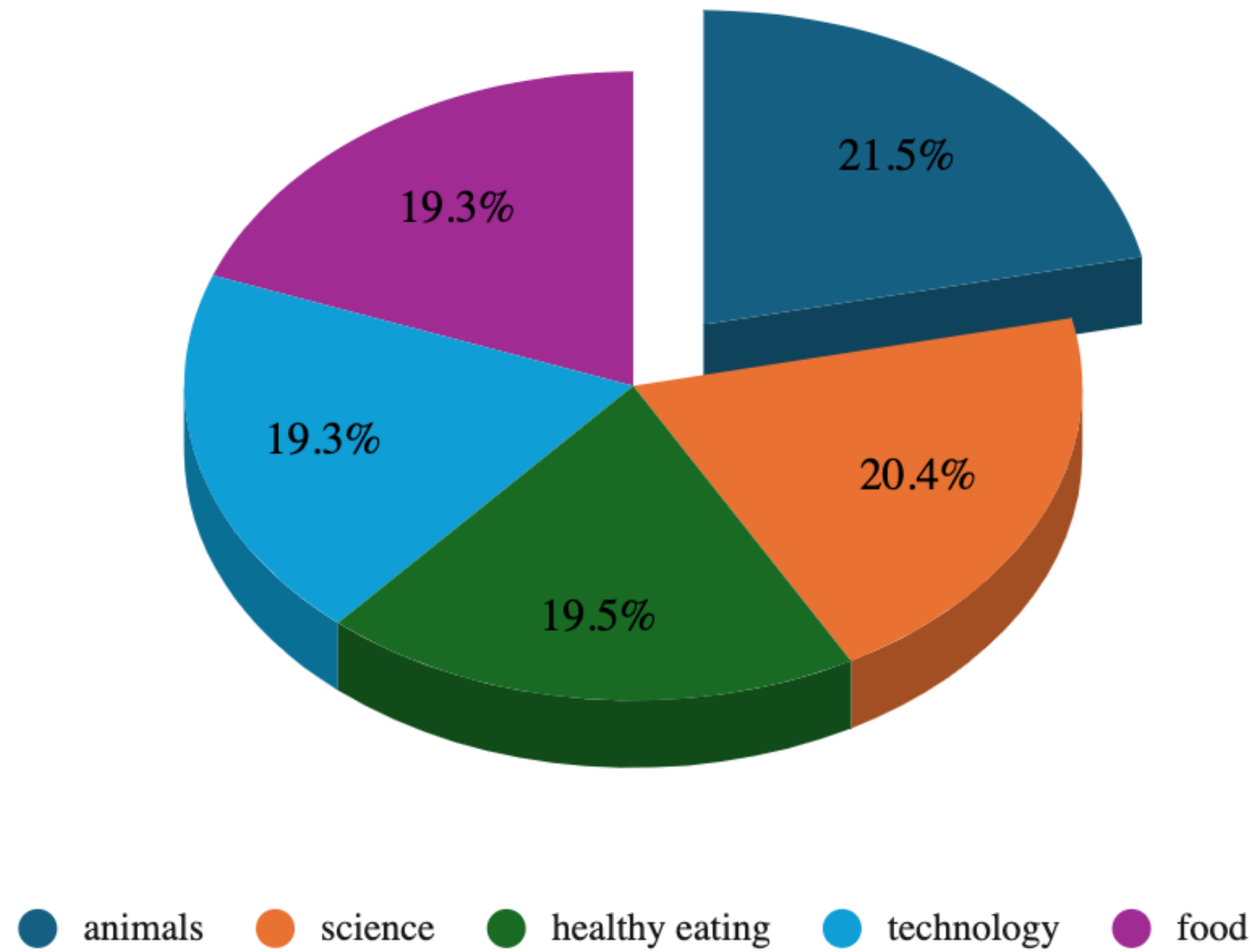
UNIQUE CATEGORIES

1738

REACTIONS TO ANIMAL POSTS

May

MONTH WITH THE MOST POSTS
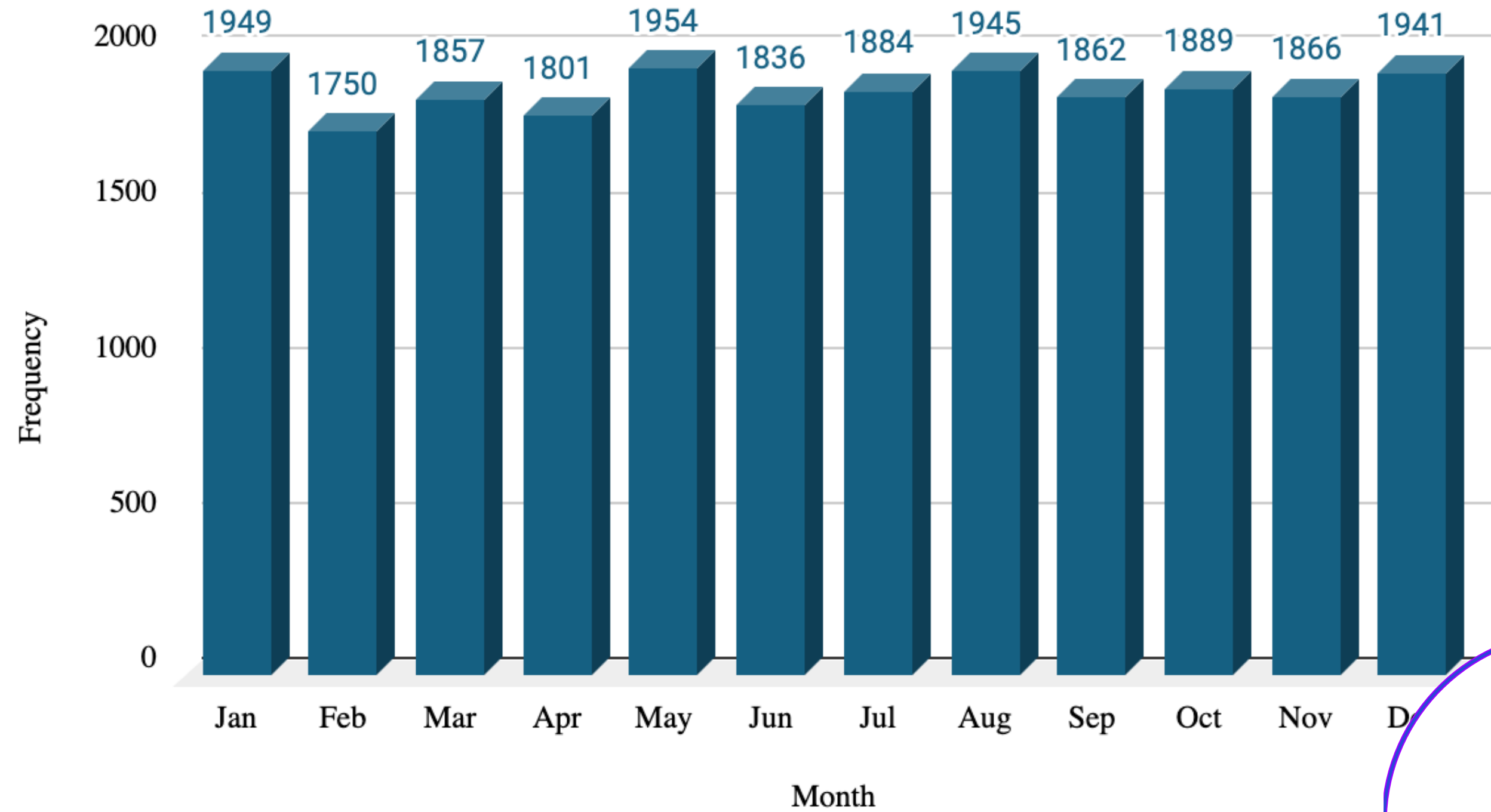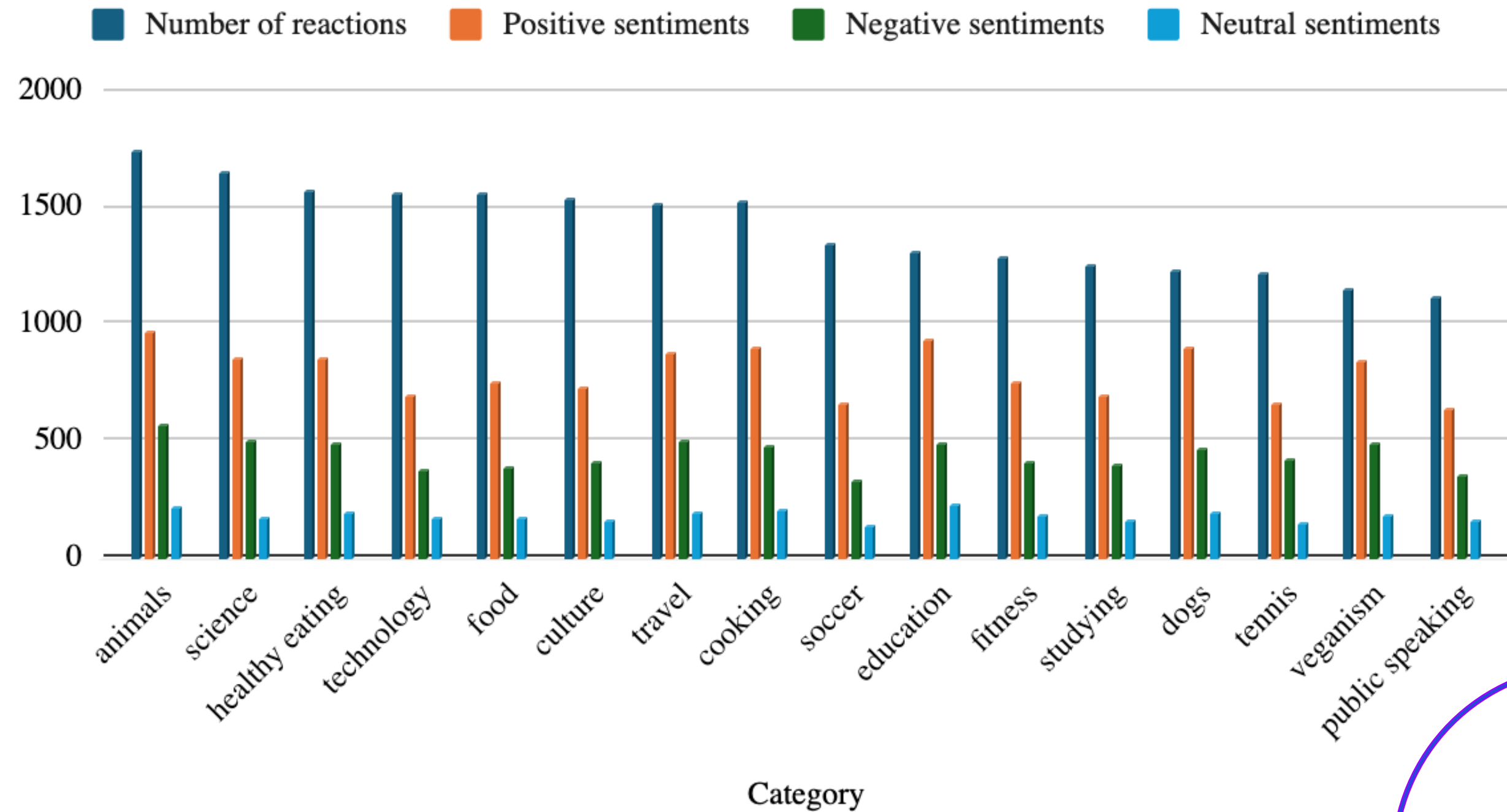
Number of Reactions in each Category
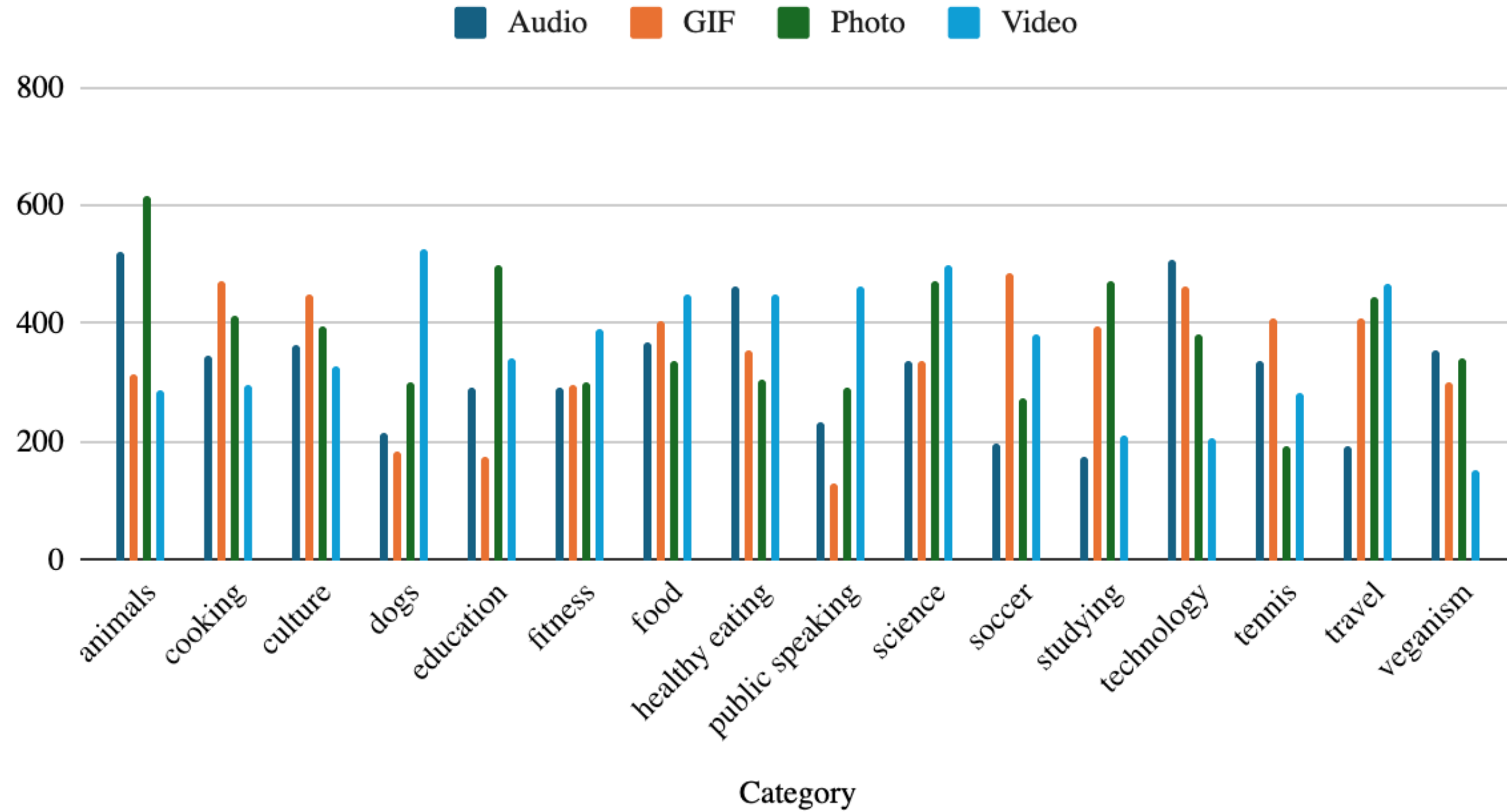
Number of Posts per Month from 2020 to 2021
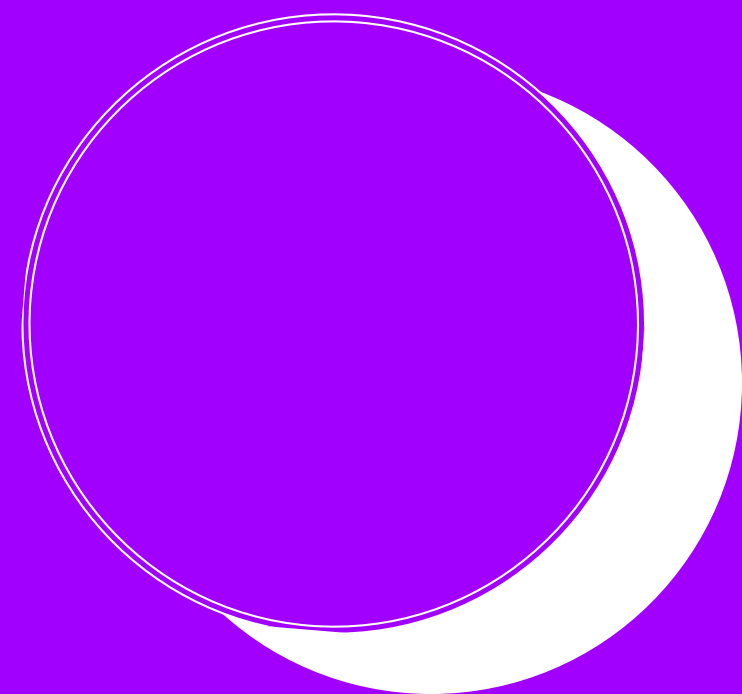
Reactions & Sentiments in each Category

Content Type Performance in each Category

Summary

1. Invest in advanced data management tools and improve governance
2. Highlight strong user engagement and positive sentiment.
3. Focus on producing more content in top categories with high engagement and explore growth opportunities in emerging areas.
4. The next steps dive deeper into large-scale production for a real-time understanding of your business which we can show you how to do i

Thank you!

ANY QUESTIONS?