



Social Buzz

Data analysis



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Technology unicorn Social Buzz is rapidly expanding and must soon adjust to its worldwide scope. Accenture has started a 3-month POC with the following objectives:

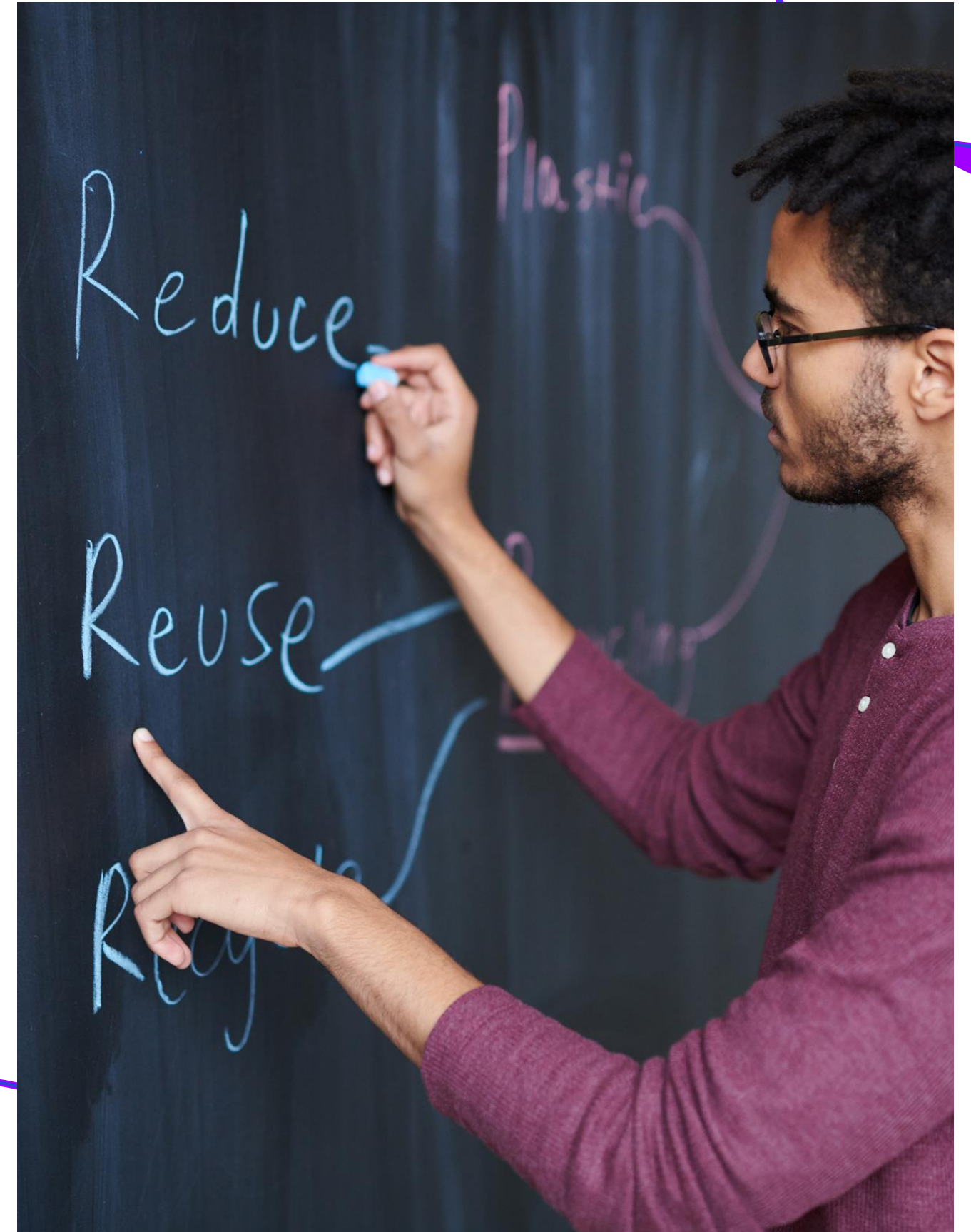
- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100,000 pieces of content Everyday

How to capitalize when there is so much data?

An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Gaurav Nikam
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

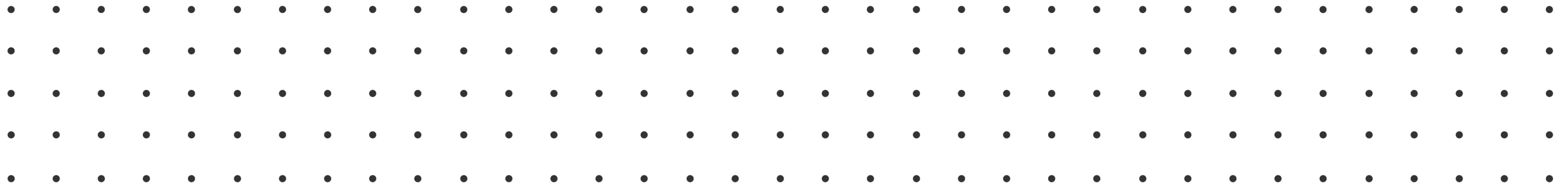
Uncover Insights

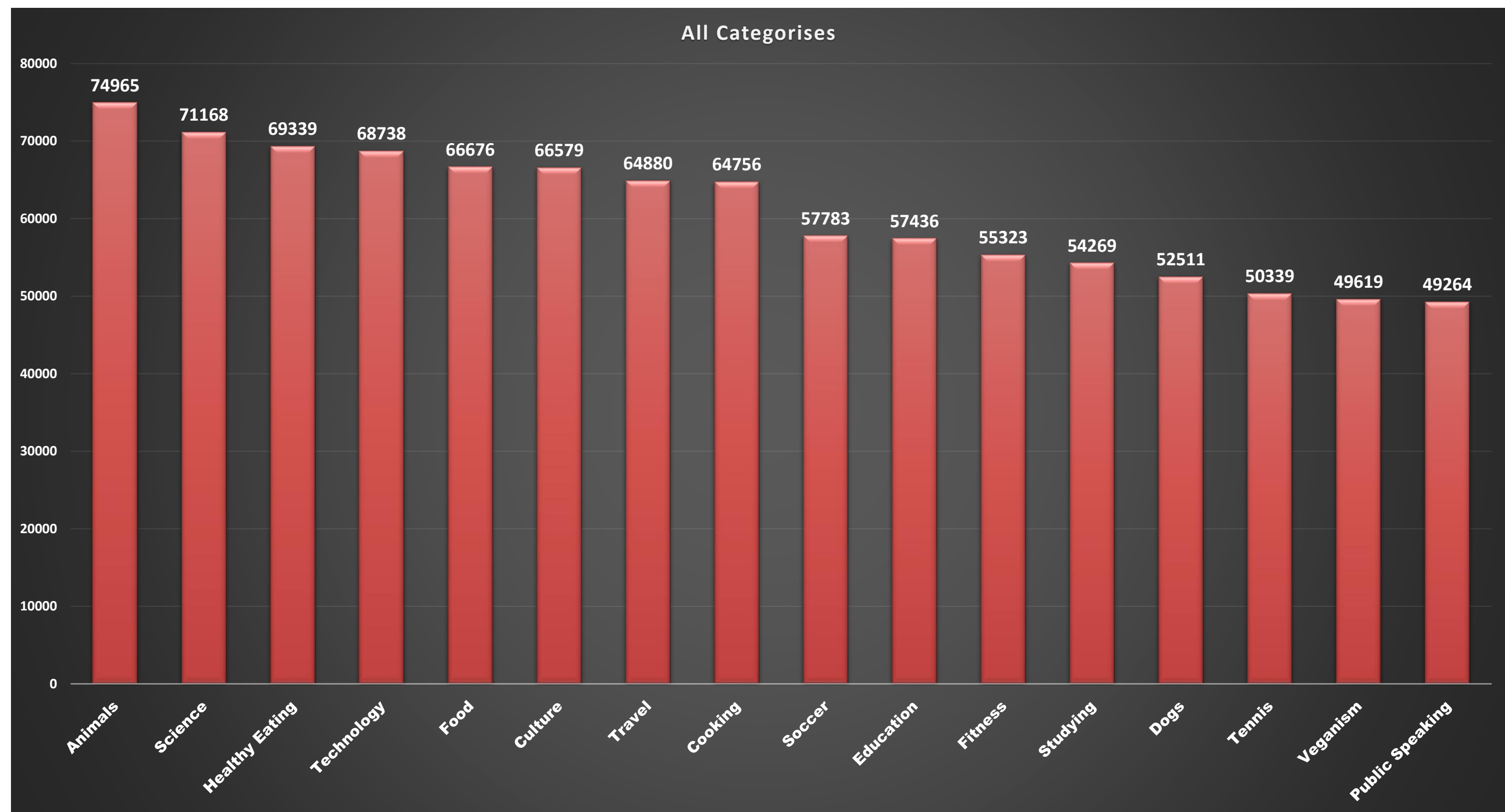
Insights

- There are **16 Unique categories**
- There are total **973645 reactions** on this categories

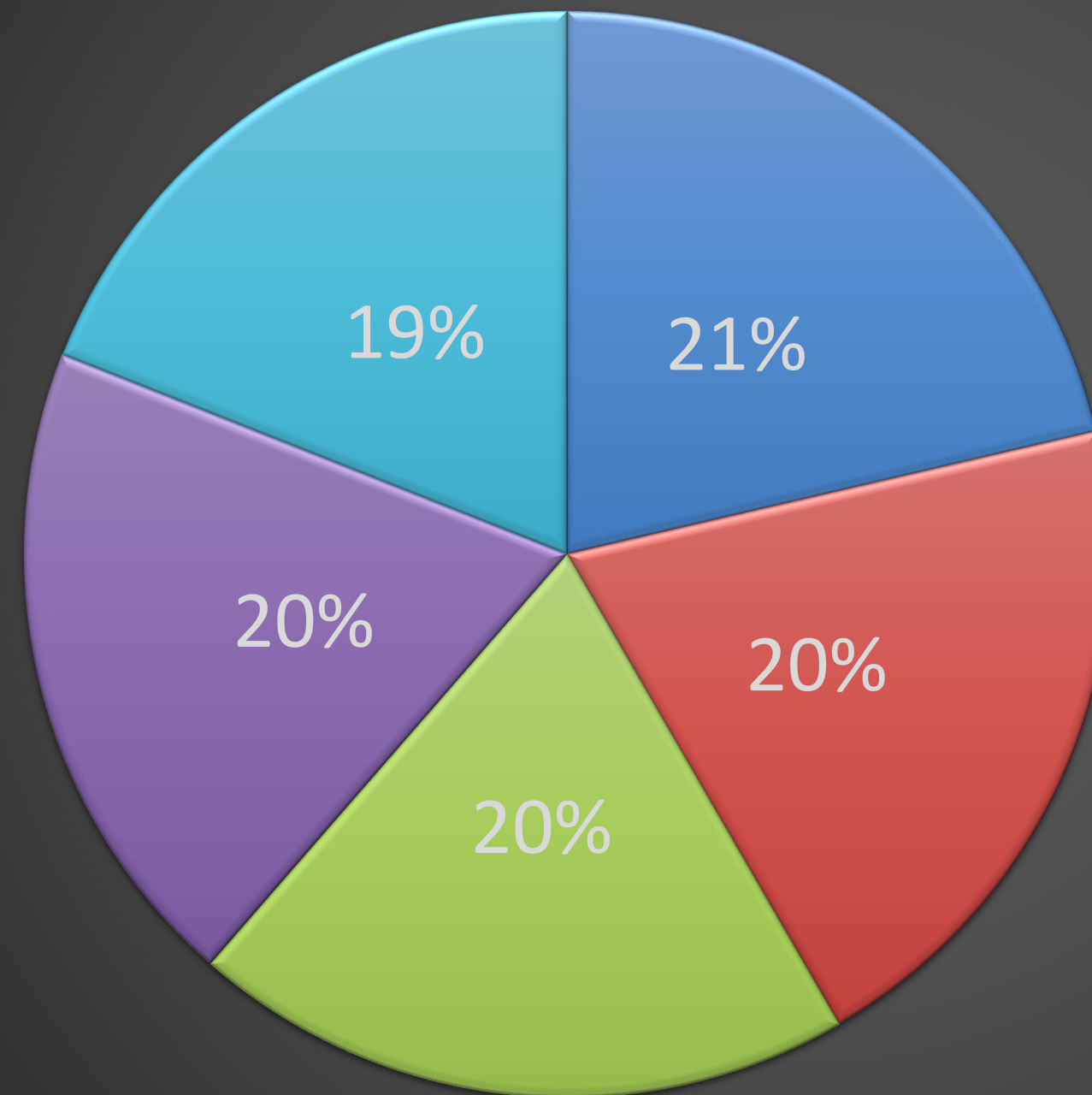
On the next slide, we can see how much reaction there has been to each category.

The top 5 categories with the most reactions





Top 5 Categories

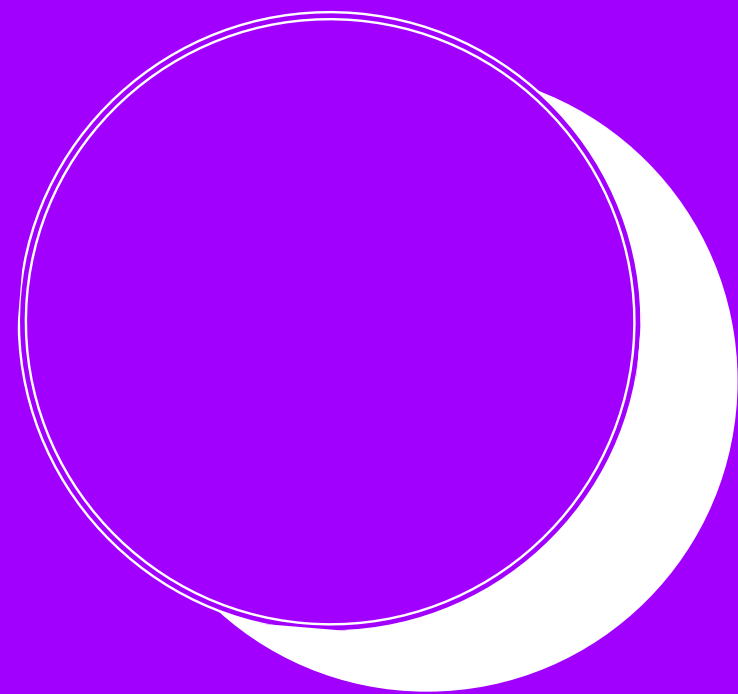


- Animals
- Science
- Healthy eating
- Technology
- Food

Summary



- The data suggests that content related to animals, science, healthy eating, technology, and food resonates strongly with the platform's audience.
- Other categories and their respective aggregate scores are also provided, giving a broader overview of the popularity of various content topics on Social Buzz.
- This analysis can help Social Buzz gain insights into the content preferences of their users, allowing them to tailor their platform and content strategy accordingly.



Thank you!

ANY QUESTIONS?