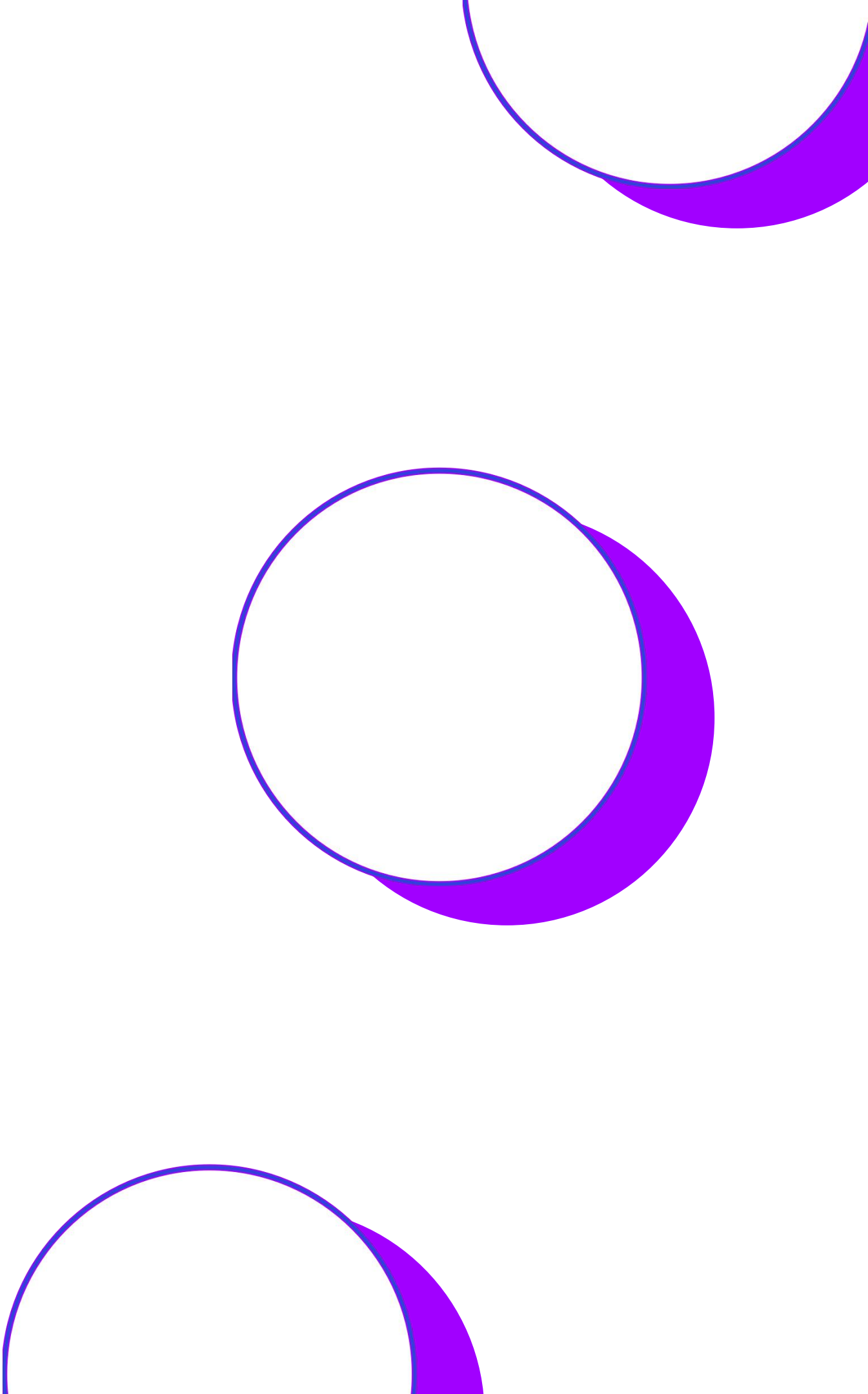SOCIAL BUZZ ANALYSIS

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

SOcial Buss is fast growing in technology and needs to adapt inquickly to its global scale. Accentue is tasked to focus on three tasks :
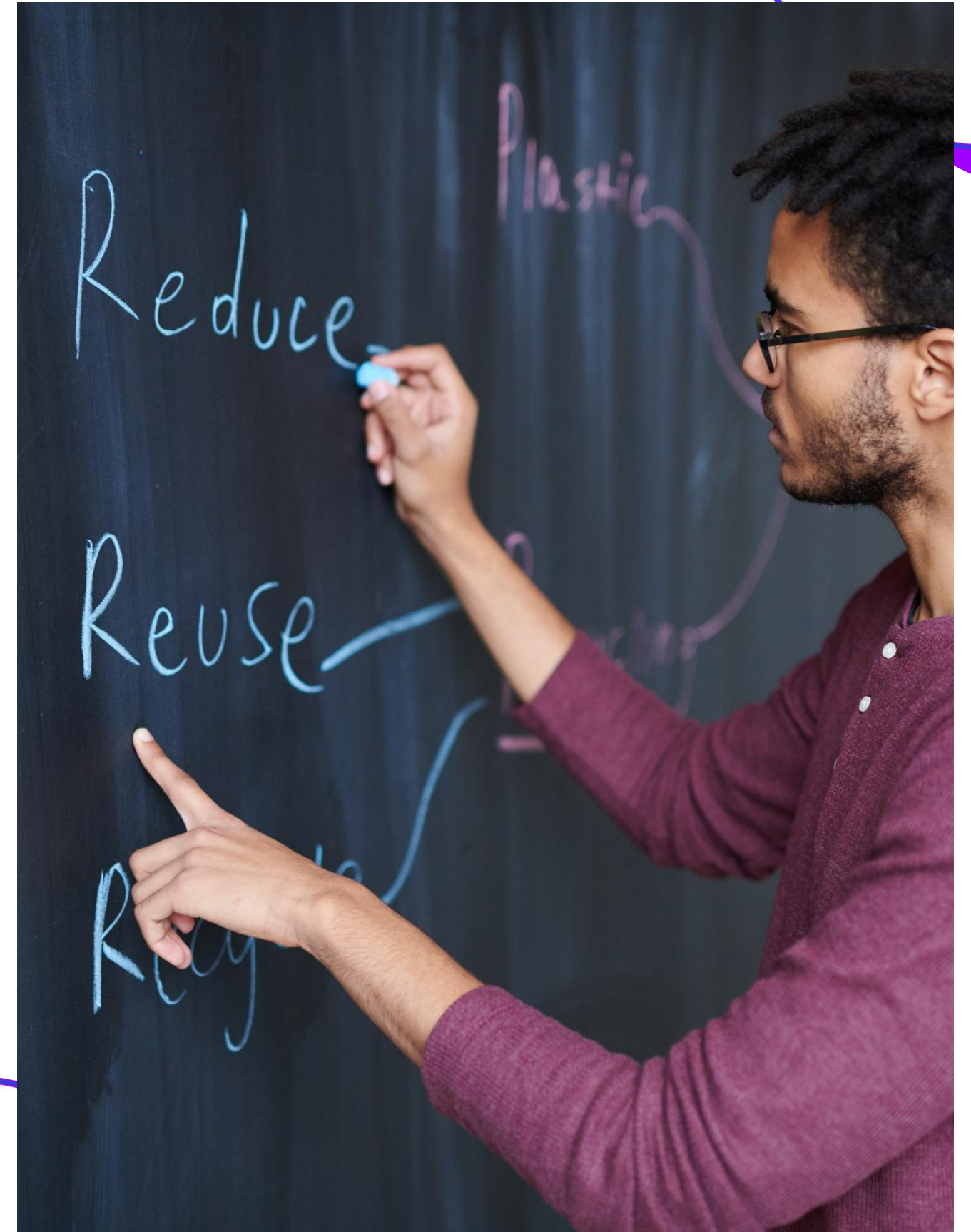
- An Audit of Social Buzz Big data practice
- Recommendations for a successful IPO
- Analysis to find social Buzz top 5 most popular categories of content

Problem

Over 100,000 posts are made each day

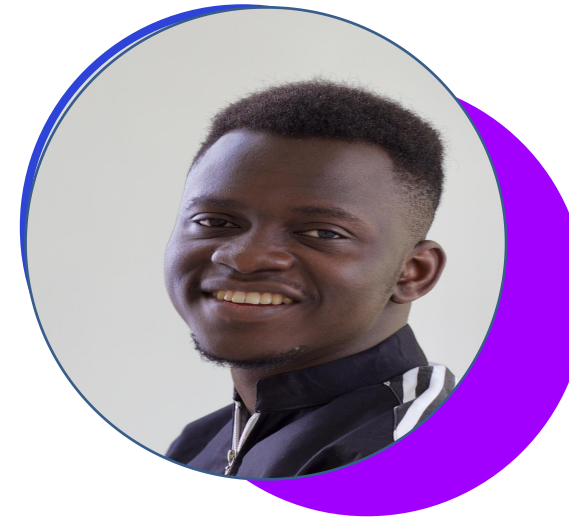36,500, 00 peices of content each years

How do we capitalize on it when there is so much

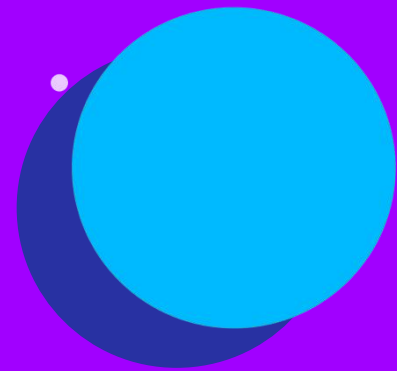# The Analytics team

Andrew Fleming
Chief Technical Architect
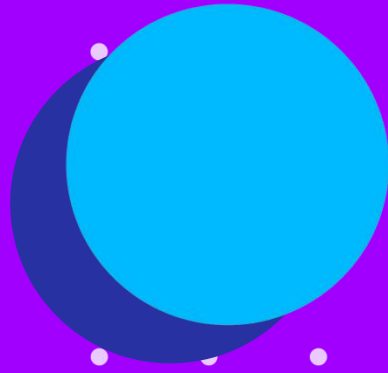
Joseph Gordon-Mensah
Data Scientist

Marcus Rompton
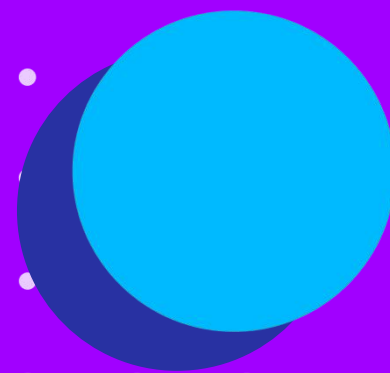Senior Principle

Process

- Data Understanding
- Data Cleaning
- Data Modelling
- Data Analysis
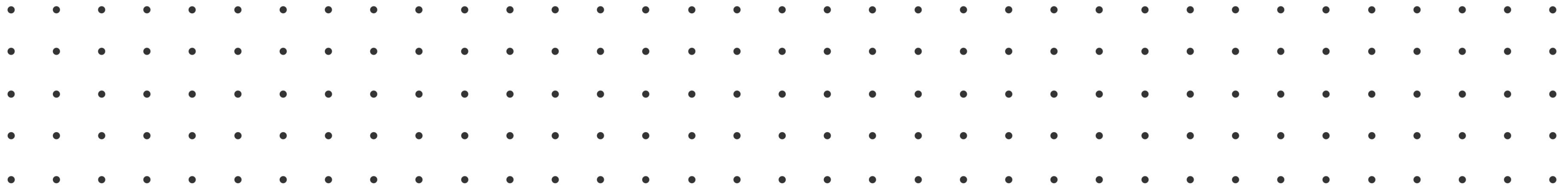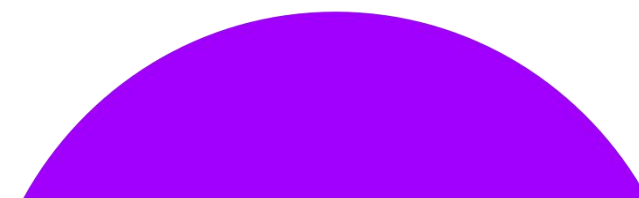- Insights

Insights

98,292 Unique users were analysed

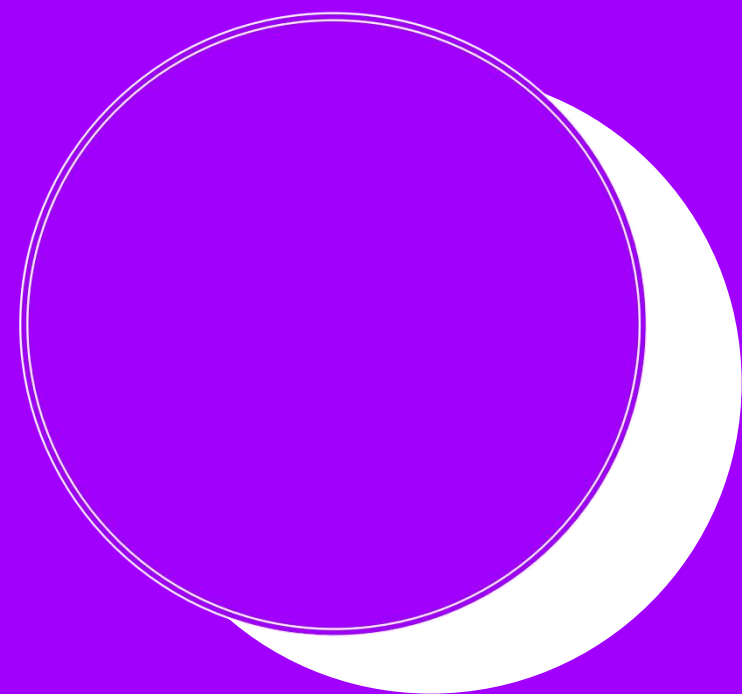out of that there were 300,000 contents that were viewd

There were 17 Categories that stood out the most
The top 5 categories were Animals, Science , Health, Eating, Food, Technology

The most Popular category is animals with 7588 counts
May has the most posts with 8552 posts

Thank you!

ANY QUESTIONS?