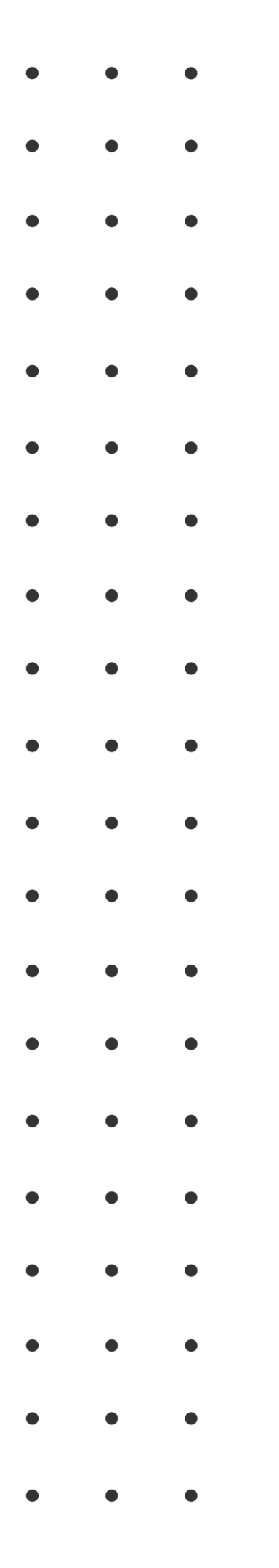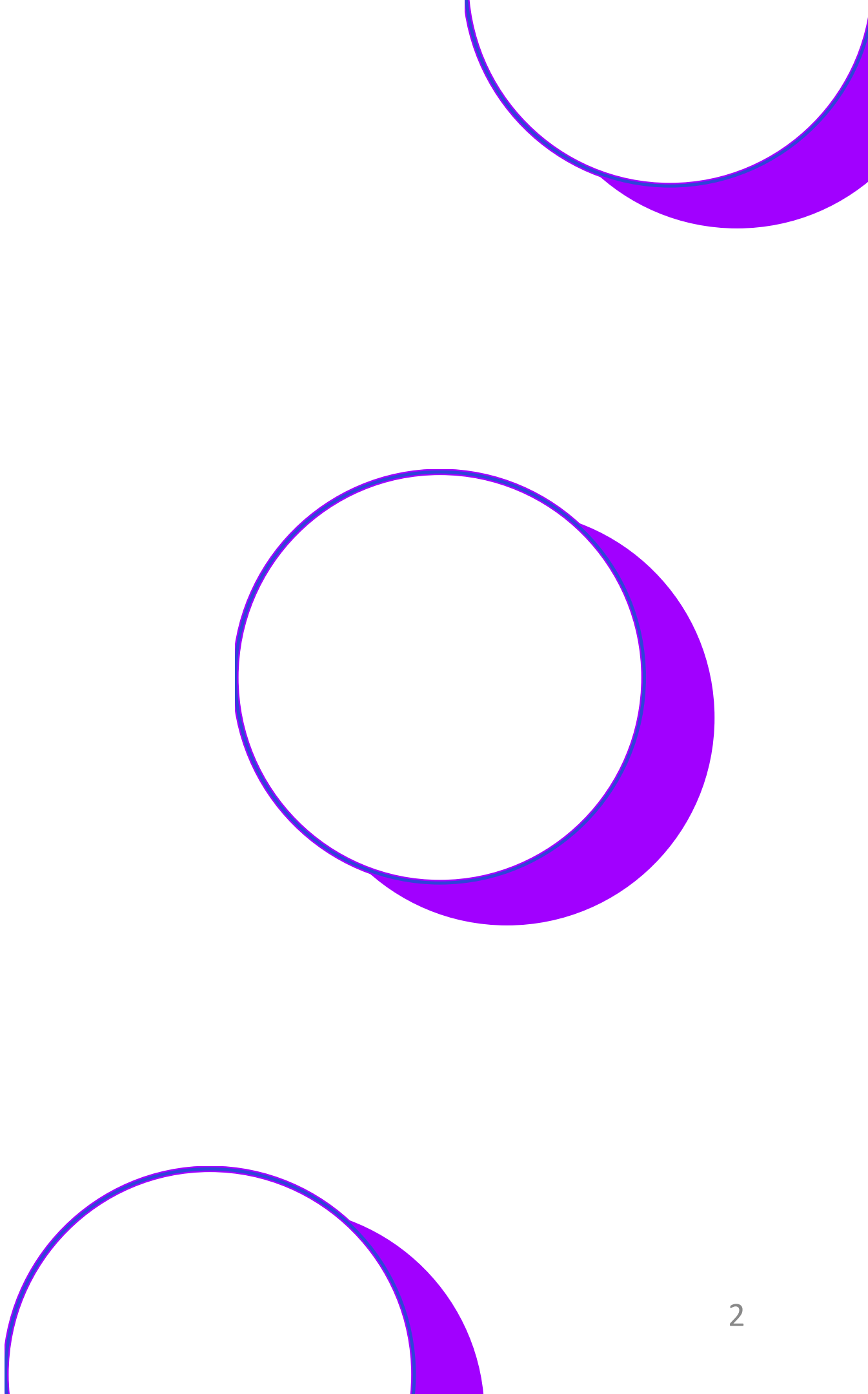# SOCIAL BUZZ PROJECT

Today's agenda

- Project recap

- Problem

- The Analytics team

- Process

- Insights

- Summary

Project Recap

Social Buzz is a fast growing technology giant that needs to quickly adapt to the upcoming scale.

Accenture has begun a 3 month project focusing on three main areas-

- An audit of Social Buzz Big Data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz top 5 most popular content categories.

Problem

- Approx. **100,000** posts per day

- **36,500,0000** posts per year

But how to capitalize on this huge data available?

Analysis to find out the Top 5 most popular categories.

Process

1 **Data Understanding**

2 **Data Cleaning**

3 **Data Modelling**

4 **Data Analysis**

5 **Interpretation & Insights**

Insights

16
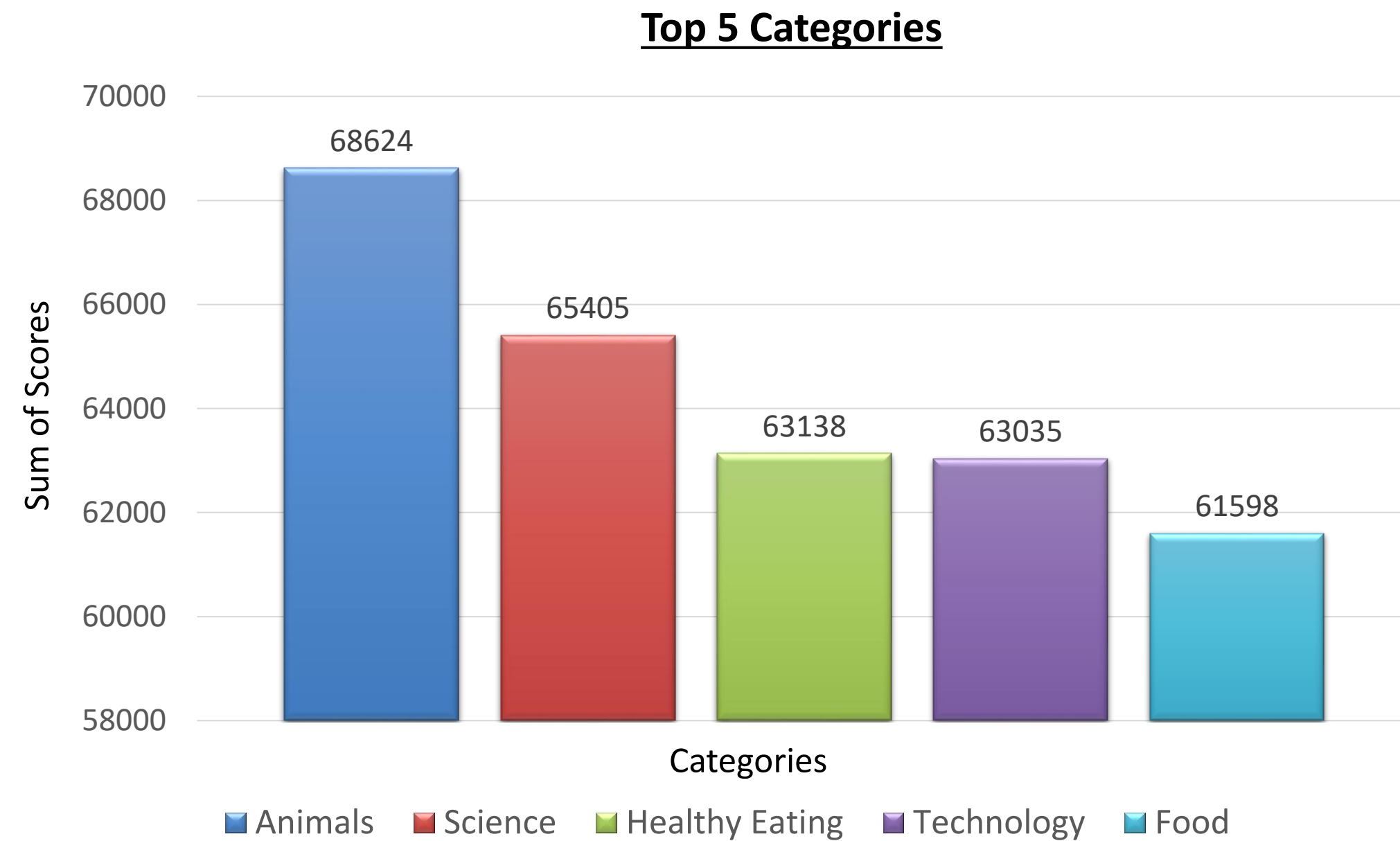
UNIQUE CATEGORIES

1738

REACTIONS TO 'ANIMAL' POSTS

MAY

**MONTH WITH MOST POSTS**

1) Top 5 most popular categories

Top 5 Categories

2) Other unique Content Categories

Other unique Content Categories

Category	Category_Score
Culture	60663
Travel	59358
Cooking	59174
Soccer	53216
Education	52759
Fitness	50835
Studying	49442
Dogs	48398
Tennis	46185
Veganism	45901
Public Speaking	45751
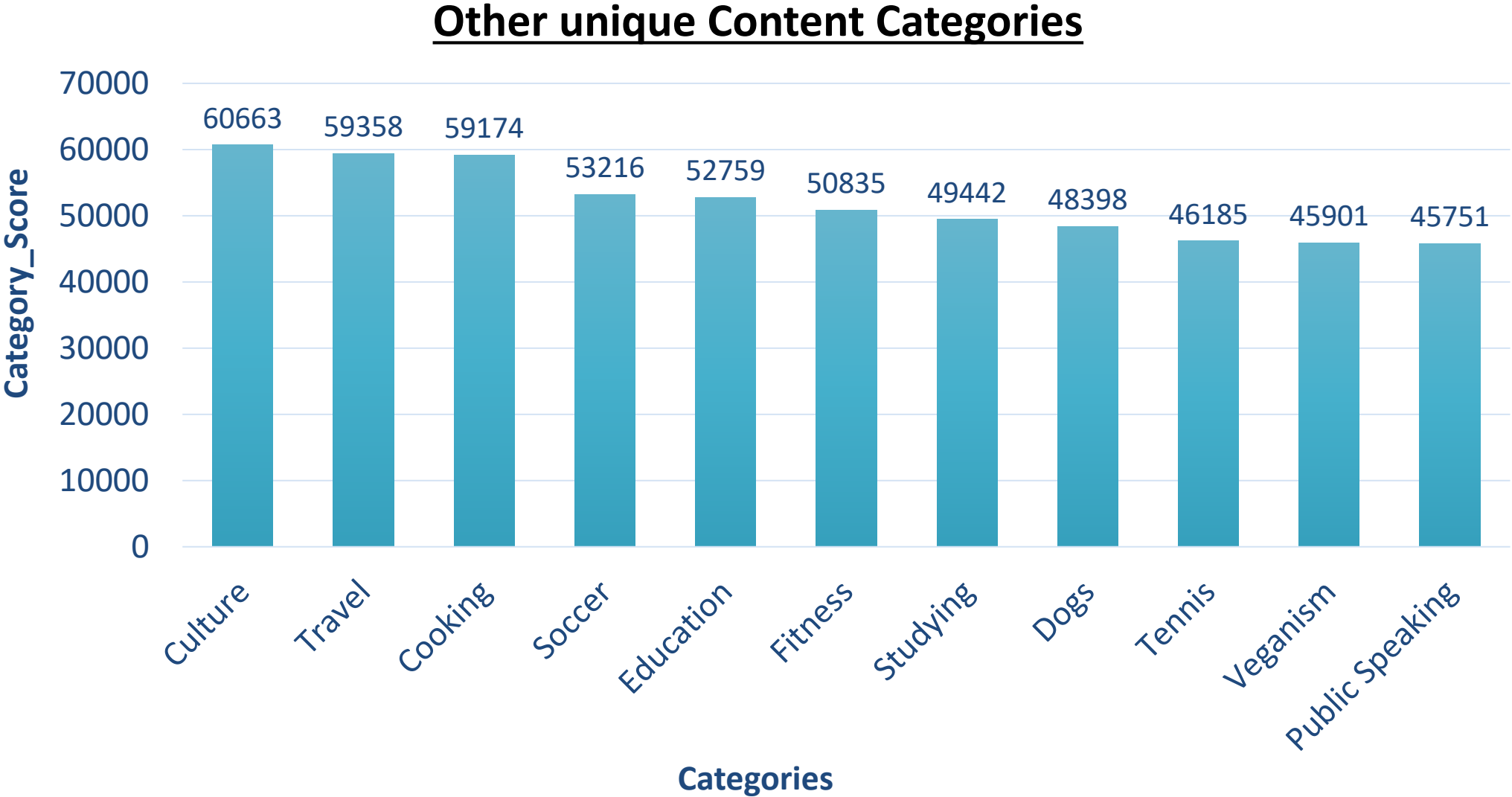
3) Most popular content type responded by users.

Most Popular Content-Type
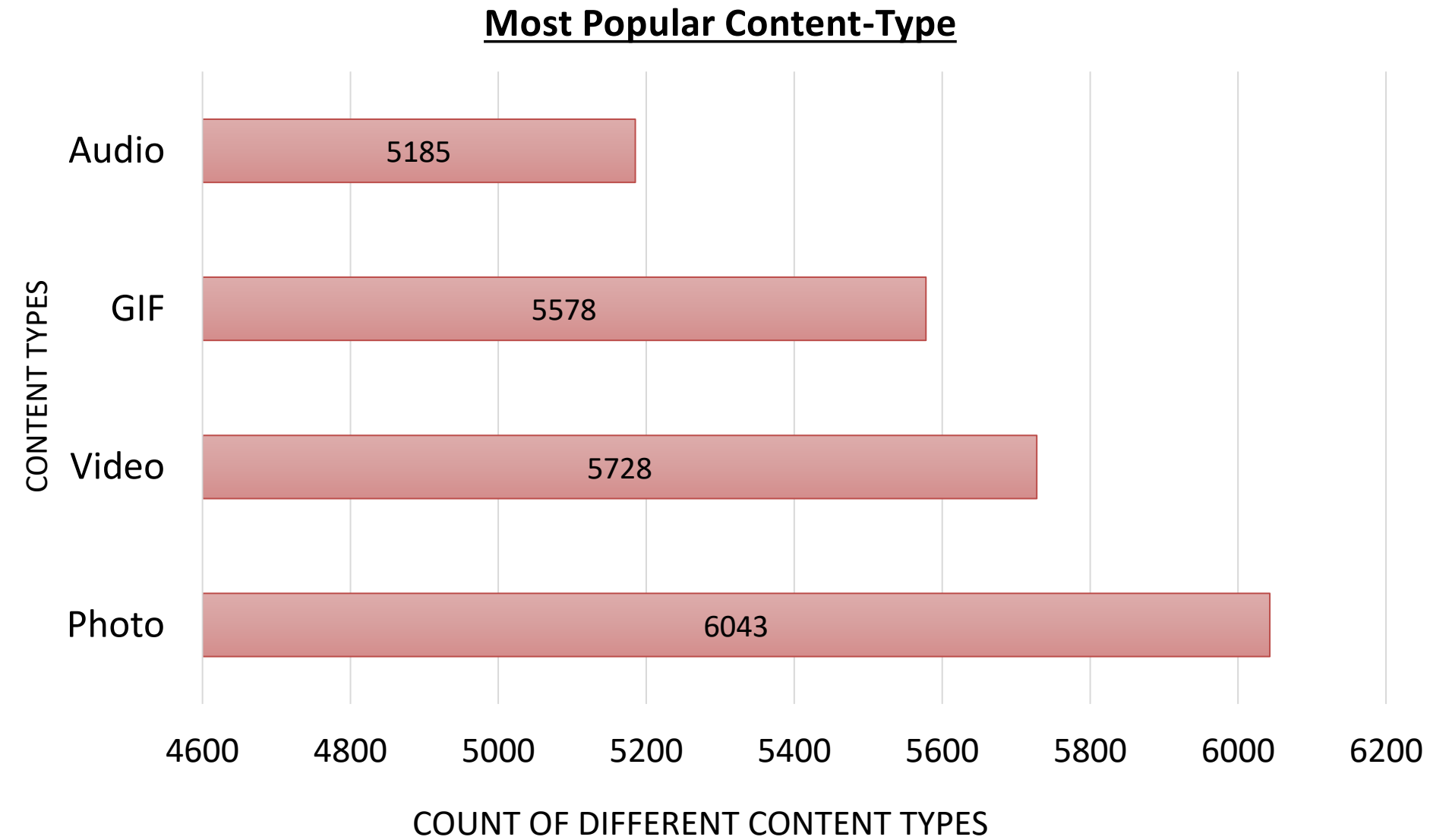
4) The peak hours and months when people reacted the most.

Peak Months of using Social Buzz

Peak Hours
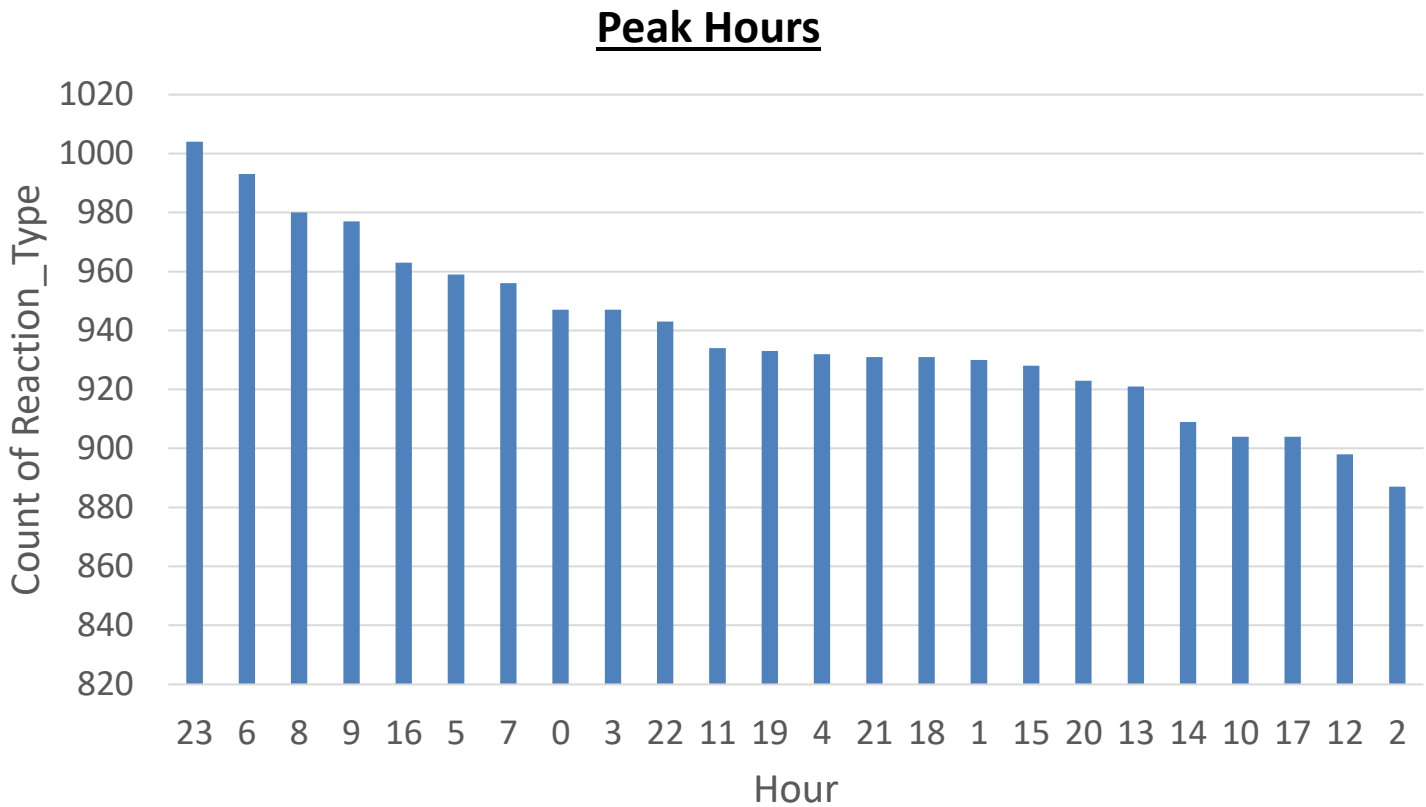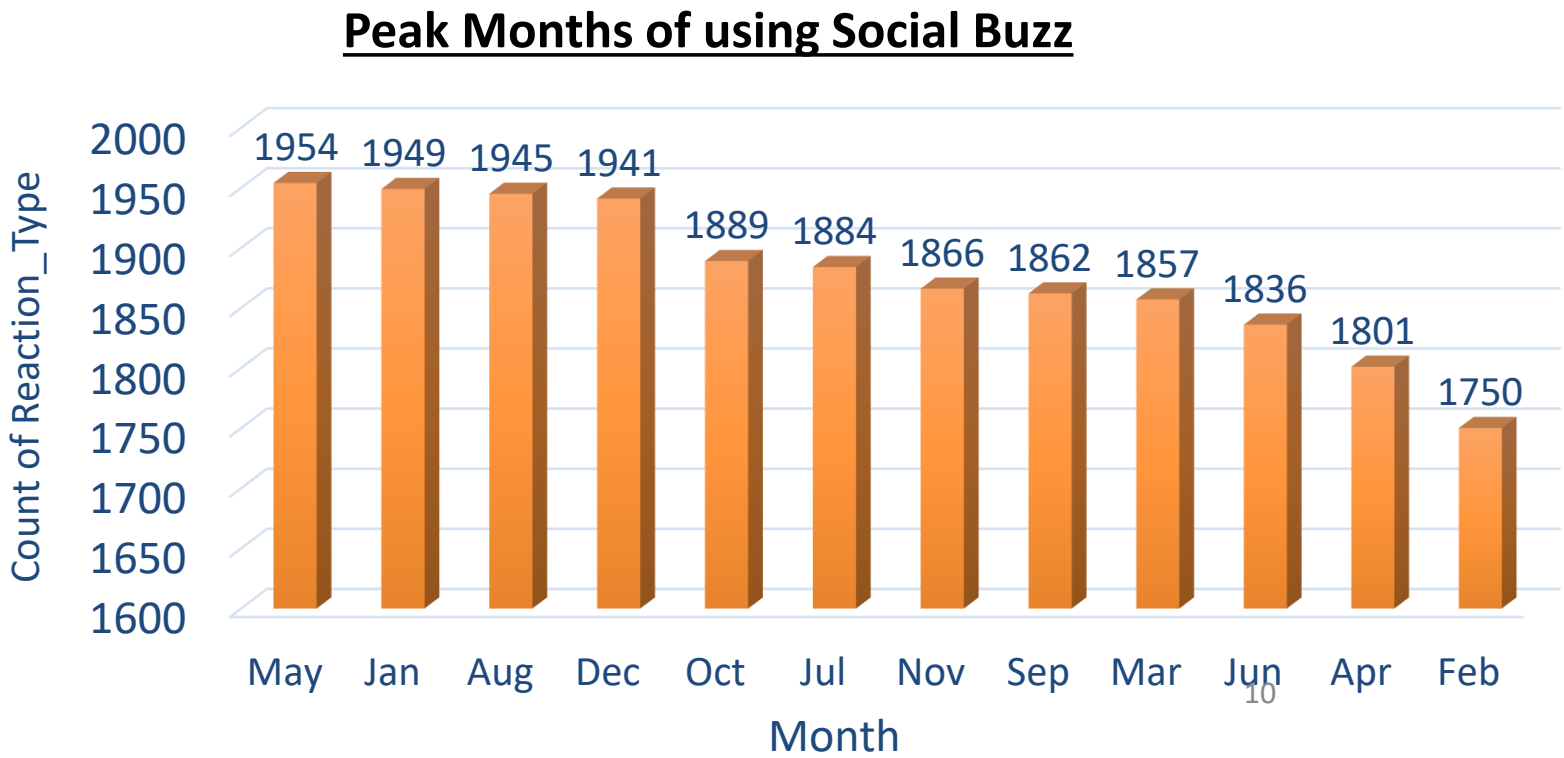
5) Sentiment Analysis of Content Categories

Sentiment Analysis
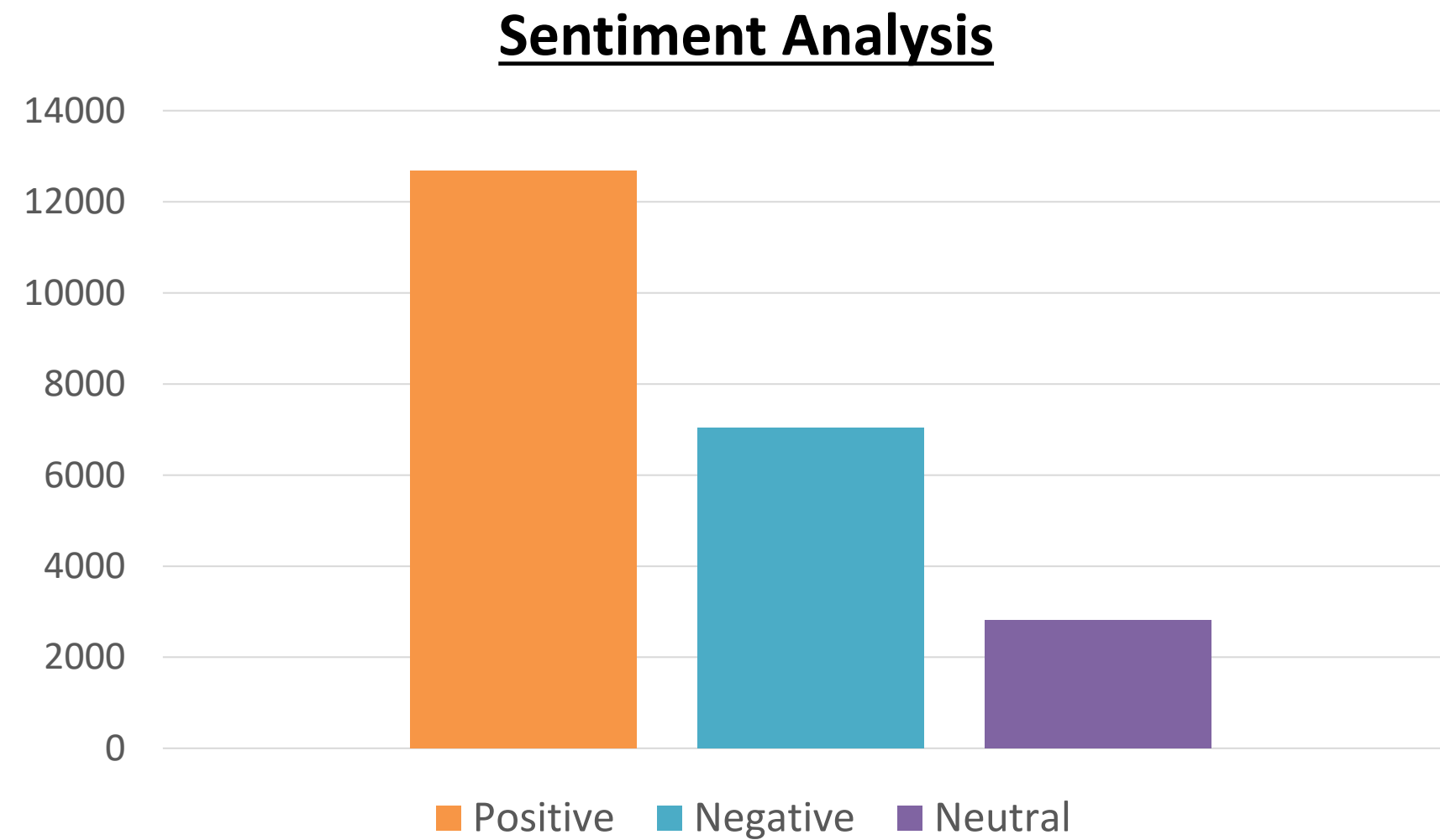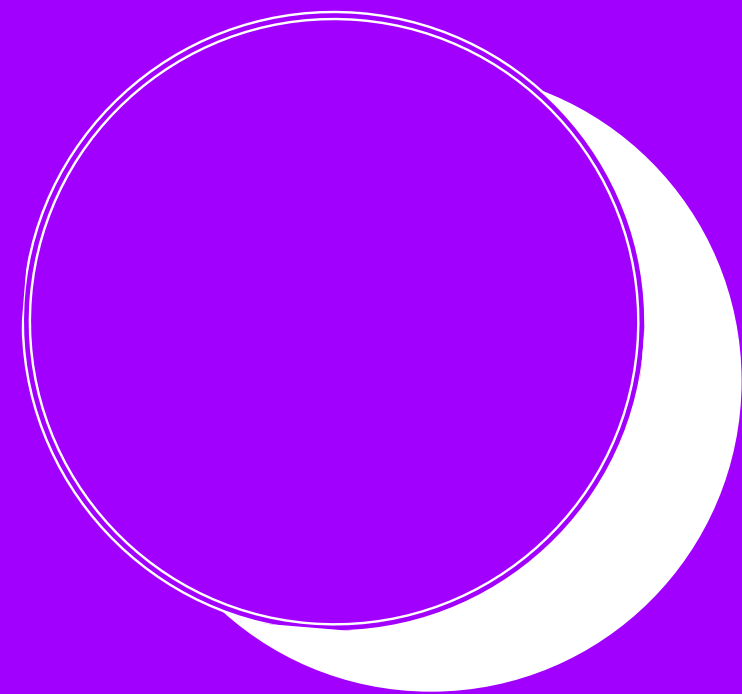
Summary

ANALYSIS
Animals and Science are the two most popular categories of content, showing people enjoy "real life" and "factual" contents the most.

INSIGHTS
Food is a common theme with the top 5 categories with 'Healthy eating' ranking the highest. The company could use this insight to create campaigns and work with healthy eating brands to boost user engagement.

NEXT STEP
This specific analysis is insightful and it's time to take this analysis into large scale production for real time understanding of the business. Our team can suggest the needful steps.

Thank you!

ANY QUESTIONS?