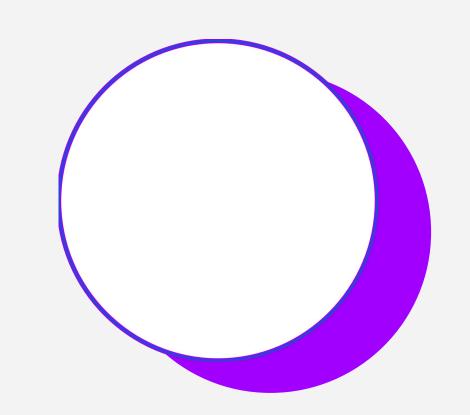
SOCIAL BUZZ: DATA ANALYSIS

Today's agenda

- → Project recap
- → Problem
- → The Analytics team
- → Process
- → Insights
- → Summary





Social Buzz is a rapidly growing social media platform. It emphasizes content by keeping all users anonymous, and has reached over 500 million active users each month. Accenture engagement with Social Buzz for a 3 month initial project are:

- → An audit of their big data practice
- → Recommendations for a successful IPO
- → An analysis to find insights regarding the top 5 most popular categories

Problem

- → Every day over 100,000 pieces of content.
- → Over 36 million piece of data every year.
- → Data is highly unstructured.

How to gain useful insights from that massive amount of data?







Andrew Fleming

Chief Technology Architect



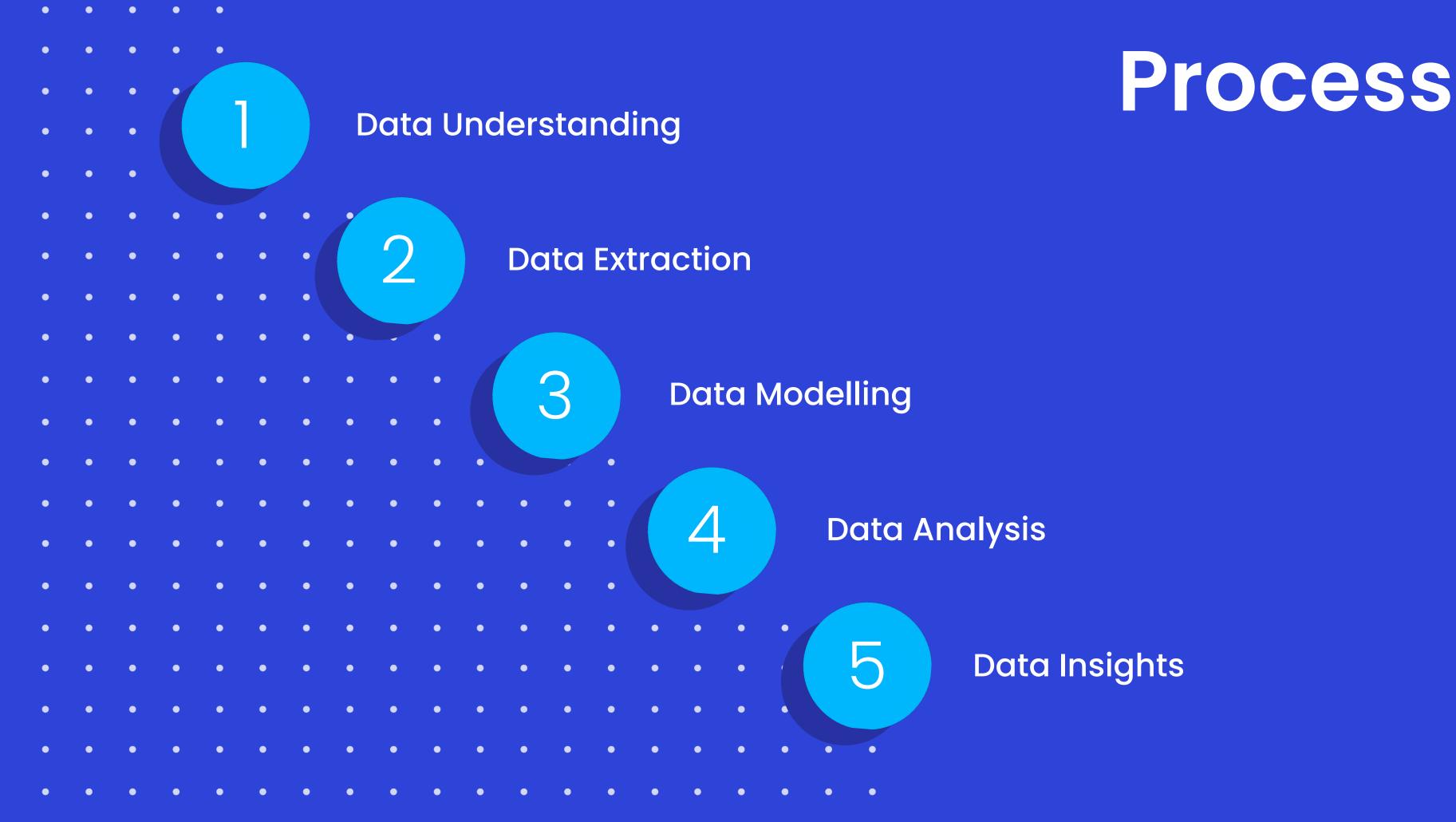
Marcus Rompton

Senior Principal



Hamza El Belghti

Data Analyst



Insights

16

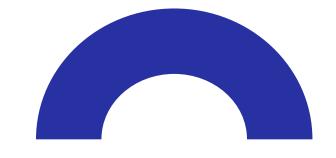
Unique categories

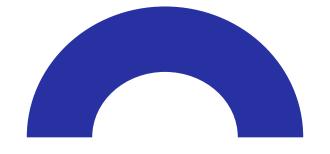
1897

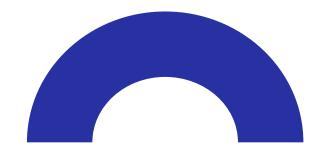
Posts in Animals category

May

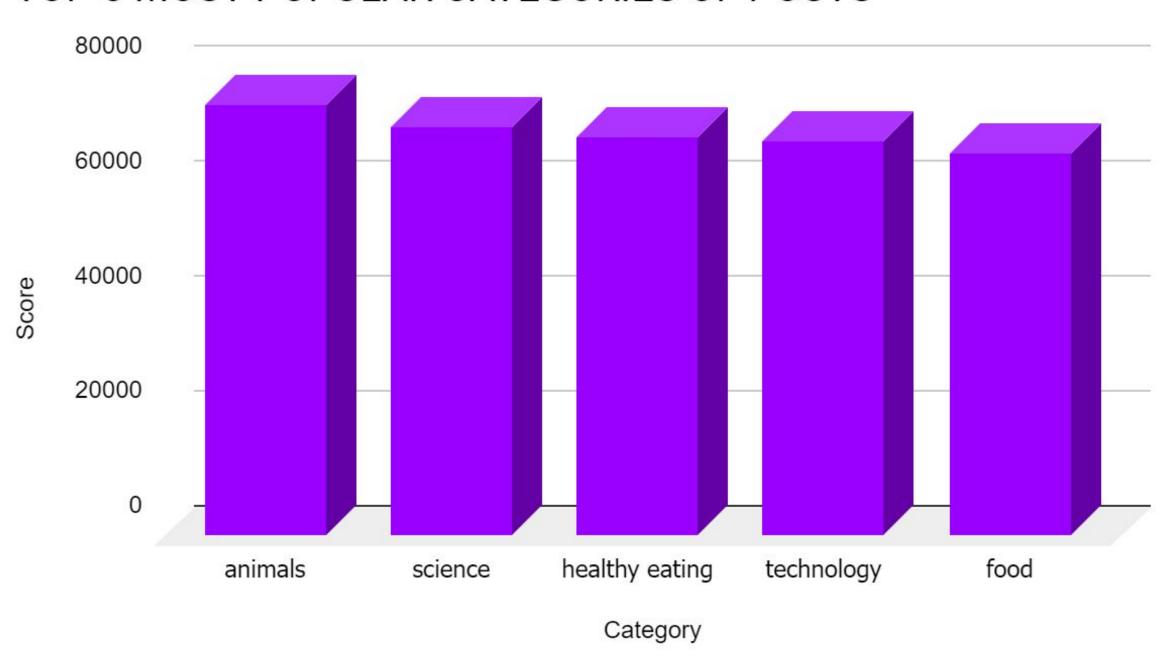
Month with most posts



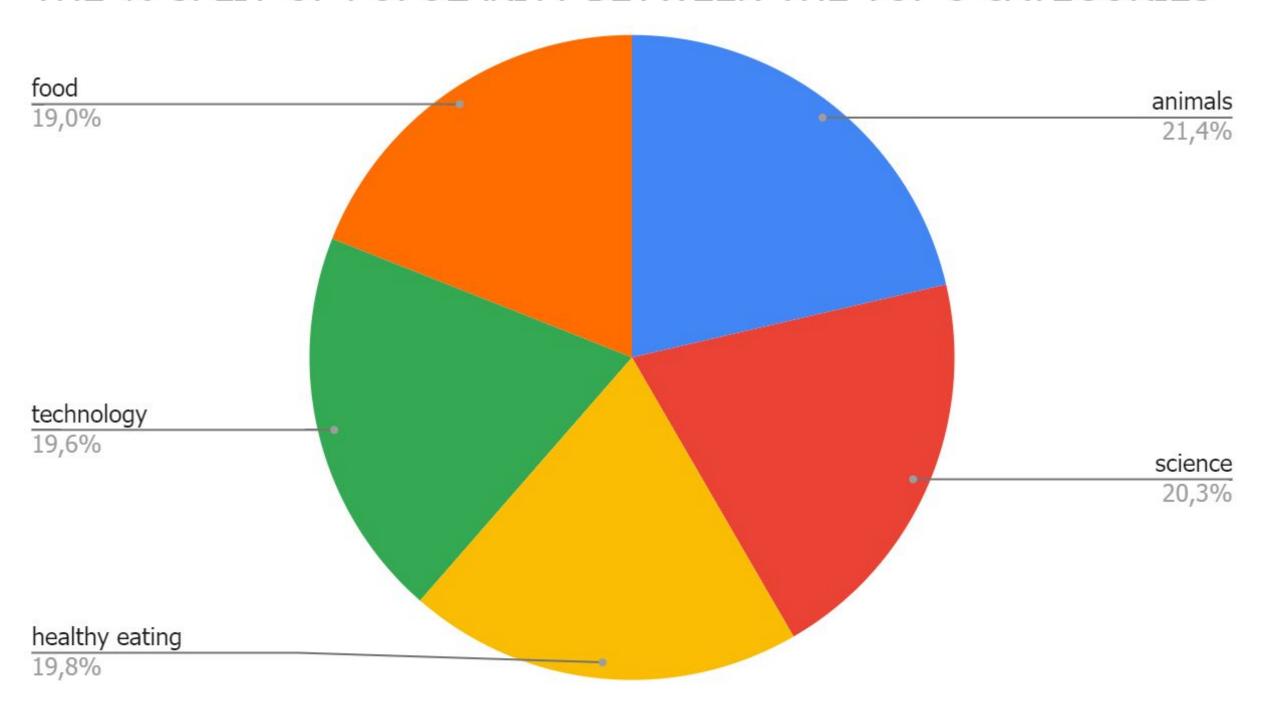




TOP 5 MOST POPULAR CATEGORIES OF POSTS



THE % SPLIT OF POPULARITY BETWEEN THE TOP 5 CATEGORIES

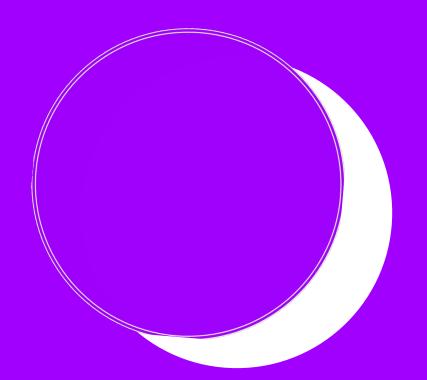


Summary

Animals and science are the two most popular categories.

Healthy eating was third in the ranking, as May was the month with the most number of posts.

Help realize these kinds of insights in production across your organization.



Thank You!

ANY QUESTIONS?