Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast-growing technology unicorn that need to adapt quickly to its global scale
Accenture has begun a 3-month POC focusing on these tasks:

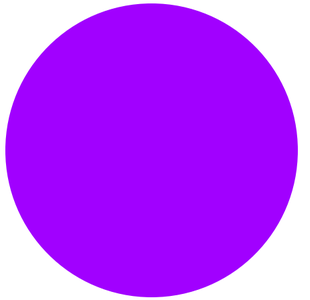
- Audit of big data practices.
- IPO preparation recommendations.
- Analysis of content categories for the top 5 most popular categories pf content.

Problem

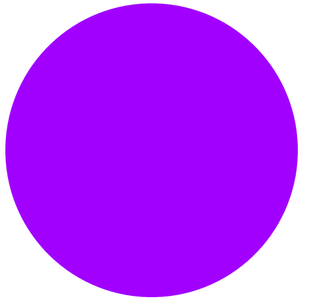
Over 100000 post per day

36,500,000 pieces of content per year!

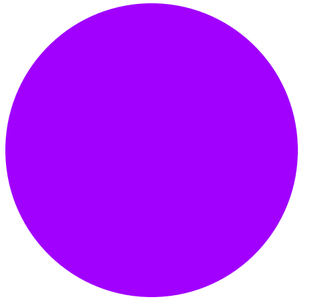
The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Hanadi Bitar
Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modeling
4. Data analysis
5. Uncover Insights

Insights

16

UNIQUE CATEGORIES

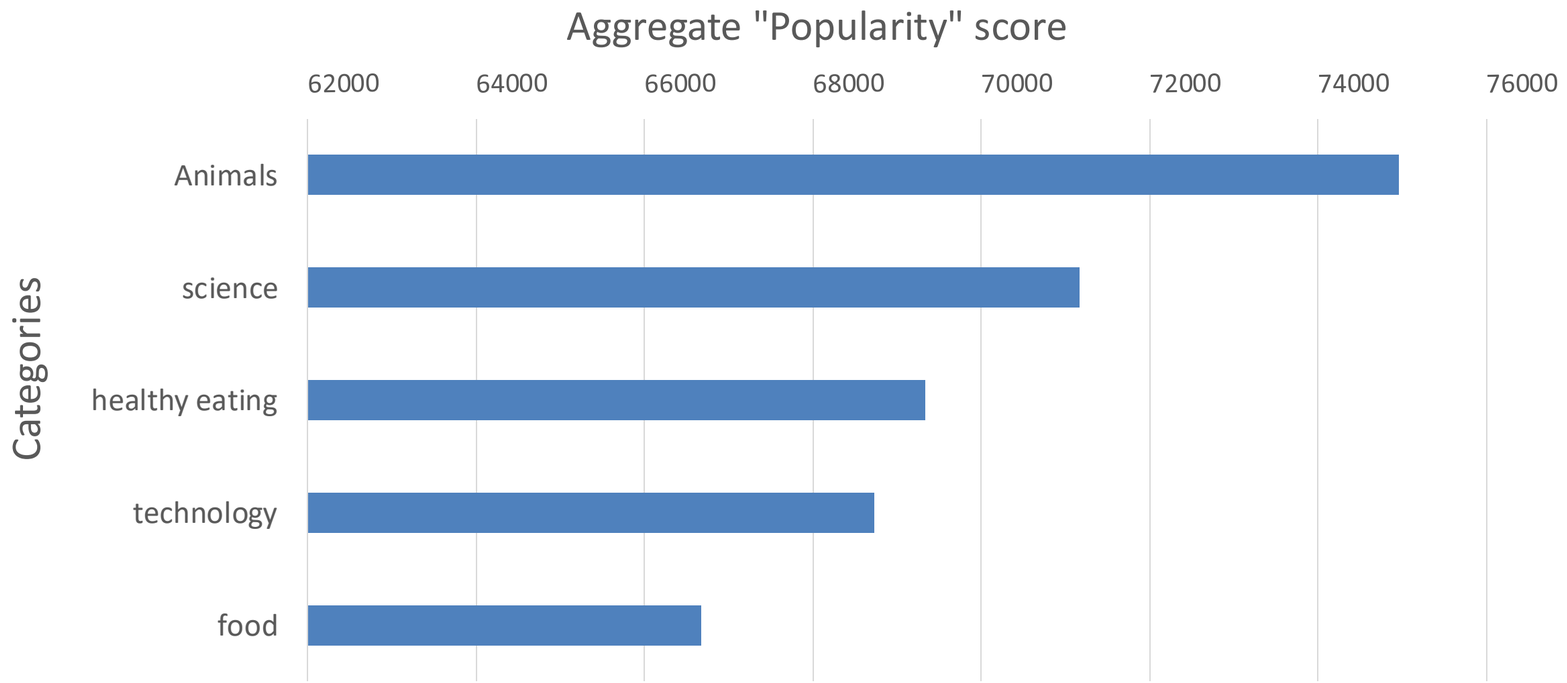
1897

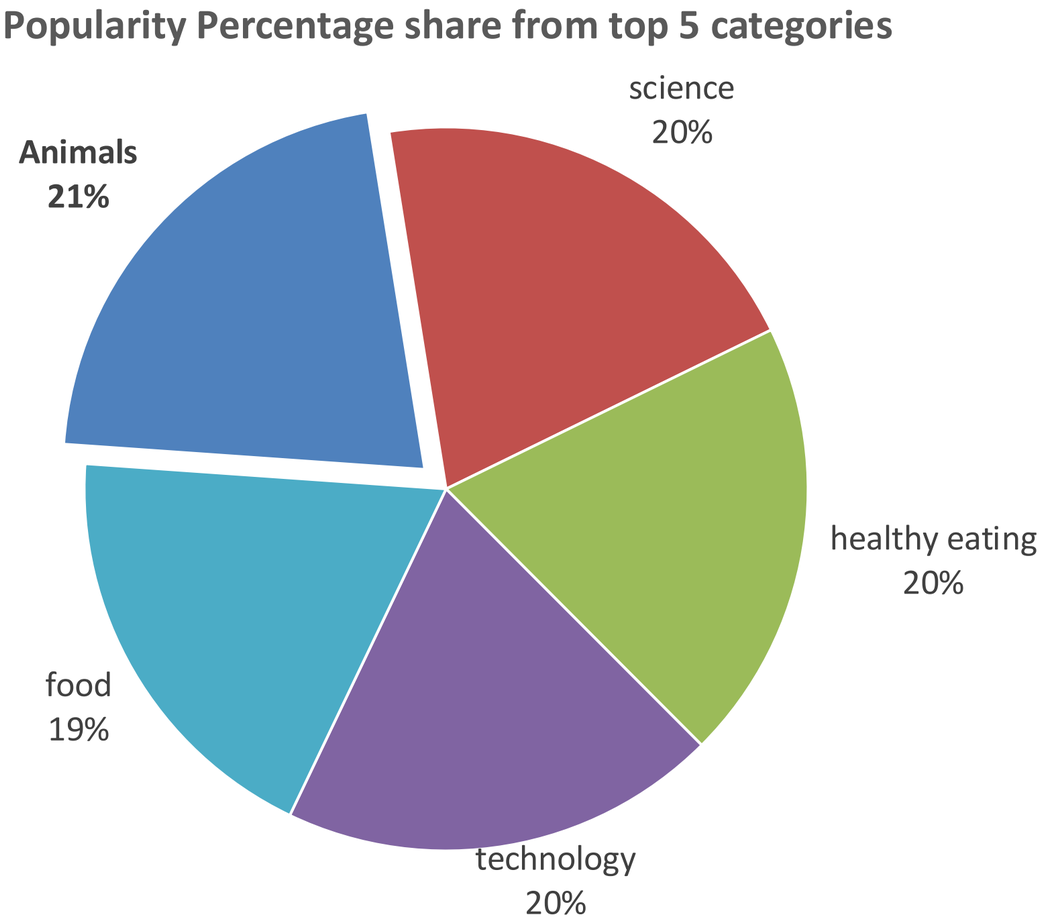
REACTIONS TO “ANIMAL” POSTS

JANUARY

MONTH WITH MOST POSTS

Top 5 Categories by aggregate " popularity" score



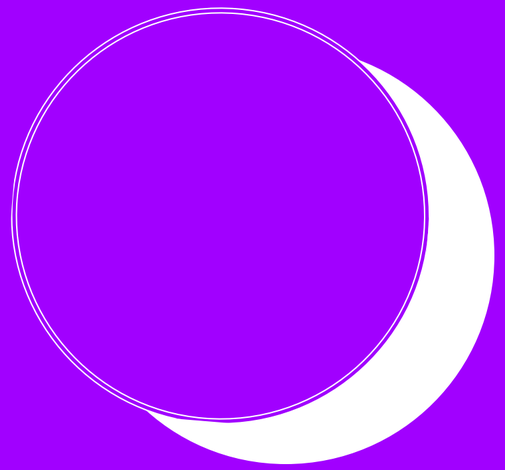

Popularity Percentage share from top 5 categories
science
20%
Animals
21%
healthy eating
20%
food
19%
technology
20%

Summary

ANALYSIS
Animals and science are the two popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

INSIGHT
Food is a common theme with the top 5 categories with” Healthy Eating” ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEP
This ad-hoc analysis is insightful, but it’s time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?