Social Buzz

Accenture Data Visualization and Story Telling Task 3

Today's agenda

Project recap

Problem

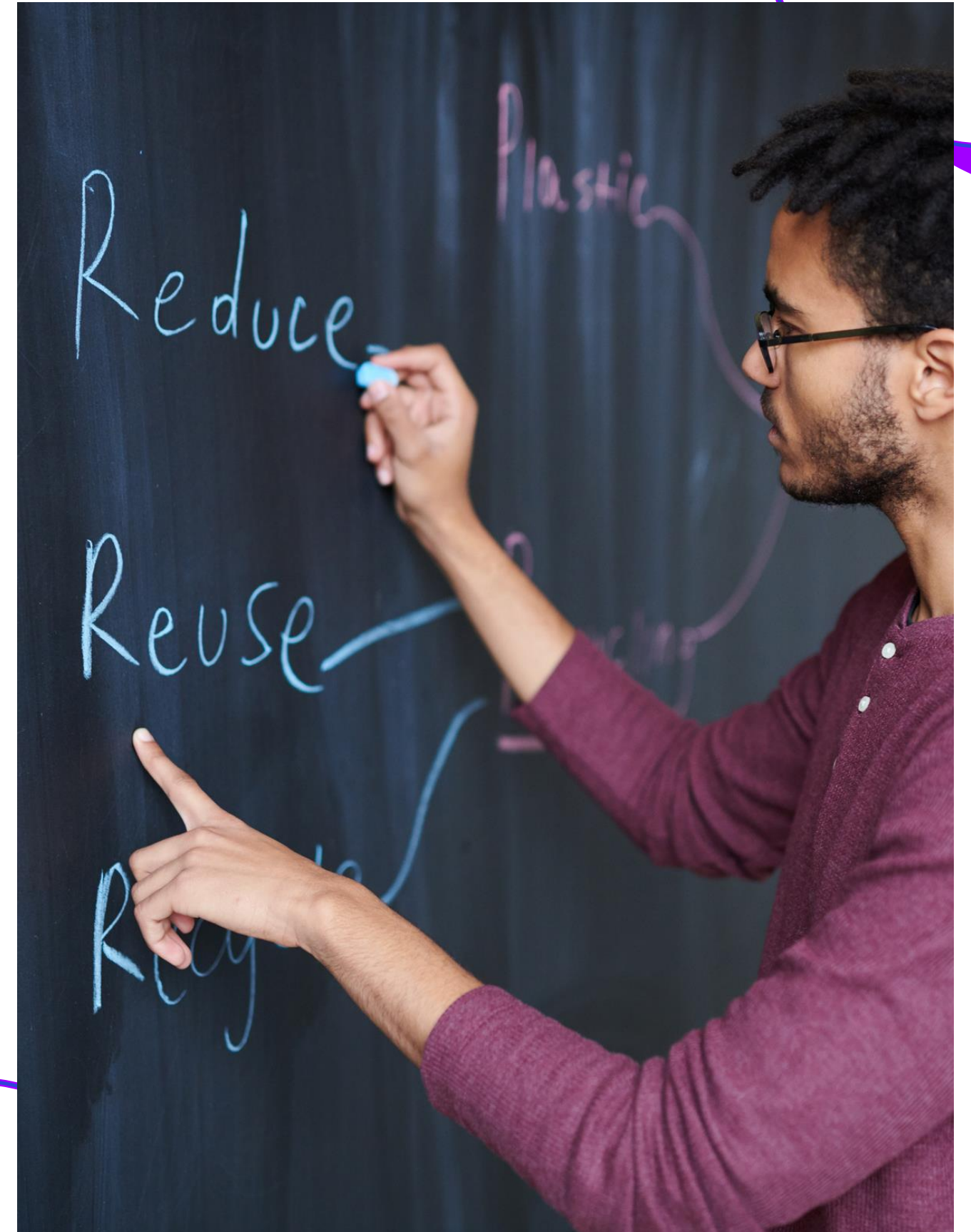The Analytics team

Process

Insights

Summary

Project Recap

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

- 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 100000 posts per day

36,500,000 pieces of content per year!

But how to capitalize on it when there is so much?

Analysis to find Social Buzz's top 5 most popular categories of content

The Analytics team

Hardik Gupta
Data Analyst

Marcus Rompton
Senior Principle

Andrew Flamming
Chief Technical Architect

1 Data Understanding
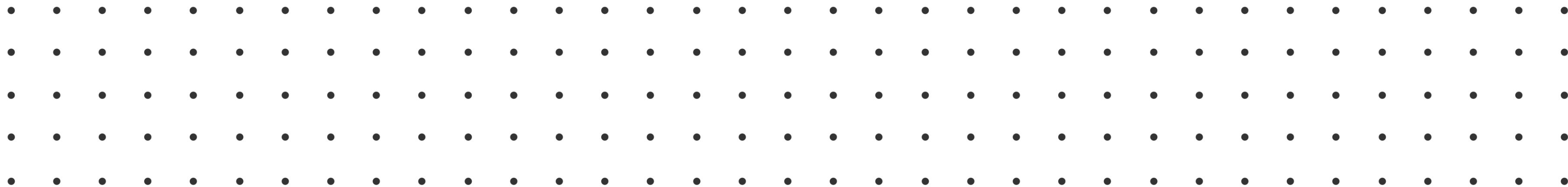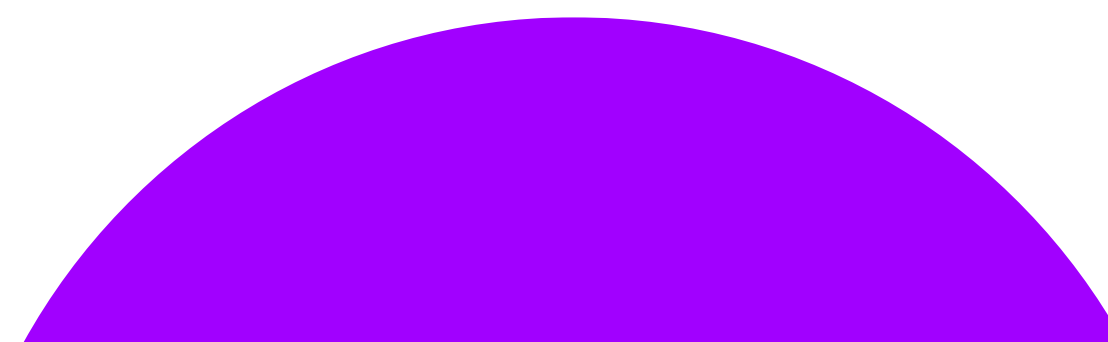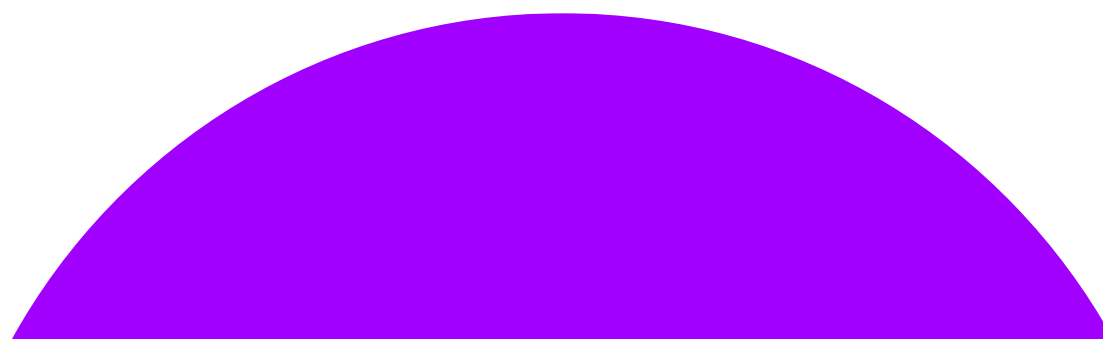
2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover Insights

Process

16
Unique Categories

Animal
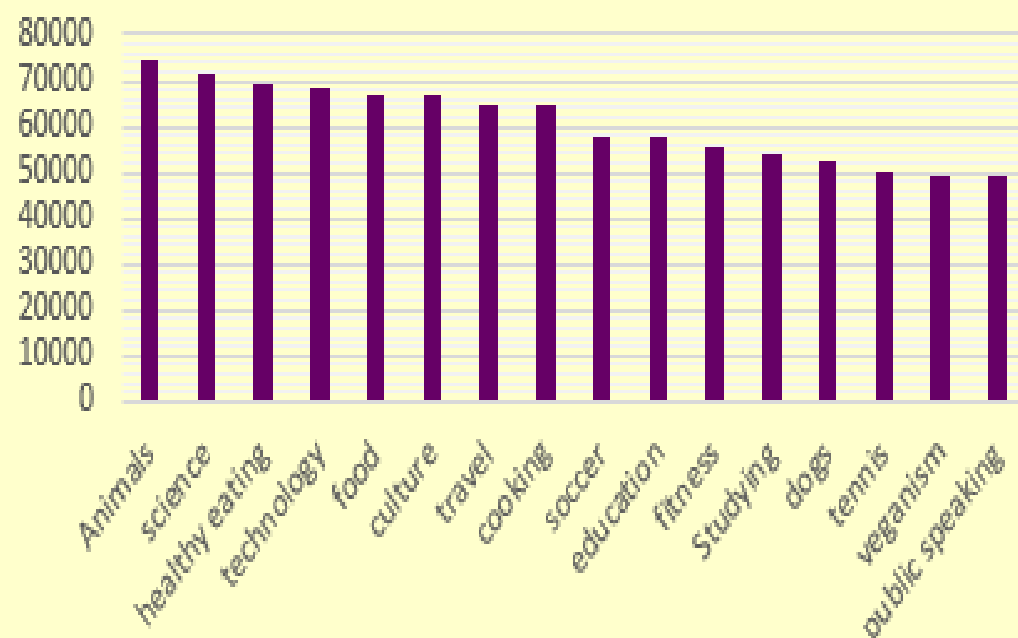## Most Favorite Categories

May
With Most Number of Post

SOCIAL BUZZ

VISUALISATION

Unique Categories :- 16 | Most Favorite Category :- Animal | Maximum Number of Posts :- May

Category Wise Score

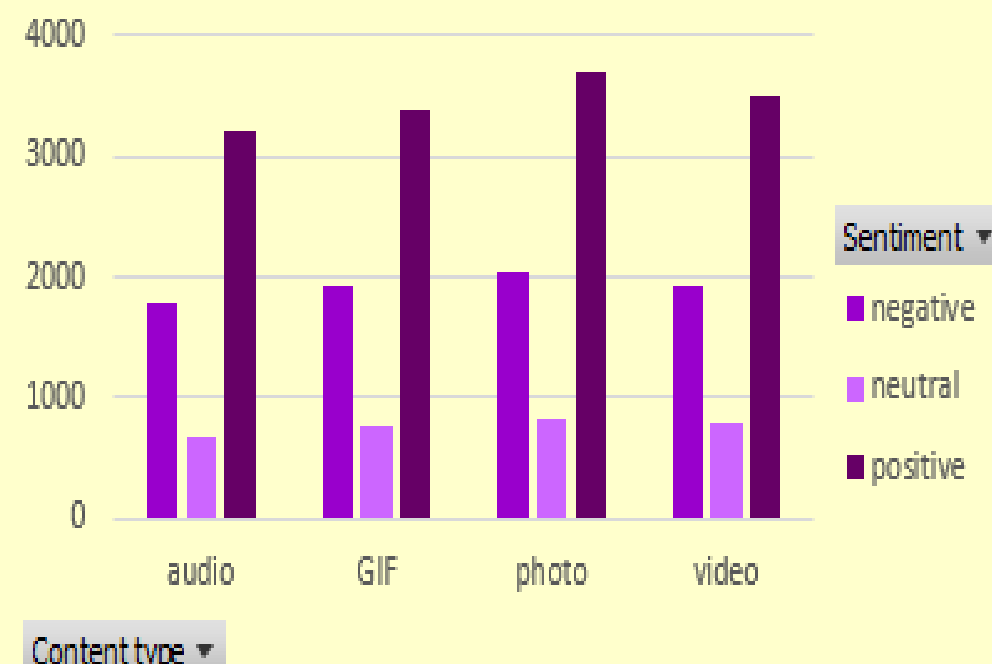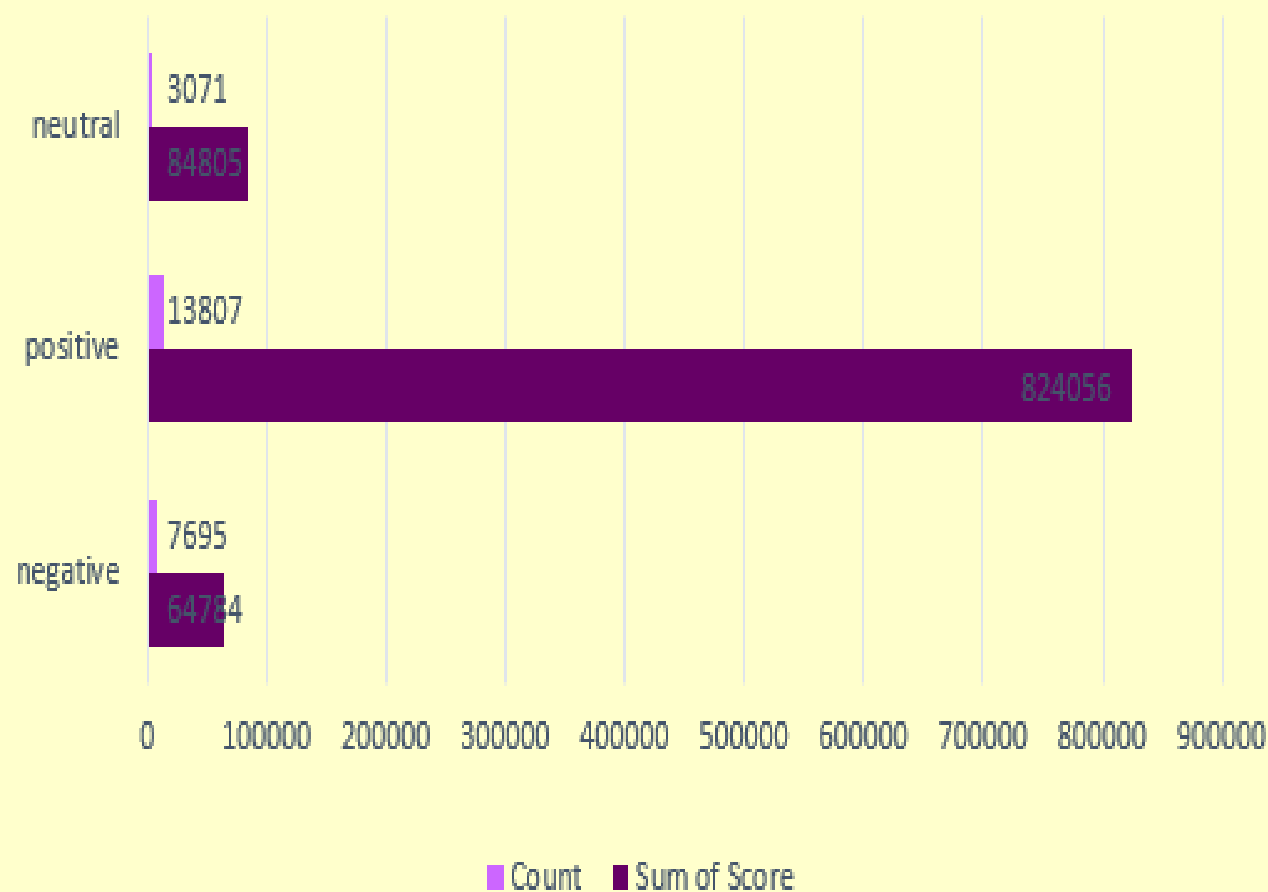Categories (descending by score): Animals, science, healthy eating, technology, food, culture, travel, cooking, soccer, education, fitness, Studying, dogs, tennis, veganism, public speaking

Most Popular Categories

Category	Value
FOOD	66676
TECHNOLOGY	68738
HEALTHY EATING	69339
SCIENCE	71168
ANIMALS	74965

Sentiment vs Content Type
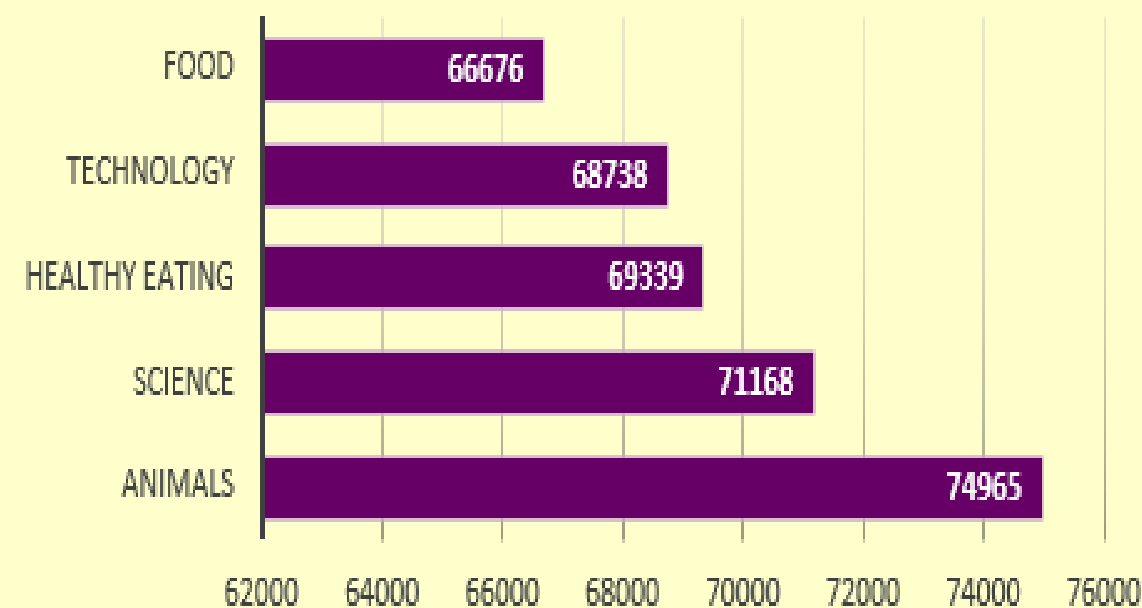
Count of Sentiment

Sentiment: negative, neutral, positive
Content type: audio, GIF, photo, video

Sentiment vs Score

Sentiment	Count	Sum of Score
neutral	3071	84805
positive	13807	824056
negative	7695	64764

Legend: Count, Sum of Score

Month vs Content Type

Count of Content type

Months: January, February, March, April, May, June, July, August, September, October, November, December

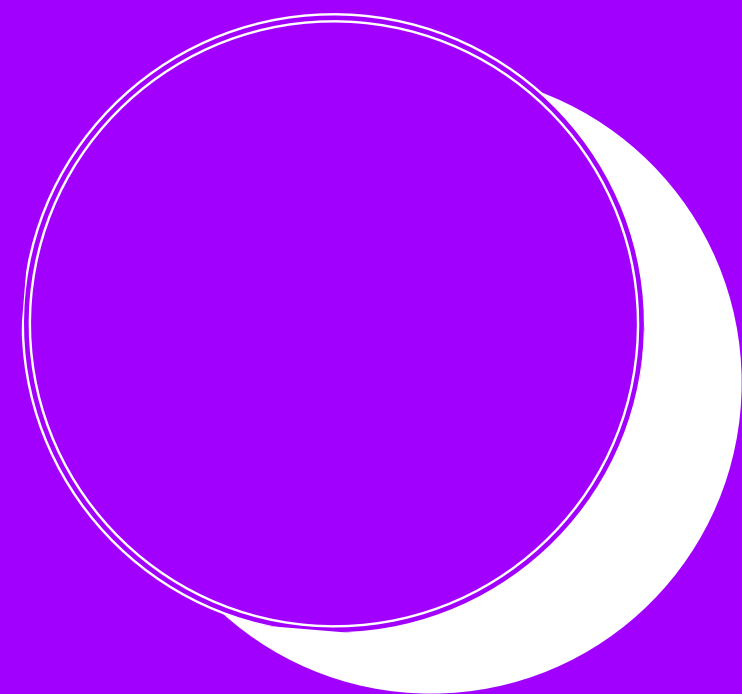Content type: video, photo, GIF, audio
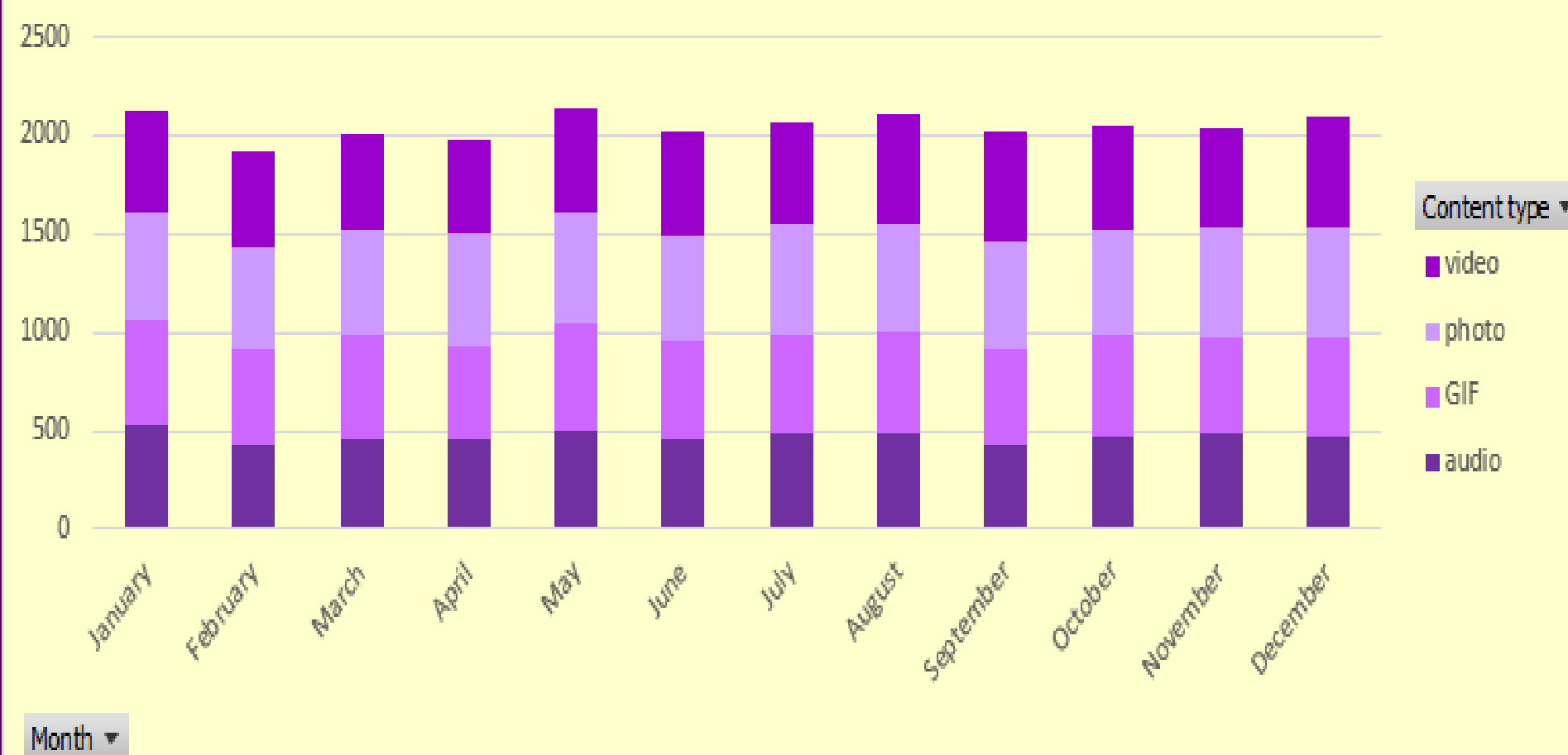
Summary

➢ There are a total of 16 distinct content categories. Out of which Animal and Science categories are the most popular one.

➢ 4 types of content- Photo, Video, GIF and Audio, out of which people prefer photo and video the most.

➢ May month has the highest number of posts and stands at 2138 posts, while February month has the lowest number of posts (1914 Posts)

Conclusion

➢ Social Buzz should focus more on the top 5 categories that's Animal, Technology, Science, Healthy eating and food and can create campaign to specifically target those audiences.

➢ Social Buzz can need to maximize in the month of January, May and August as they number of posts in these months are the highest.

Thank you!

ANY QUESTIONS?