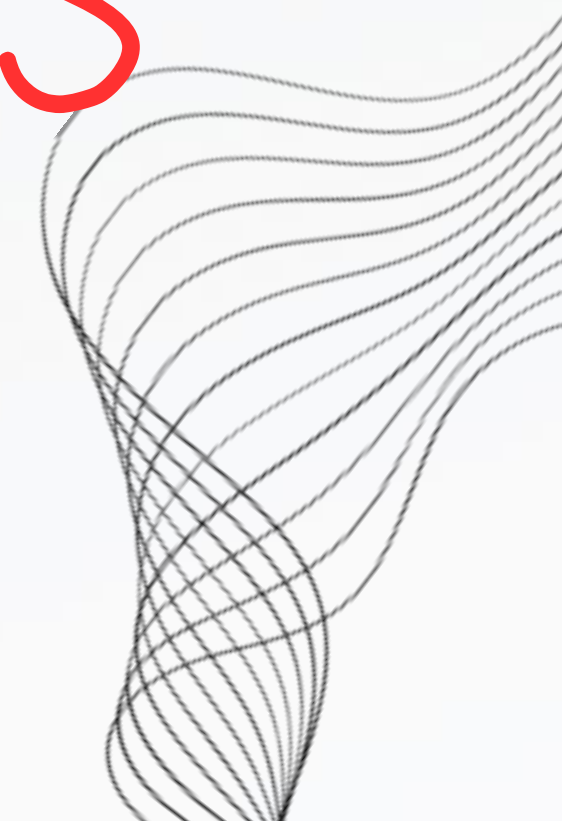The Social Buzz

Helping brands maintain an active social media presence

Social Buzz Analysis

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 pratice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular catogories of content

Problem

over 100000 posts per day , 36,500,00 pieces of content per year!

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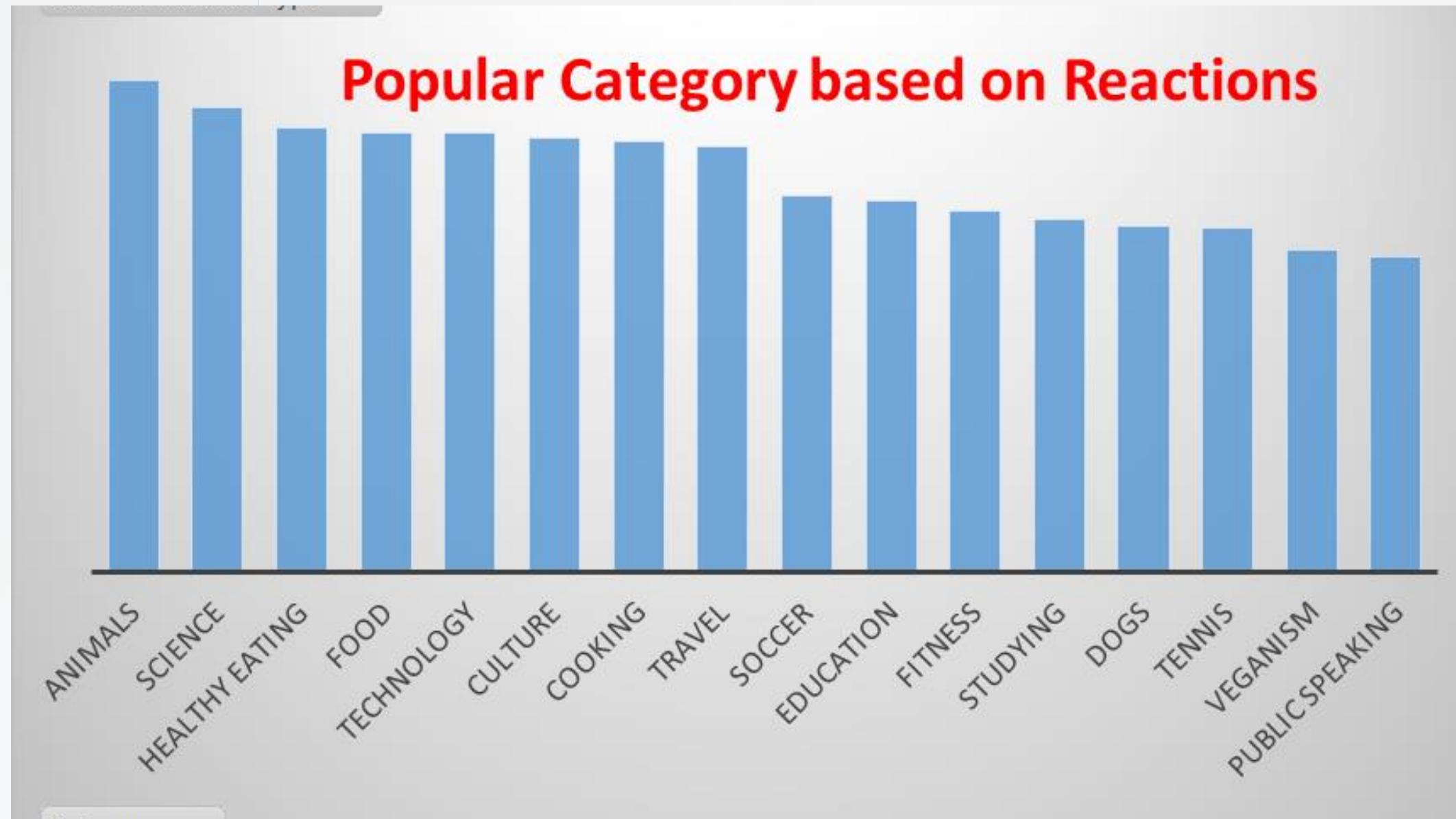
The Analytics Team

- Andrew Fleming (Chief Technical Architect),
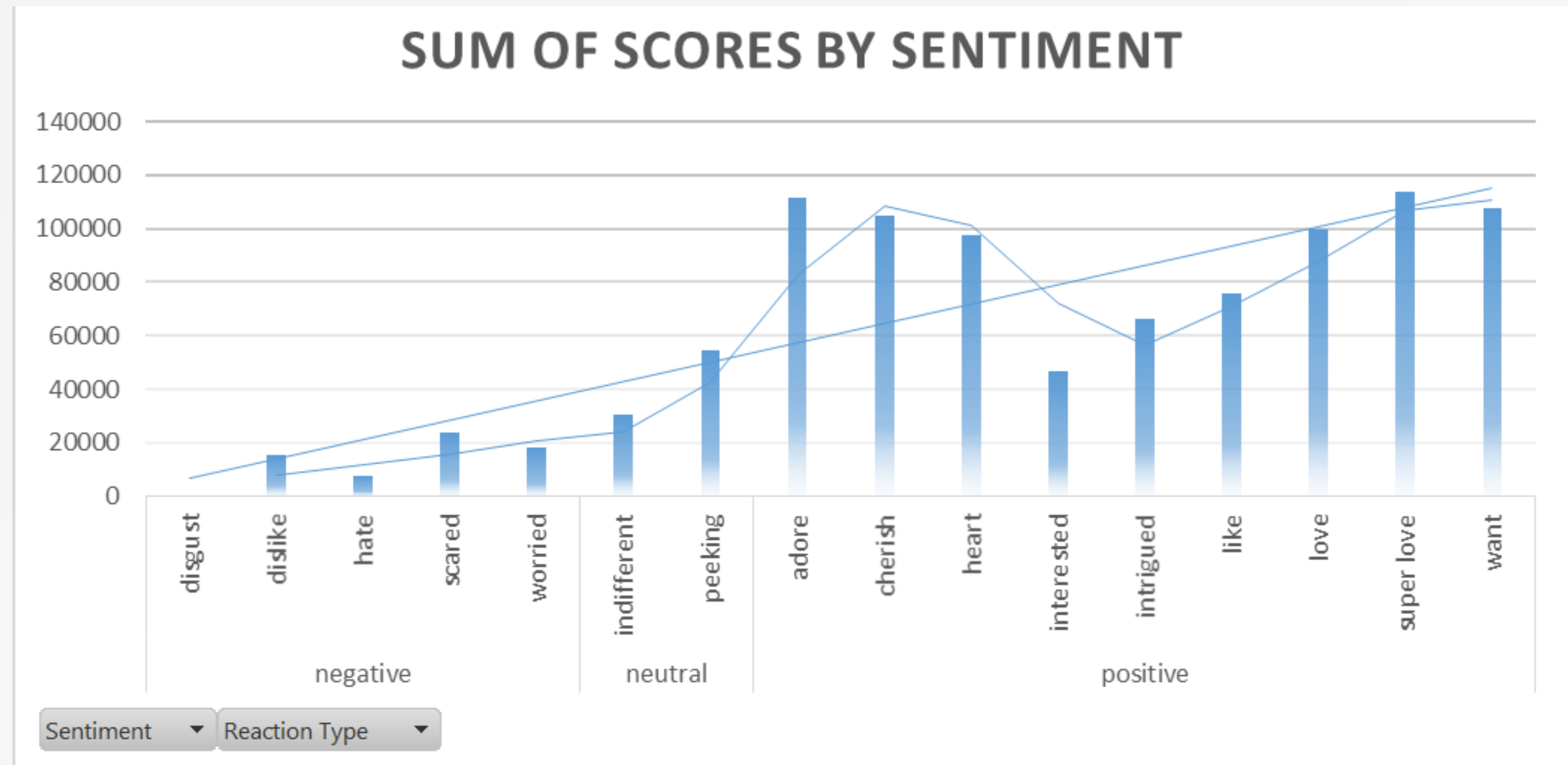- Marcus Rompton (Senior Principle)
- Harish DV (Data Analyst)

Process

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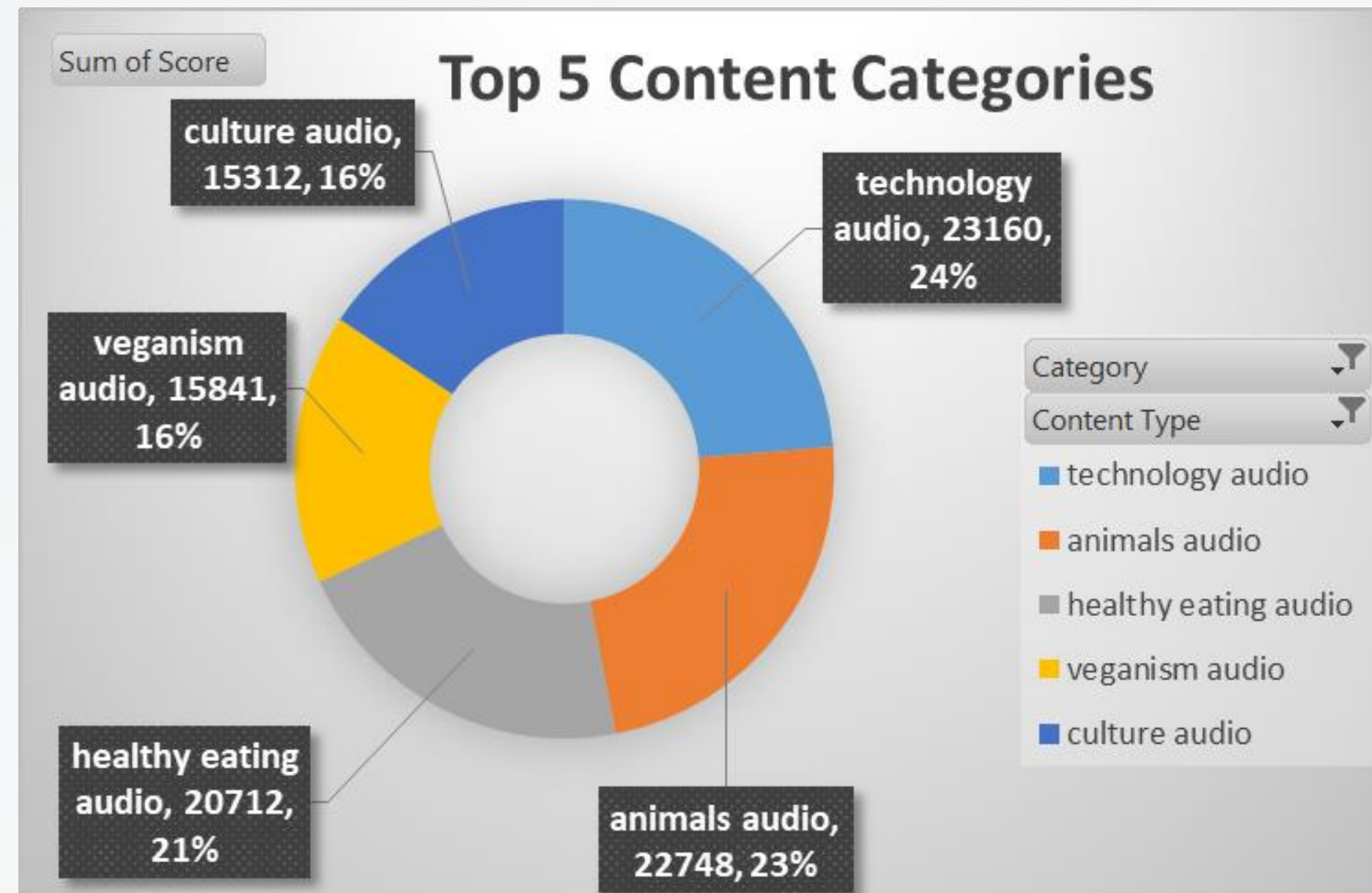- Data Modelling
- Data Analysis
- Uncover Insights

Popular Category based on Reactions

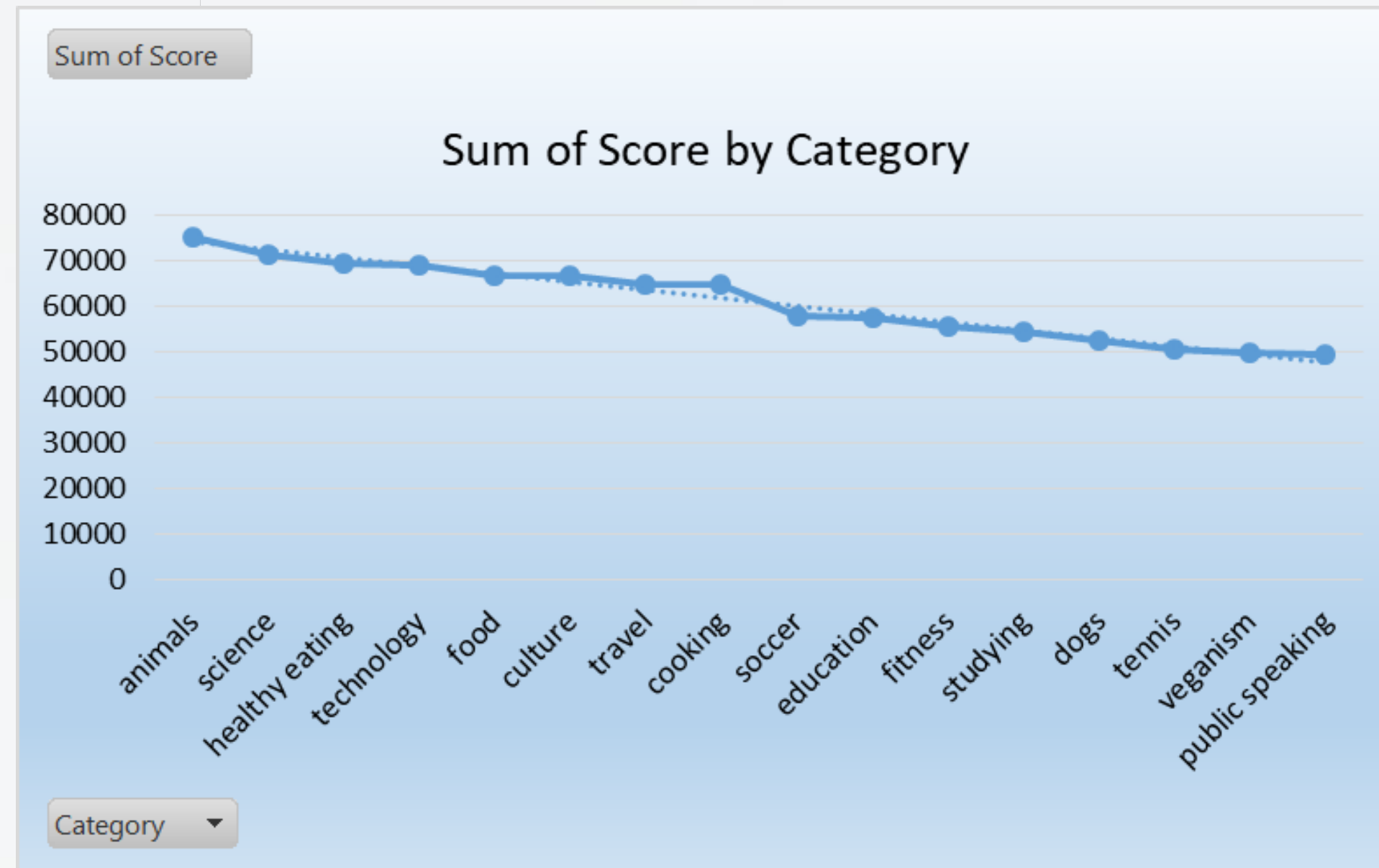Animals category have more Reactions,compare to Other Category

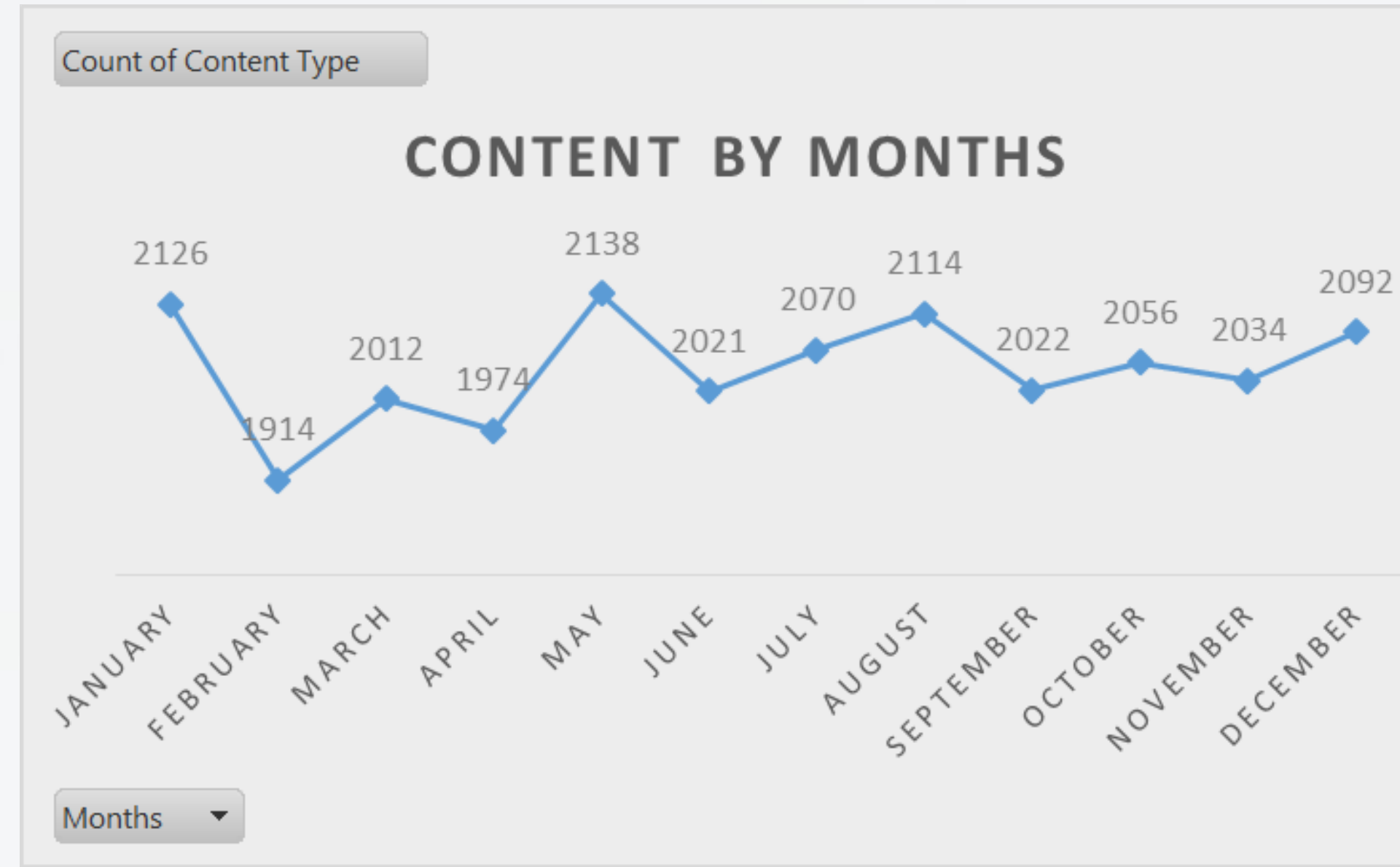Super love reaction have more score, has positive sentiment

Top 5 Content Categories:
- Technology,Animals,healthyeating,veganism and culture.

There are 16 unique Categories in categories column.

in the month of MAY have more Content.

Summary

- There are 16 unique Categories in categories column
- we Recommend for successfull IPO Top 5 content categories:Technology,Animals,healthyeating,veganim and culture
- Positive sentiment have more scores
- Animals category have more reactions
- MAy month have more content.

Thank you!