“DATA ANALYSIS”

“BIG DATA SOLUTIONS FOR IPO TRIUMPH"

TODAY'S AGENDA :

1. Project Recap
2. Identifying the Problem
3. The Analytics Team
4. Process
5. Insights
6. Summary

PROJECT RECAP

Social Buzz is a major social media platform.Emphasizes anonymous user engagement with over 100 reaction options.Rapidly grown to 500 million active users monthly.

Accenture has begun a 3 months POC focusing on these tasks:

Our Engagement tasks:

- Conduct an audit of big data practices.
- Provide recommendations for a successful IPO.
- Analyze top 5 content categories for popularity.

PROBLEM

Over 100,000 pieces of content daily generated

Highly Unstructured Data: Requires sophisticated management.

Resource Constraints: 200 technical staff managing complex technology.

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

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

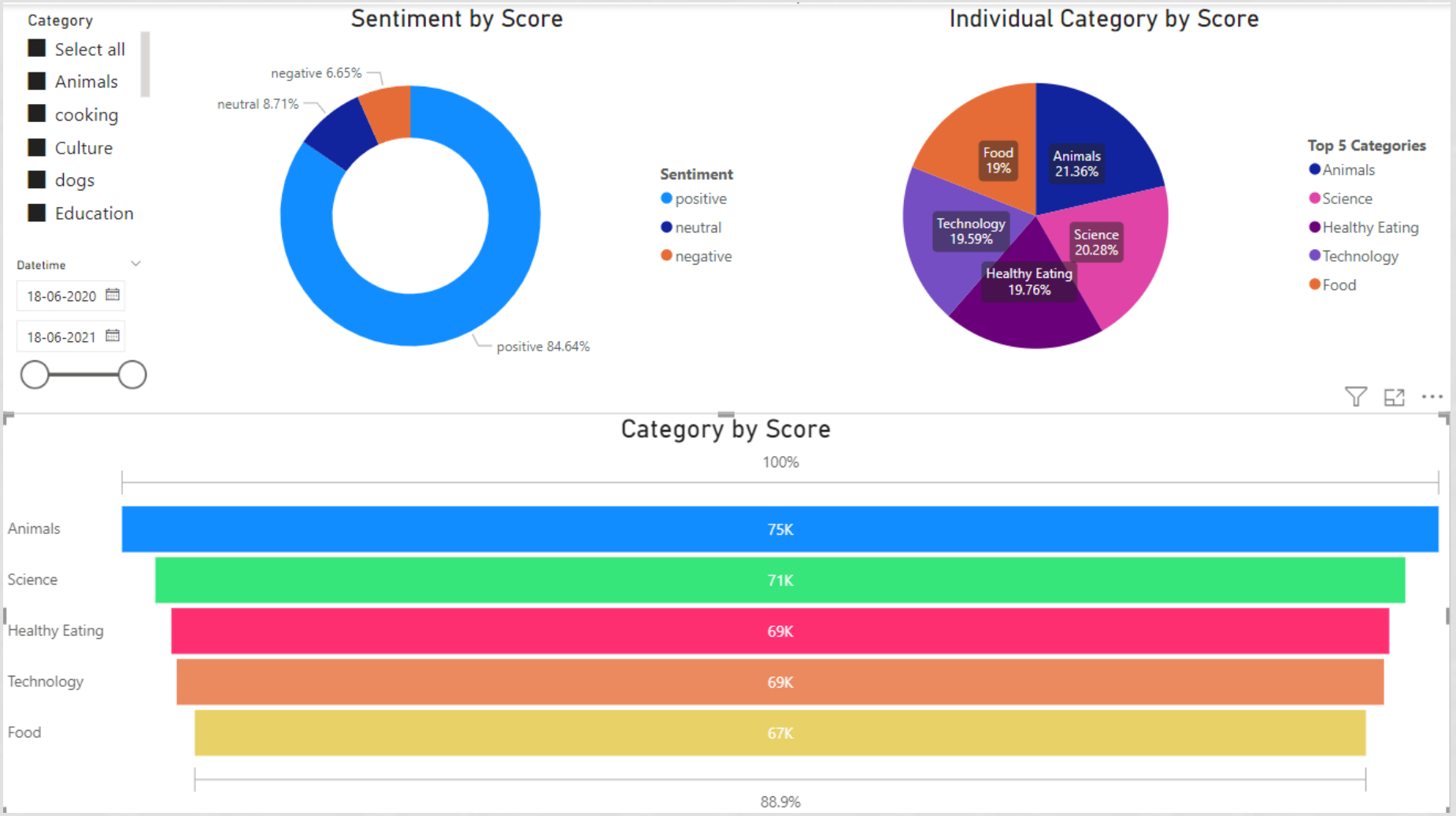
THE ANALYTICS TEAM

- Andrew Fleming (Chief Technical Architect):
  - Overseeing technical architecture and scalability.
- Marcus Rompton (Senior Principle):
  - Leading analysis and strategic recommendations.
- Harshad Kamble (Data Analyst):
  - Contributing expertise in data analysis and presentation.

PROCESS

1. Data Understanding: Comprehensive audit of Social Buzz's big data practice.
2. Data Cleaning: Extraction and cleaning of sample datasets using Excel.
3. Data Modeling: Analysis of content categories for IPO recommendations.
4. Data Analysis: Uncover insights through visualization and analysis of sample datasets.
5. Bringing insights: Bringing insights for business decisions and recommendations.

DATA VISUALIZATION



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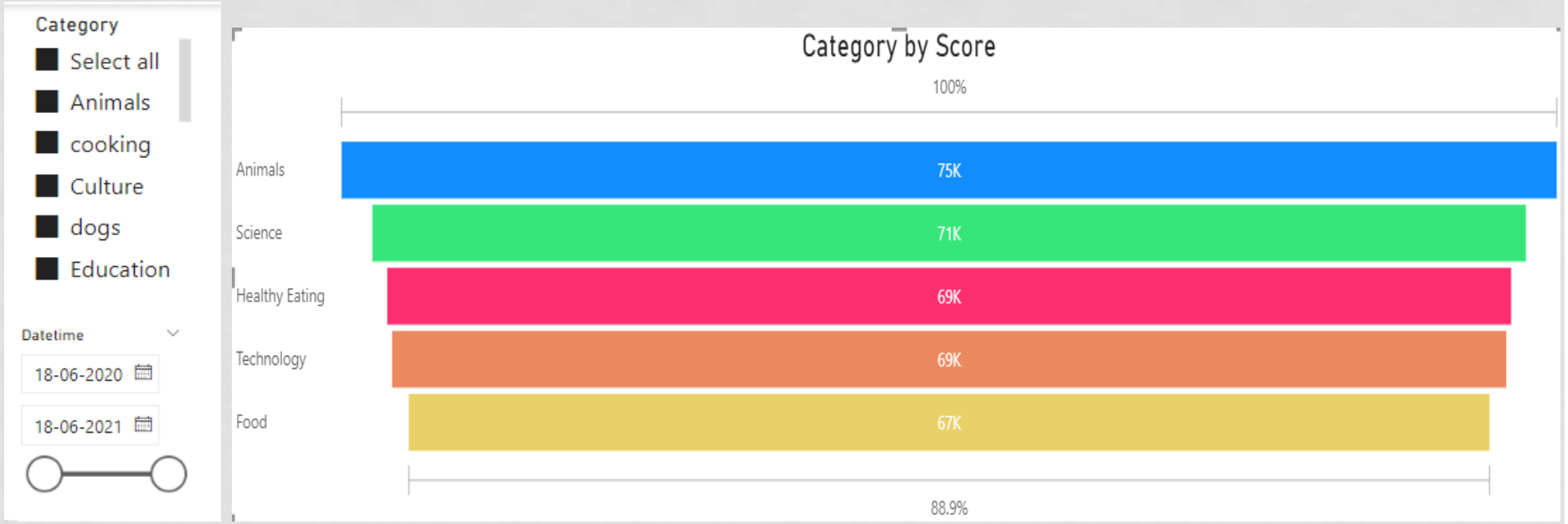
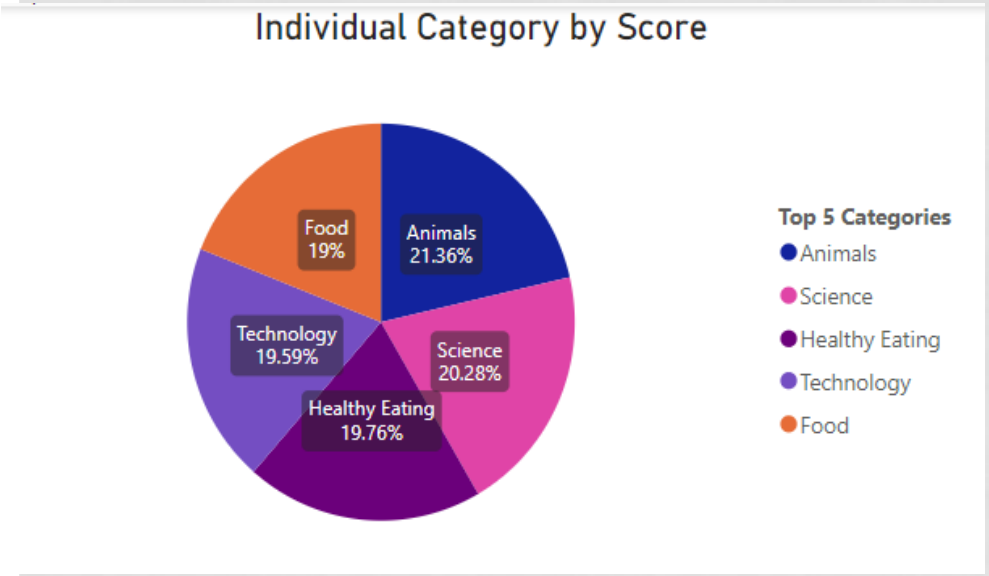
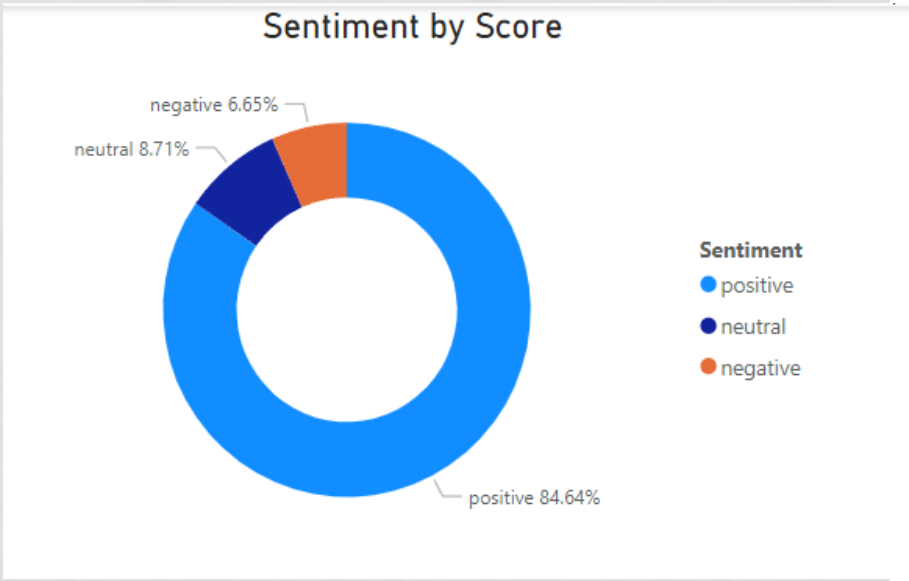


Here,category Slicer contains all 16 categories and Datetime Slicer contains all timespan of data generated over a year,these slicers helps to analyse data over all time period. According to 2nd Funnel chart visualize the top 5 categories with there values in each slice bar.

DATA VISUALIZATION





Within these top 5 categories pie chart shows reformated data in popularity percentage share,which shows that Animal & Science has topmost 2 shares.

And the Donut chart shows percentage share of Sentiment categories for each category according to selected category in Slicer.

SUMMARY

- Analysis :-

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

- Insights :-

Food is a common theme with top 5 categories with “Healthy Eating” ranking the highest.Not only “Healthy Eating” but also “Cooking” may give an indication to the audience within your user base as analysis shows “Cooking”,”Technology” has ranked hghest in given period for span of time.You could use this insight to create a campaign and work with healthy eating brands,Science &Education and Technology institute and more content to boost user engagement.

- NEXT STEPS :-

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

Thank you…