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 scale quickly globally. We at Accenture focused here on these tasks:

- **An audit of Social Buzz’s big data practice**
- **Recommendations for a successful IPO**
- **Analysis for top 5 content categories.**

Problem

- Over **100,000** posts per day
- **36,500,000** pieces of content per year!

But how to capitalize it when there is so much?

Analyze to find top 5 categories and their percent market share.

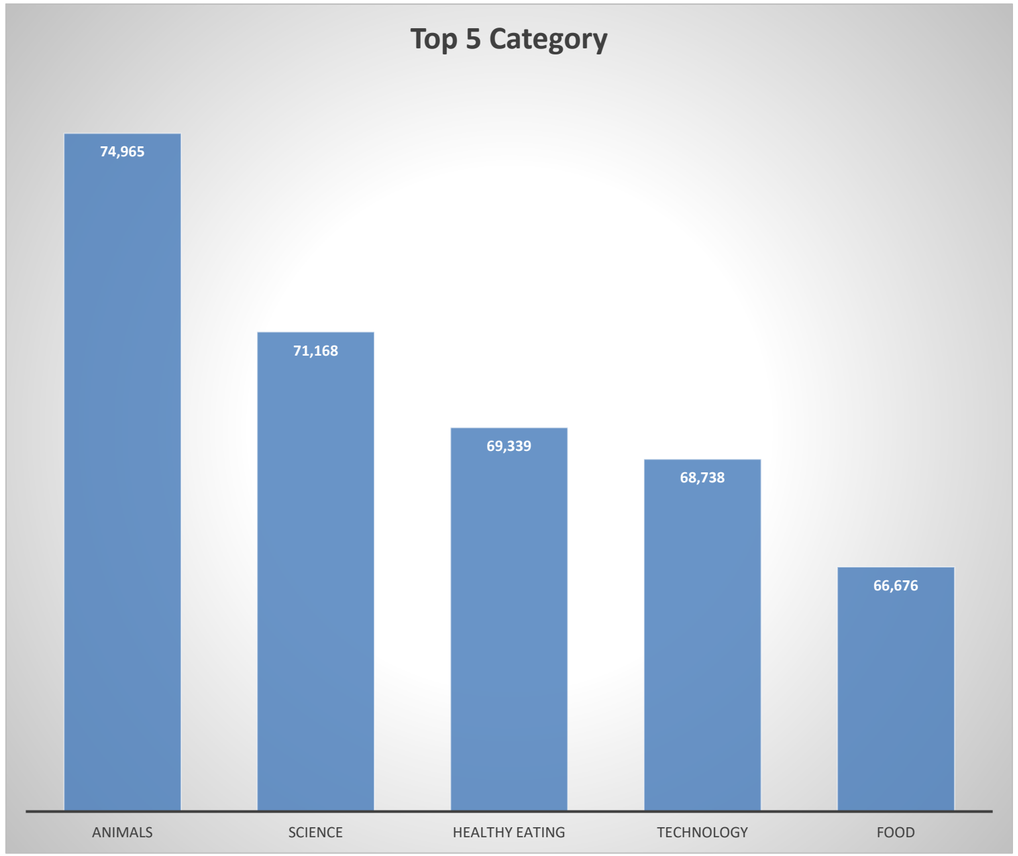
The Analytics team

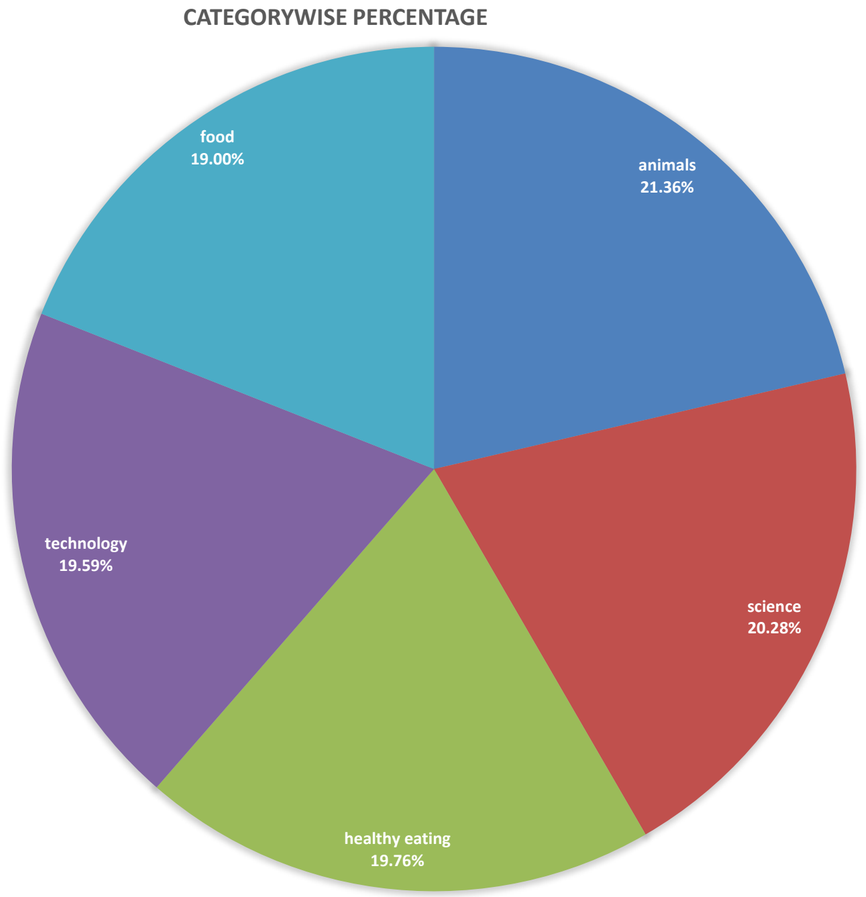
Process

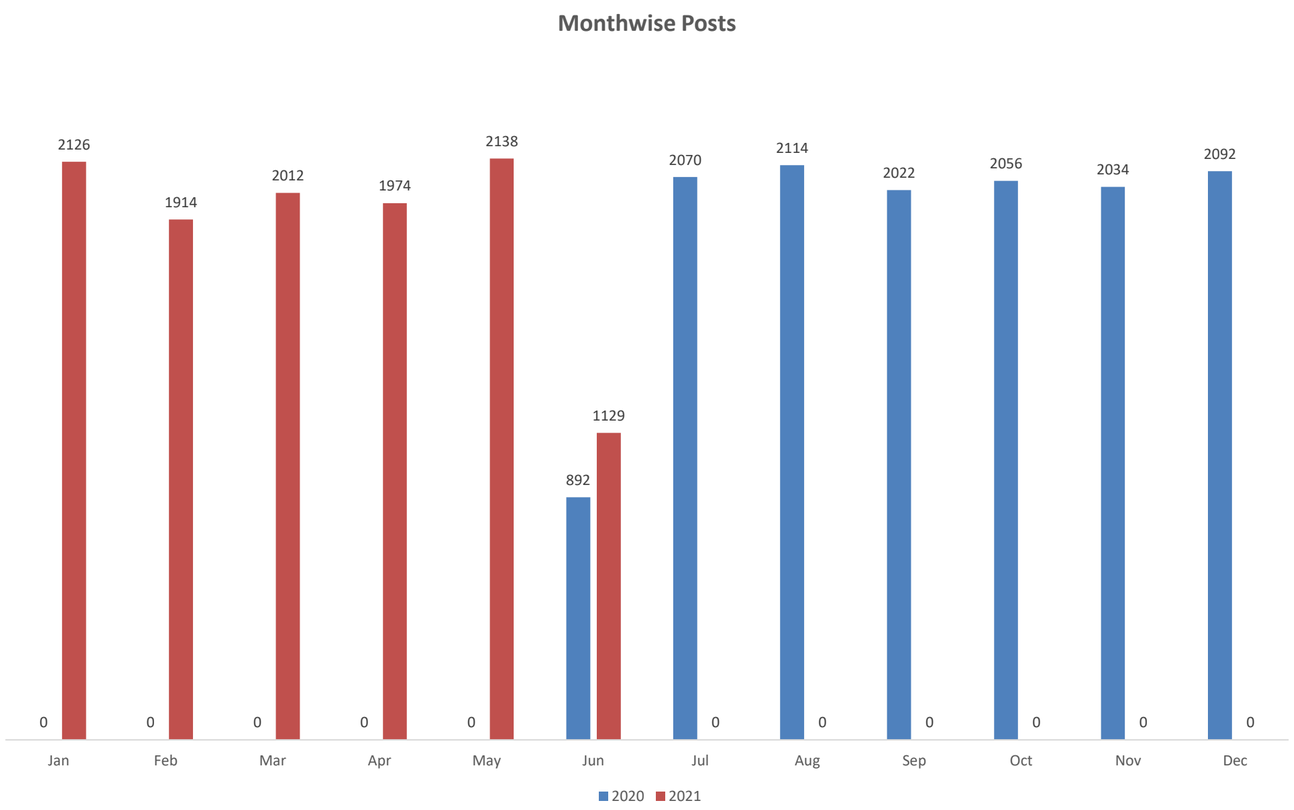
1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Insights

Insights

- Top 5 categories are in which maximum number of posts are there and there are the categories which are performing best.
- Here we also find the percent share of each category.
- In analysis we also got month wise and year wise number of posts and on basis of that we conclude that which month has maximum number of posts.

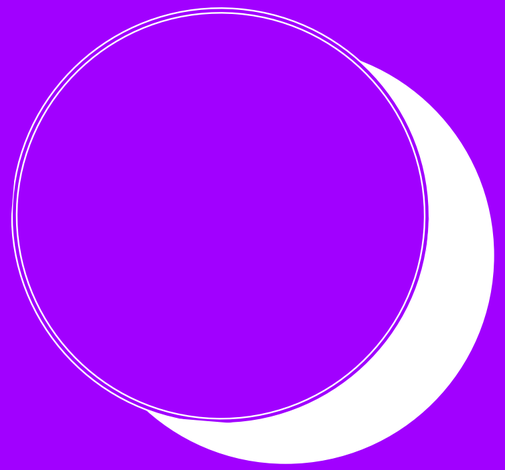

Top 5 Category
74,965
71,168
69,339
68,738
66,676
ANIMALS
SCIENCE
HEALTHY EATING
TECHNOLOGY
FOOD


CATEGORYWISE PERCENTAGE
food
19.00%
animals
21.36%
technology
19.59%
science
20.28%
healthy eating
19.76%


Monthwise Posts
2126
1914
2012
1974
2138
2070
2114
2022
2056
2034
2092
0
0
0
0
0
892
1129
0
0
0
0
0
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2020
2021

Summary

- Top 5 categories are:
  - **Animals**
  - **Science**
  - **Healthy eating**
  - **Technology**
  - **Food**
- Maximum number of posts in a month are **2138 in May, 2021** and year wise posts are:
  - In **2020** – **2114 (Aug.)**
  - In **2021** – **2138 (May)**



Thank you!

ANY QUESTIONS?