Accenture

DATA ANALYTICS AND MORE

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a social and content-creation company whose rapid growth has necessitated the engagement of an advisory firm to prepare for an IPO, manage their scaling needs and learn the best data practices from larger corporations.

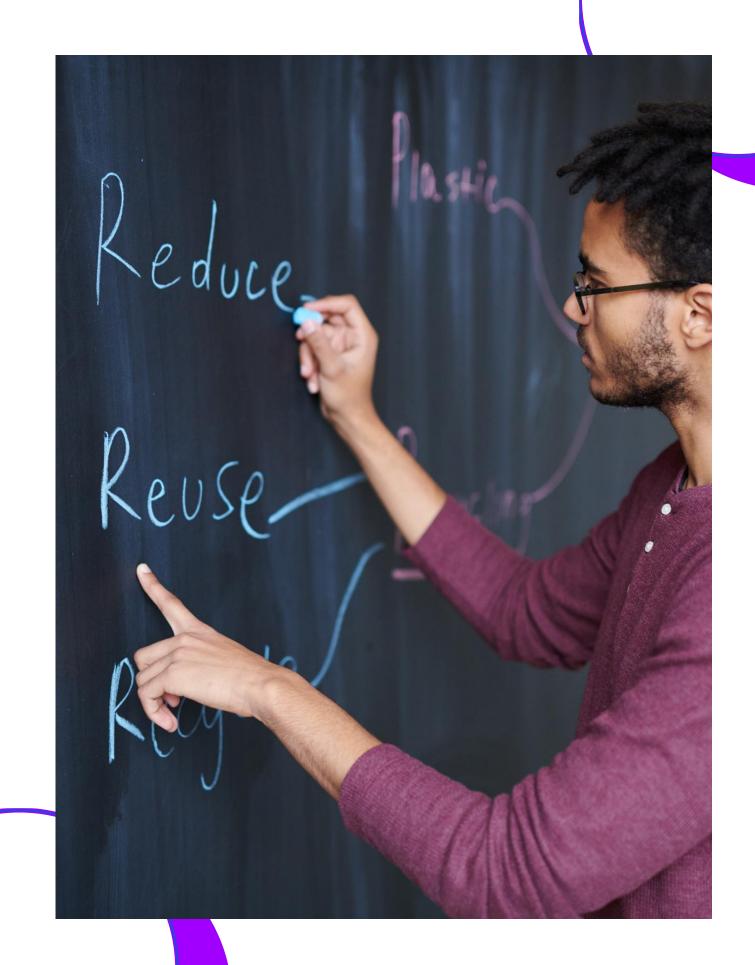
Accenture within three months is tasked with:

- 1. auditing of Social Buzz's big data practices
- 2. providing IPO recommendations
- 3. analyzing popular content category

The aim is to show that Accenture is the best firm for Social Buzz's challenges.

Problem

Analysis to find TOP 5 MOST POPULAR categories of content out of the over 100,000 daily posts accumulated over the period of 5 years.



The Analytics team



Justice Inkoom
Data Analyst



Marcus Rompton
Senior Principle



Andrew FlemingChief Technical Architect



Insights

The analysis focused on the top 5 content categories based on the scores obtained, the category with the most reactions, and the month that has the most posts.

It was observed that there were 16 unique categories of contents, namely:

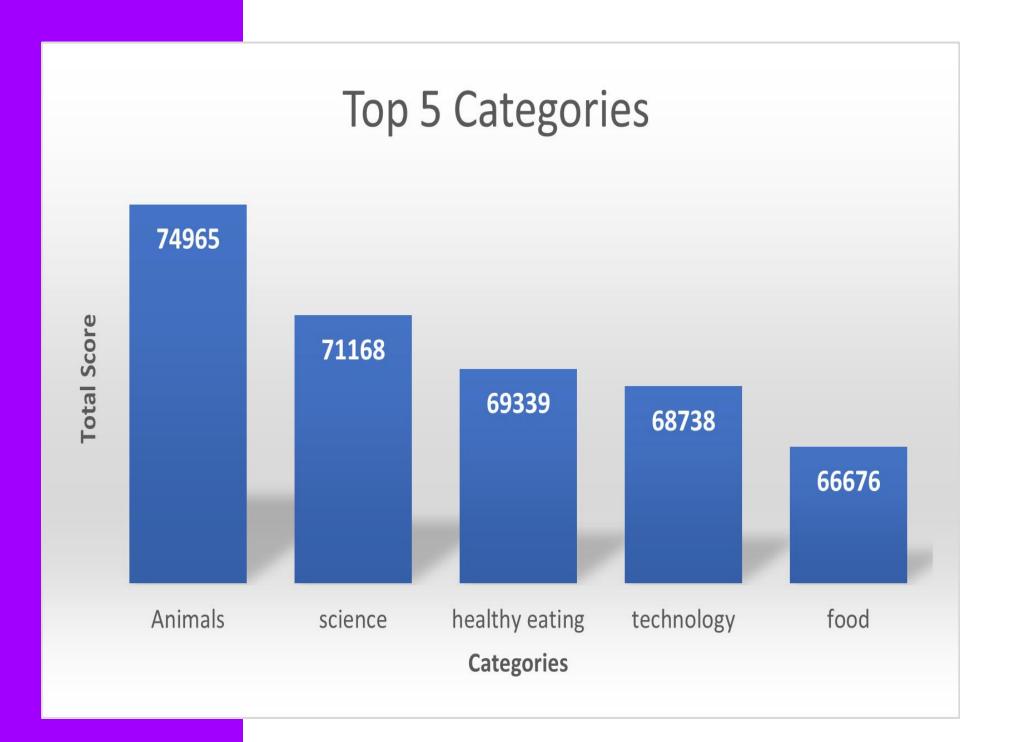
- Studying
- Healthy eating
- Technology
- Food
- cooking

- Dogs
- Soccer
- Public speaking
- Science
- Tennis

- Travel
- Fitness
- Education
- Veganism
- Animals

Culture

Insights Cont'd.



- The top 5 categories of content are; Animals, science, healthy eating, technology and food.
- The Animals category is the top-most category with the highest total score of 74,965.
- The food category came last with a total score of 66,676.

Insights Cont'd.

CATEGORY	REACTION COUNT
Animals	1897
Science	1796
Healthy eating	1717
Food	1699
Technology	1698

• The Animals category turned out to be the category with the most reactions count with a total of 1897 reactions and technology came 5th with a total of 1698.

MONTH	POST COUNT
May	2138
Jan	2126
Aug	2114
Dec	2092
Jul	2070

• The month May happened to the month with the most posts with a total count of 2138 and July came 5th with 2070 posts.

Summary



ANALYSIS

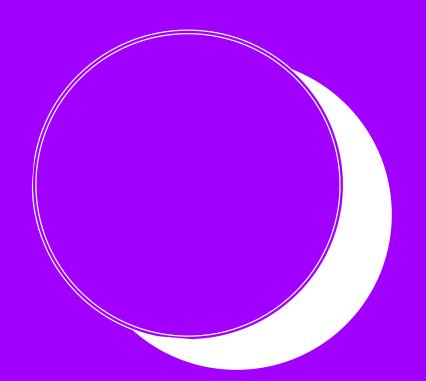
The most favored types of content are animals and science, indicating that people have a strong preference for "real-life" and "factual" material.

INSIGHTS

Healthy eating, technology and food are part of the top 5 categories. This insight can be used to collaborate with healthy product and technology brands for marketing campaigns especially in the month of May where there are a lot of posts and reactions.

WAY FORWARD

While this ad-hoc analysis provides valuable insights, it's now essential to transition into large-scale production for real-time business understanding. We can guide you on how to achieve this.



Thank you!

ANY QUESTIONS?