



Social Bazz



Today's agenda

Project
recap
Problem
The Analytics
team Process
Insights
Summar
y

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

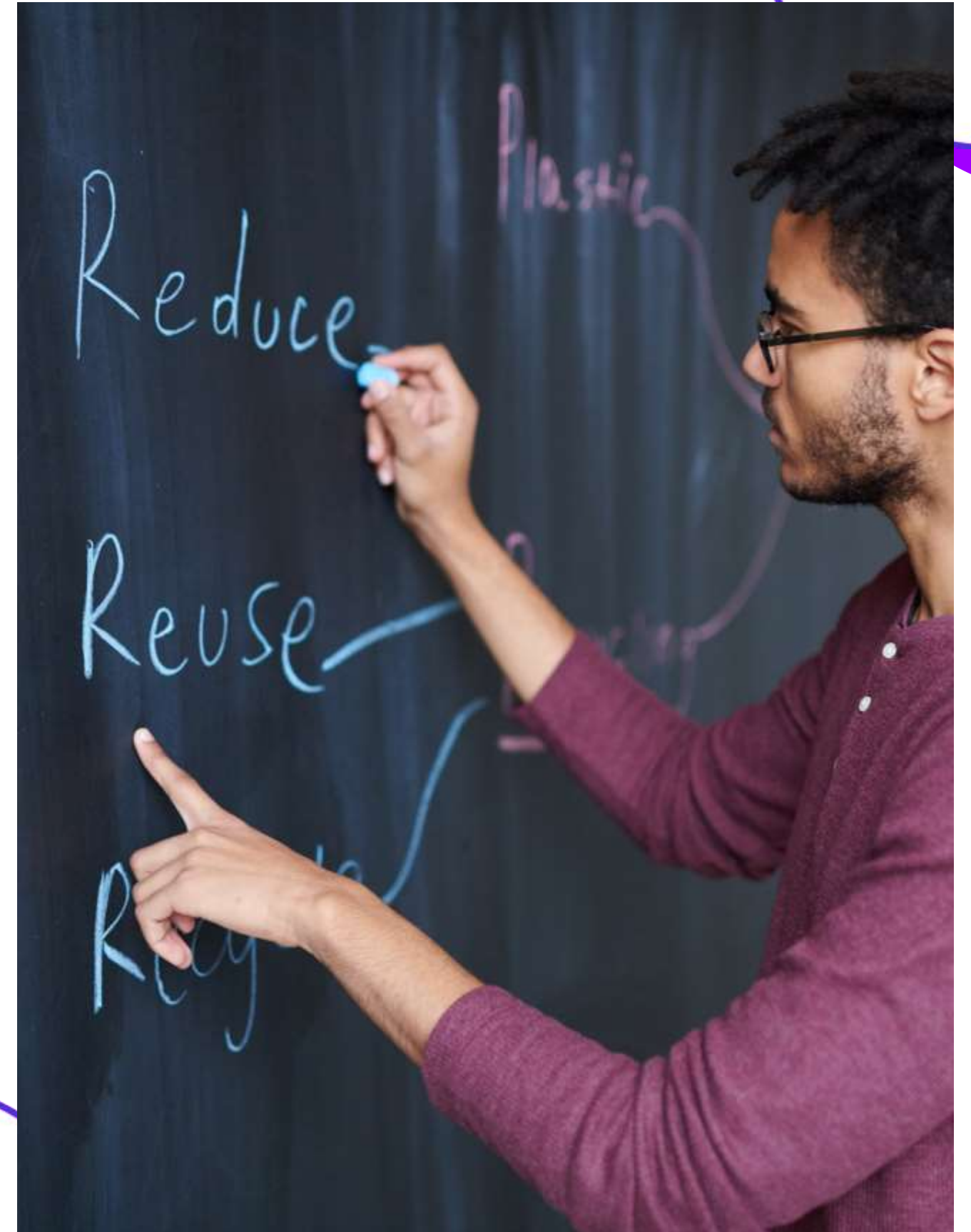
Problem

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



Marcus Rompton
Senior Principle



Marcus Rompton
Senior Principle



Marcus Rompton
Senior Principle

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16 unique categories



Animal Most favorite category

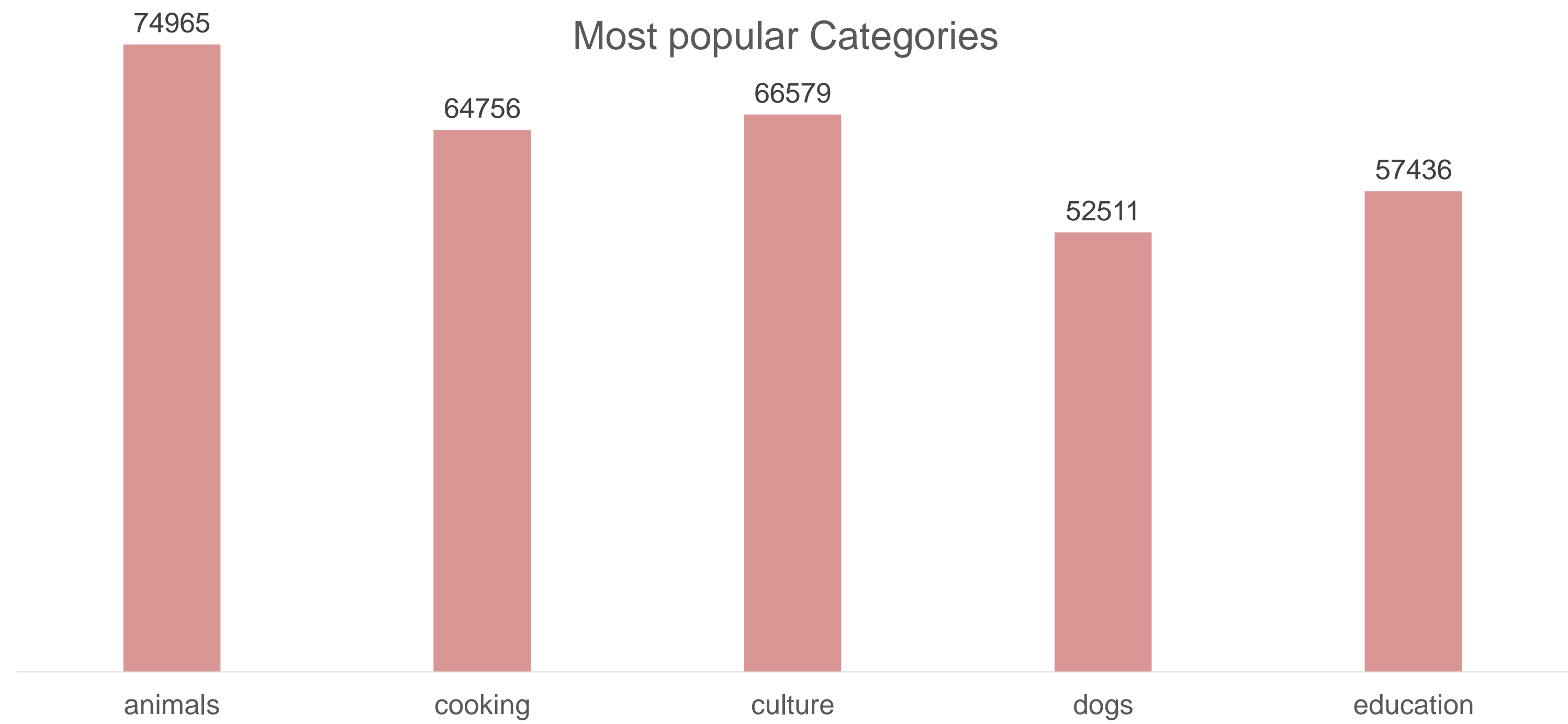


May with most number of post





Most popular Categories



animals

cooking

culture

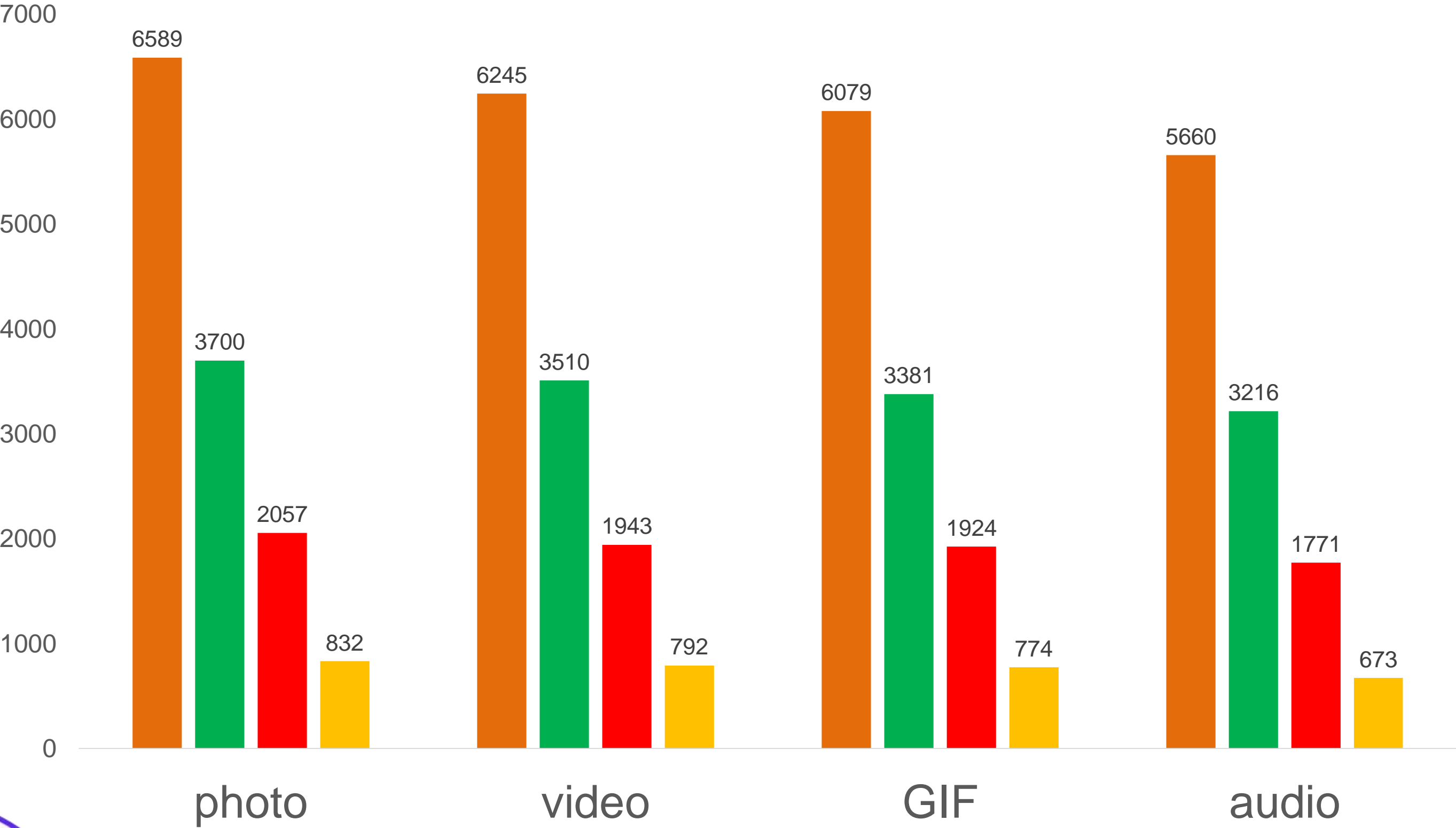
dogs

education





Content Sentiment



Series1 Series2 Series3 Series4



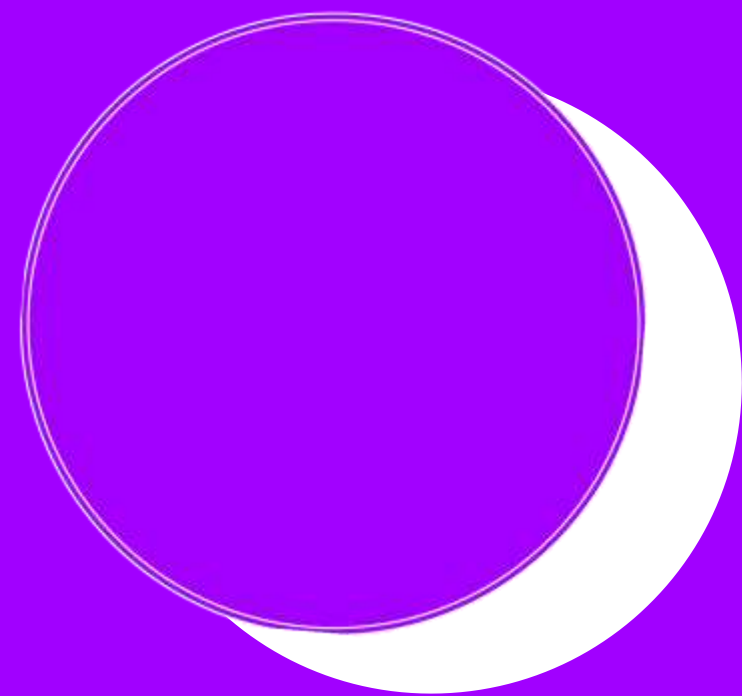
Summary



- There are a total of 16 distinct content categories. Out of which Animal and Science categories are the most popular one.
- 4 type of content – Photo, Video, Gif and Audio,
- Out of which people prefer photo and video.
- May month has the highest number of posts.

Conclusion

- Should focus more on the top 5 categories that's animal, technology, science, healthy eating and food.
- create campaign to specifically target those audiences
- 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?