



Data Analysis



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



Project Recap

Social Buzz is a fast growing technology unicorn that needs to adapt quickly to its global scale.

Accenture has begun a 3 month POC focusing on the following tasks:

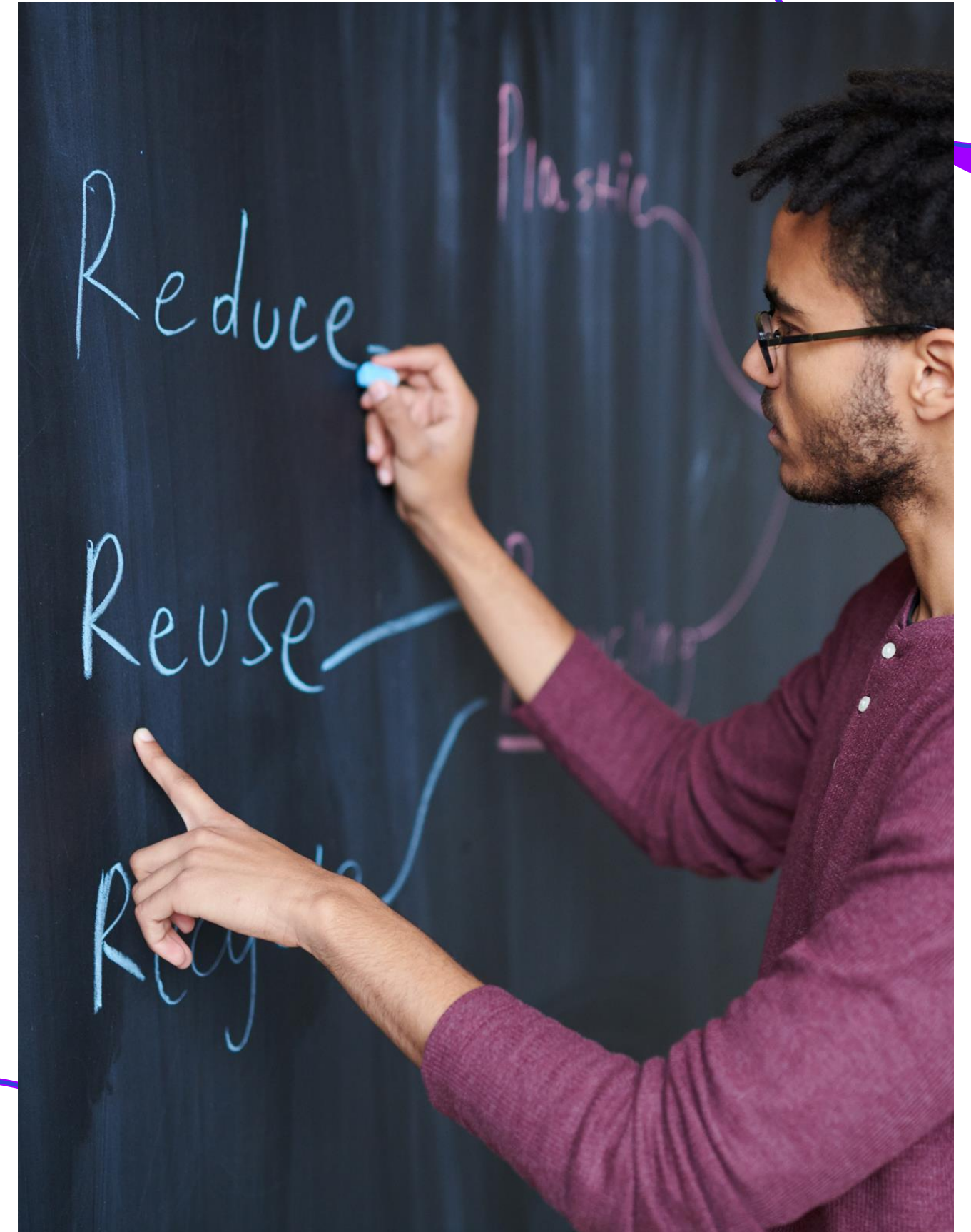
- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100,000 posts per day

36,500,000 pieces of content per year!

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



The Analytics team



Melissa Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Jachimma Christian
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique
categories



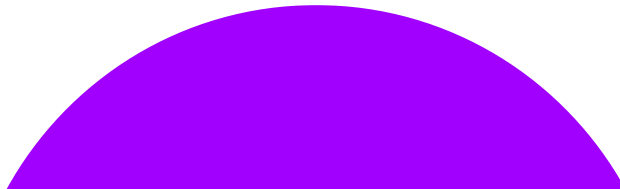
1897

Reactions to "Animal"
posts

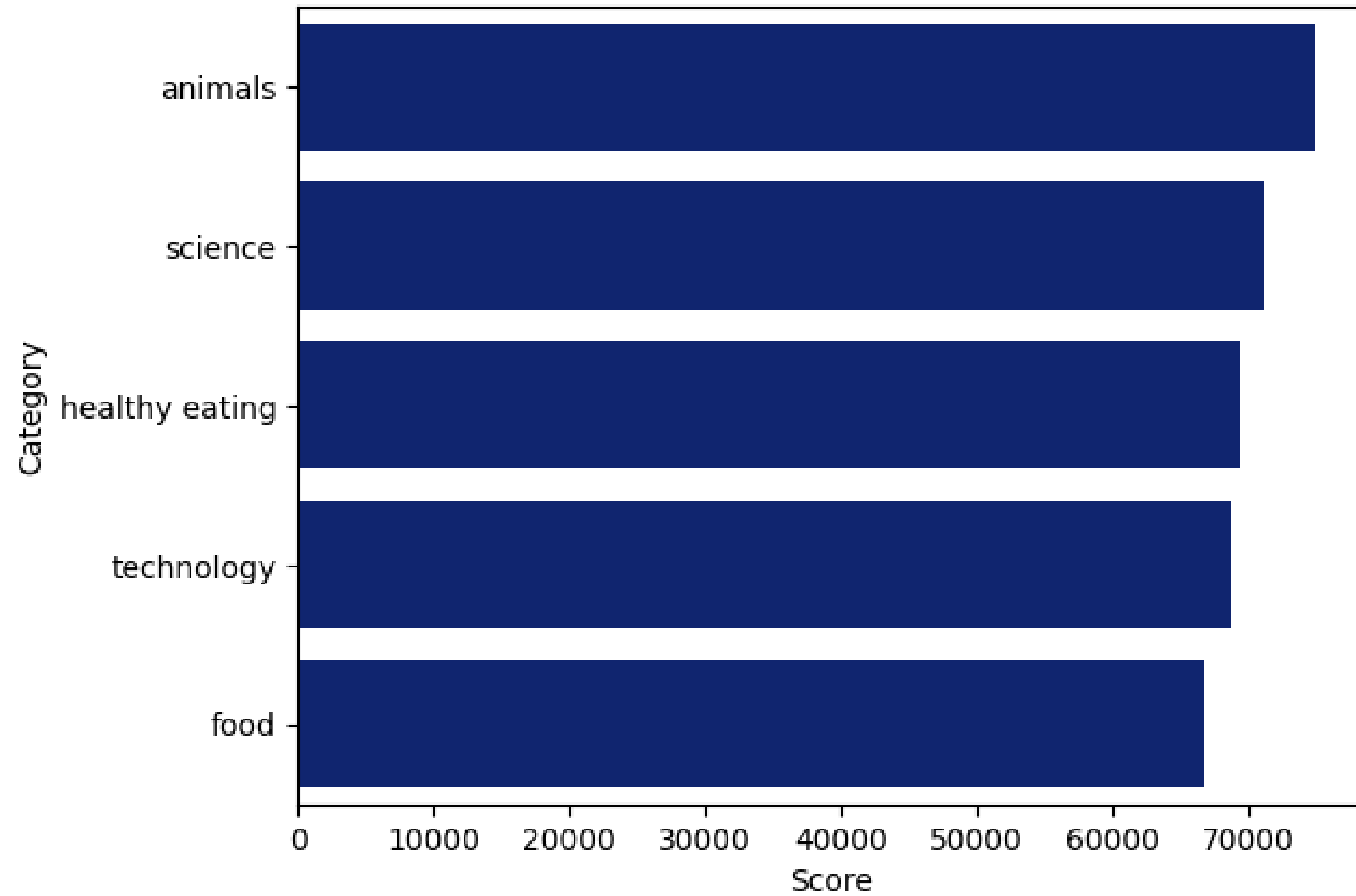


January

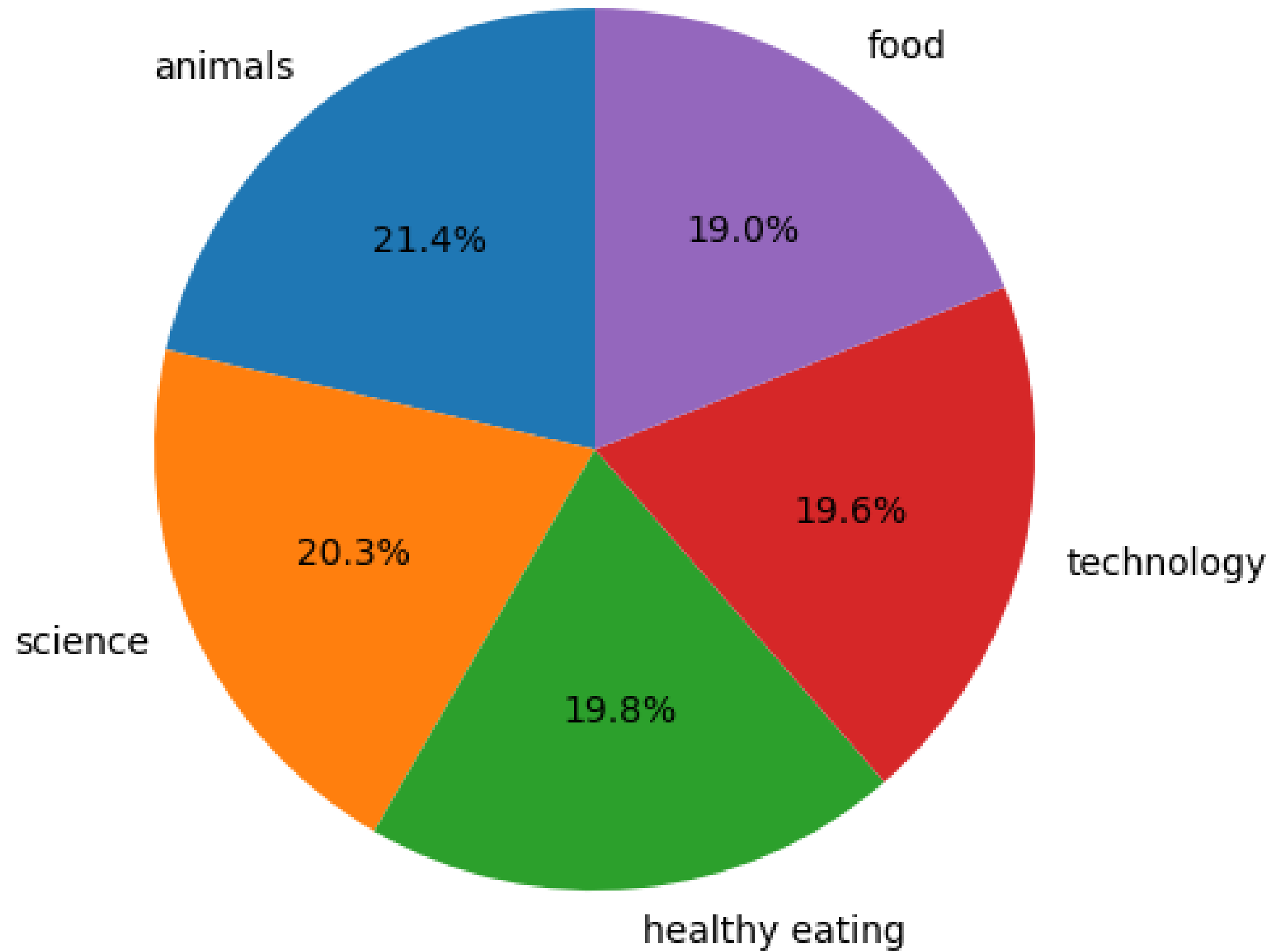
Month with
most posts



Top 5 Categories by aggregate 'popularity' score



Popularity percentage share for top 5 categories



Summary



ANALYSIS

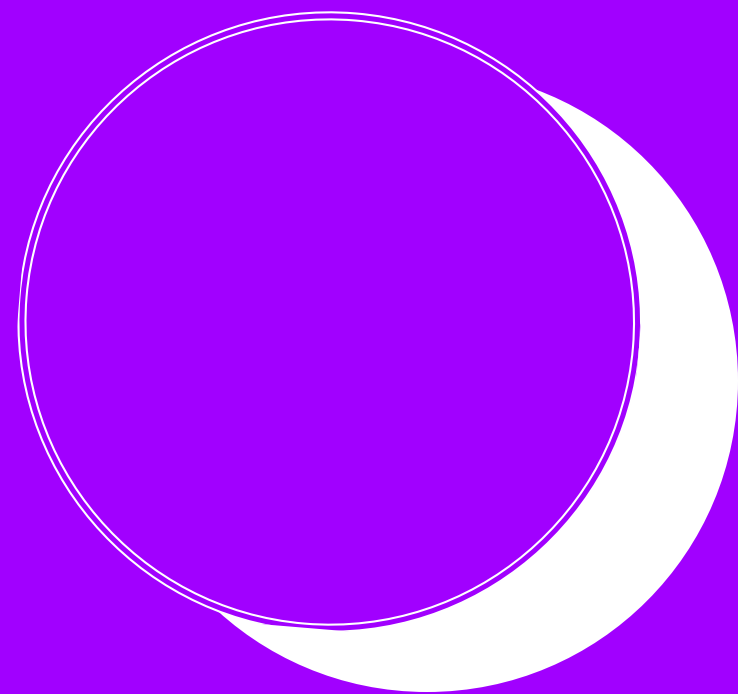
Animals and science are the two most popular categories of content, this shows that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme within the top 5 categories with Healthy eating ranking as the third highest. This may be an indication of an opportunity. Using this insight you can create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

This adhoc analysis is insightful, but its time to take this analysis into large scale production for real time understanding of your business. We can show you how to do this!



Thank you!

ANY QUESTIONS?