



Social Buzz



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Overview:

Social Buzz, a rapidly expanding technology unicorn, is adapting to its growing global presence. As part of this initiative, Accenture conducted a **three-month Proof of Concept (PoC)** to enhance its data-driven strategies and decision-making processes.

Project Objectives:

- ✓ **Big Data Audit:** A thorough review of Social Buzz's data management and analytics capabilities.
- ✓ **Strategic Insights:** Providing data-backed recommendations to support a **successful IPO**.
- ✓ **Content Popularity Analysis:** Identifying the **top 5 most engaging content categories** based on user interactions and reaction scores.

Problem

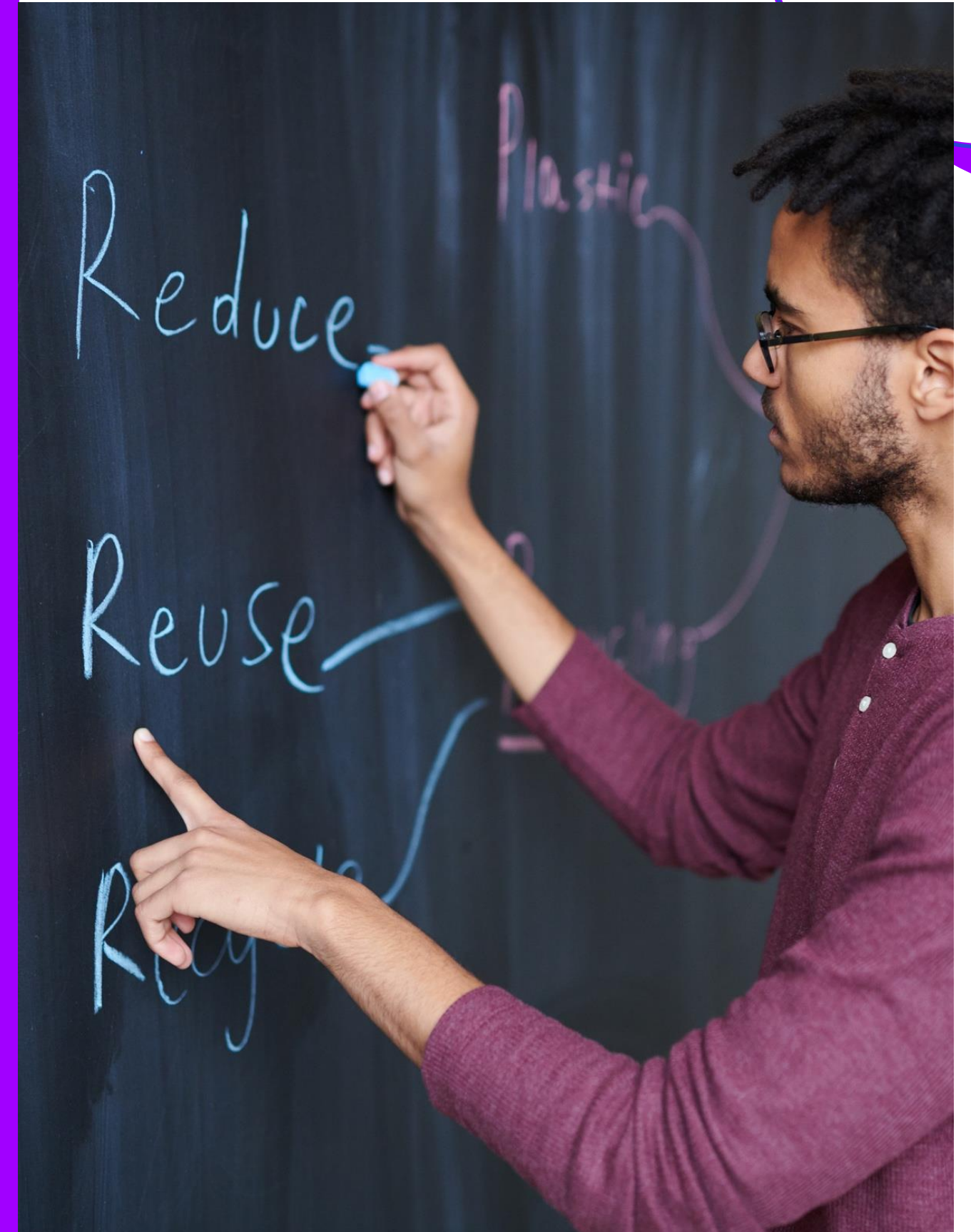
- 📢 **Content Overload in the Digital Space**
- ◆ Over **100,000 posts** are published **daily**
- ◆ That's **36.5 million pieces of content** per year!

- 💡 **Key Challenge:**

With such **massive volumes of content**, how can Social Buzz identify **the most engaging content categories** and maximize audience reach?

- 🔍 **Analysis Focus:**

Finding **Social Buzz's Top 5 Most Popular Content Categories** based on **user reactions and engagement metrics**.



The Analytics team



Andrew Fleming

Chief Technical Architect



Marcus Rompton

Senior Principle



Jahnavi ram

Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights



74,965 – Top
*Category: 'Animals' had
the highest reactions*

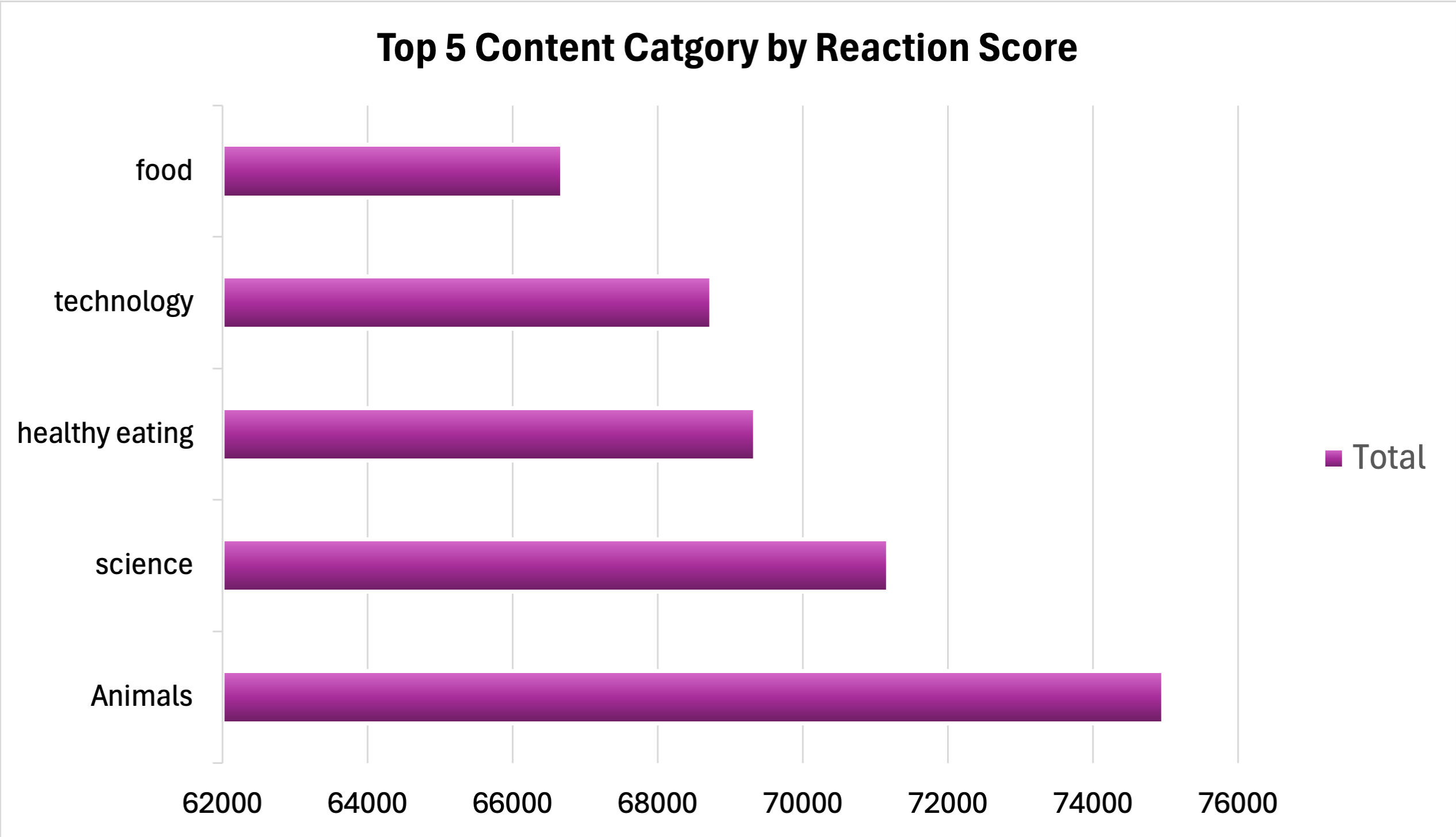


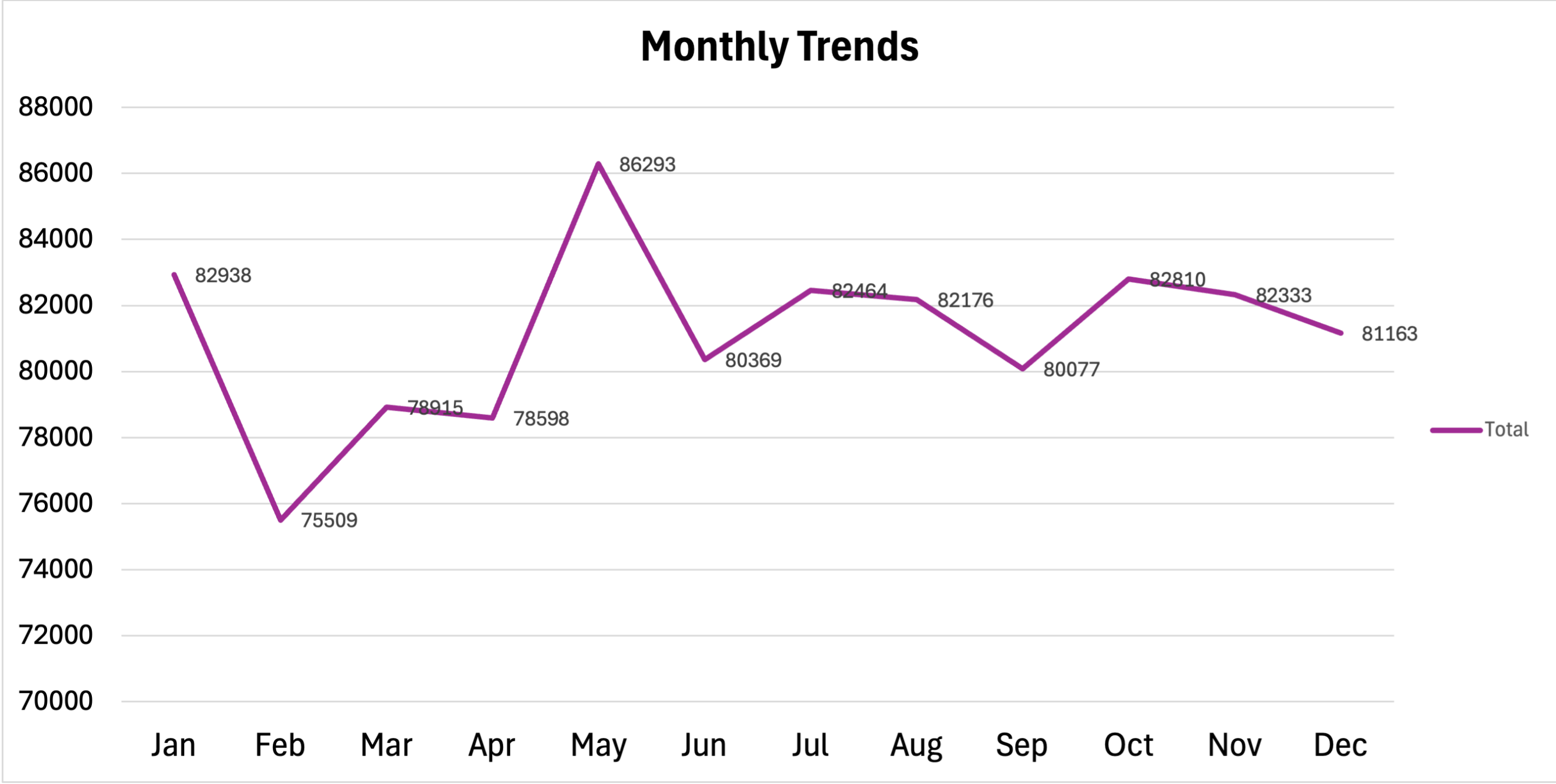
56% Positive
Sentiment – Majority of
*reactions were positive
across categories*

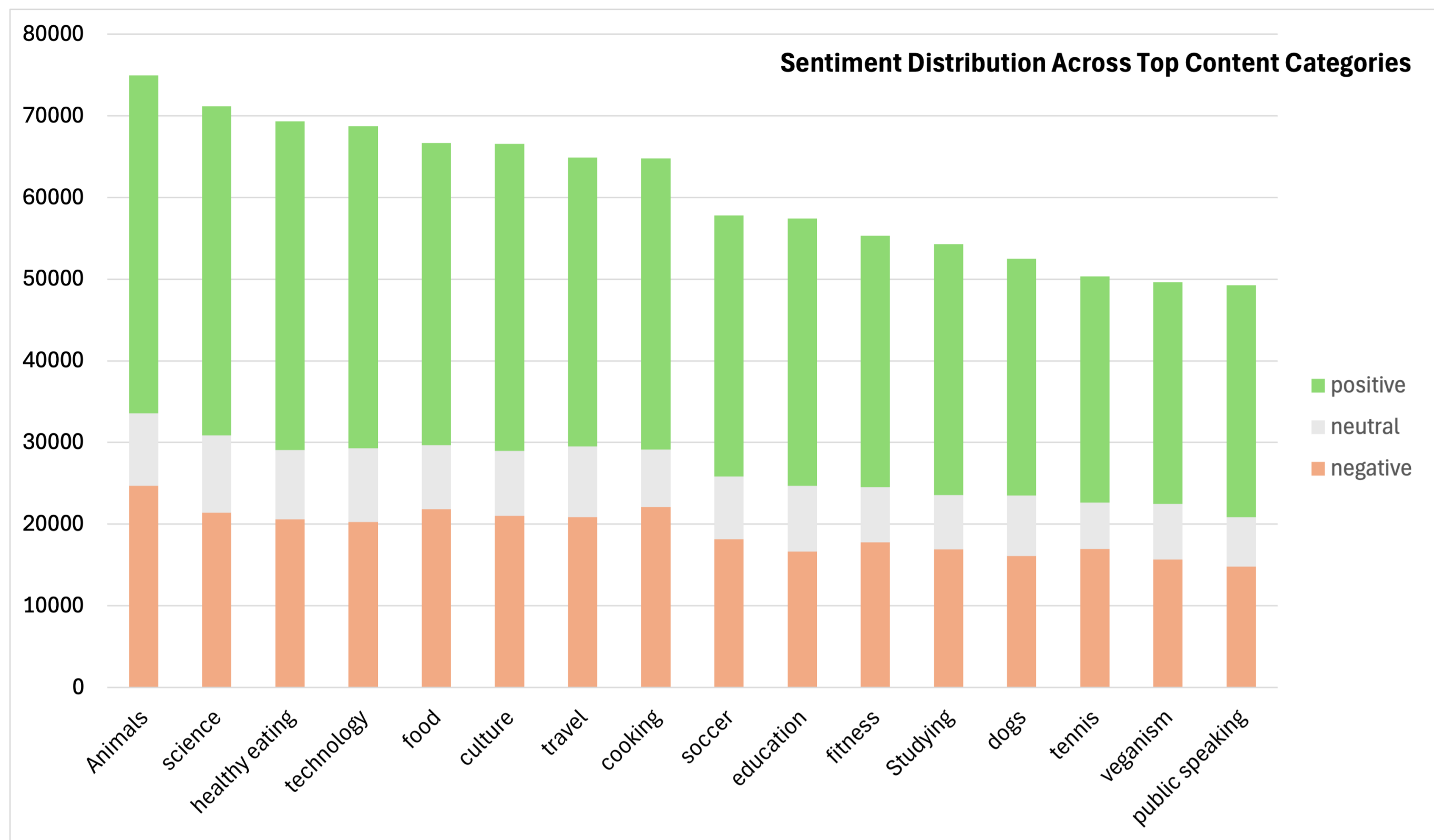


May – Month with
*the highest engagement
& posts*









Summary



Analysis

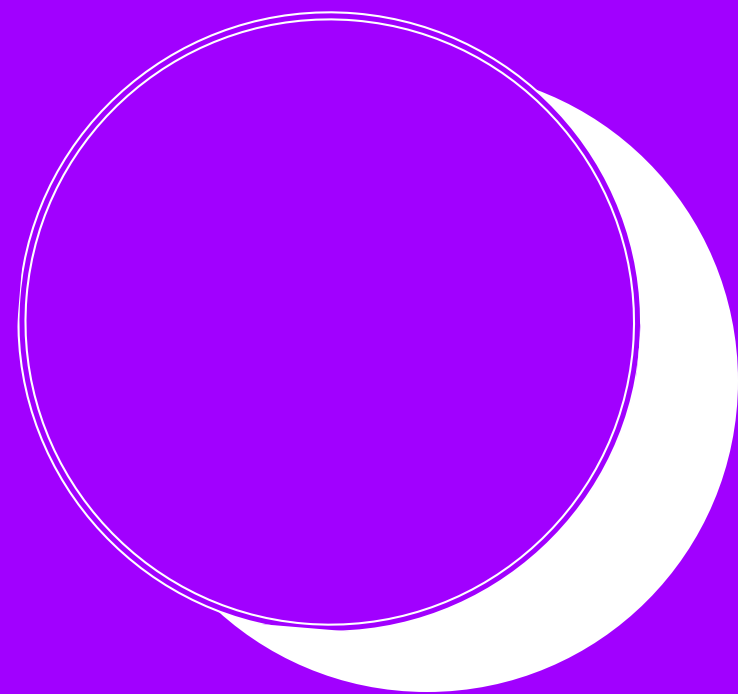
The **Animals** category received the **highest engagement**, followed by **Science and Healthy Eating**, indicating that **audiences prefer informative and lifestyle-oriented content**.

Insight

A **positive sentiment dominates** across all categories, especially in **Healthy Eating and Technology**, suggesting that users engage more with **inspiring and knowledge-based content**. However, **Food and Fitness** show a mix of neutral and negative sentiments, which may indicate areas for content improvement.

Next Steps

To drive **higher engagement**, platforms can **prioritize trending topics** like **Science, Animals, and Healthy Eating**, while **refining messaging in Food and Fitness content** to boost positive sentiment and interaction.



Thank you!

ANY QUESTIONS?