Social Buzz 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 need to adapt quickly to it’s global scale. Accenture has begun a 3 month POC focusing on these task:

- 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!

But how to capitalize on it when there is so much?

Analysis to find Social Buzz’s top 5 most popular categorie content

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover insights

Insights

16

Unique Categories

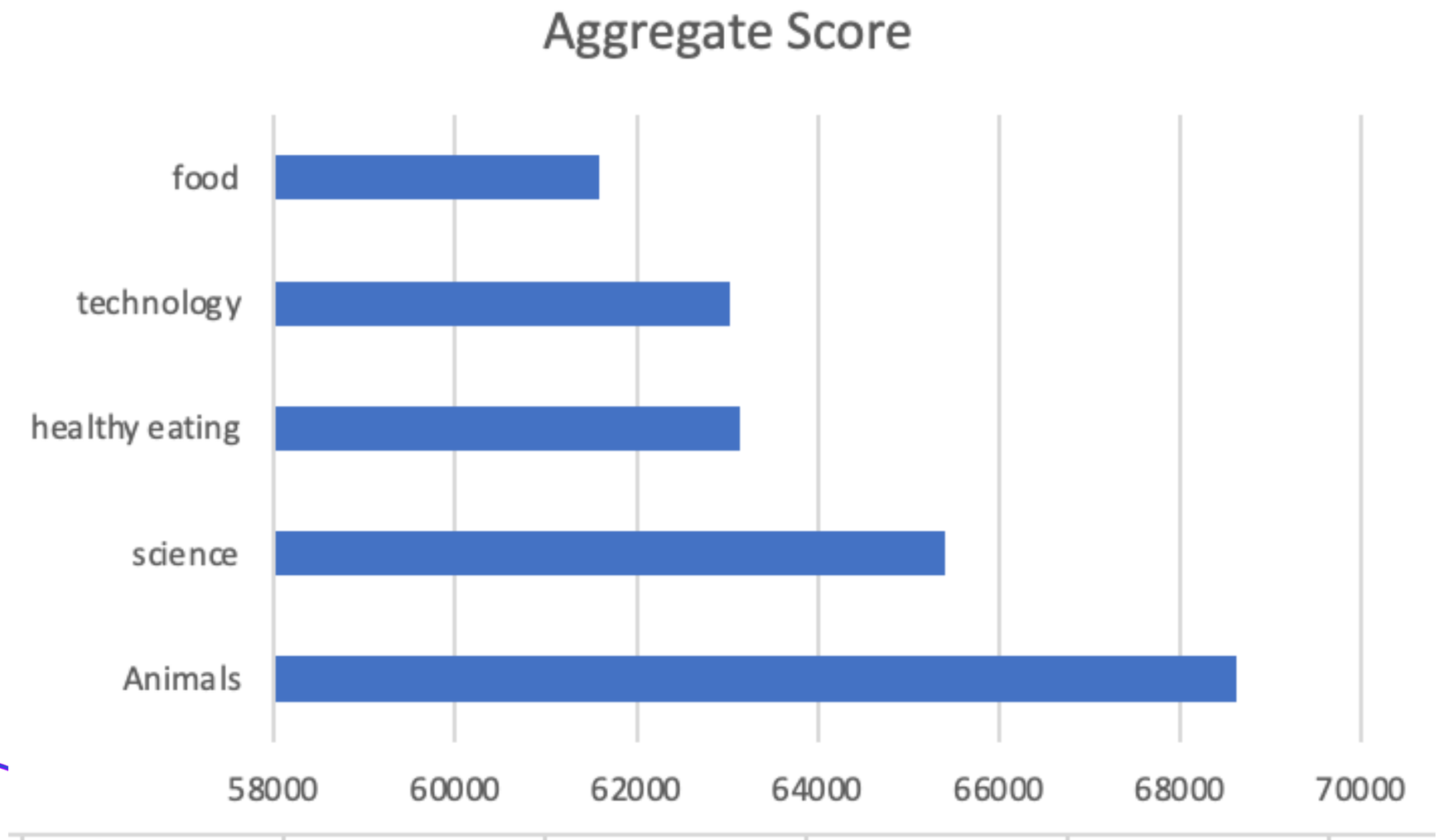
1897

Reactions to “Animal” Posts

January

Month with Most Posts

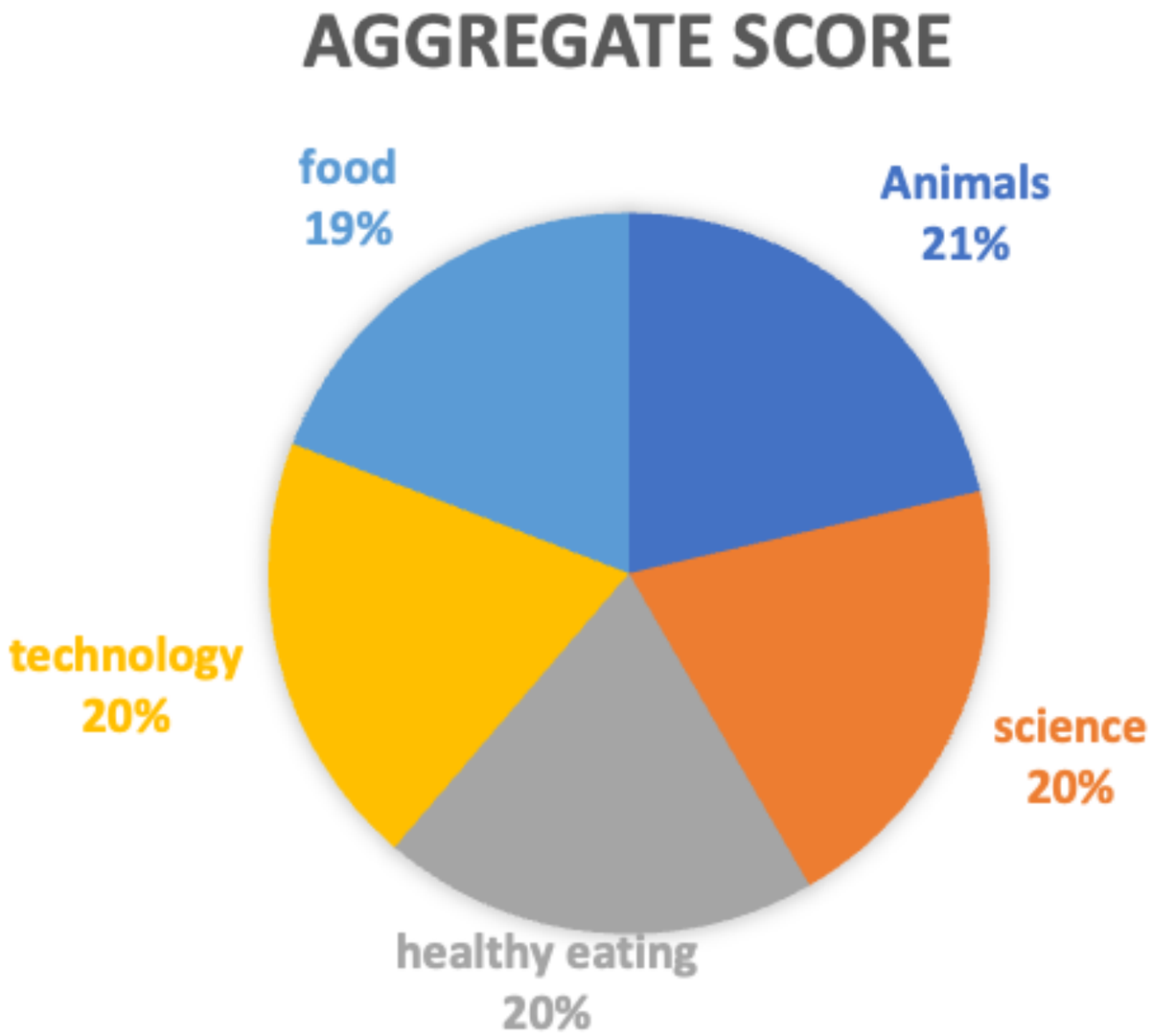
Top 5 Categories by aggregate “Popularity” score



A bar chart is a great way to show popularity for the top 5 categories

It’s visually clear and easy to understand

Popularity percentage share from top 5 categories



Within the Top 5 categories you can then reformat the data to show popularity % share.

Summary

Analysis

Animals and science are the two categories of content showing “real-life” and “factual” content

Insight

Food is a common theme with the top 5 categories with “Healthy Eating” ranking the highest. This may given an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement

Next Steps

The ad-hoc analysis is insightful, but it’s 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?