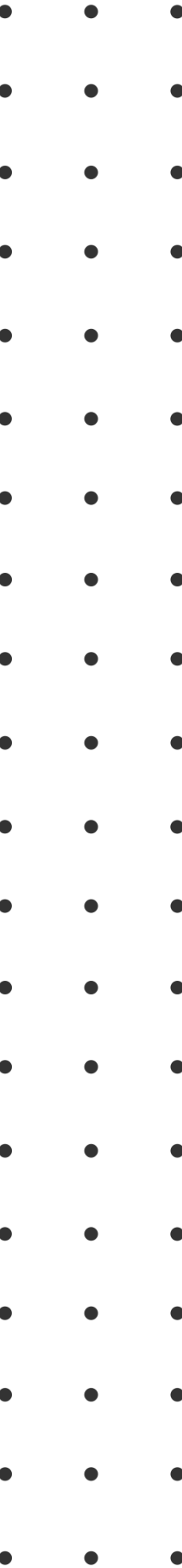


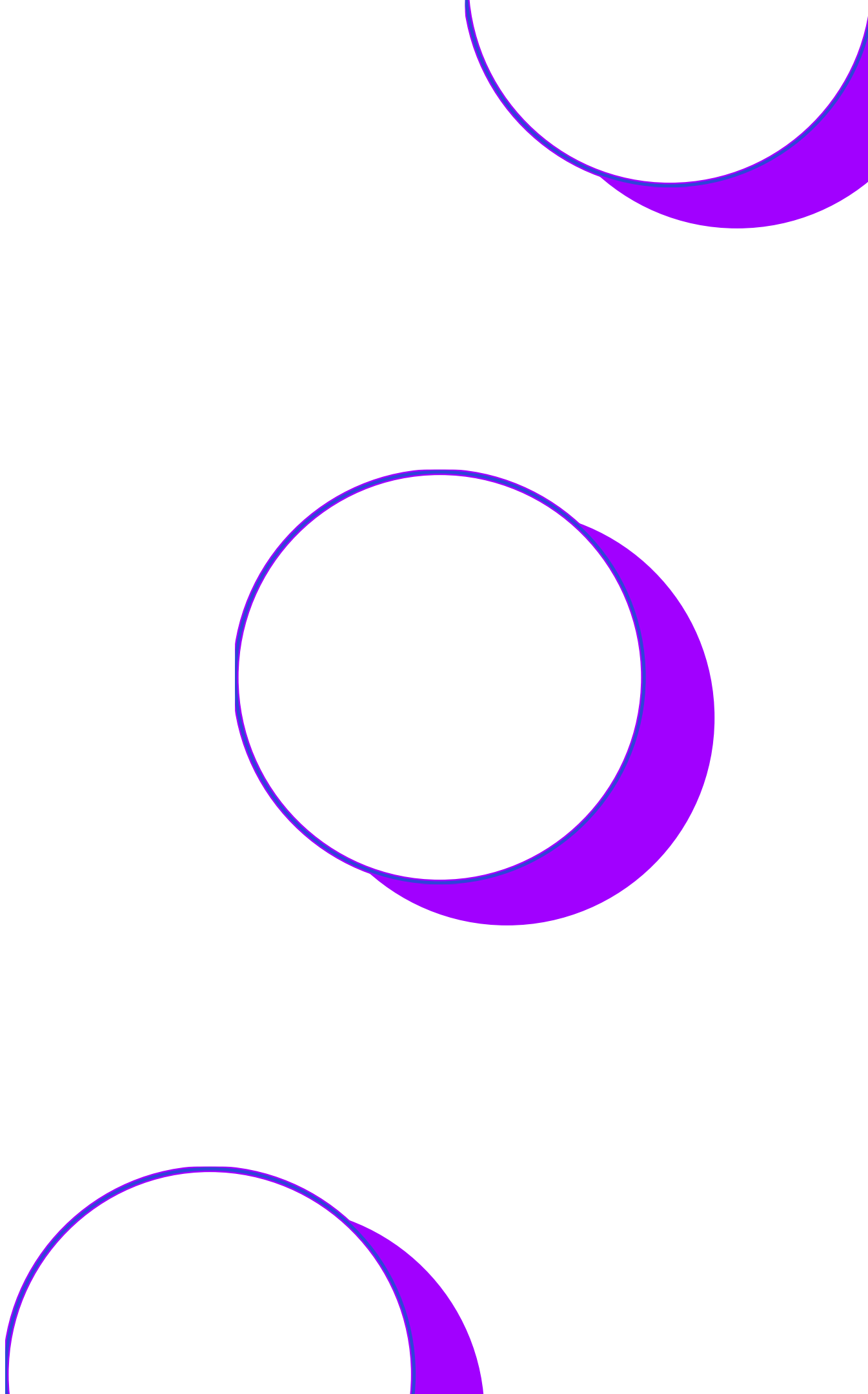
The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Accenture" and "Social Buzz Project" are written in a clean, white, sans-serif font. The "Accenture" text is positioned above the "Social Buzz Project" text. To the right of the blue circle, there is a dark blue, semi-transparent circular shape that overlaps with the blue circle, creating a layered effect. The background of the entire image is a solid purple color, overlaid with a grid of small, white dots that are evenly spaced across the area.

Accenture

Social Buzz Project



# Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

# Problem

- To identify the Top 5 categories with the largest aggregate popularity



# The Analytics team



Marcus Rompton  
(Senior Principle)



Andrew Fleming (Chief  
Technical Architect)



Harison Nagisvaran  
(Data Analyst)

# Process

1

Requirement  
gathering

2

Data acquiring

3

Data cleaning

4

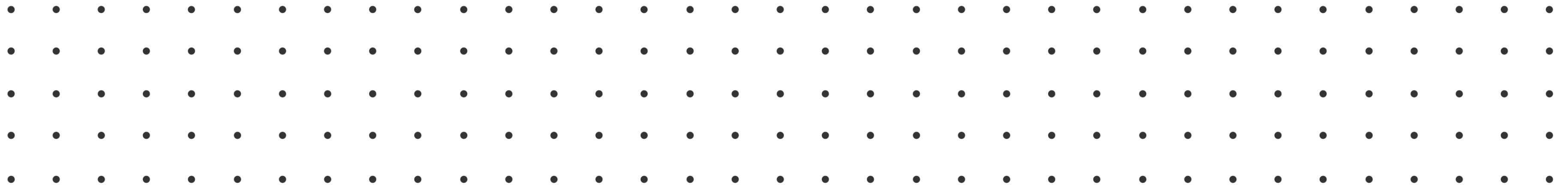
Data exploration &  
Visualization

5

Interpretation and  
Insights

# Insights

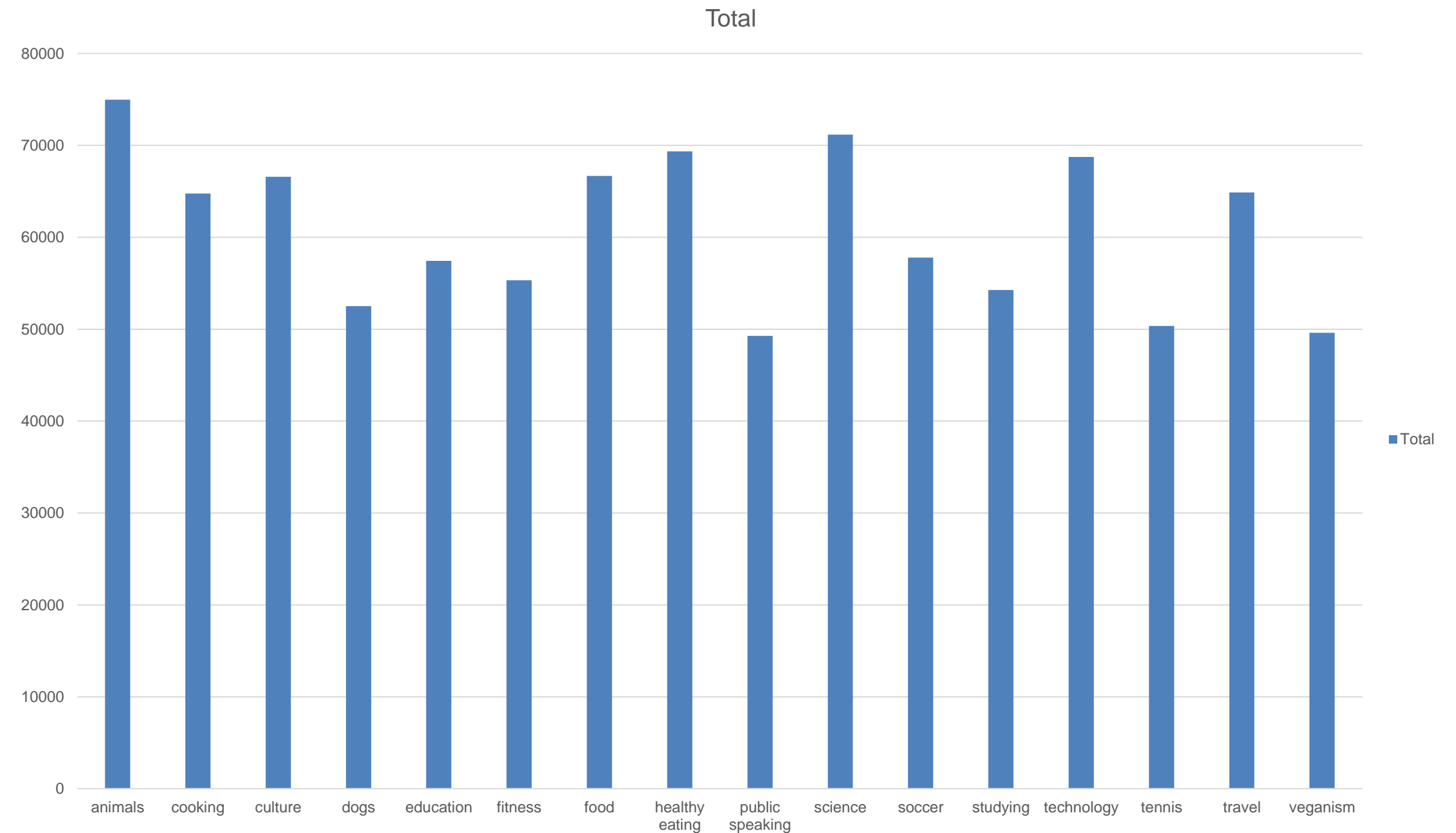
- How many unique categories are there?
- How many reactions are there to the most popular category?
- What was the month with the most posts?



# How many unique categories are there?

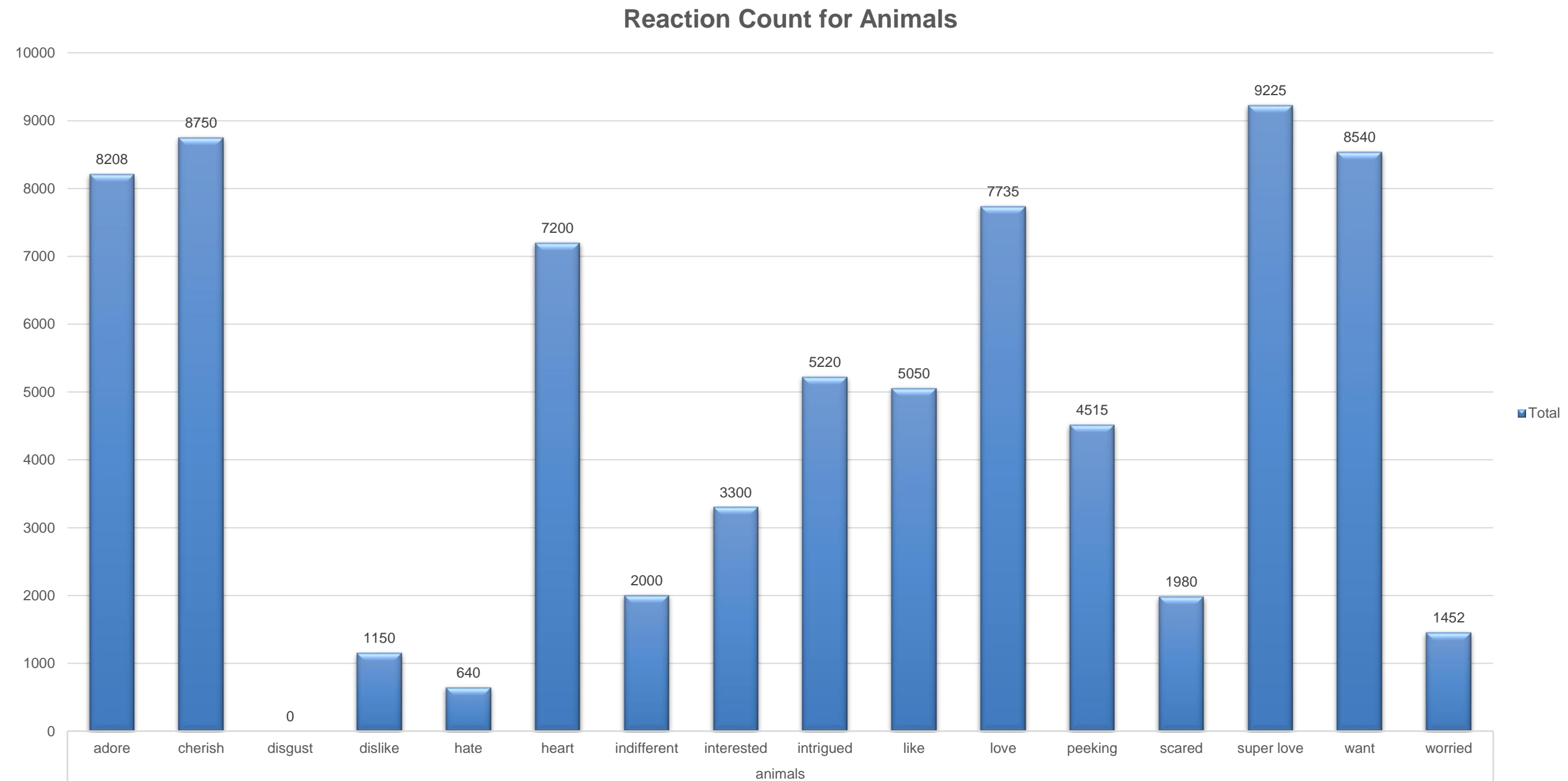
There are 15 unique categories.

Top 5 consisting of animals, cooking, culture, dogs and education.



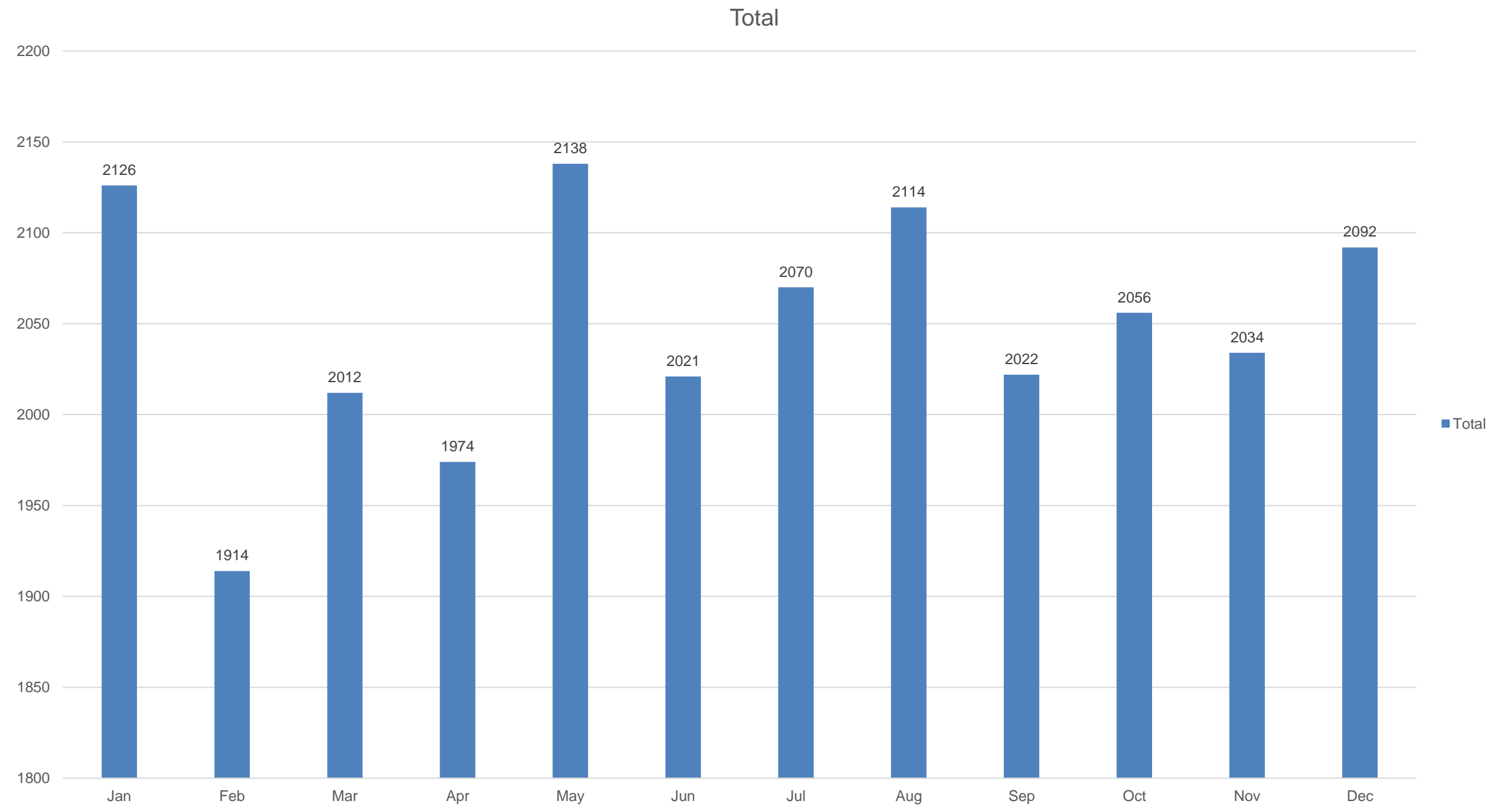


How many reactions are there to the most popular category?



# What was the month with the most posts?

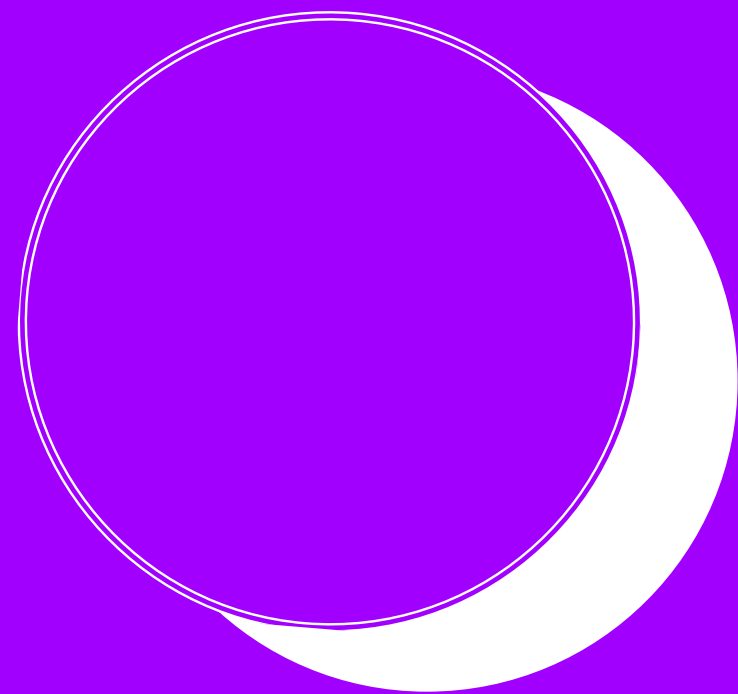
May had the highest number of posts.





# Summary





Thank you!

ANY QUESTIONS?