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?

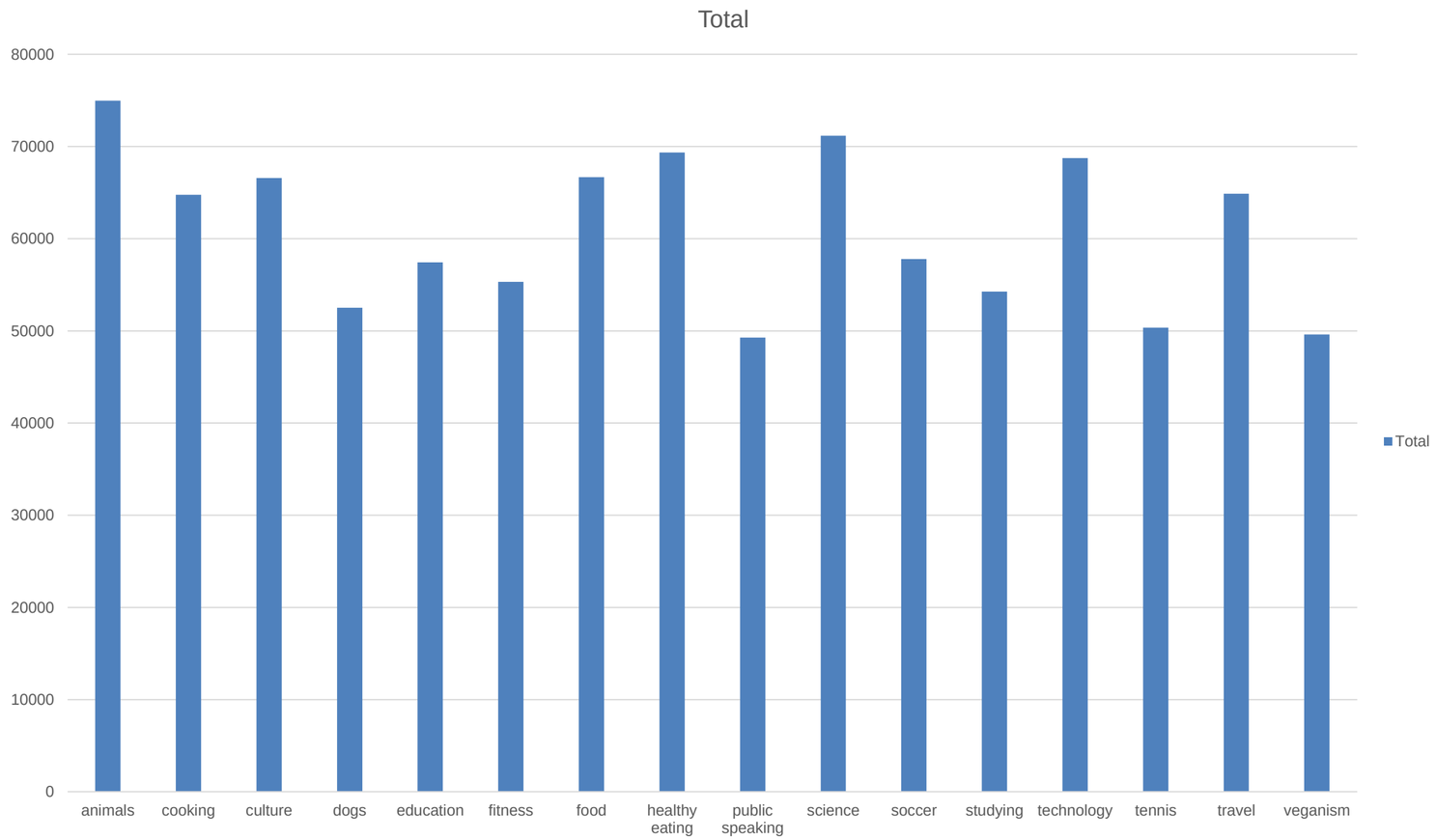
•How many reactions are there to the most popular category?

•What was the month with the most posts?

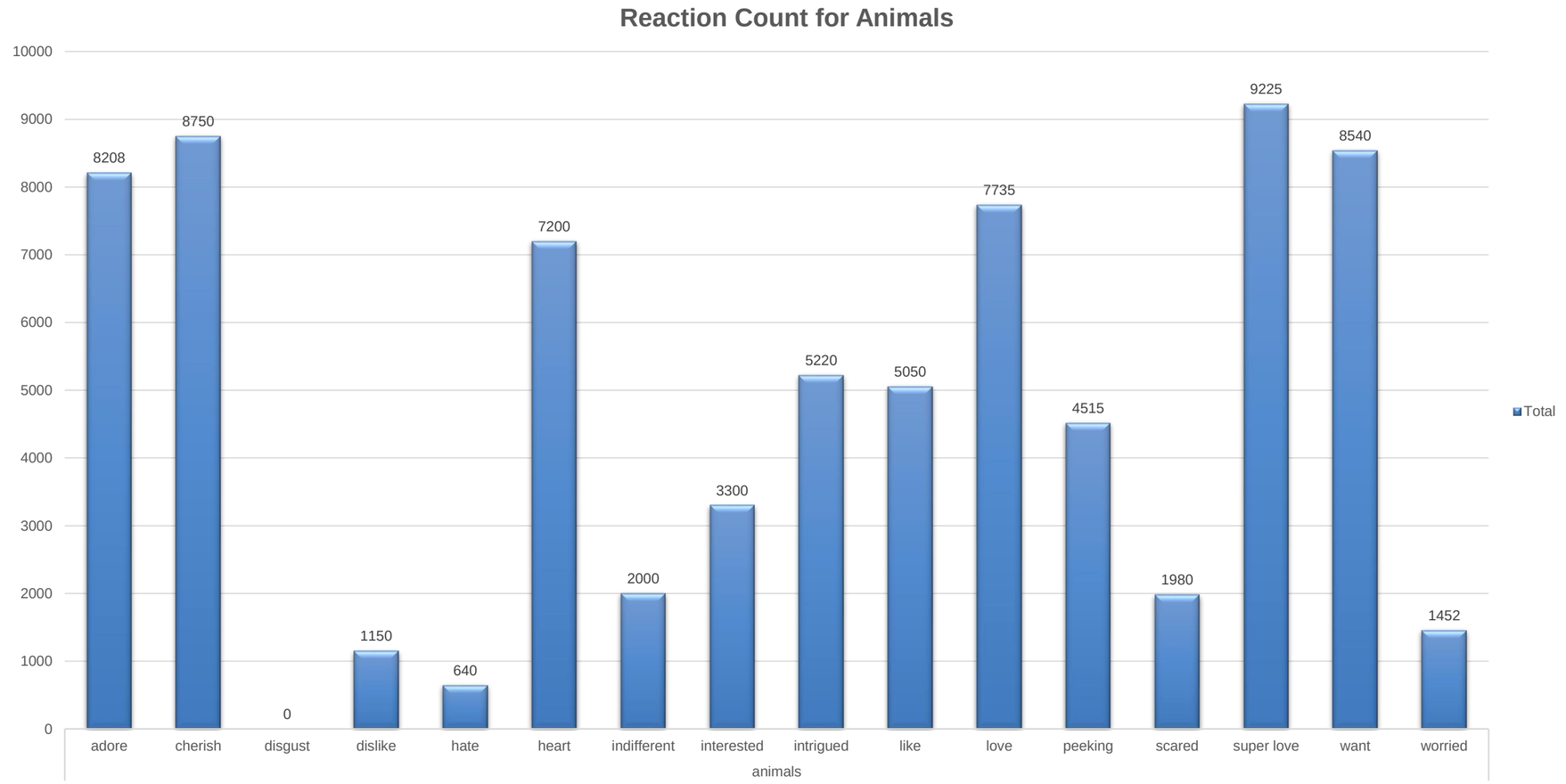
How many unique categories are there?

There are 15 unique categories.

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

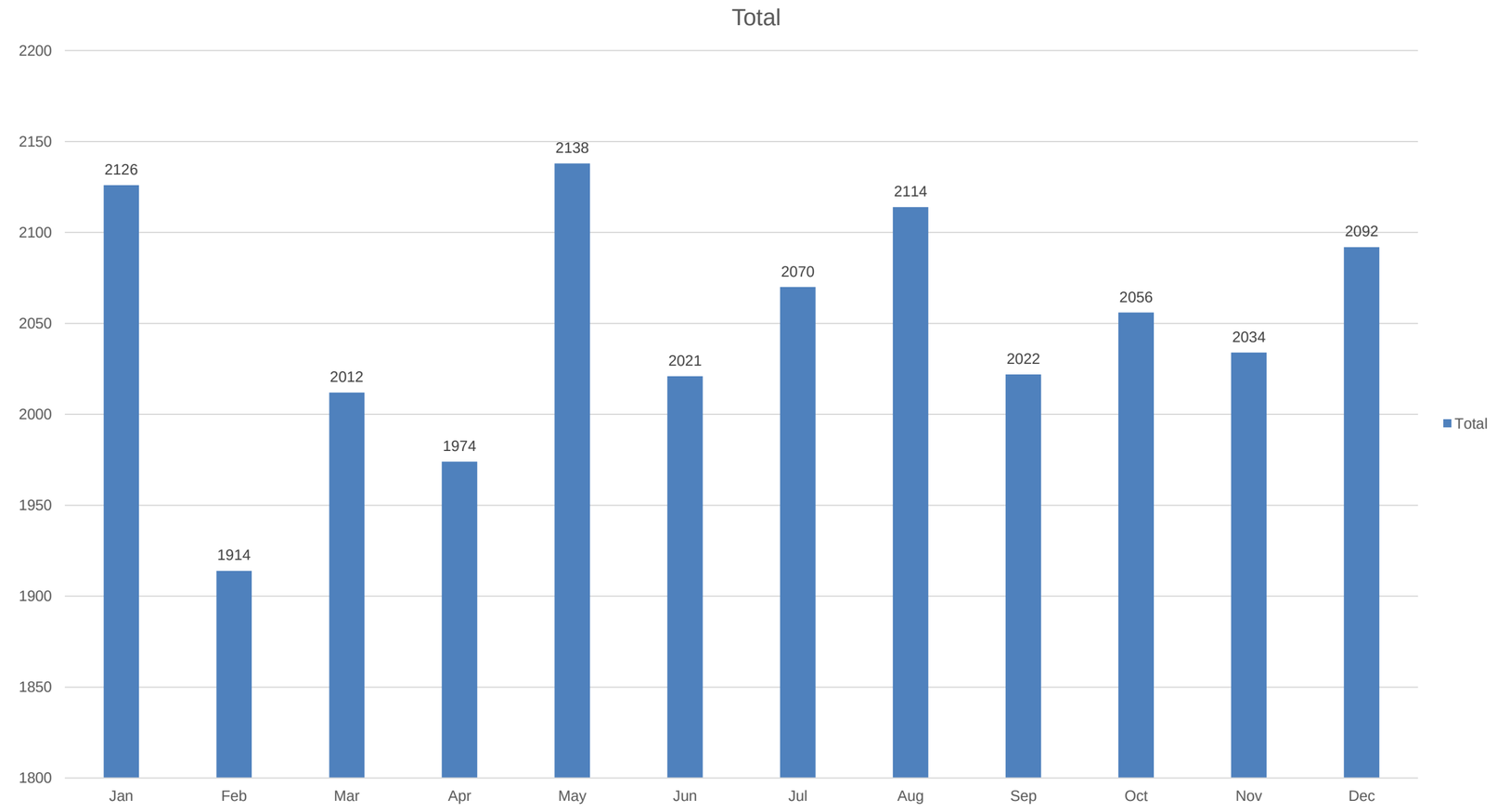


How many reactions are there to the most popular category?

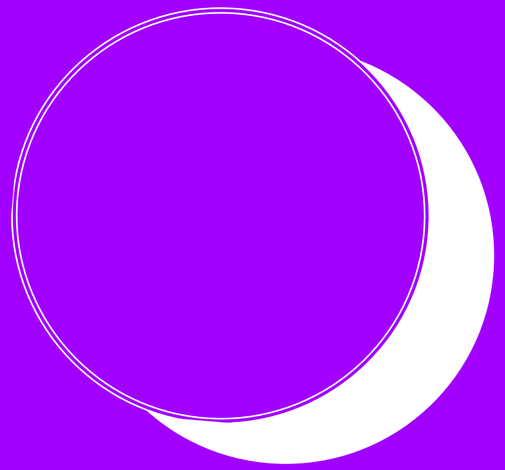


What was the month with the most posts?

May had the highest number of posts.



Summary



Thank you!

ANY QUESTIONS?