

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

The Agenda
should list the key
headings in your
presentation



Project Recap

The Project Recap provides a brief summary of the client brief



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 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 100000 posts per day

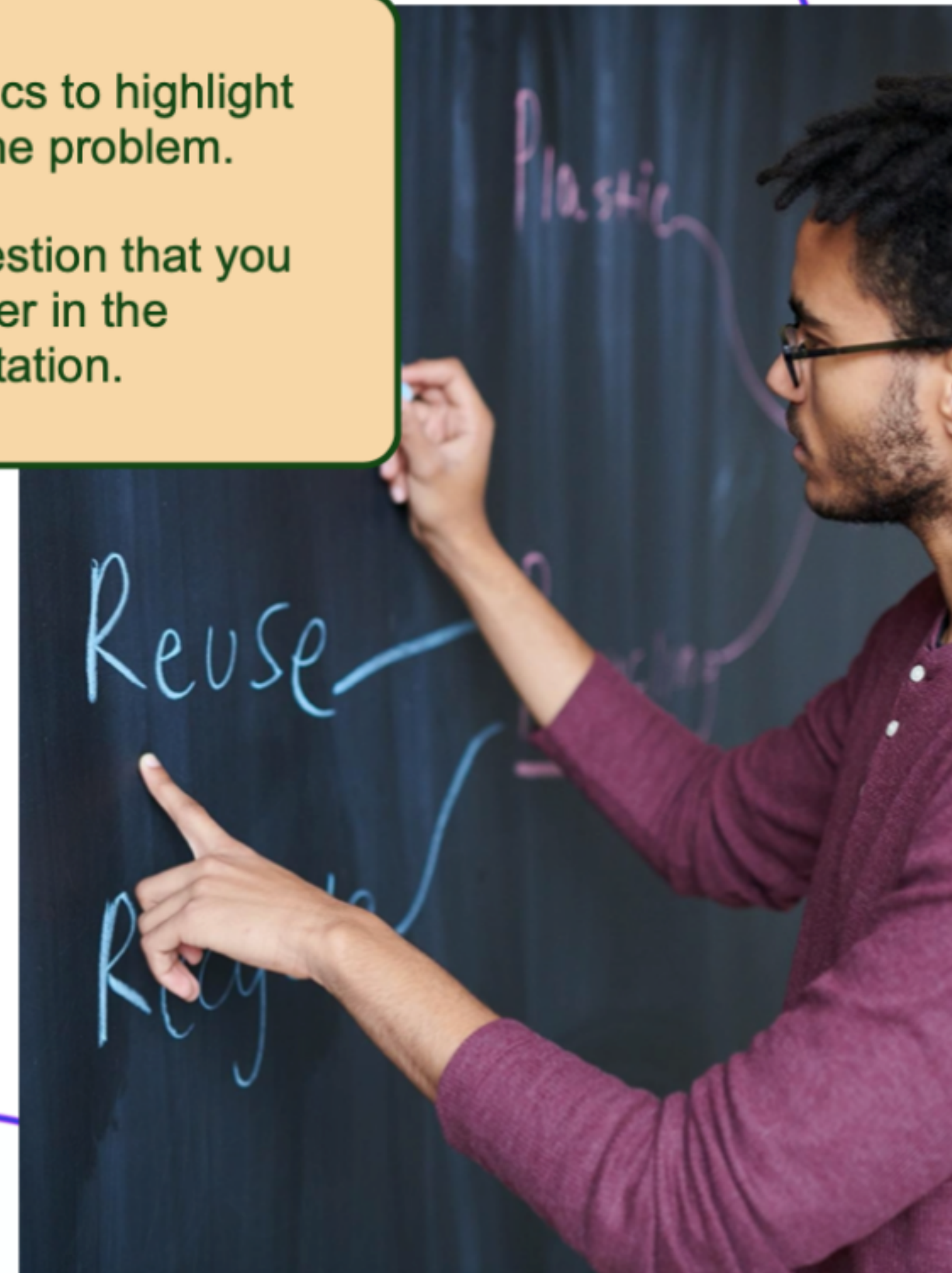
36,500,000 pieces of content
per year!

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

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

Use key statistics to highlight
the size of the problem.

Include the question that you
will answer in the
presentation.



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

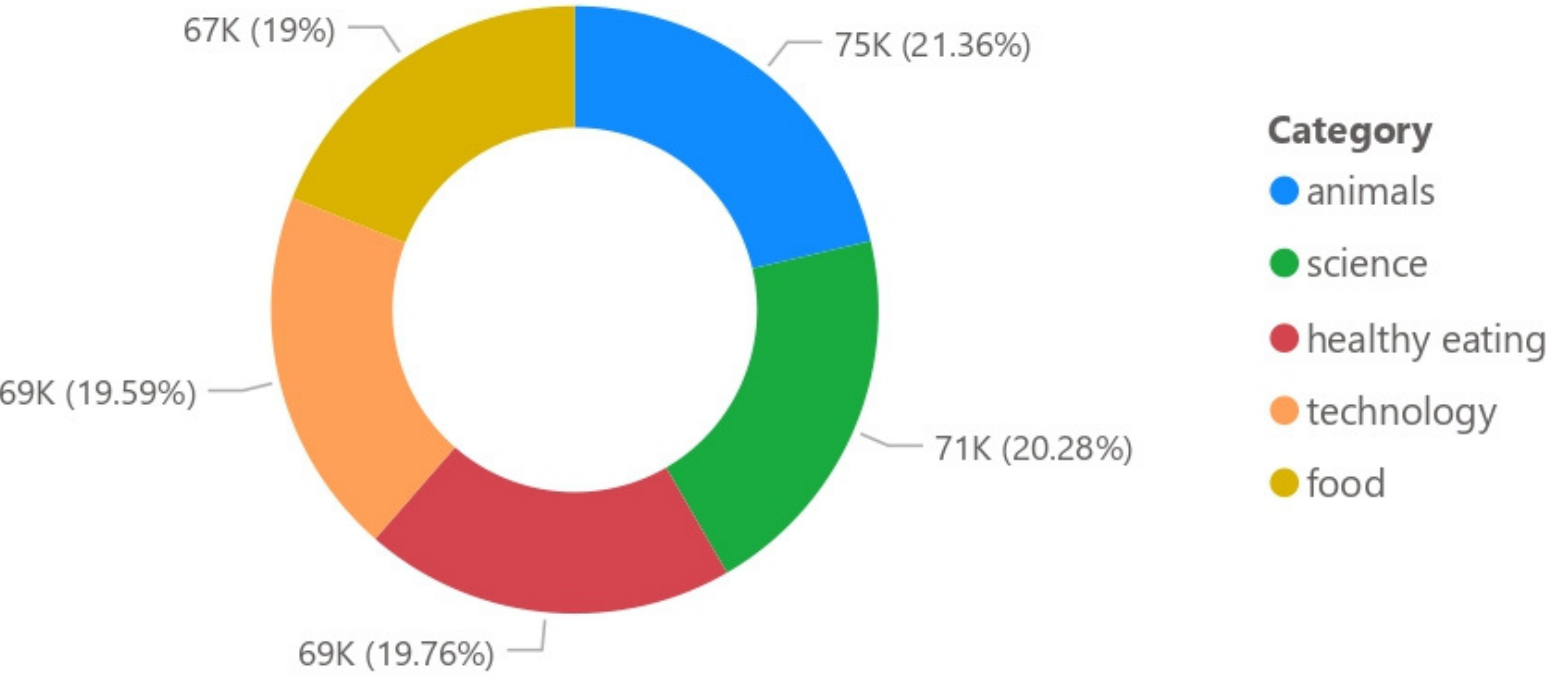
5

Uncover Insights

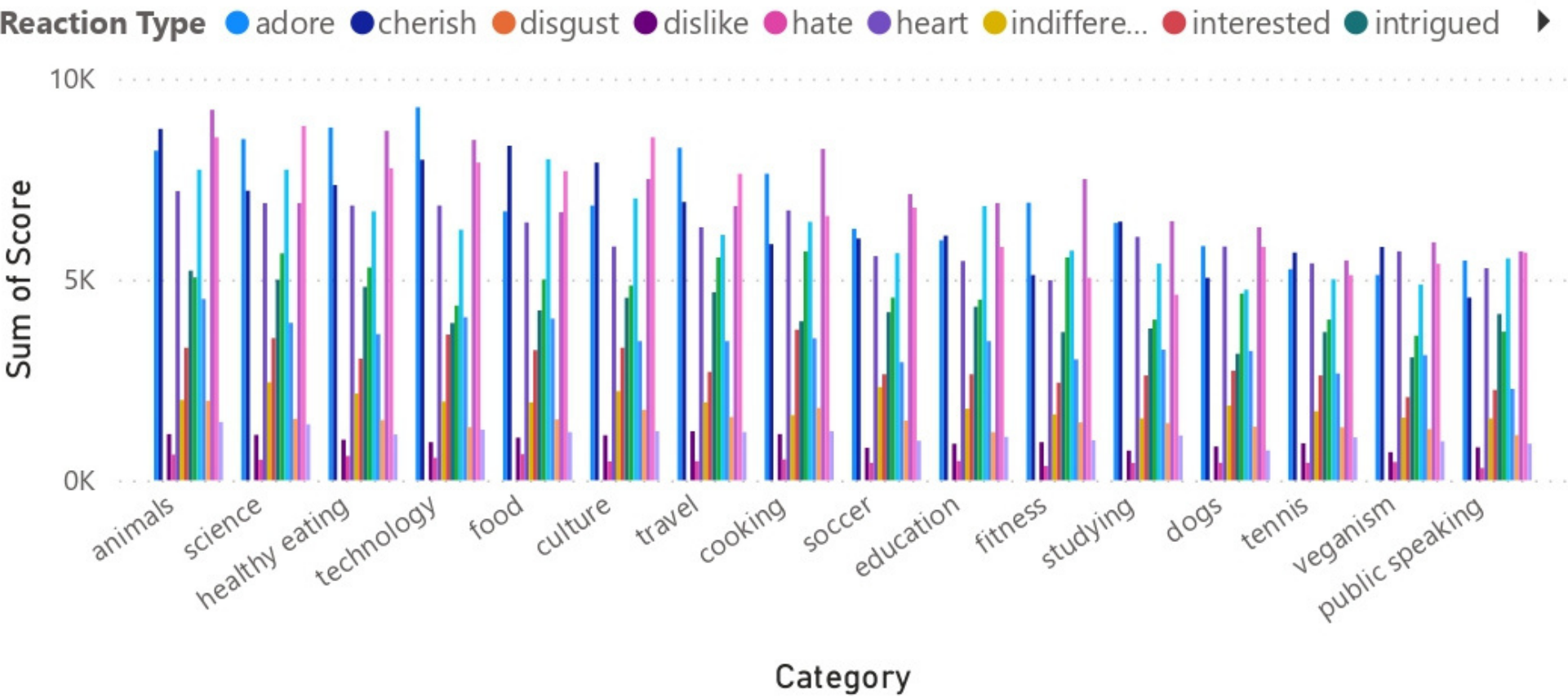
Outline the key steps you took as a data analyst.

Keep your slide clean, you can talk to each point as you present.

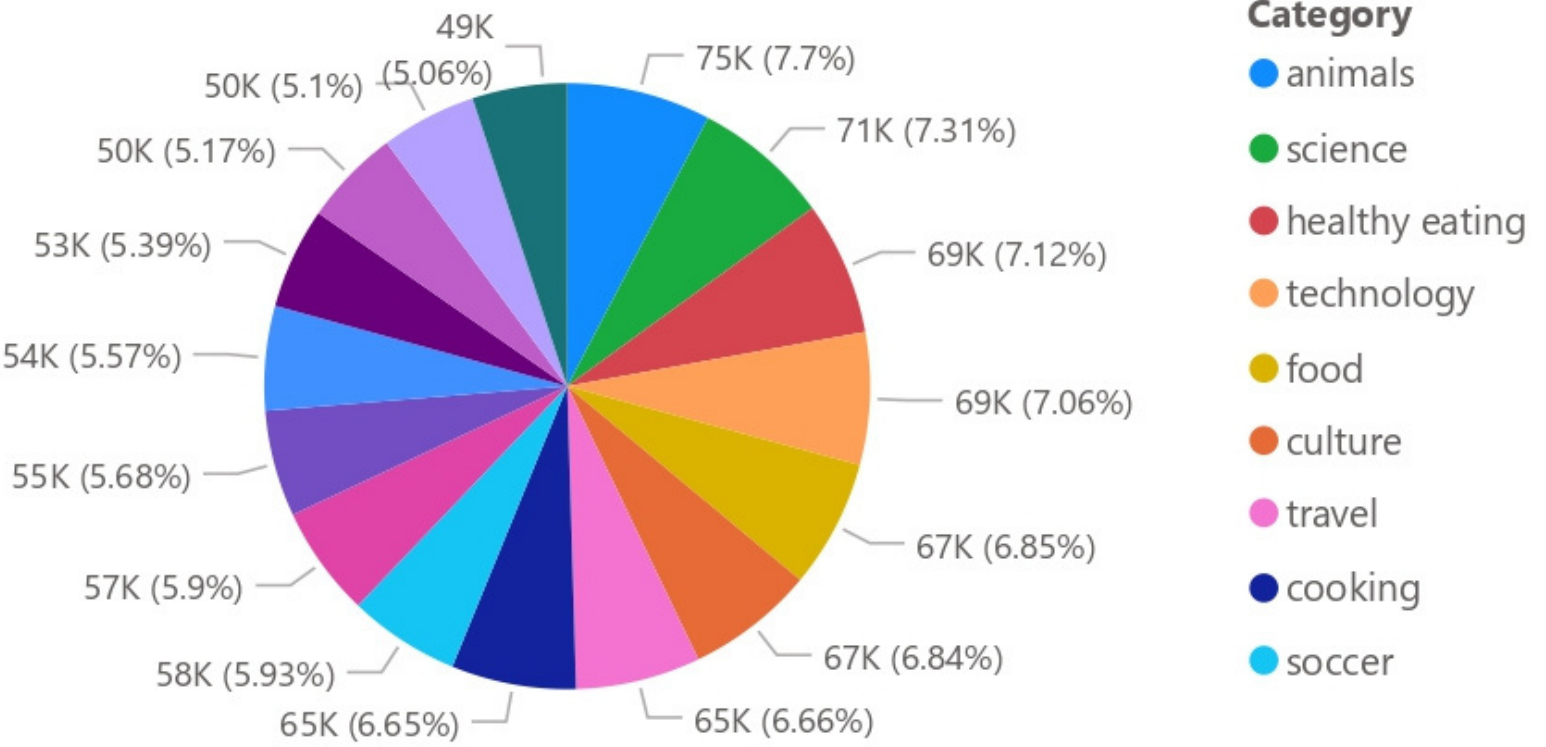
Top 5 content categories



Sum of Score by Category and Reaction Type



Unique categories are there



Count of Sentiment by Datetime

