

# Social Buzz Analytical Report





# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



# Project Recap

- Audit for their bid 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

- Over 100, 000 post per day which amount to 36,500,000 post every year
- Determining how to capitalize each content and How do we categorize which content is popular?
- Determine the content categories of Social Buzz that highlights the top categories with the largest Aggregate popularity



# The Analytics team



**Andrew Fleming**  
*Chief Technical Architect*



**Marcus Rompton**  
*Senior Data Expert*



**Kevin Kent Ventura**  
*Data Analyst*



# Process

1

DATA UNDERSTANDING

2

DATA EXTRACTION

3

PROCESS AND MODELING THE DATA

4

ANALYZING THE DATA

5

ANALYTICAL INSIGHTS



# Insights

16

UNIQUE  
CATEGORIES



1699

POST REACTIONS  
FOR FOOD

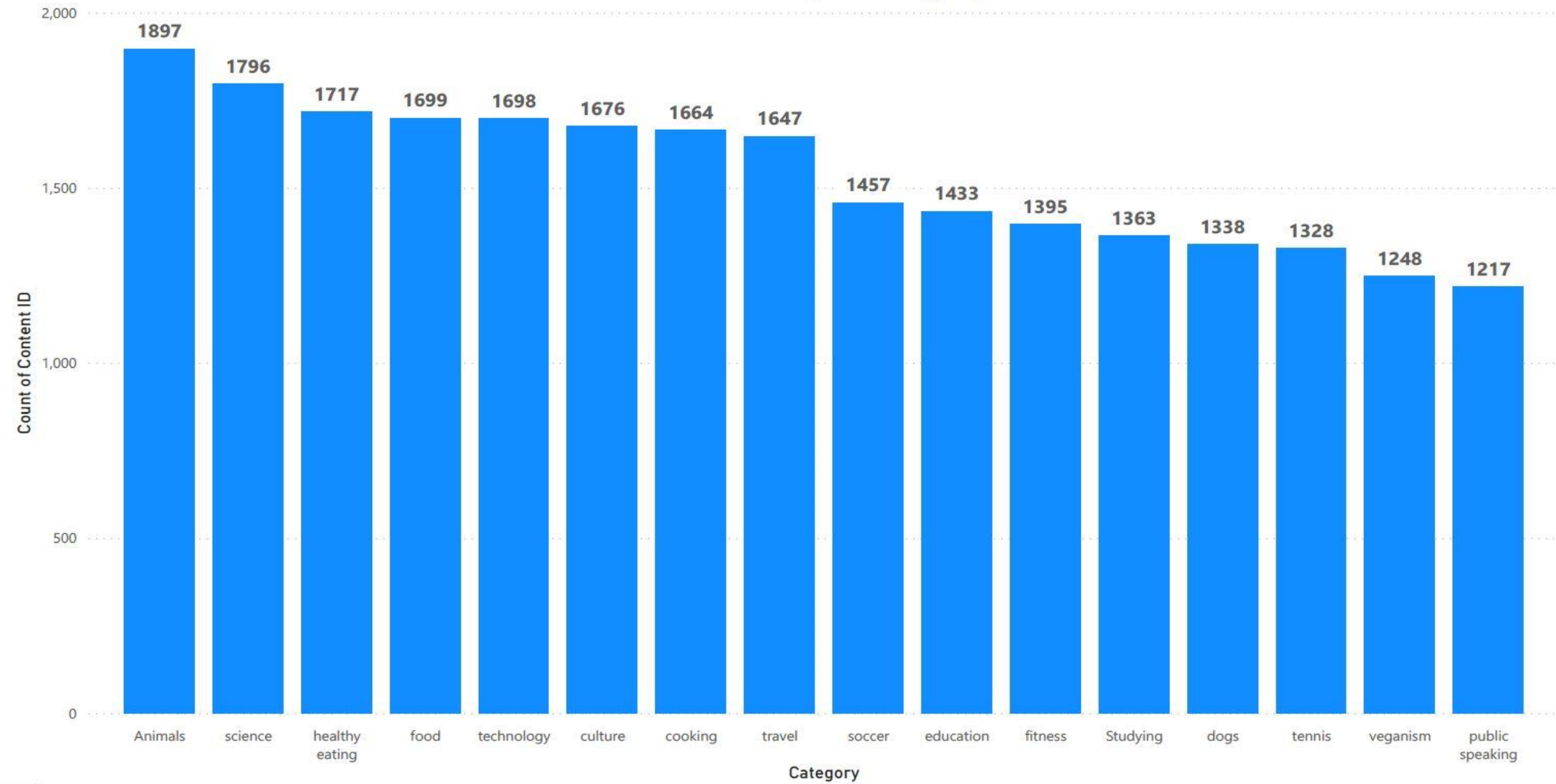


MAY

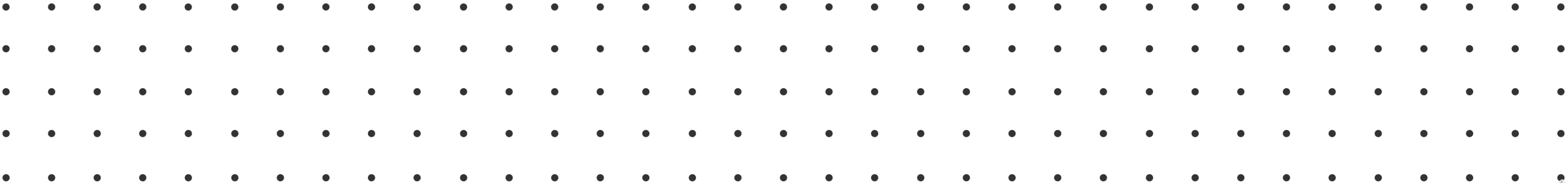
MONTH WITH  
MOST POSTS



Number of Post per Category



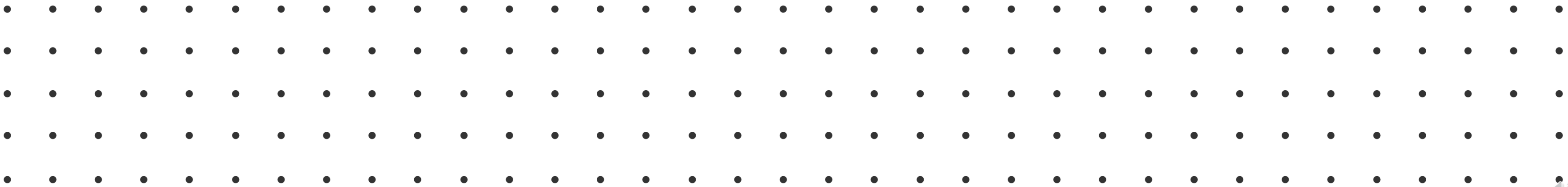
- Chart shows 1699 Post came from the Food Category alone
- The most post came from Animals category



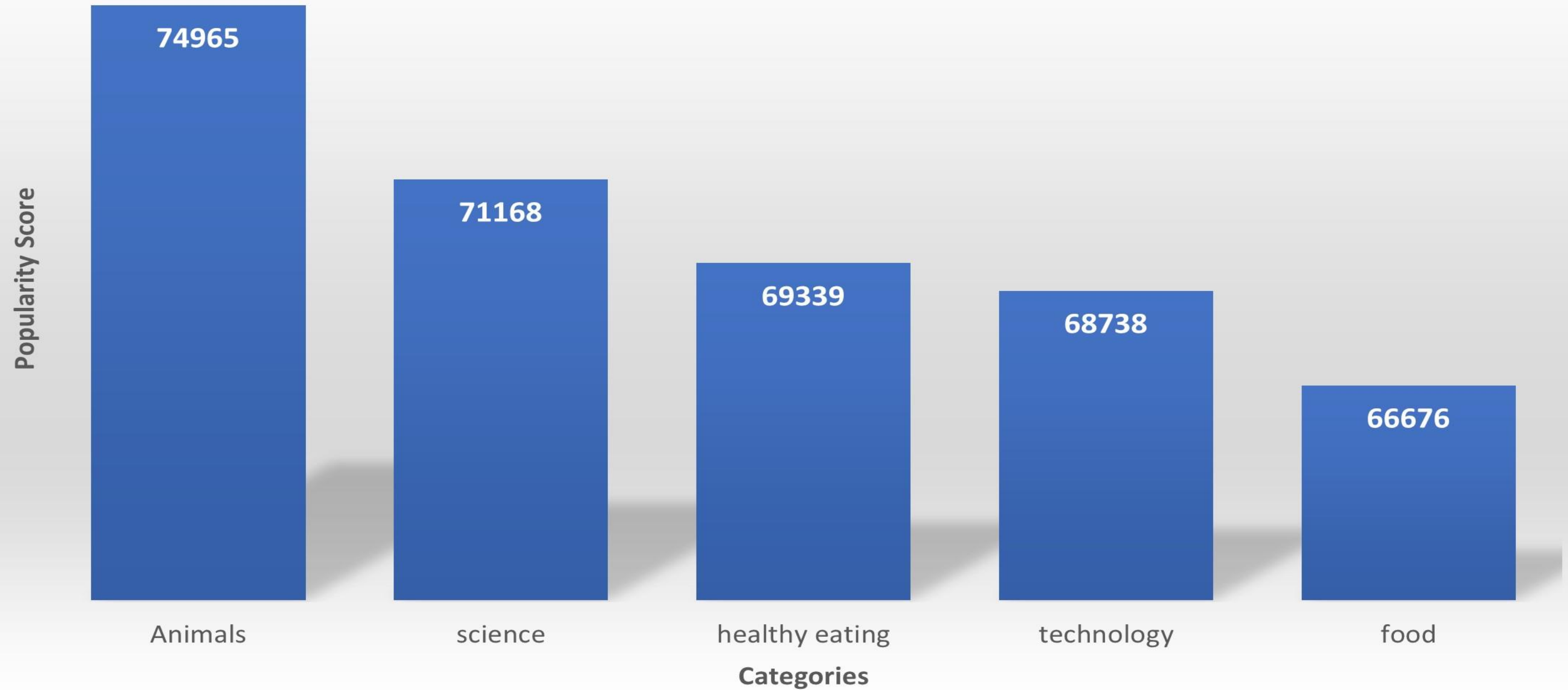




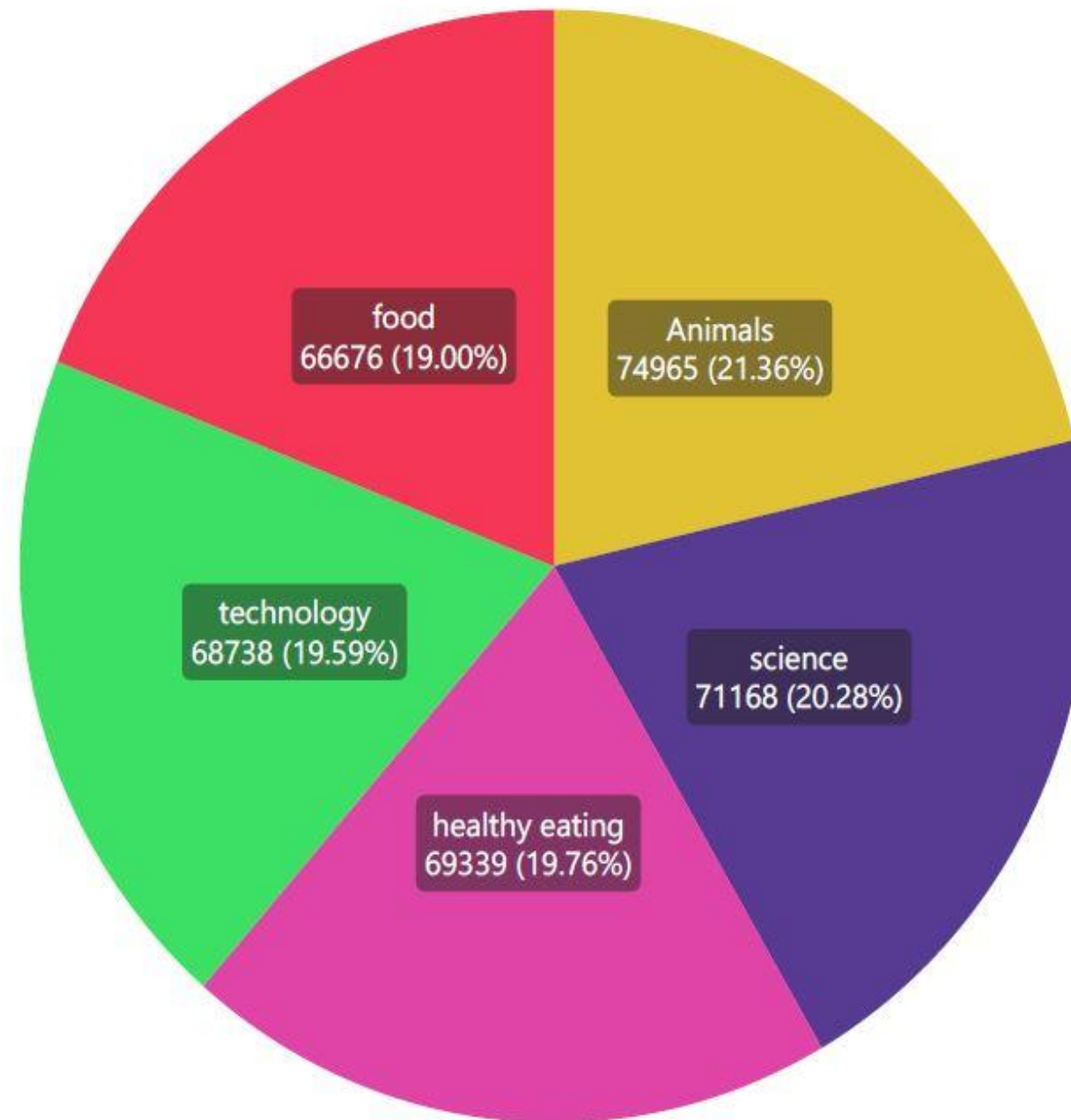
- The least active month for posted content is the month of **February**.
- The most active users post content is the month of **May** followed by **January** and **August**.



## Top 5 Categories with largest "Aggregate" Popularity



## Top 5 Categories with Aggregate Popularity



# Summary



- SUMMARY OF STUDY

We found Animals and Science are the two most popular categories

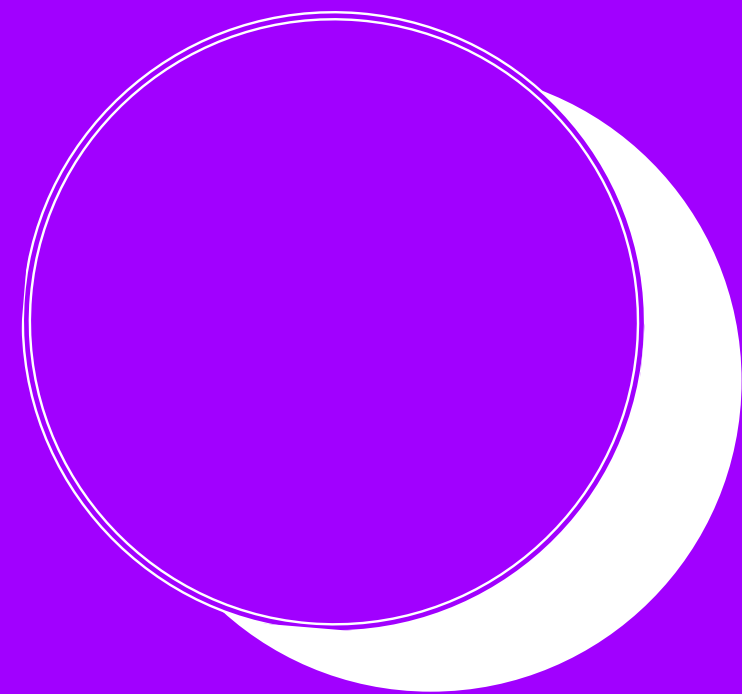
- ANALYTICAL INSIGHT

Technology was the fourth most popular, perhaps due to the world wide trend of innovation and massive adaptation of the current technology.

- MOVING FORWARD

We are ready to take it to the next stage and bring our expertise within Accenture to help you realize these kind of insights.





# Thank you!

ANY QUESTIONS?

