Social Buzz

Project by

Accenture

accenture

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

*Social Buzz is a fast growing technology firm that need to adopt quickly to it's global scale.

*Accenture has begun a 3 month POC focusing on these tasks:-

1. An audit of social buzz's big data practice
2. Recommendations for a successful IPO
3. 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 categories of content.

The Analytics Team

Andrew Fleming
Chief technical architect

Marcus Rompton
Senior Principal

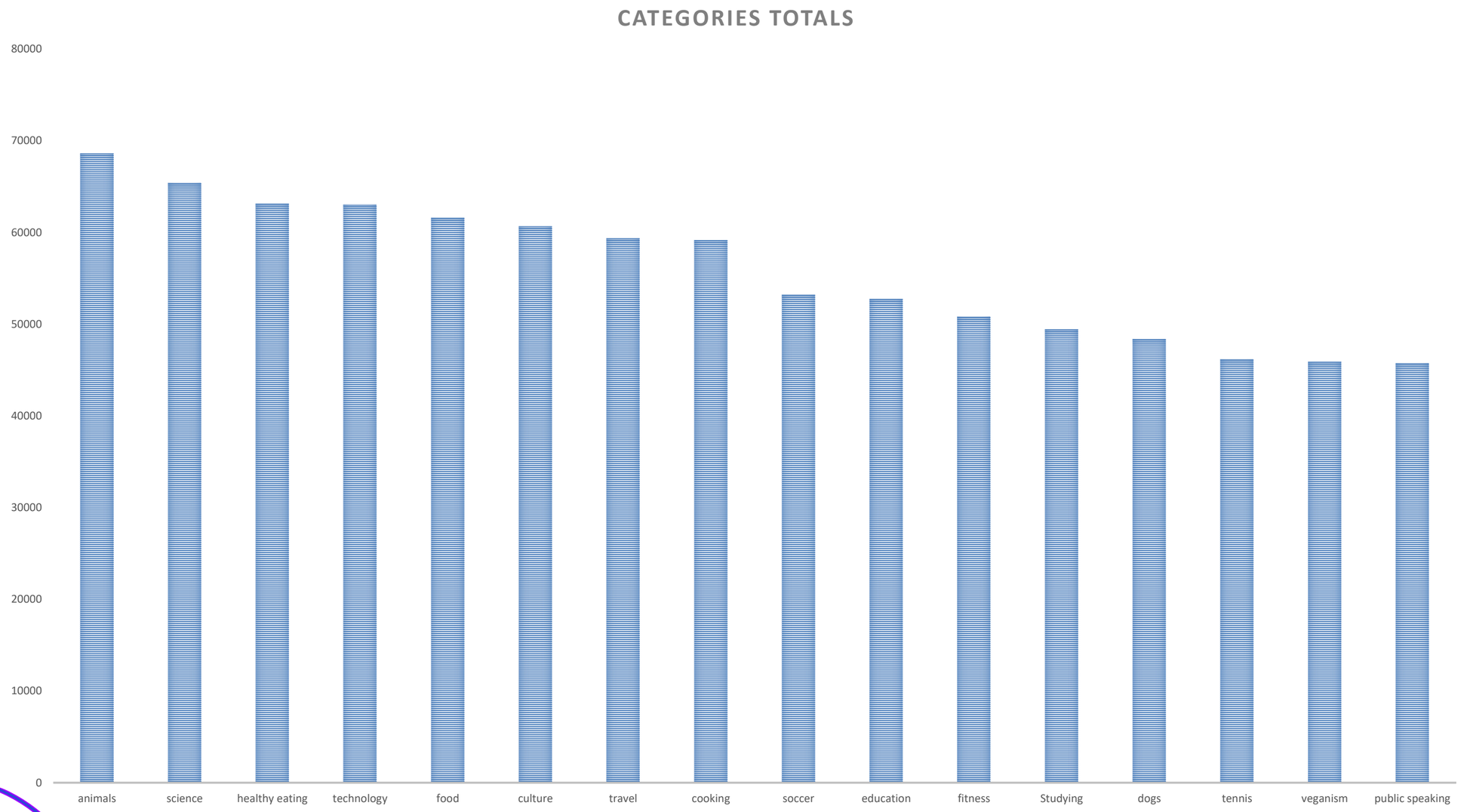
Khaled Essam
Data analyst

Process

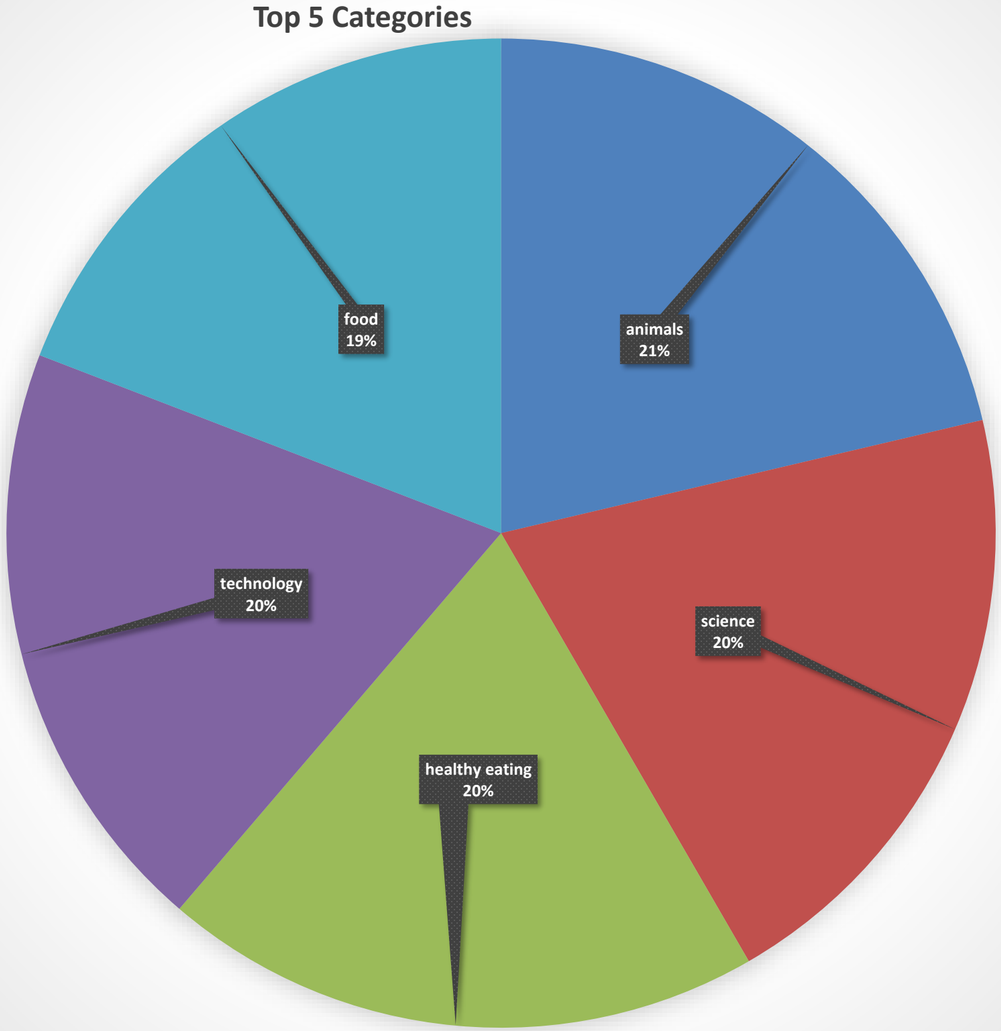
1. Data understanding
2. Data Cleaning
3. Data modeling
4. Data analysis
5. Uncover Insights

Insights

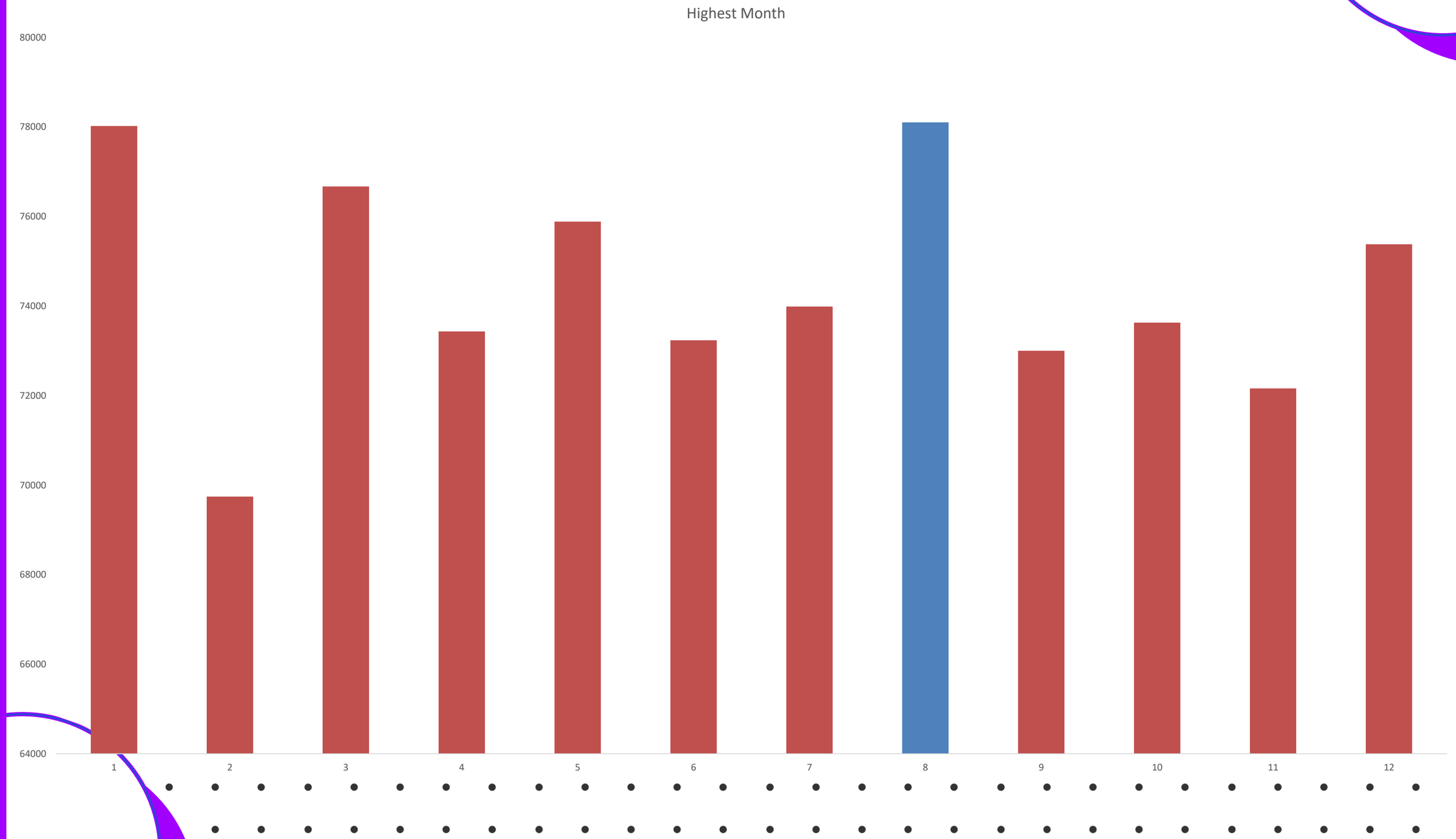
Categories Totals



Top 5 Categories



Highest Month

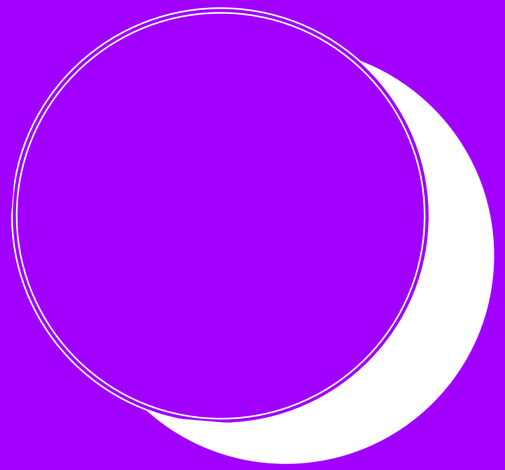


Summary

Analysis
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

Insight
Food is a common theme with the top 5 categories with “Healthy eating” ranking the highest. From this insight you can create a campaign and work with healthy eating brands to boost user engagement.

Next steps
This ad-hoc analysis is insightful. But its time to take this analysis into lager scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?