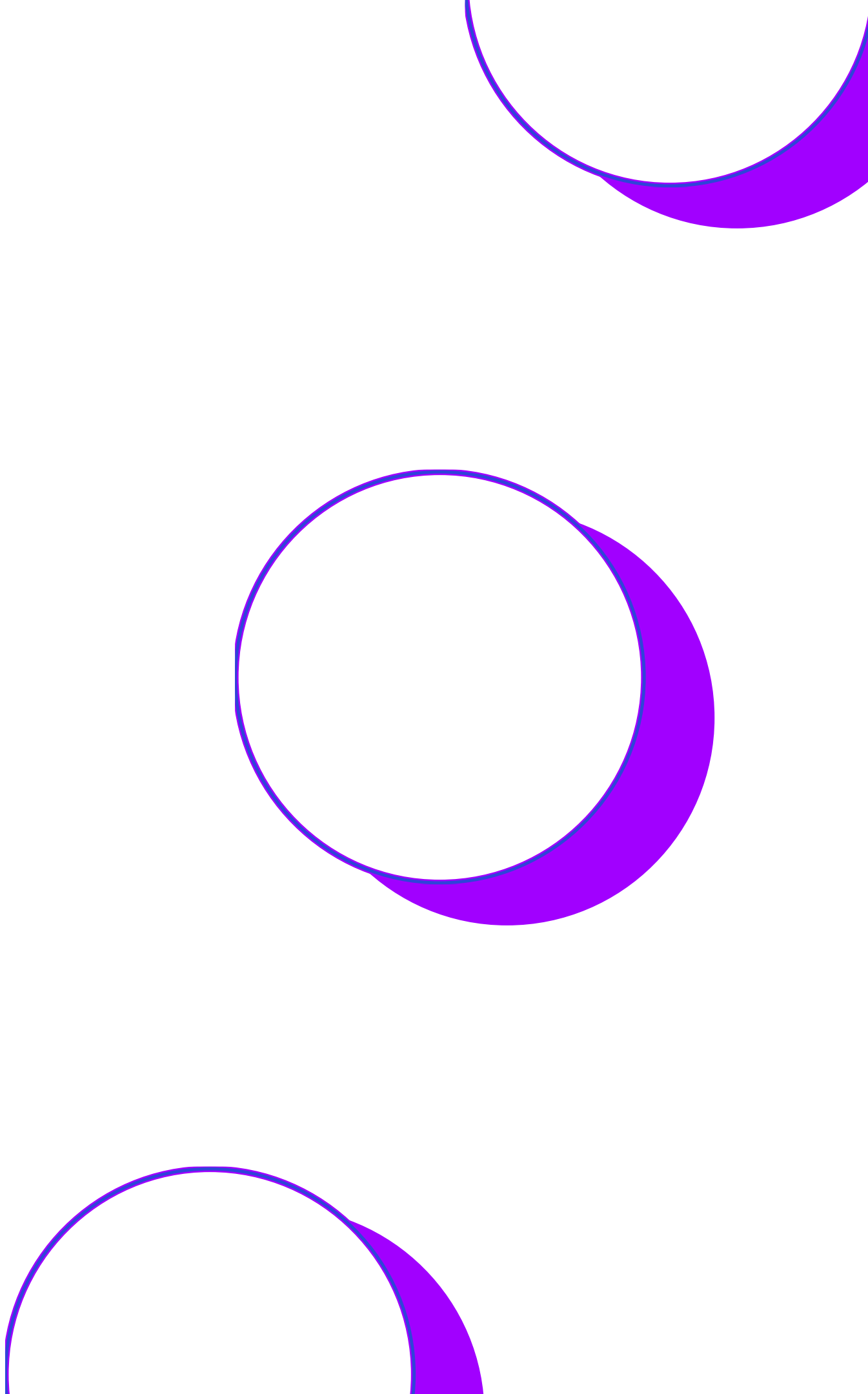Social Buzz's Insights

Today's agenda

- ❑ Project recap
- ❑ Problem
- ❑ The Analytics team
- ❑ Process
- ❑ Insights
- ❑ Summary

Project Recap

Social Buzz is a fast-growing technology unicorn that needs to adapt quickly to its global scale. Accenture has begun a 3 months POC focusing on these tasks:

- An audit of Social Buzz's big data practice
- Recommendations for successful IPO
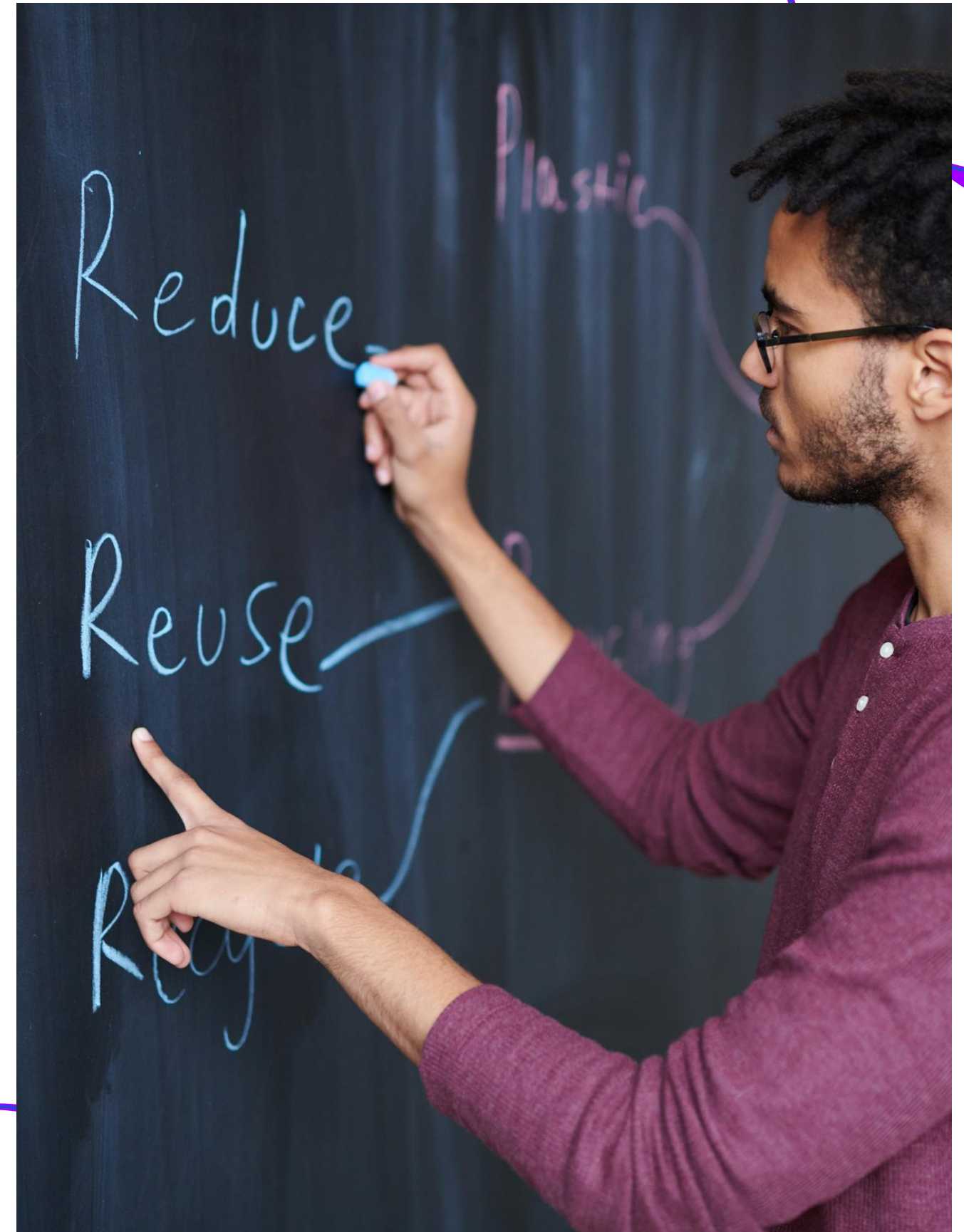- Analysis to find Social Buzz's top 5 most popular categories of content

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

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Khokan Mandal
Data Analyst

Process

1 Data Understanding

2 Data Cleaning

3 Data Modeling
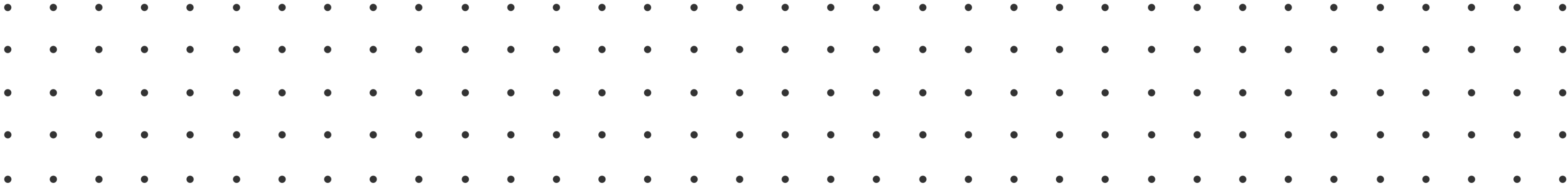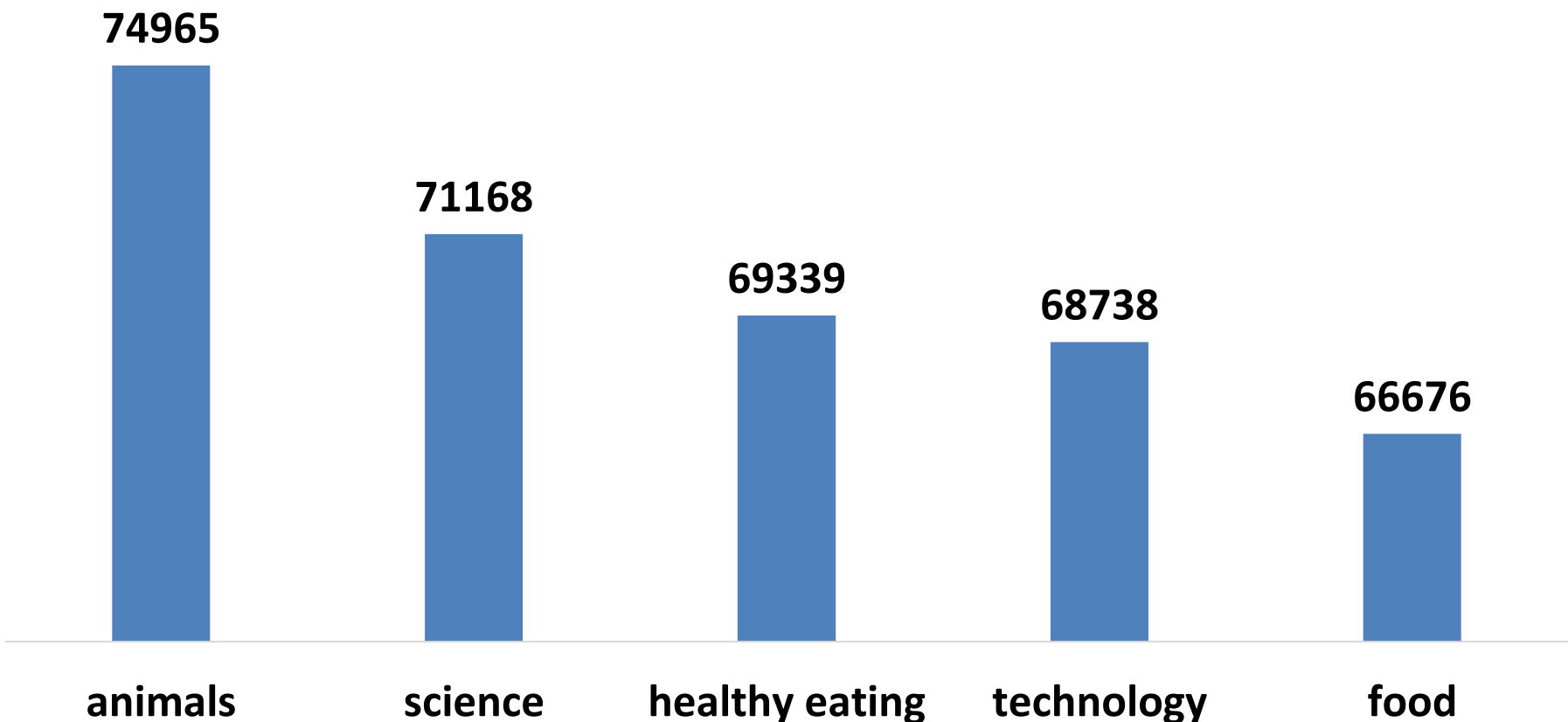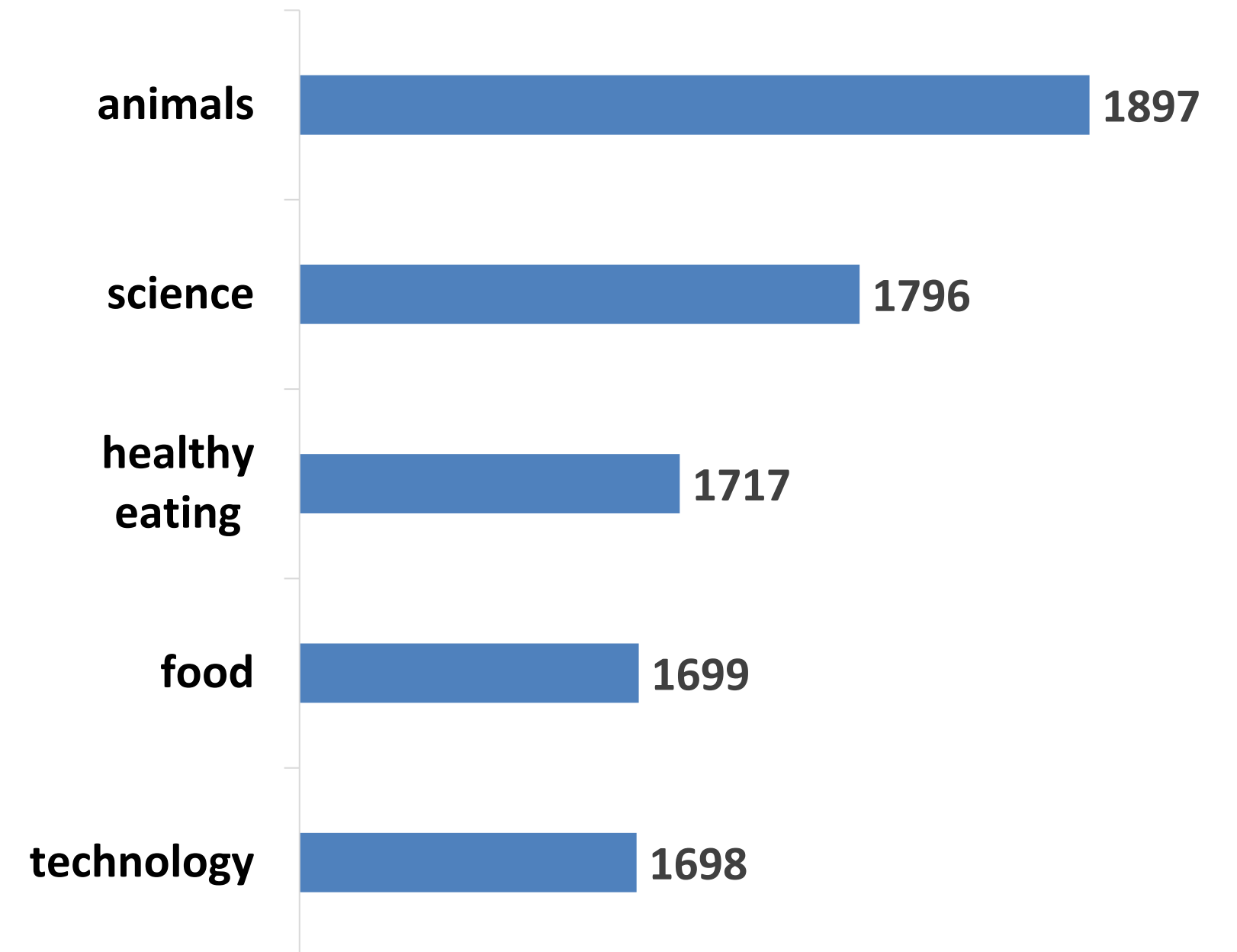
4 Data Analysis

5 Uncover Insights

Insights

- No. of total Unique categories is 16

- Animals got the highest score

- Food is in 5th place

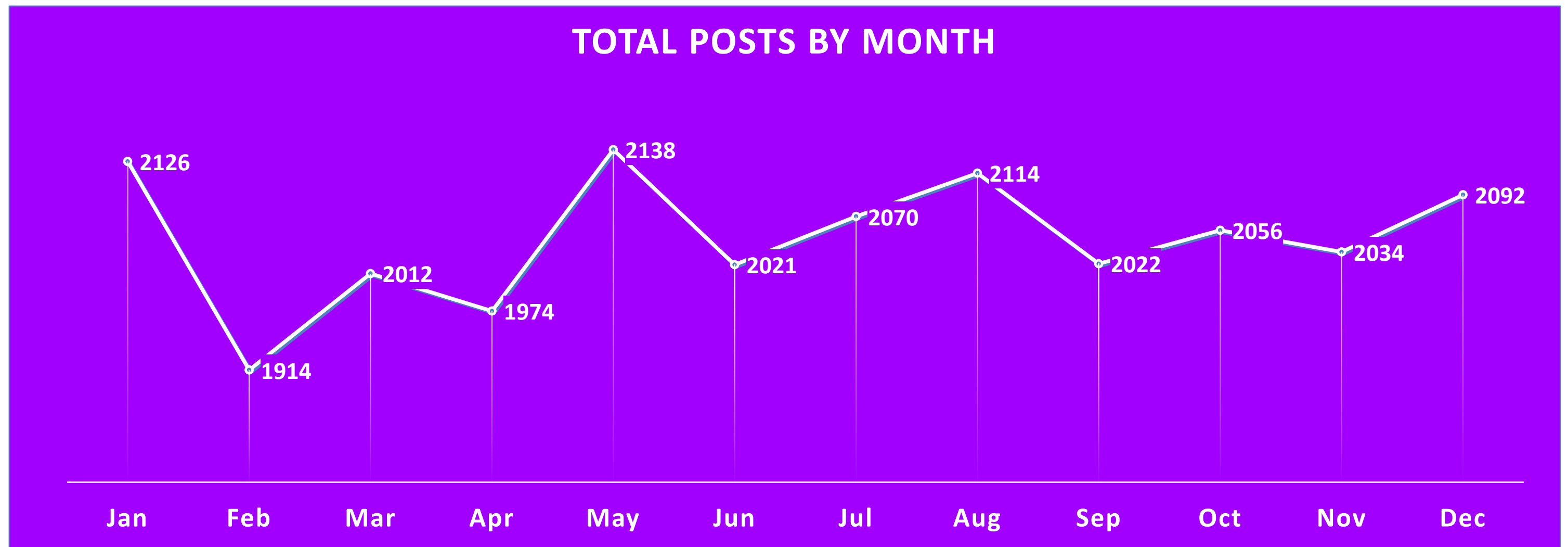**Top 5 categories by total scores**

74965				
	71168			
		69339	68738	
				66676
animals	science	healthy eating	technology	food

Top 5 categories by total reaction

- Animals got the highest reactions

- Technology is in 5th place

Category	Total reaction
animals	1897
science	1796
healthy eating	1717
food	1699
technology	1698

TOTAL POSTS BY MONTH

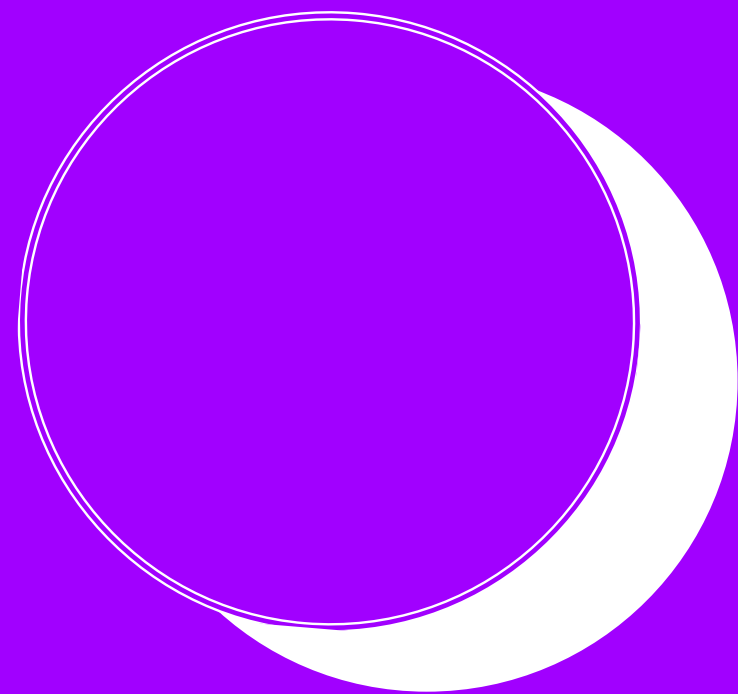| Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2126	1914	2012	1974	2138	2021	2070	2114	2022	2056	2034	2092

- Highest post in May
- Jan, May, and Aug were in the pick
- Lowest Post in February

Summary

Thank you!

ANY QUESTIONS?