

A graphic featuring a large cyan circle on the left containing the text "Data Analysis". To its right is a dark blue circle. The background is a purple gradient with a white dot grid pattern.

# Data Analysis



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

Social Buzz is a rapid growing unicorn company that needs to adjust to its fast growing scale. Accenture has started a 3 month project to focus on these tasks:

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

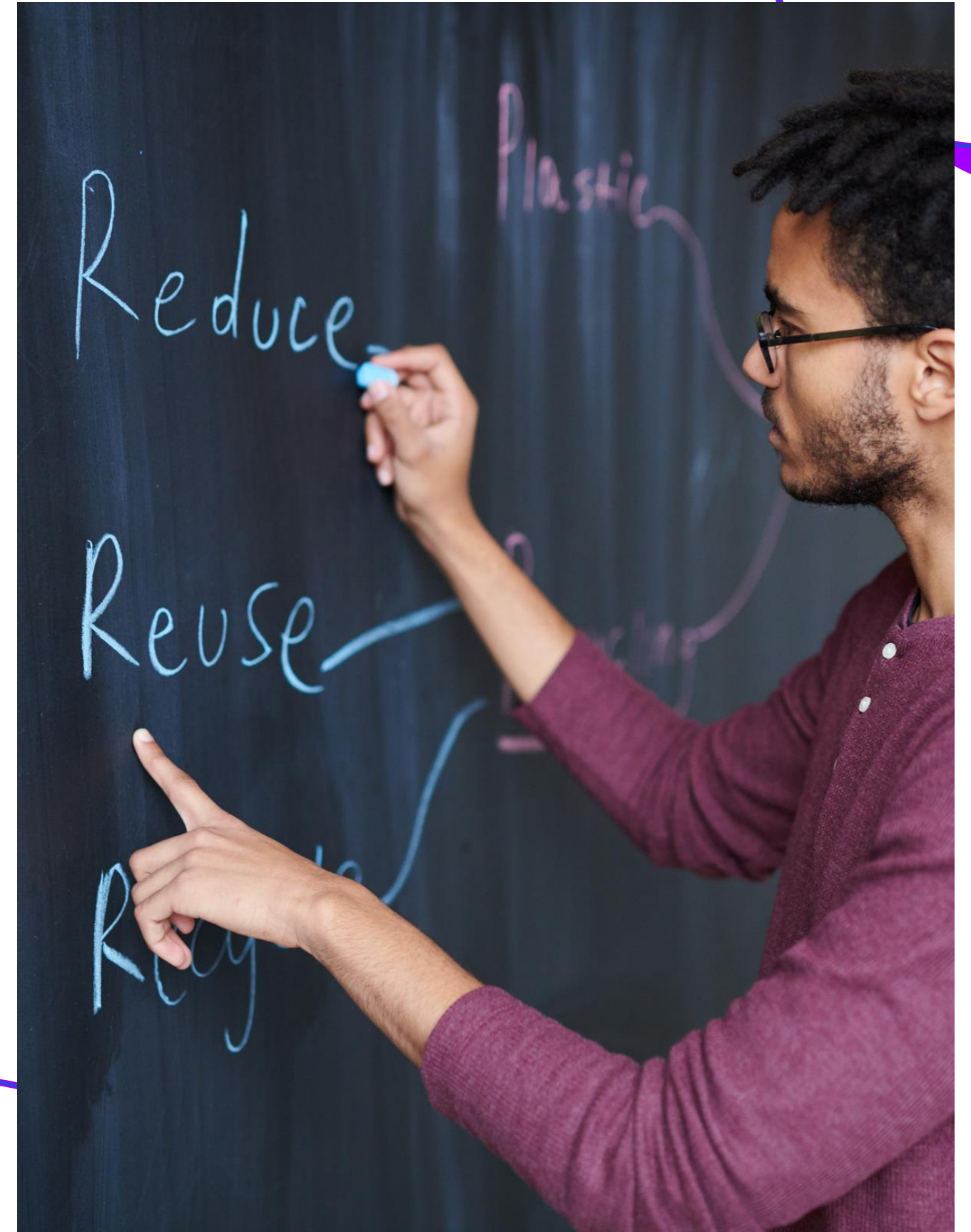
# Problem

Over 100000 posts per day

36,500,000 pieces of content

per year!

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



A decorative pattern of small black dots arranged in a grid-like fashion, primarily on the left side of the slide, framing the central text.

# The Analytics team

**ANDREW FLEMING**

Chief Technology Architect

**MARCUS ROMPTON**

Senior Principal

**YOU**

Data Analyst

# Process

1

Data Understanding

2

Data cleaning

3

Data Modeling

4

Data Visualization

5

Uncover Insights

# Insights

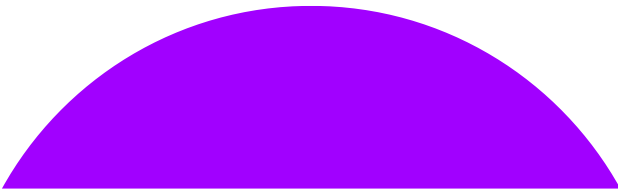
16

UNIQUE  
CATEGORIES



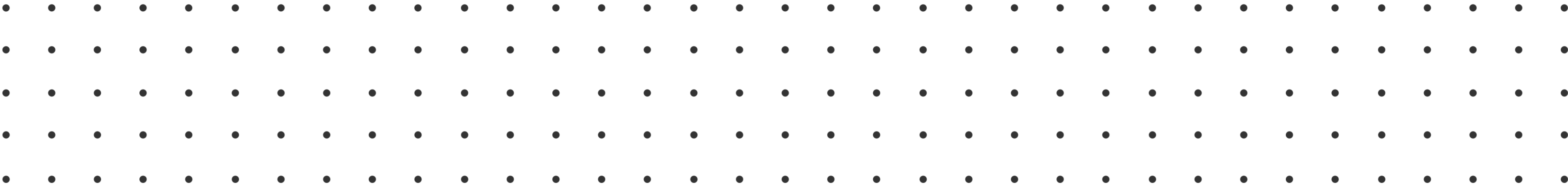
1913

POSTS FROM  
FOOD CATEGORY

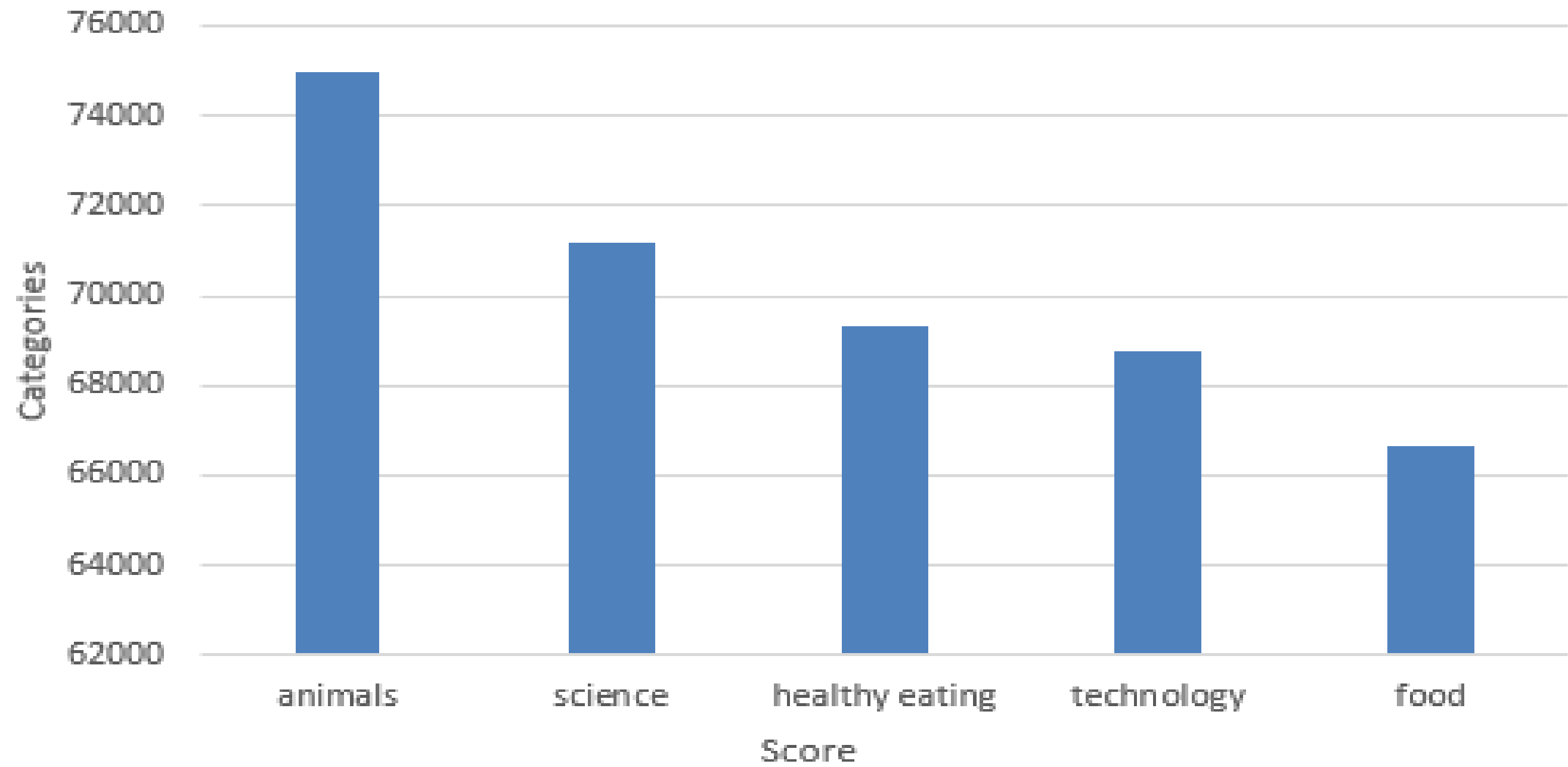


DECEMBER

MONTH WITH MOST POSTS

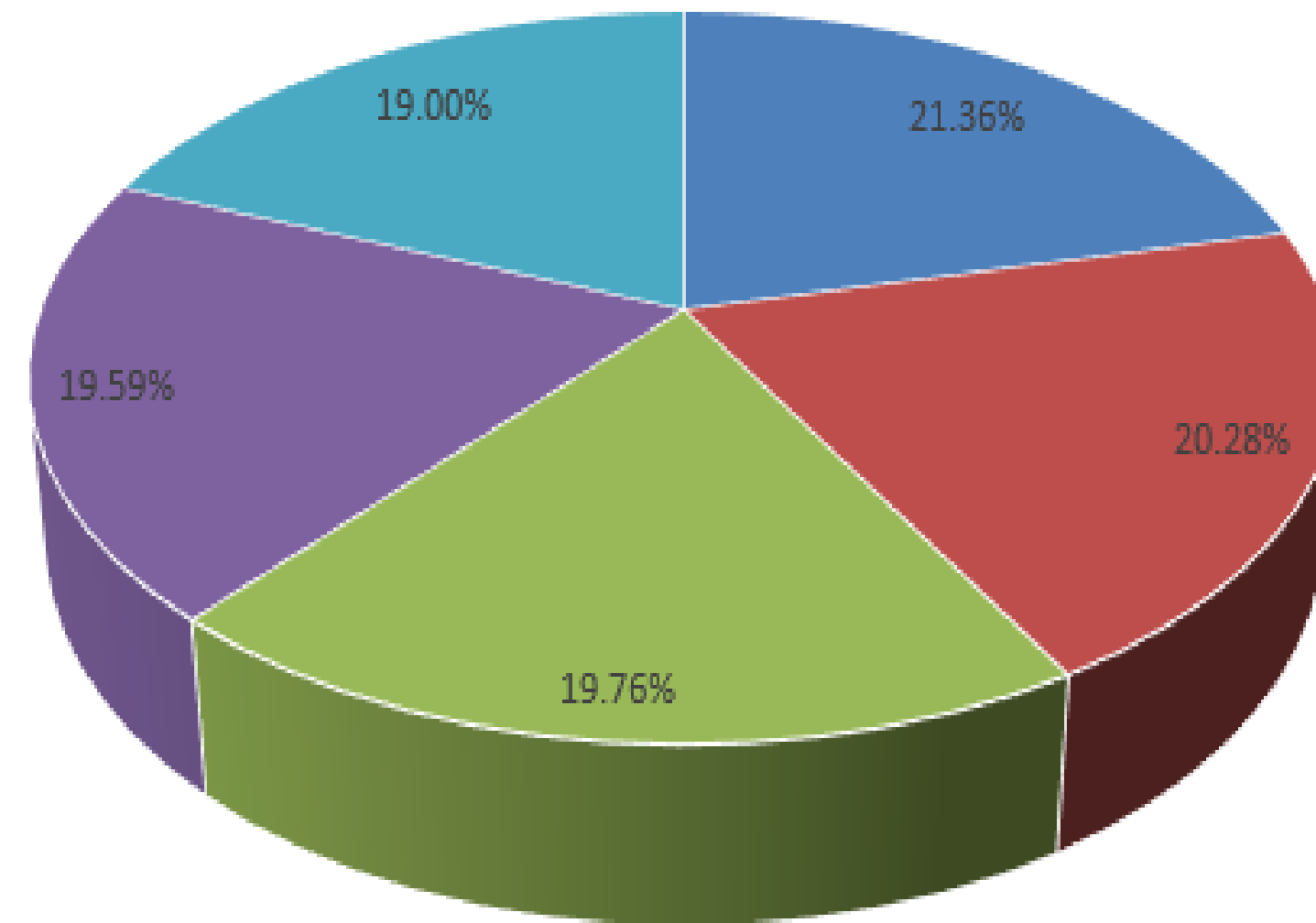


Top 5 popular categories





percentage split of popularity between the top 5 categories



■ animals ■ science ■ healthy eating ■ technology ■ food

# Summary



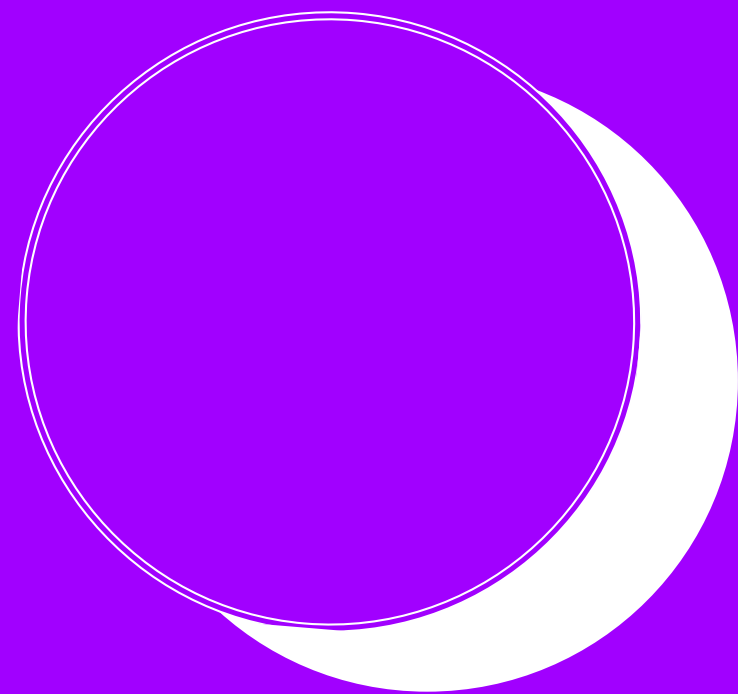
## ANALYSIS

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

## INSIGHTS

“Healthy Eating ” is the 3<sup>rd</sup> most popular category content. This insight gives an indication that working with healthy eating brands helps to increase the user engagement.

As this analysis was insightful, we can help in gaining in-depth insights in production in real time. We would love to do this.



# Thank you!

ANY QUESTIONS?