Data Analysis for Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast growing technology company that needs to oversee the scaling process effectively to adapt quickly to their rapid growth. Accenture has begun a 3 month pilot to focus on;

1. Recommendations for successful IPO
2. Audit of Social Buzz's big data practice
3. Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100,000 posts everyday! And that includes text, images, videos and GIFs.

How to capitalize when there is so much?

Analysis to find top 5 most popular categories of content

The Analytics team

ANDREW FLEMING
Chief Technical Architect

MARCUS ROMPTON
Senior Data Expert

KIRUTHIKA
Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insights

Insights

16

Distinct Categories

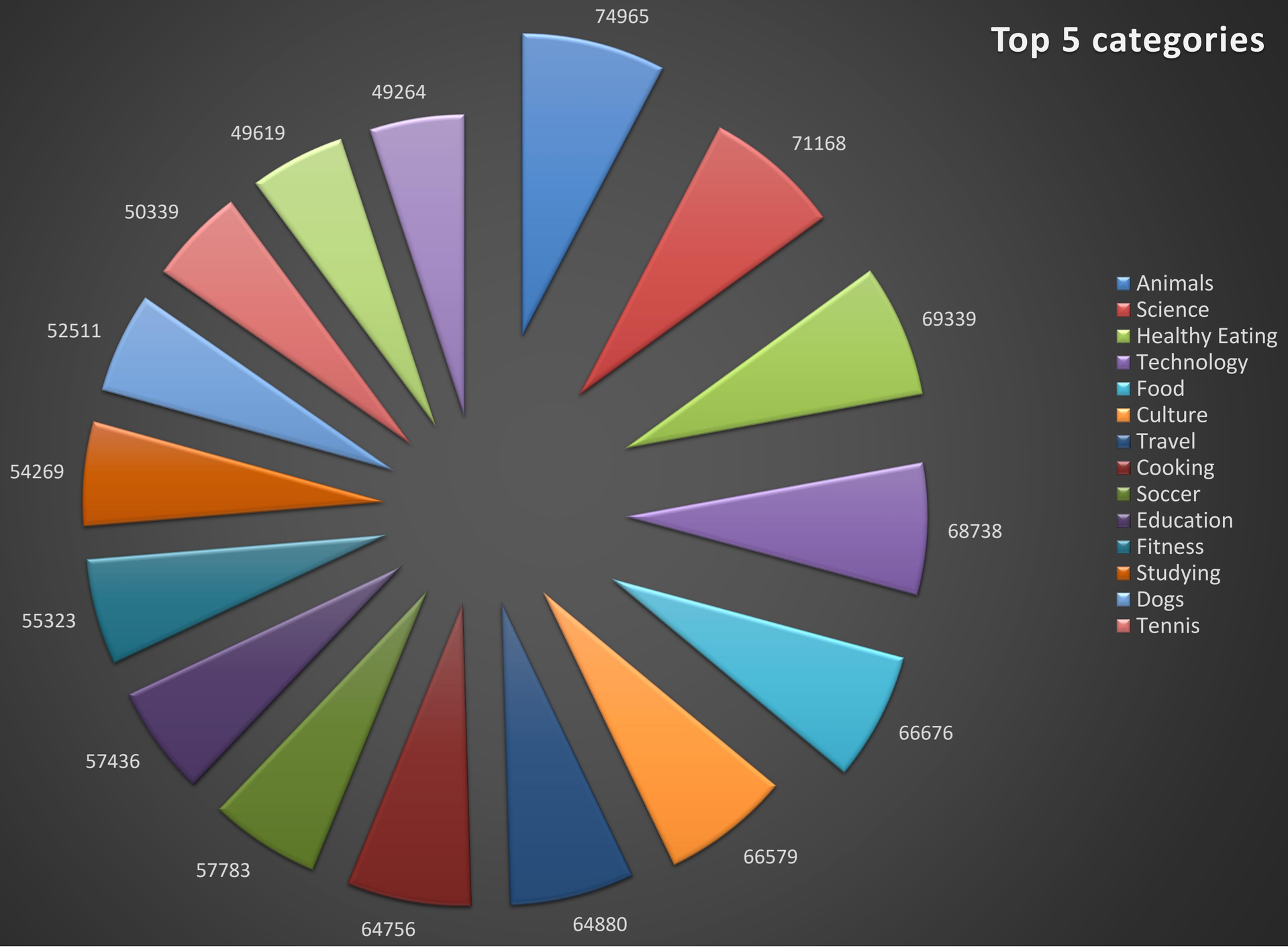
1897

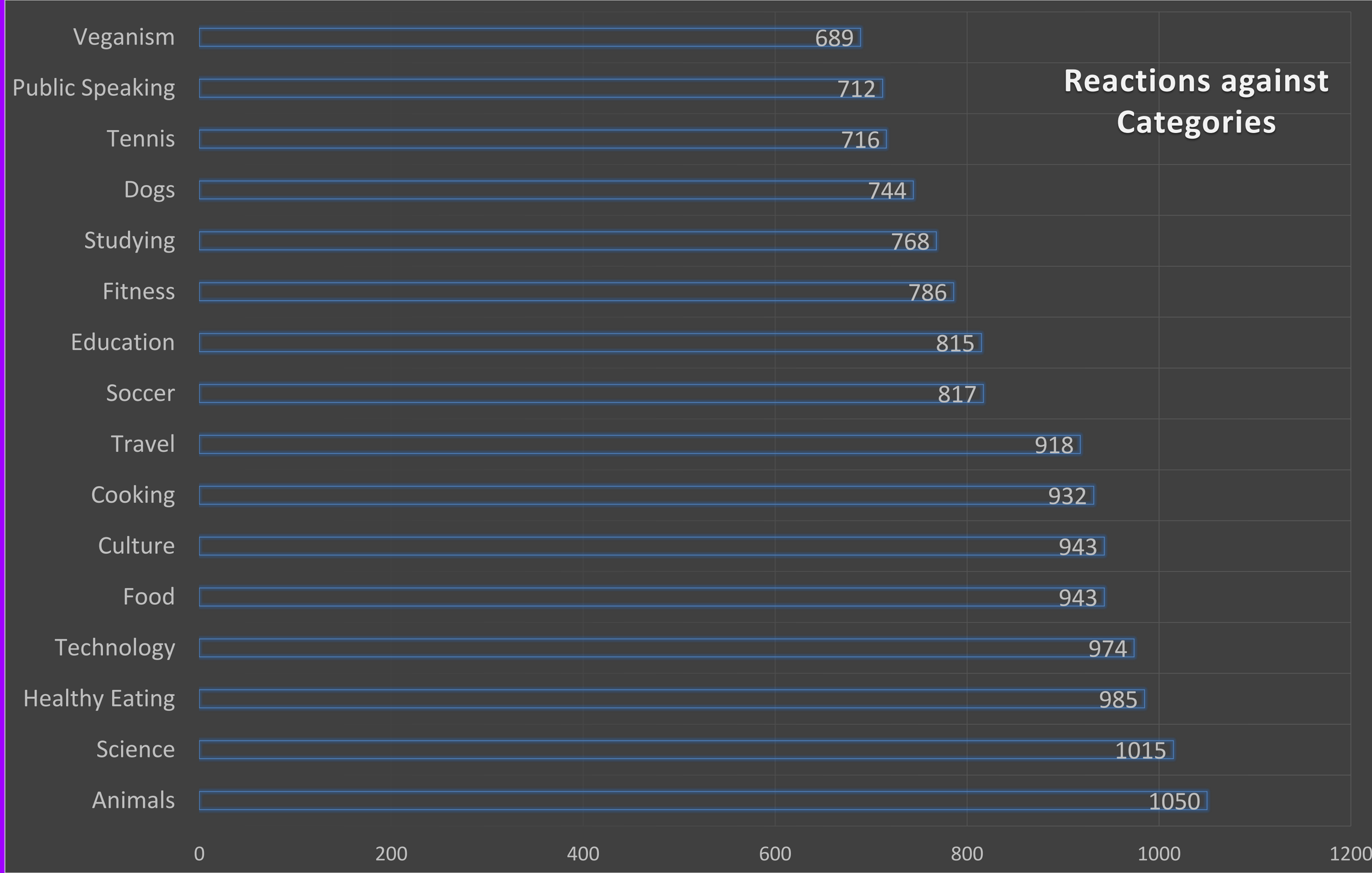
Reactions to Animal posts

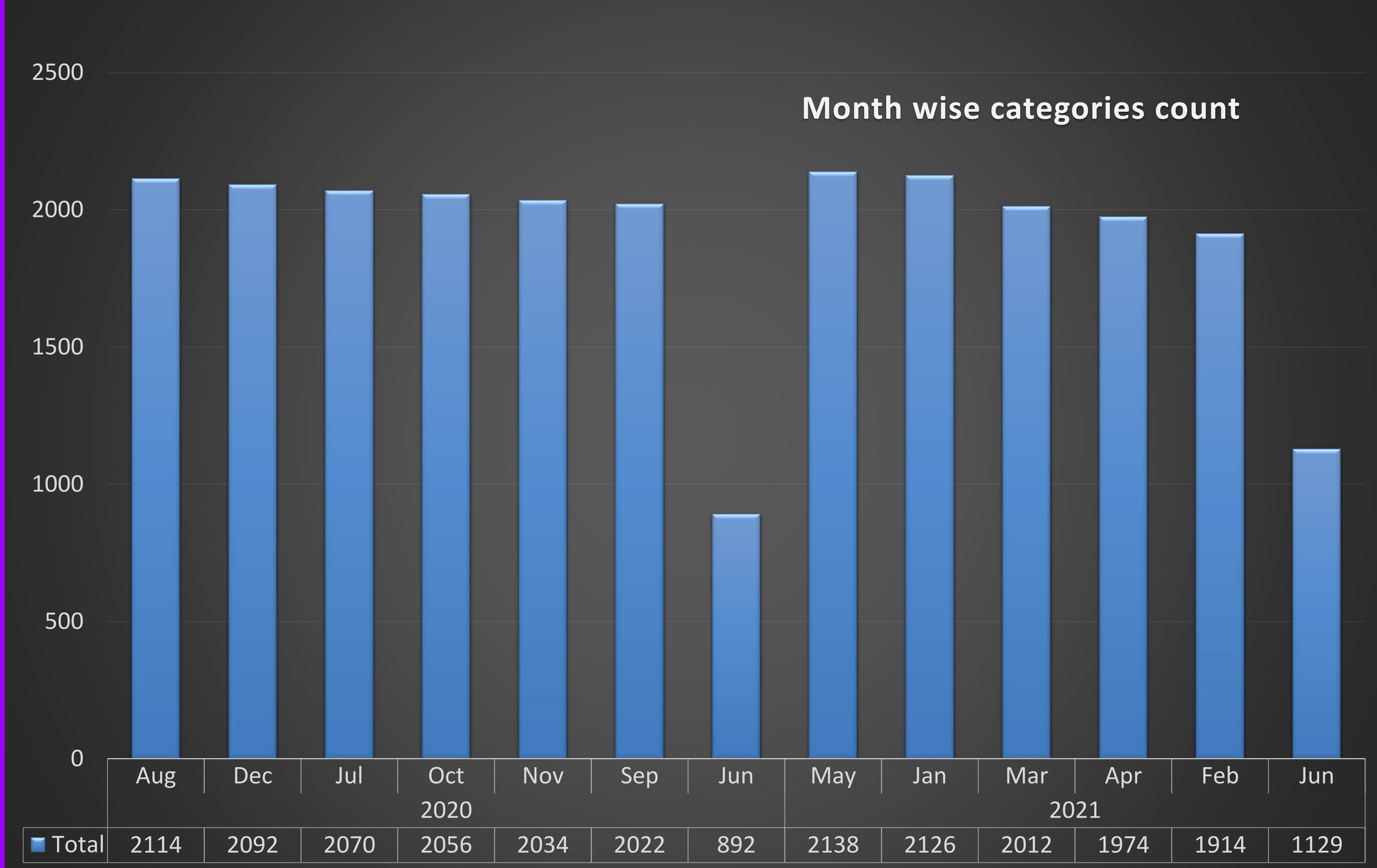
MAY

Month with most posts

Top 5 categories




Reactions against Categories
Veganism
689
Public Speaking
712
Tennis
716
Dogs
744
Studying
768
Fitness
786
Education
815
Soccer
817
Travel
918
Cooking
932
Culture
943
Food
943
Technology
974
Healthy Eating
985
Science
1015
Animals
1050
0
200
400
600
800
1000
1200


Month wise categories count
2500
2000
1500
1000
500
0
Aug
Dec
Jul
Oct
Nov
Sep
Jun
May
Jan
Mar
Apr
Feb
Jun
2020
2021
Total
2114
2092
2070
2056
2034
2022
892
2138
2126
2012
1974
1914
1129

Summary

- The top 5 most popular categories of posts were Food, Technology, Healthy Eating, Science and Animals in descending order.
- “Animals” has garnered most number of reactions while “Veganism” saw least number of reactions, among the categories.
- In 2020, August saw most number of posts and in 2021, May has seen most posts, thus far.

Next Steps:

While this ad hoc analysis is insightful, it is important and timely to take this further for real time understanding of the business. We can work with you and show you how this can achieved.

Thank you!

ANY QUESTIONS?