



Data Analysis



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



Project Recap

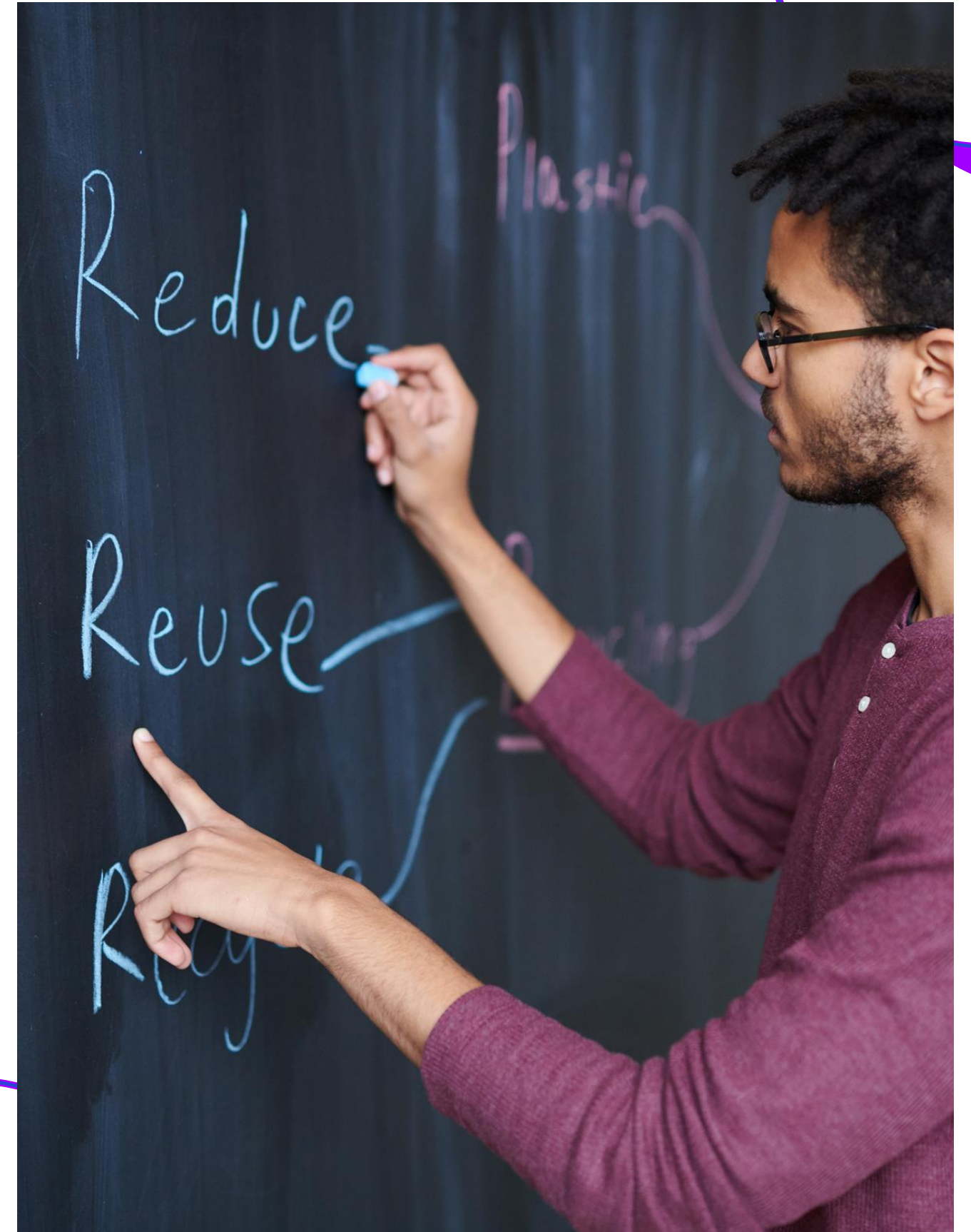
As a fast rising social media & content creation company, Our Client, Social Buzz have scaled quicker than anticipated and must effectively adapt to their scaling process effectively

Accenture is currently providing a 3 month proof of principle for the following services-

- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- An Analysis of Social Buzz's content categories highlighting their top 5 content categories based on popularity

Problem

- Over 500million active users generating –
 - - Over 100K content daily
 - - Over 3,100,000 content monthly
 - - Over 36,500,000 content yearly
- Data analysis is more challenging
- Requires more sophisticated technologies
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- How do we optimize this global scale?
- How do we highlight Social Buzz's top 5 most popular content categories?



The Analytics team



Andrew Fleming
Chief Technology Architect



Marcus Rompton
Senior Principal



Kommomo Usang
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

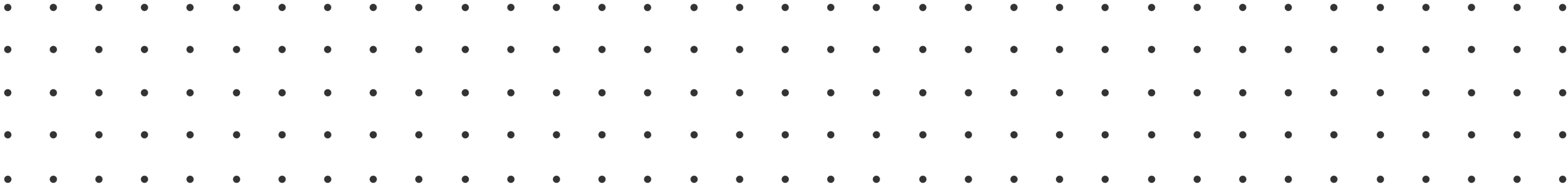
**16 Unique
Categories**



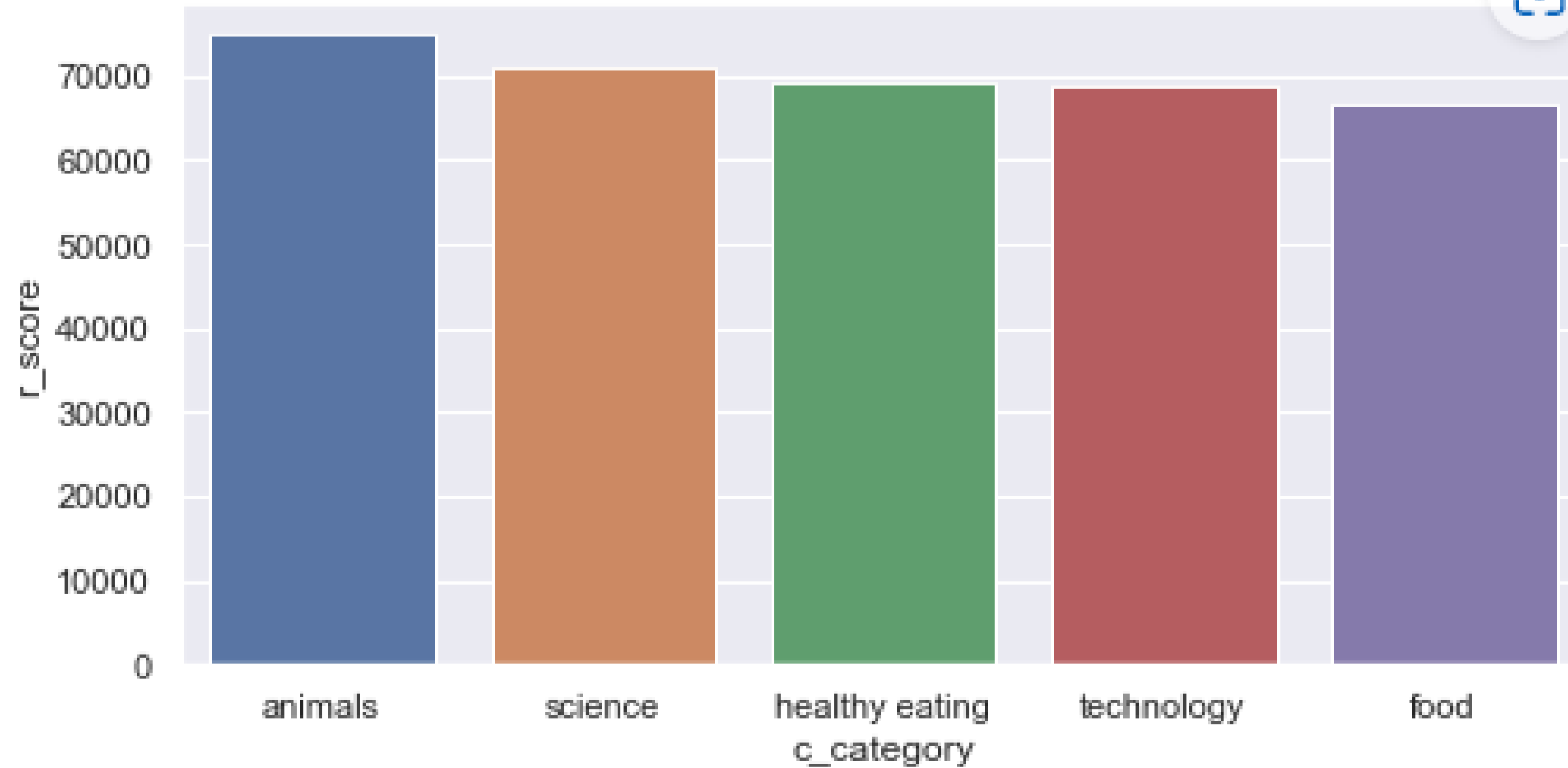
**1897
reactions to
Animal
content**



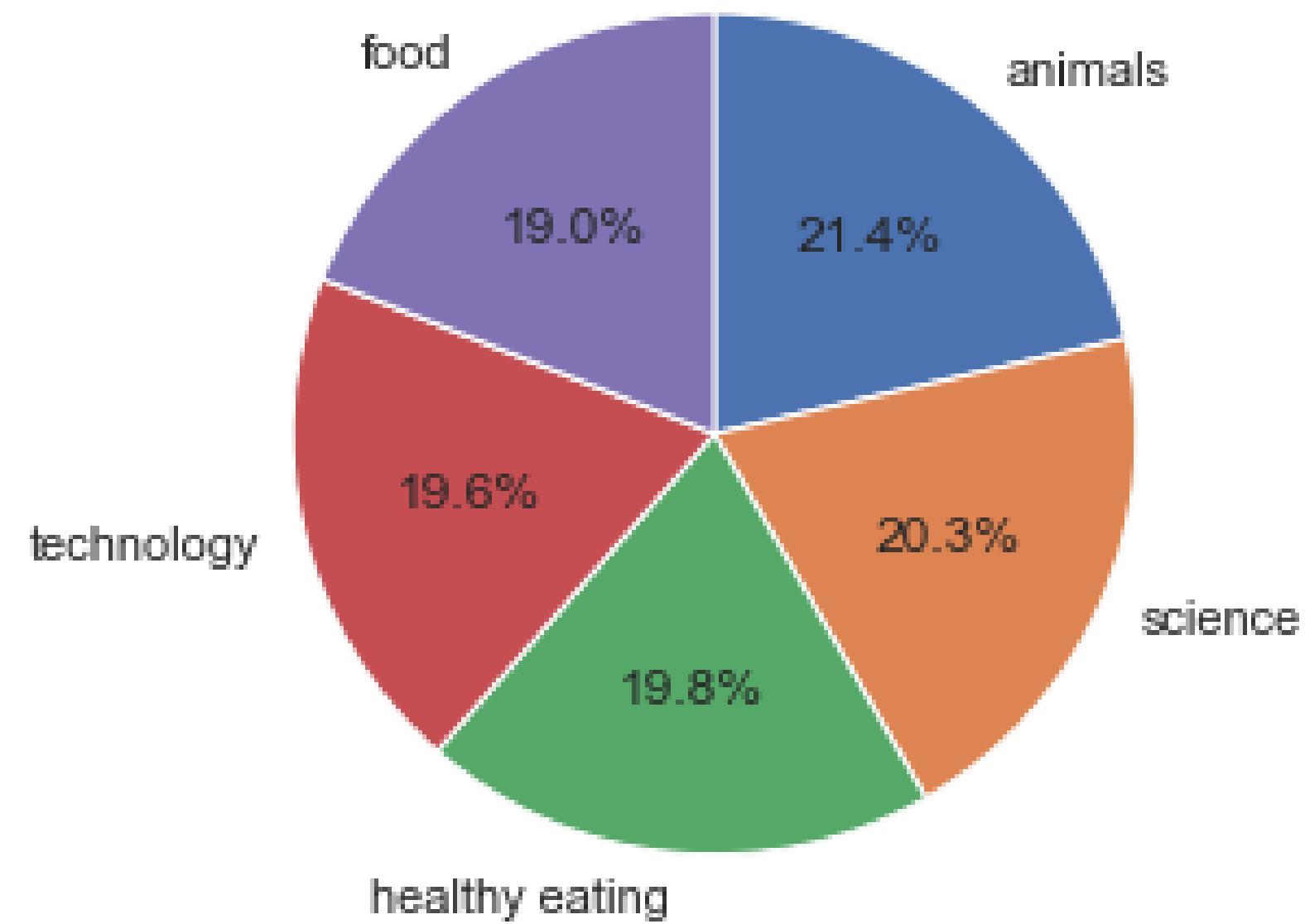
**January
Month with
Most Posts**



Bar plot of Top 5 Content Categories by Reaction Score



Pie plot showing relative frequency of Top 5 Content Categories



Summary

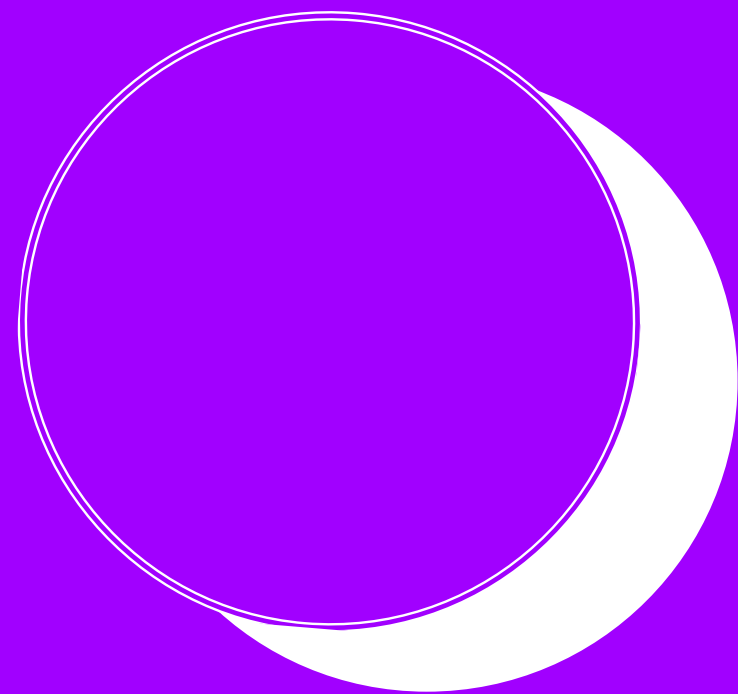


The Analysis shows that the top 5 categories, contents with the largest aggregate popularity and positive engagement are animals, science, healthy eating, technology & food.

This clearly indicates that Social Buzz audience are majorly people with interest in nature, food and technology –

Conclusion/Recommendation

Social Buzz needs to focus more on delivering contents in these highlighted areas so as to continuously improve user positive engagement and keep up with the rapid scale



Thank you for your
audience

ANY QUESTIONS?