

Social Buzz Contents Analysis

Today's agenda

Project recap

Problem Statement

The Analytics Team

Process

Insights

Summary

Project Recap

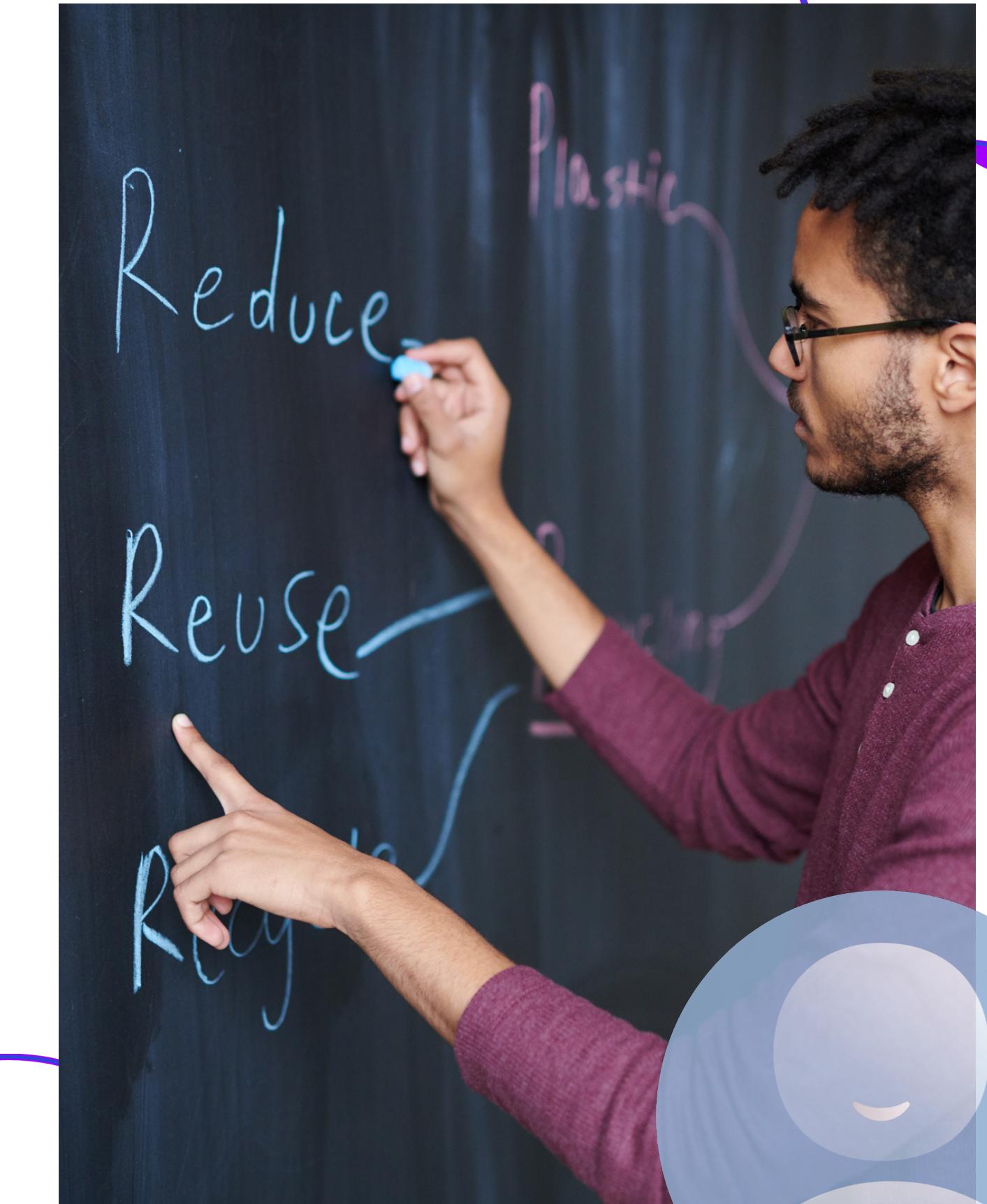
Social Buzz is a fast-growing technology unicorn that needs to adapt quickly to its global scale. Accenture has begun a 3-month POC focusing on these tasks:

- Audit of their big data practice
- Recommendations for a successful IPO
- Analysis to find their top 5 most popular content categories

Problem

- With over 100,000 posts per day and
- 36.5M content per year!

What are the
top 5 content categories?



The Analytics Team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principal



Liezyl Jugalbot
Data Analyst

Process

1

Data Understanding

2

Data cleaning

3

Data modelling

4

Data analysis

5

Data visualization & insights

Insights

16

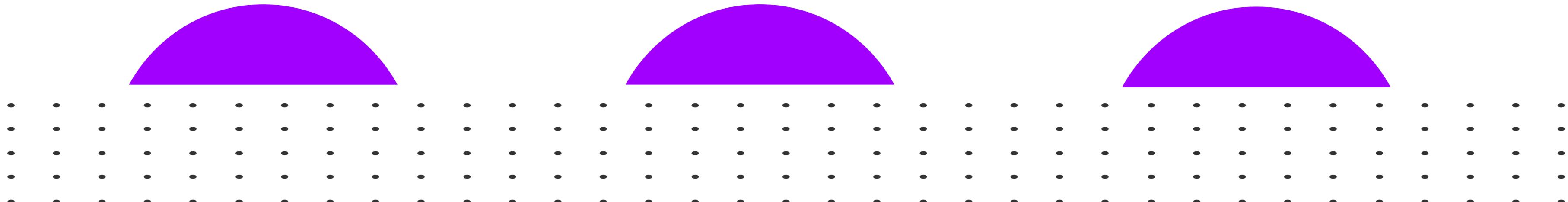
unique content
categories

1,897

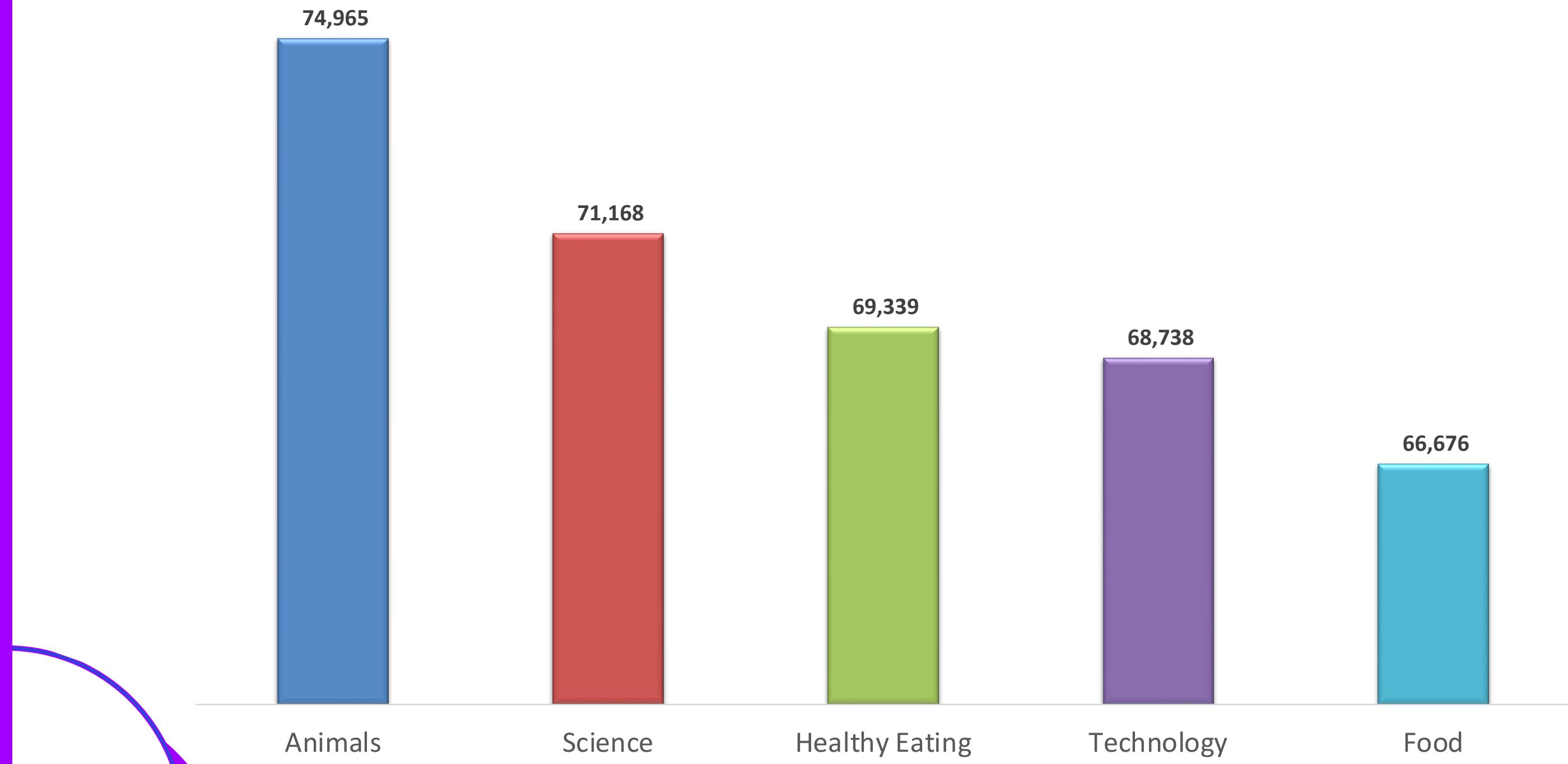
reactions to "Animals"
posts

MAY

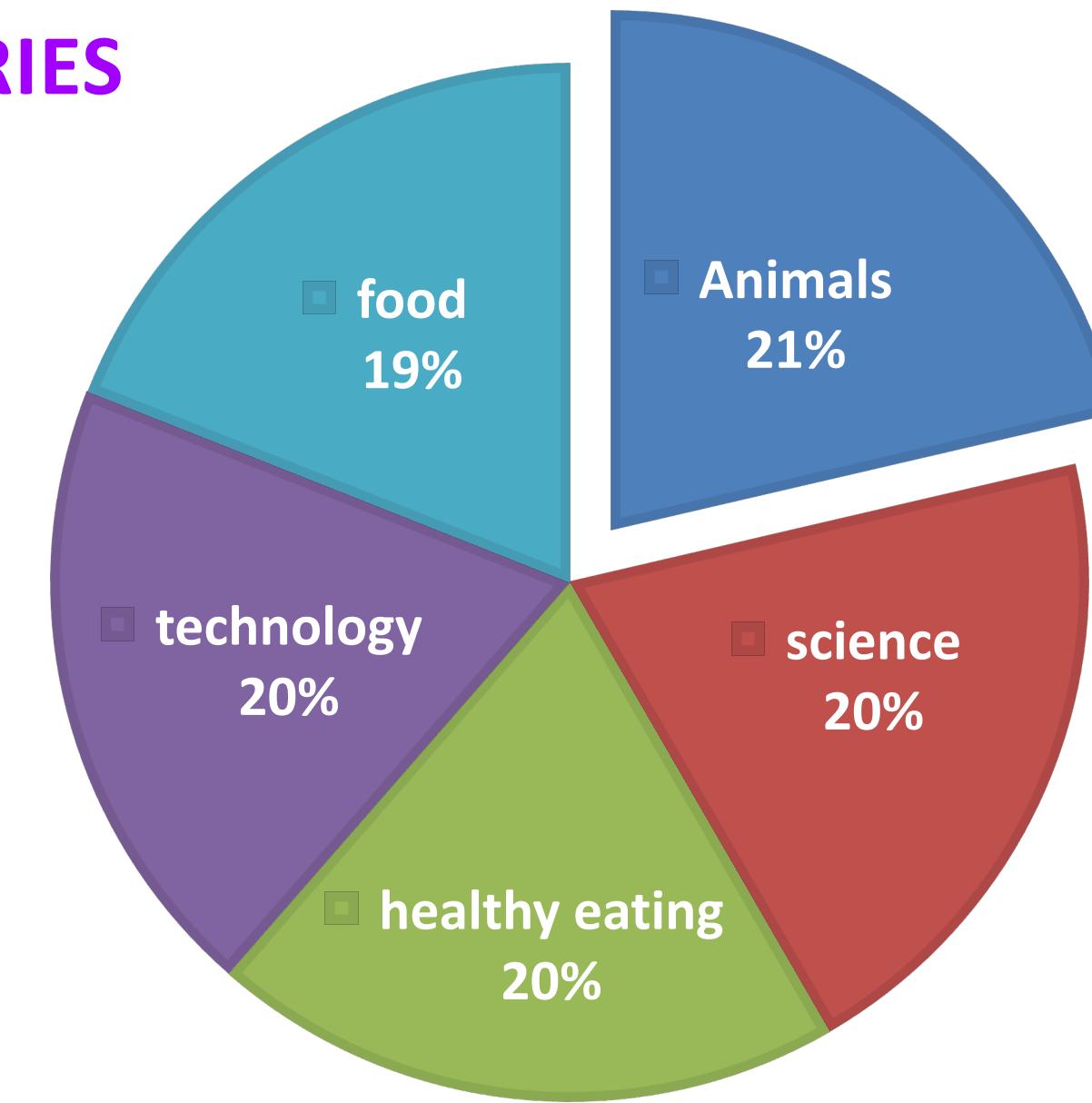
month with the most
posts



Top 5 Categories by Popularity Score



**POPULARITY PERCENTAGE
SHARE FROM
TOP 5 CATEGORIES**



Summary



Analysis:

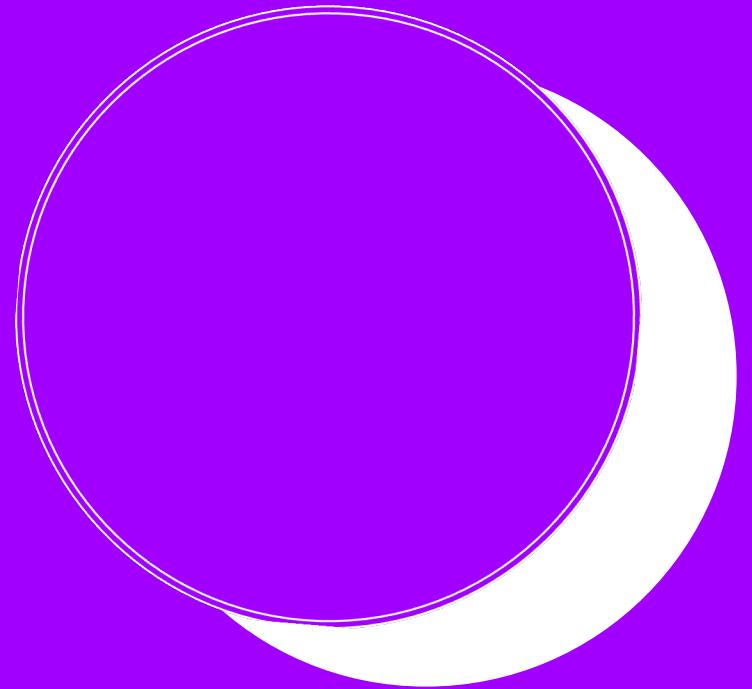
Animals and science are the two most popular categories, showing that people enjoy “real-life” and “factual” contents.

Insight:

Food is a common theme with the Top 5 categories with “healthy eating” ranking the highest. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

Next Steps:

This ad-hoc analysis is insightful, but it’s time to take this analysis into large-scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?