SOCIAL BUZZ DATA ANALYTICS

TODAY'S AGENDA

Project recap

Problem

The Analytics team

Process

Insights

Summary



Social Buzz is a fast-growing technology unicorn that need to adapt quickly to its global scale.

Accenture has begun a 3-month POC focusing on these tasks:

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

PROBLEM

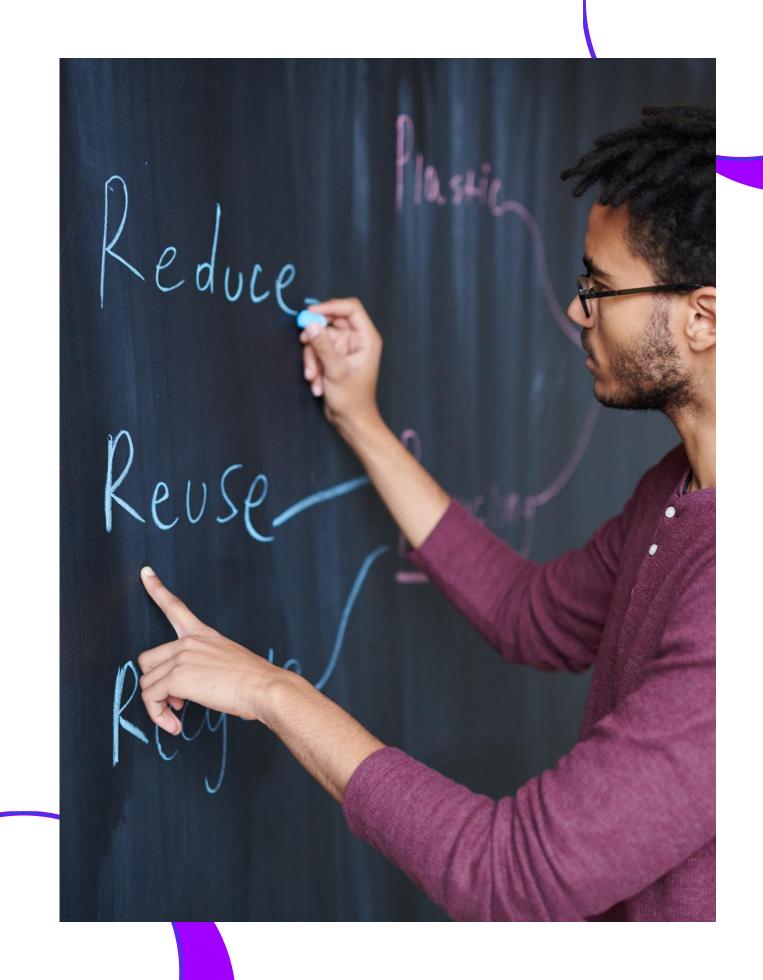
Over 100000 posts per day

36,500,000 pieces of content per

year!

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

Let's do an Analysis to find Social Buzz's top 5 most popular categories of content



THE ANALYTICS TEAM



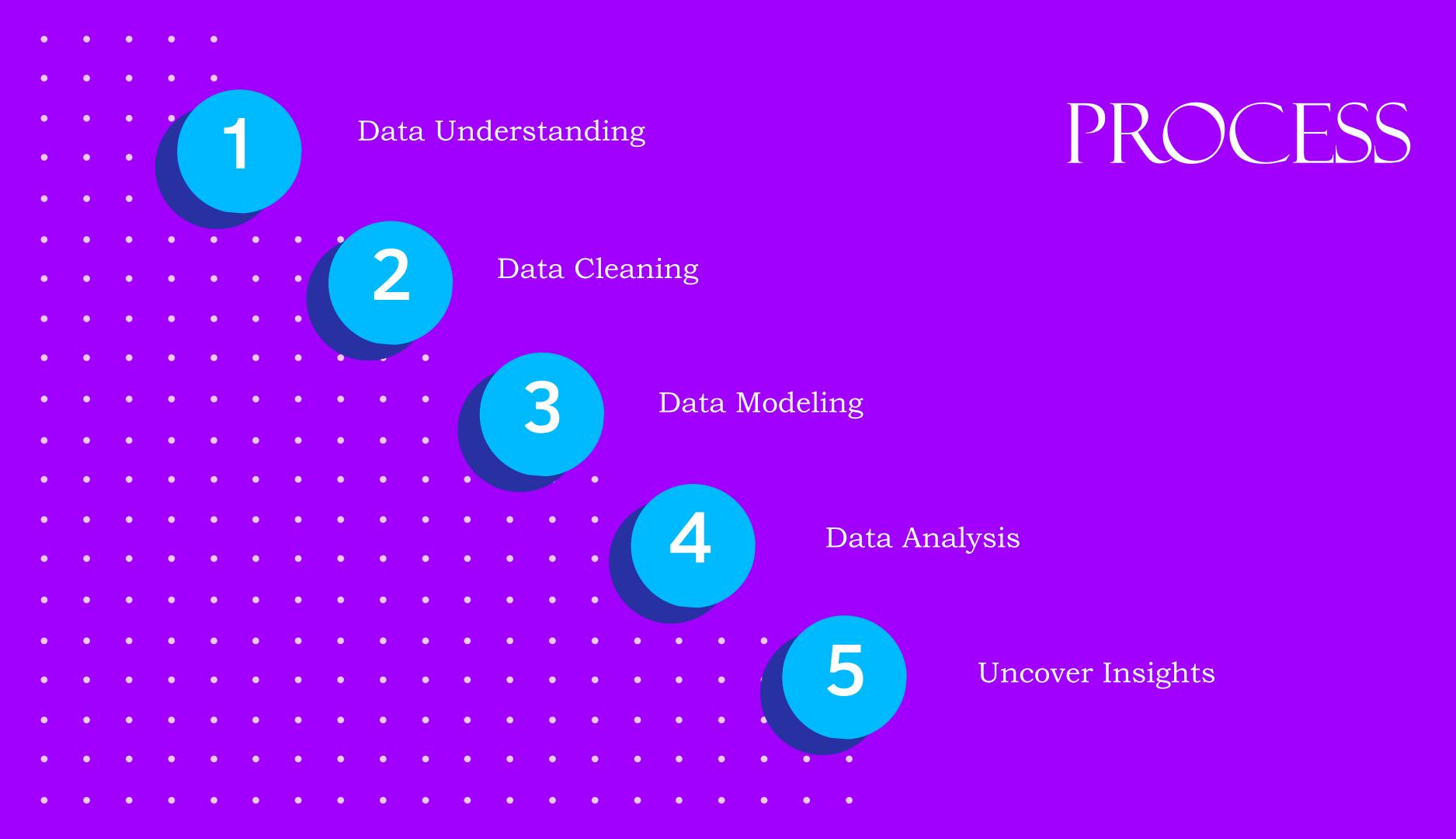
ANDREW FLEMING Chief Technology Architect



MARCUS ROMPTON Senior Principal



MALLIKA UPPUGANTI Data Analyst



INSIGHTS

16

Unique Categories

Animal

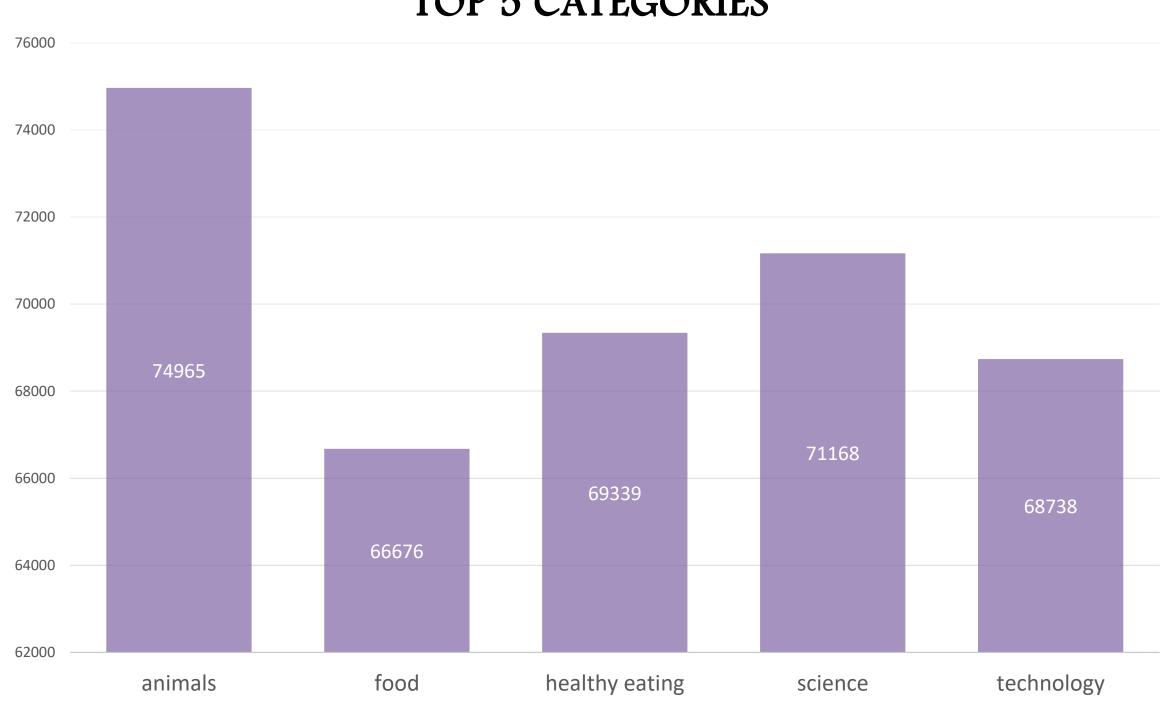
Most Favorite Category

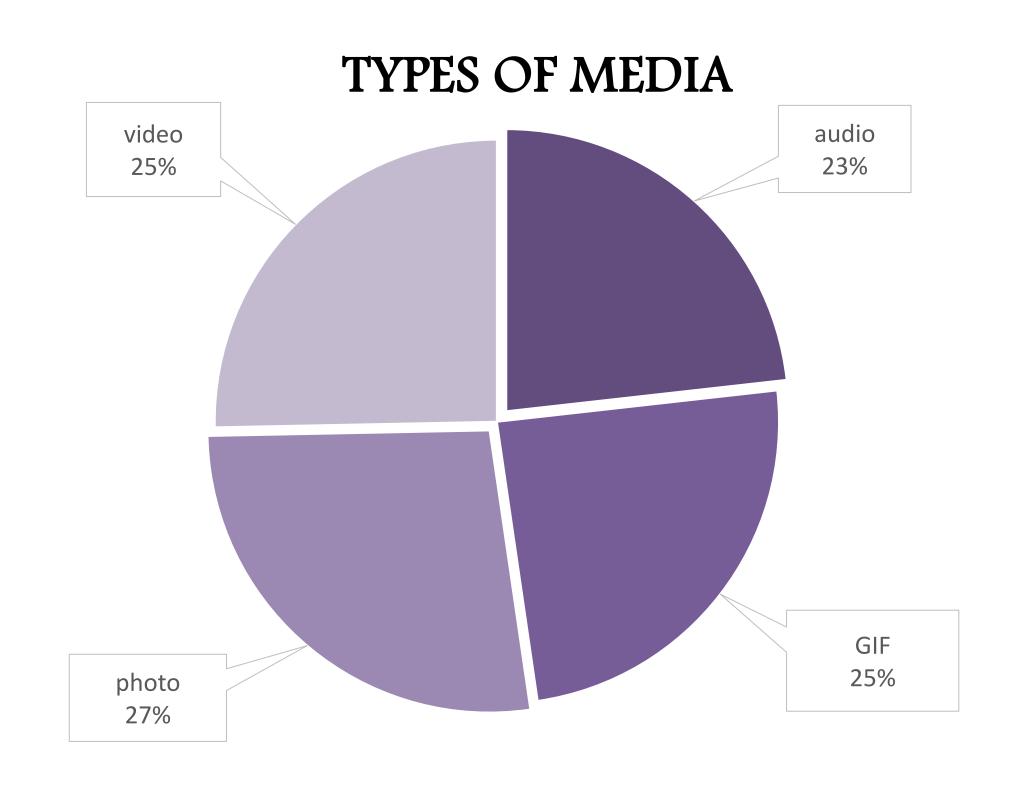


May

Month with Most Number of posts

TOP 5 CATEGORIES





SOCIAL BUZZ ANALYTICS

BY MALLIKA UPPUGANTI

NUMBER OF UNIQUE CATEGORIES

TOP CATEGORY

NUMBER OF REACTIONS TO TOP CATEGORY

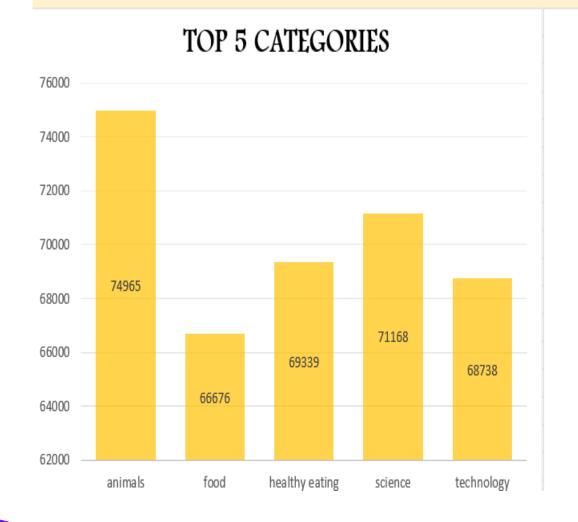
MOST POSTED MONTH

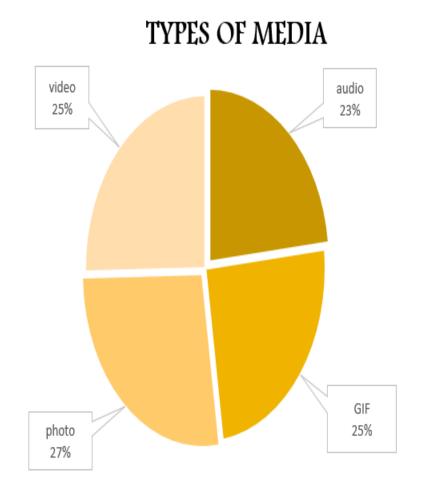
16

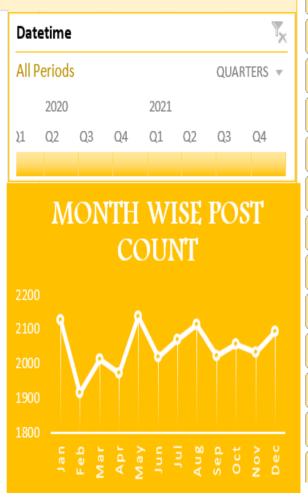
animals

74965

May







animals
cooking
culture
dogs
education
fitness
food
healthy eating
public speaking
science
soccer
studying

technology

tennis

travel

veganism

SUMMARY

Top Engaging Category

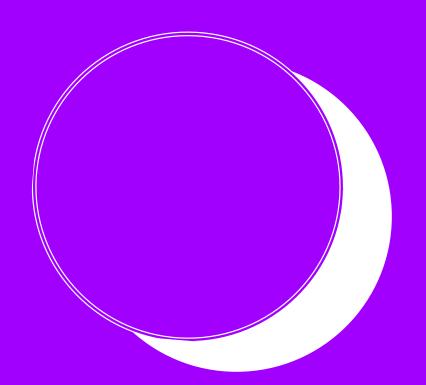
- •"Animals" led with **74,965 reactions**, ranking highest among 16 categories.
- •Strong indicator of audience preference for relatable, emotional content.

Content Format Insights

- Photos were the most used media type (27%), followed closely by videos and GIFs (25% each).
- Visual content dominates engagement.

Posting Trend Overview

- May saw the highest volume of posts.
- Posting activity remained steady, suggesting consistent audience interaction throughout the year.



THANK YOU!

ANY QUESTIONS?