



Social Buzz Data Analysis

1. Introduction
2. Data Collection
3. Data Cleaning
4. Data Analysis
5. Results
6. Conclusion

A decorative grid of small black dots arranged in 10 rows and 4 columns on the left side of the slide.

Today's Agenda

Project Recap

Problem

The Analytics Team

Process

Insights

Summary

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Project Recap

Social Buzz is a fast growing technology which need to adapt quickly to it's global scale.

Accenture has begun their process focusing on these tasks:

1. An Audit of Social Buzz Big Data practice
2. Recommendations for successful IPO
3. Analysis to find top 5 popular categories of content by score

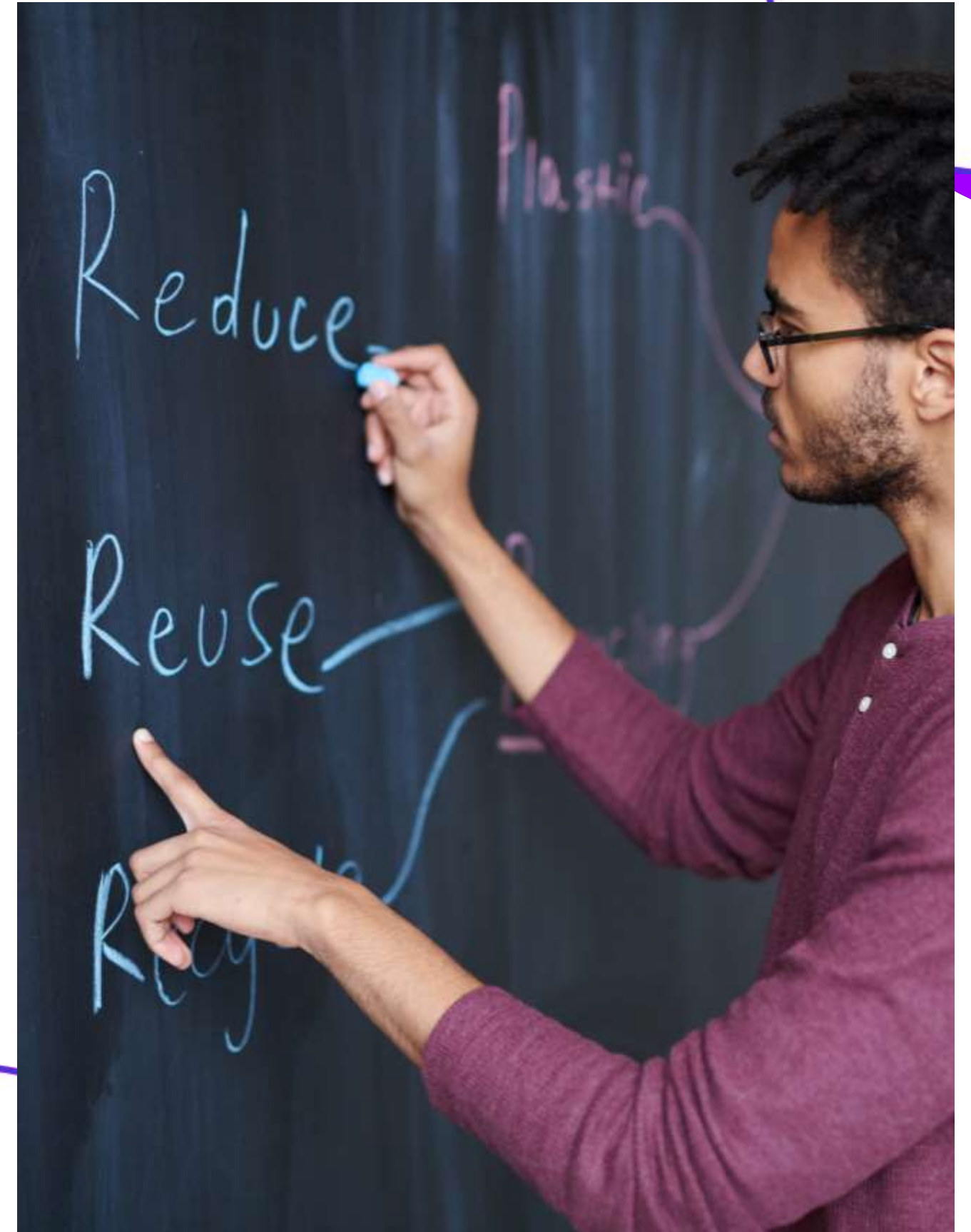
Problem

Approximately 100k posts a Day!

And up-to 3 Million pieces of
content per Year!

But what to focus on when there is so much content?

Hence, Analysis to find the 5 Most Popular Categories
of content shared on Social Buzz ...



The Analytics Team

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Process

This is the process we will follow in order to uncover insights and find the 5 most popular categories!

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Insight Generation

Insights

16

Unique Categories



1897

Most Reactions

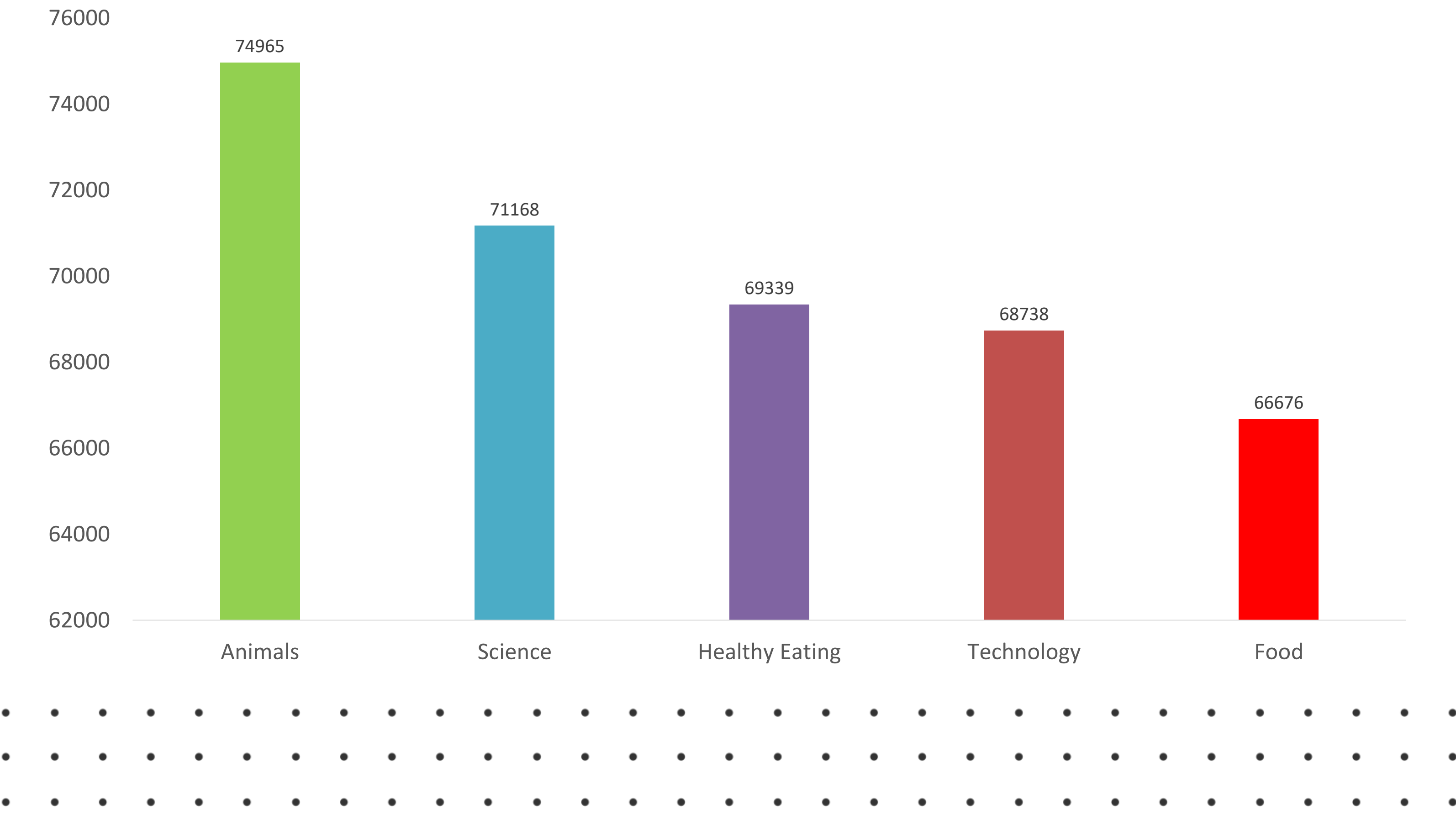


May

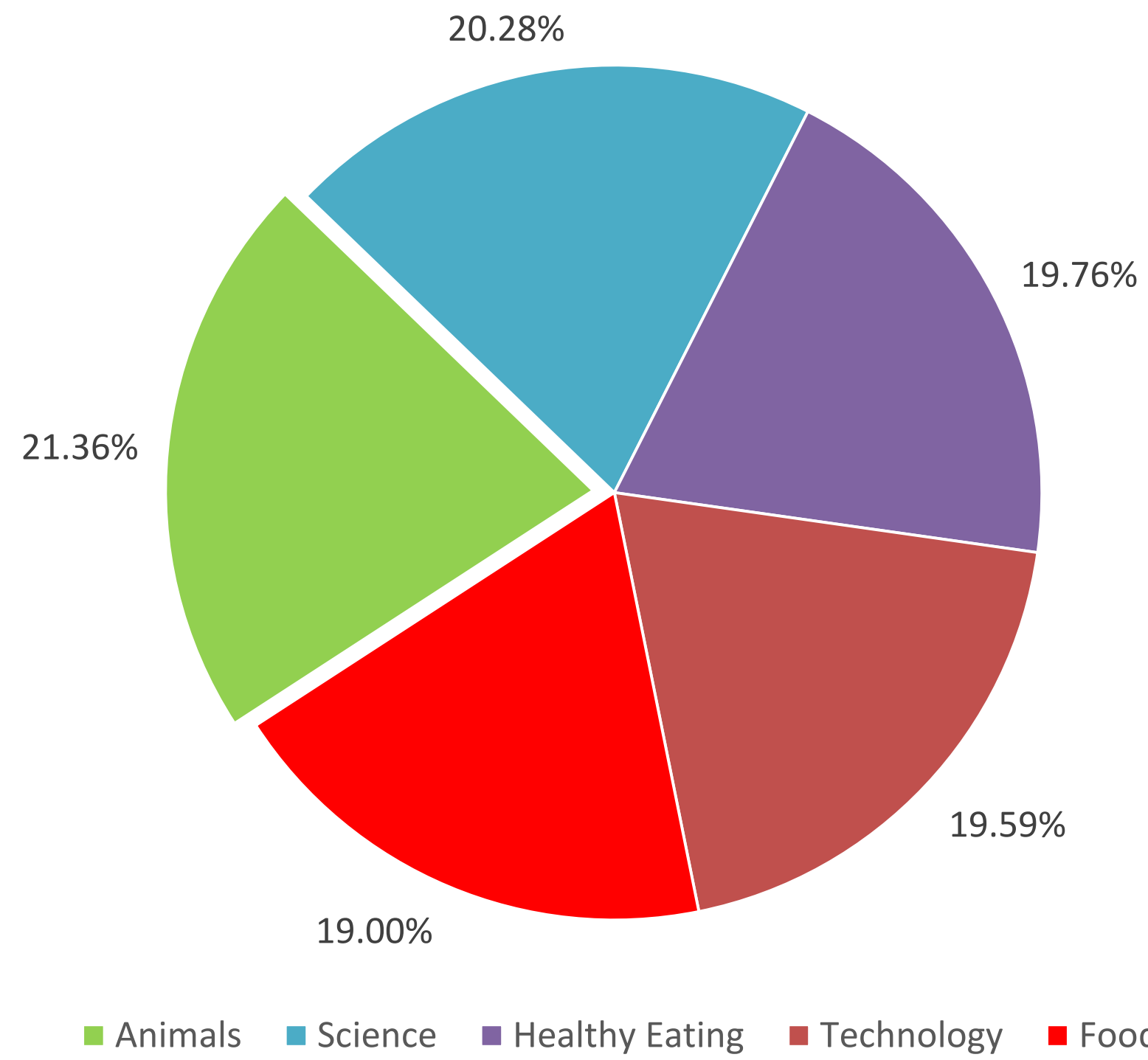
Most Posts Month



Top 5 Categories by Popularity



Top 5 Categories by Percentage



Summary



Our Analysis shows us that:

1. **Animals** is the most popular category of post contributing approximately **7.70%** of the total posts made by users.
2. Based on the Top 5 categories it seems “**Healthy Eating**” and “**Foods**” are both included in Top 5, indicating it’s a great category to focus on.
3. People focus more on “**Animals**” and “**Science**” showing their engagements in **real-life** and **factual** contents.
4. Further analysis can be conducted in order to generate more **insights**.



Thank You!

ANY QUESTIONS?