



**Big Data Audit and IPO.**

**Preparation for Social**

**Buzz: Leveraging Best**

**Practices for Data-**

**Driven Growth**



# Today's agenda

- Project recap

- Problem

- The Analytics team

- Process

- Insights

- Summary

# Project Recap

- Social Buzz is a social media and content creation company based in San Francisco that was founded in 2010 by two former engineers from a large social media conglomerate.
- Due to their rapid growth and digital nature, the amount of data that they create, collect and must analyze is huge, and they need an advisory firm to oversee their scaling process effectively.
- Social Buzz emphasizes content by keeping all users anonymous and only tracking user reactions on every piece of content. They have over 500 million active users each month, and over 100,000 pieces of content are posted every day.
- They are looking to complete an IPO by the end of next year and need guidance to ensure that this goes smoothly. They want to learn data best practices from a large corporation and understand how the world's biggest companies manage the challenges of big data.



# Problem

- Rapid growth and need for scaling
- Unstructured data
- IPO readiness
- Technology architecture
- Data analysis
- Best Practices
- Communication documentation



# The Analytics team



**Andre Fleming**  
Chief Technical Architect



**Marcos Rompton**  
Senior Principle



**Neeraj Punekar**  
Data Analyst



# Process

1

**Data Understanding-** Obtain a clear understanding of the Social Buzz business and their data practices. This includes understanding the types of data they collect, how it is collected, how it is stored, and how it is processed.

2

**Data Cleaning-** Clean and pre-process the data to remove any irrelevant or inconsistent data.

3

**Data Modelling-** Analyse the content categories and identify the top 5 categories with the largest aggregate popularity.

4

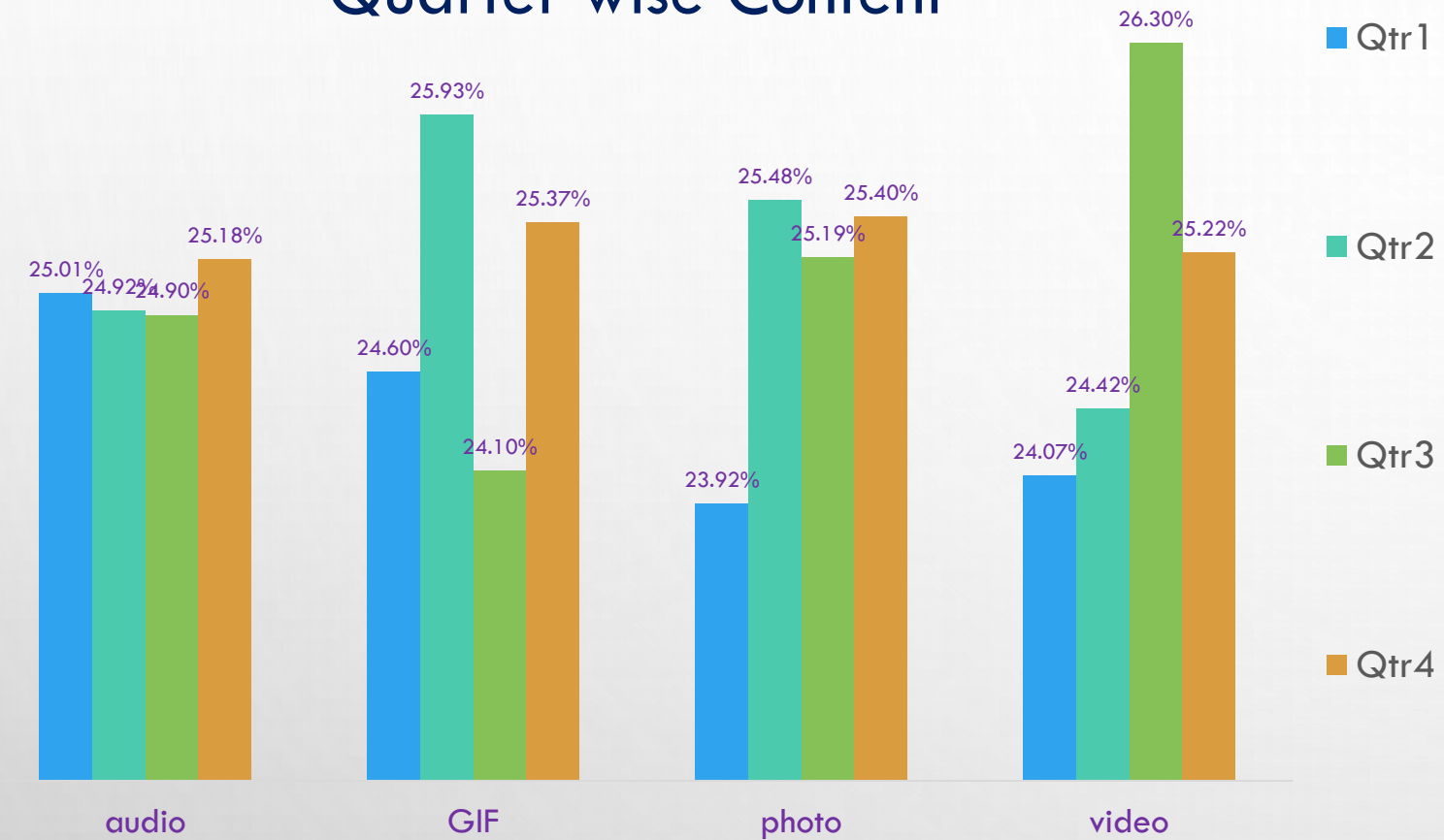
**Data Analyse-** Analyse the sample data sets with visualizations.

5

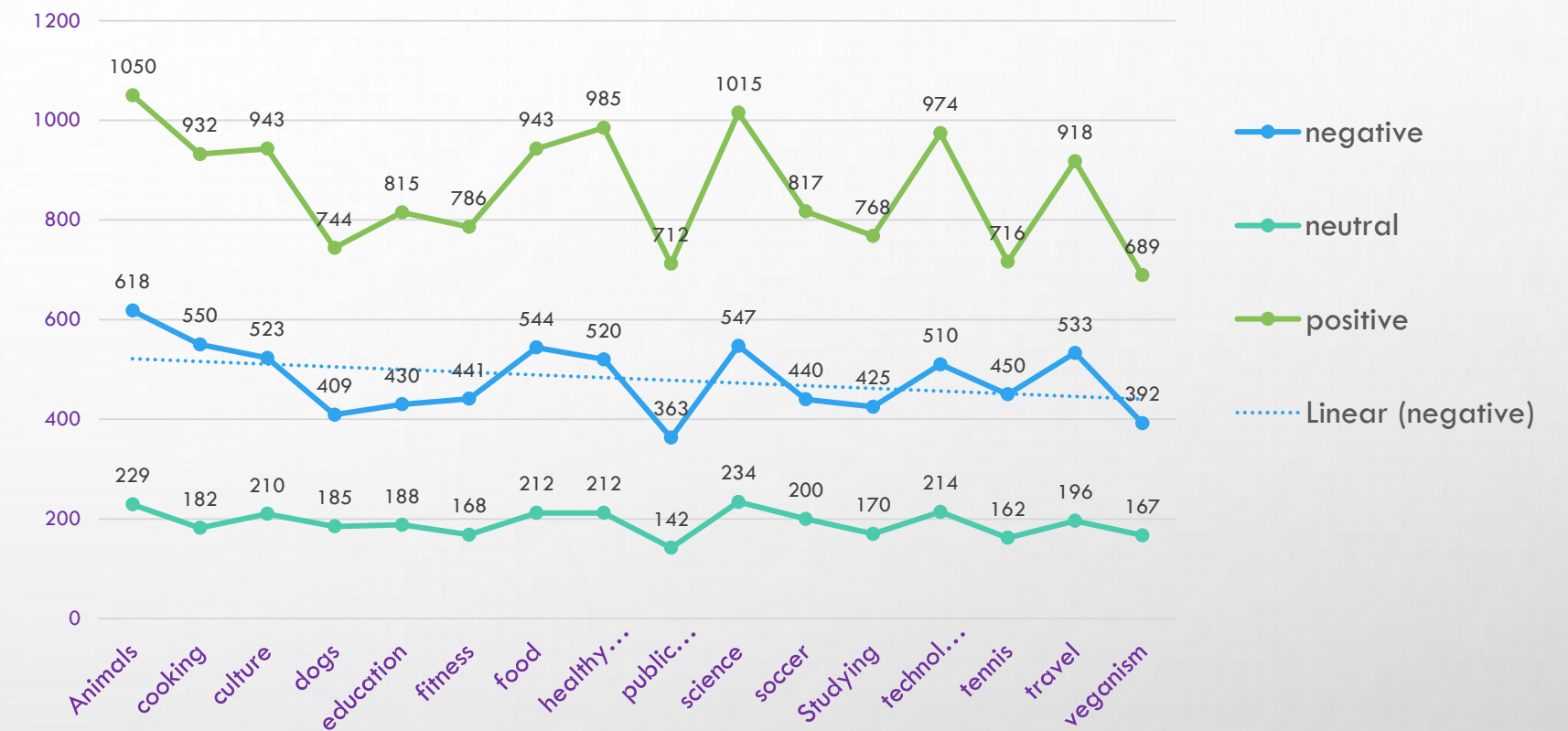
**Uncover Insights-** Communicate with previous IPO companies within our client base for reference stories.

# Insights

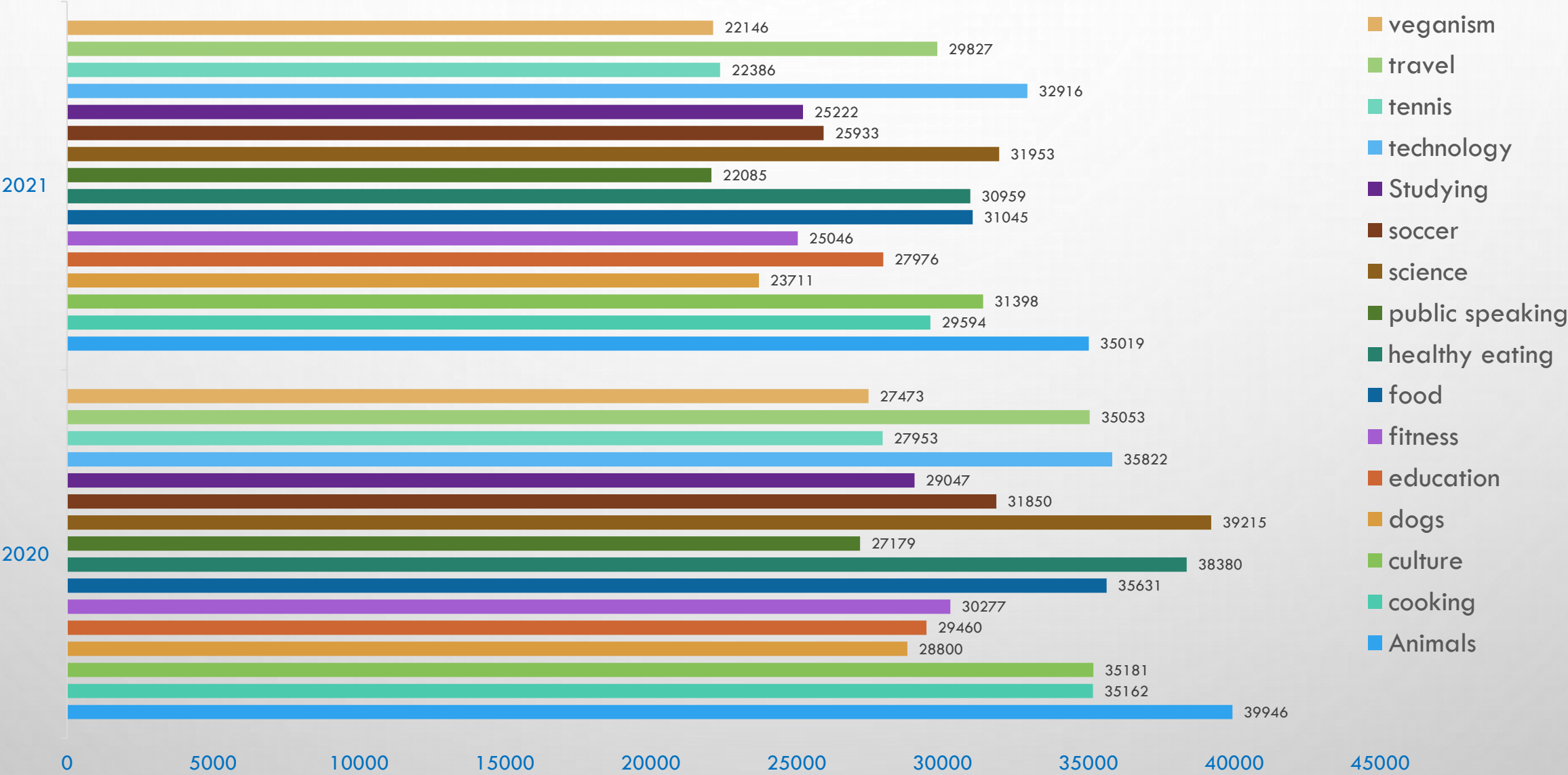
## Quarter wise Content



## Category wise Sentiments

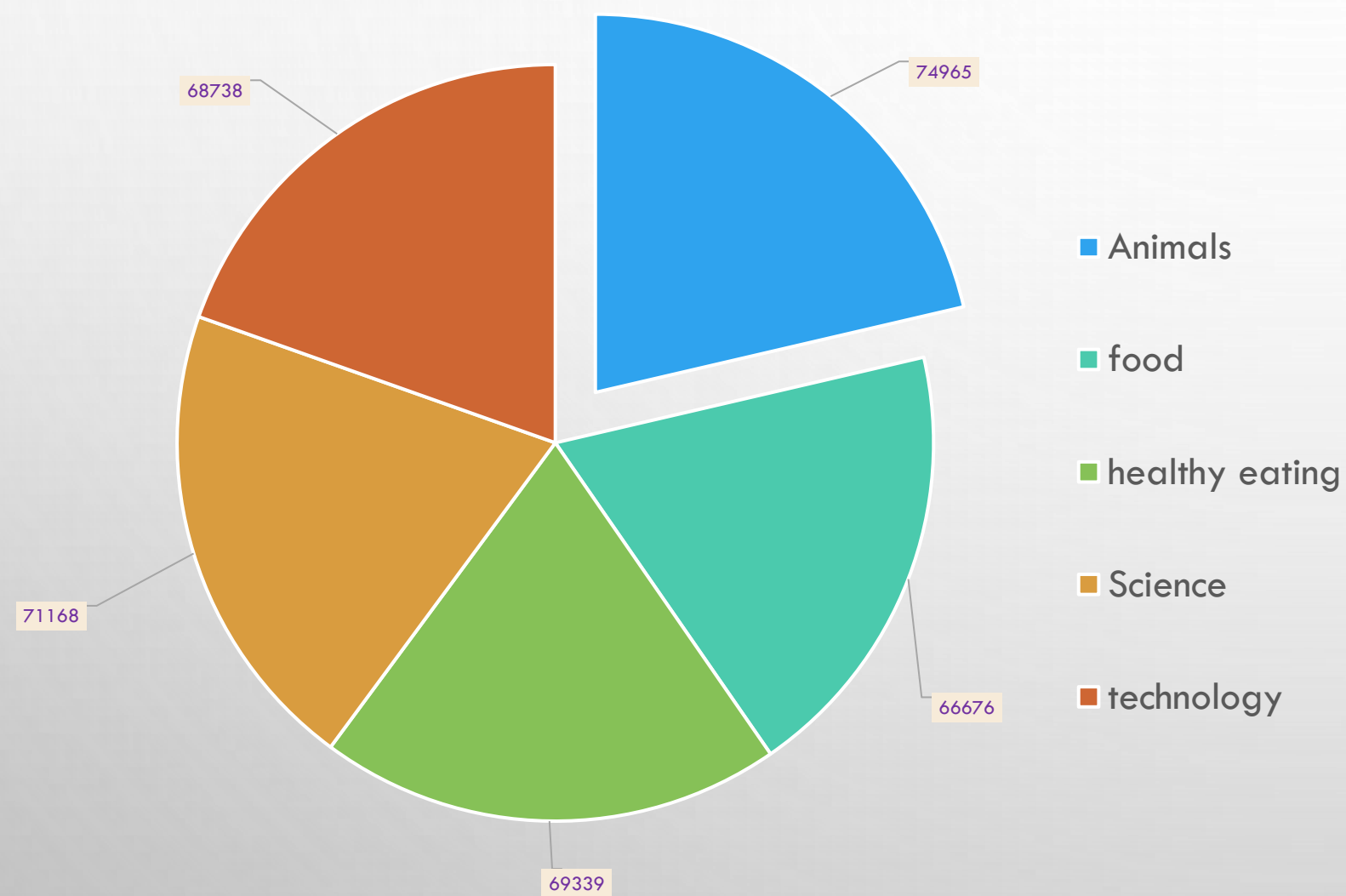


AMOUNT OF DATA PRODUCE OVER THE YEAR

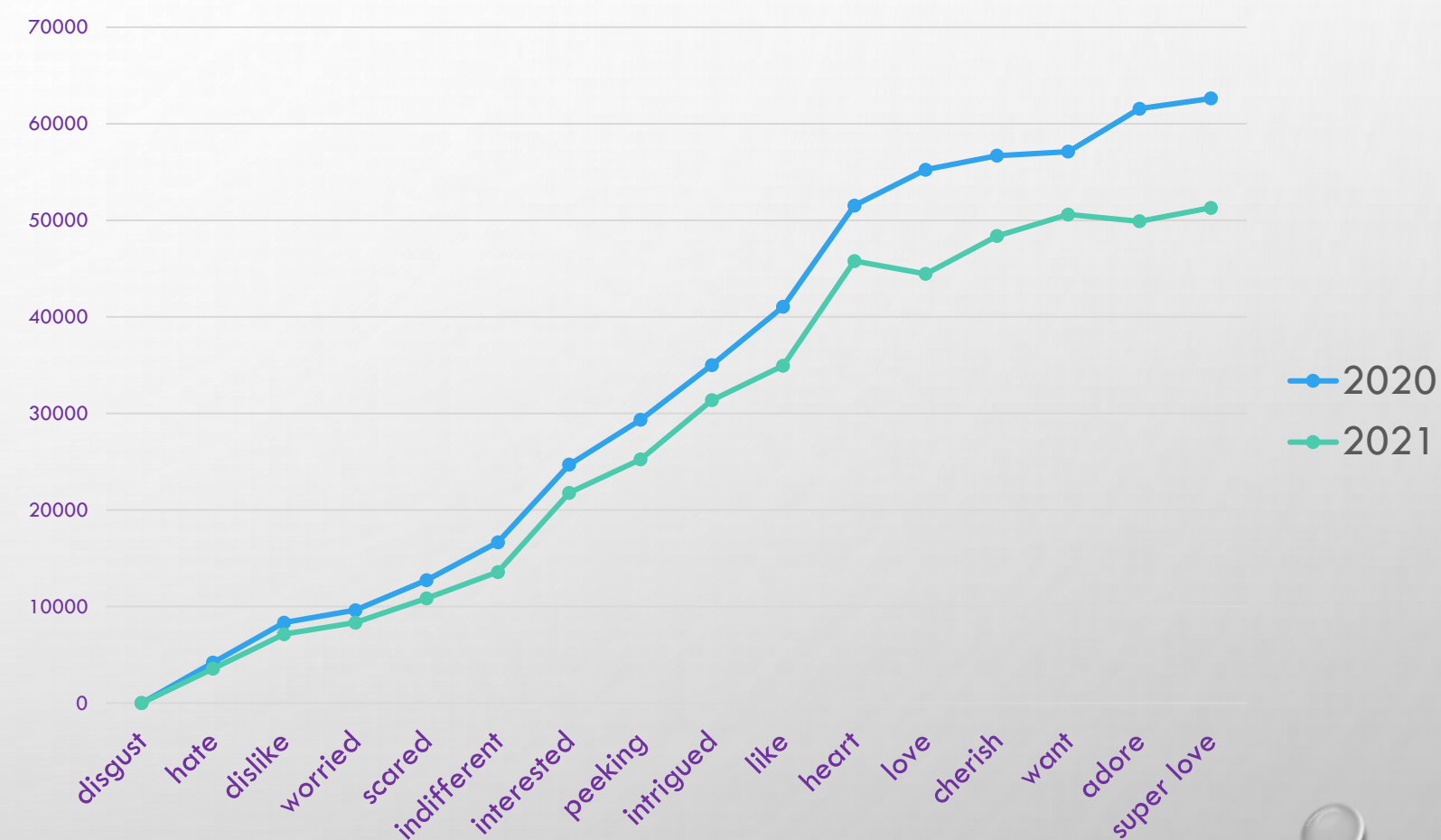




Top 5 Content Categories



Frequency of user reaction over the year



# Summary

- The project involves providing consulting services to Social Buzz, a social media and content creation company based in San Francisco. The company was founded in 2010 by former engineers from a large social media conglomerate, and has rapidly grown to reach over 500 million active users each month.
- With a focus on content, Social Buzz seeks to maintain its anonymity-driven approach for its users, while also moving forward with its IPO timeline by next year.
- The scope of the project involves performing an audit of the company's big data practices, offering recommendations for a successful IPO, and analyzing content categories to identify the top five with the largest popularity.
- The tasks to be delegated include creating a presentation on up-to-date big data best practices, extracting and merging sample data sets using Excel, stress testing technology to find weak spots, and analyzing sample data sets with visualizations.
- As an external advisory firm, Accenture will also conduct an on-site audit of Social Buzz's data center, offer a virtual session to highlight.







# Thank you!

ANY QUESTIONS?

