

A graphic featuring a large cyan circle on the left containing the text "Data Analysis". To its right is a dark blue circle, partially overlapping the cyan one. The background is a vibrant purple with a grid of small white dots. A white vertical bar is on the far right.

Data Analysis



Today's agenda

This presentation will showcase the steps in our we will present:

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

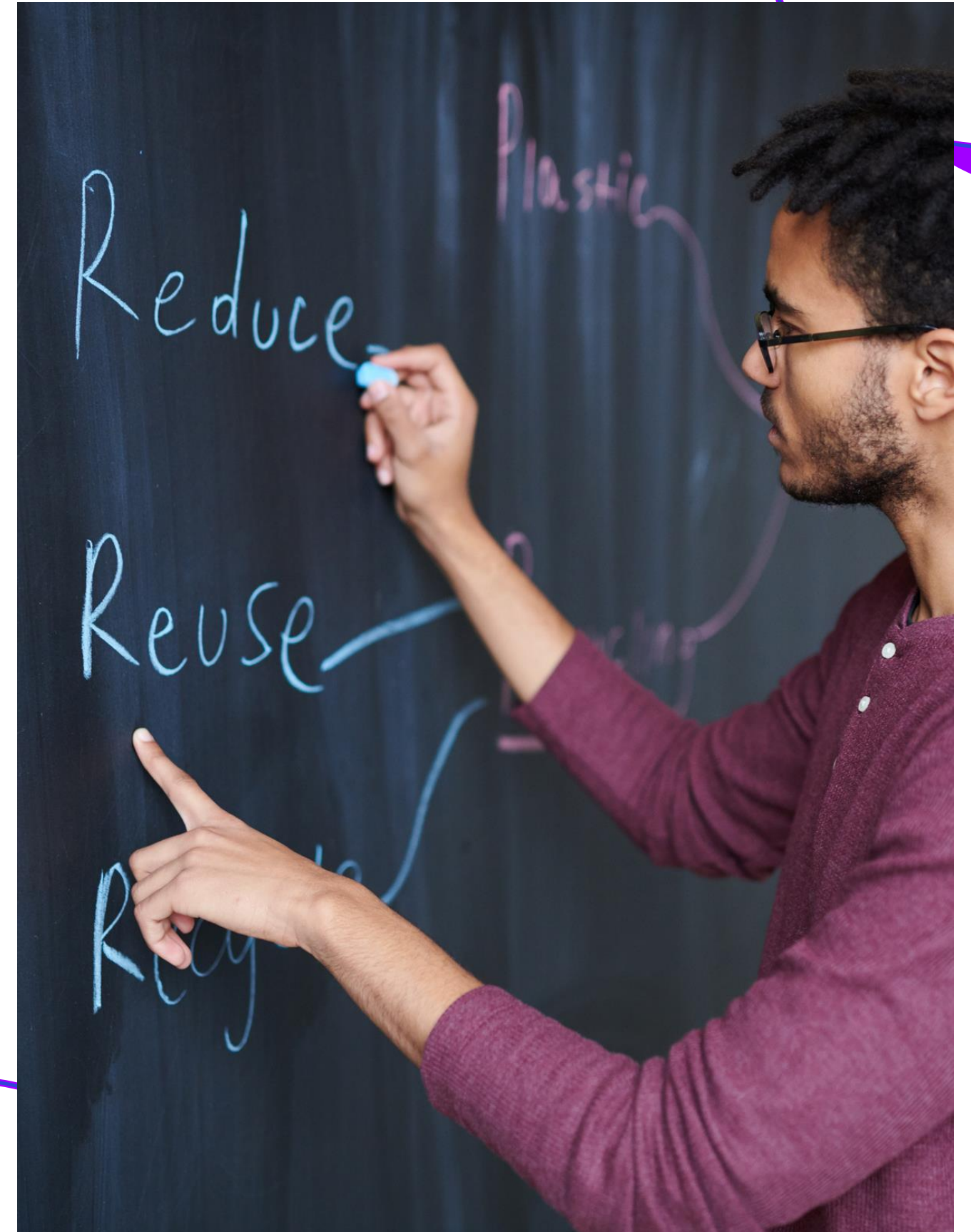
Social Buzz is a fast growing unicorn that need to adapt quickly to it's global scale. Accenture had begun a 3 month POC focusing on these tasks:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

Social Buzz problem is that as they grow, their data grow and they don't have the time to practice new employees that could analyze and get insights.

They have Every day over **100,000 pieces** of new content



The Analytics team



**Chief Technical
Architect**
Andrew Fleming



Senior Principle
Marcus Rompton



Data Analyst
mylesf

Process

1

Data understanding

2

Data cleaning

3

Data modelling

4

Data analysis

5

Uncover insights

Insights

16

Unique categories



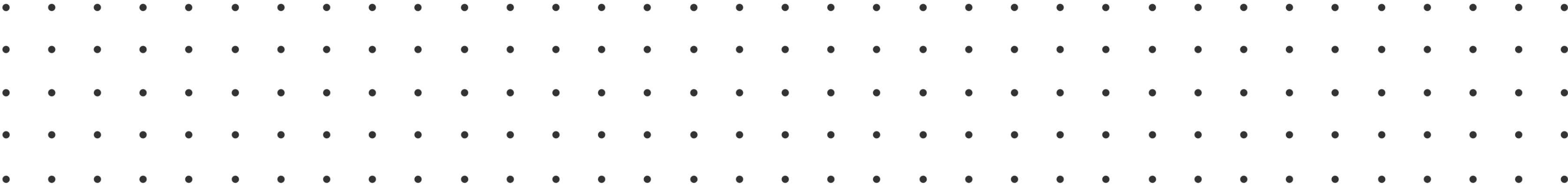
1897

Reactions to “animal” posts

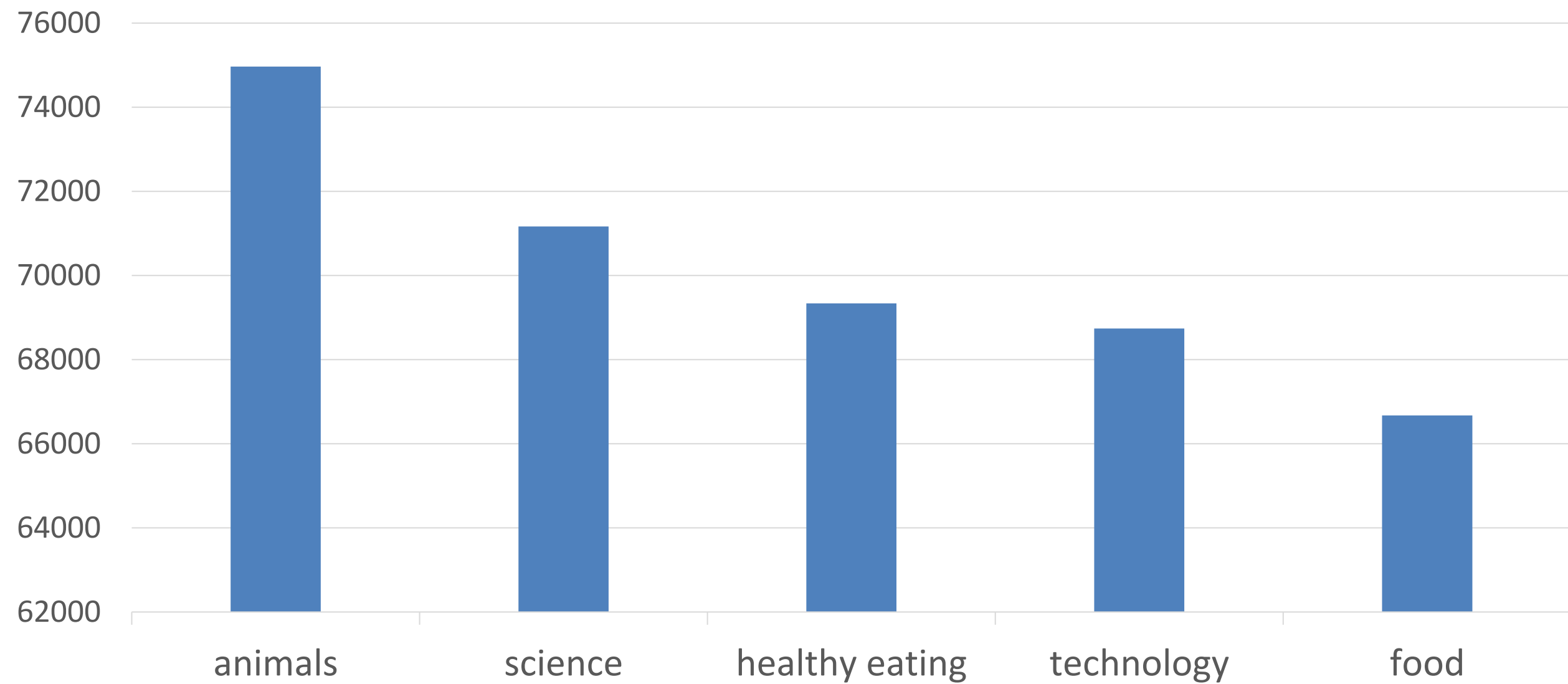


January

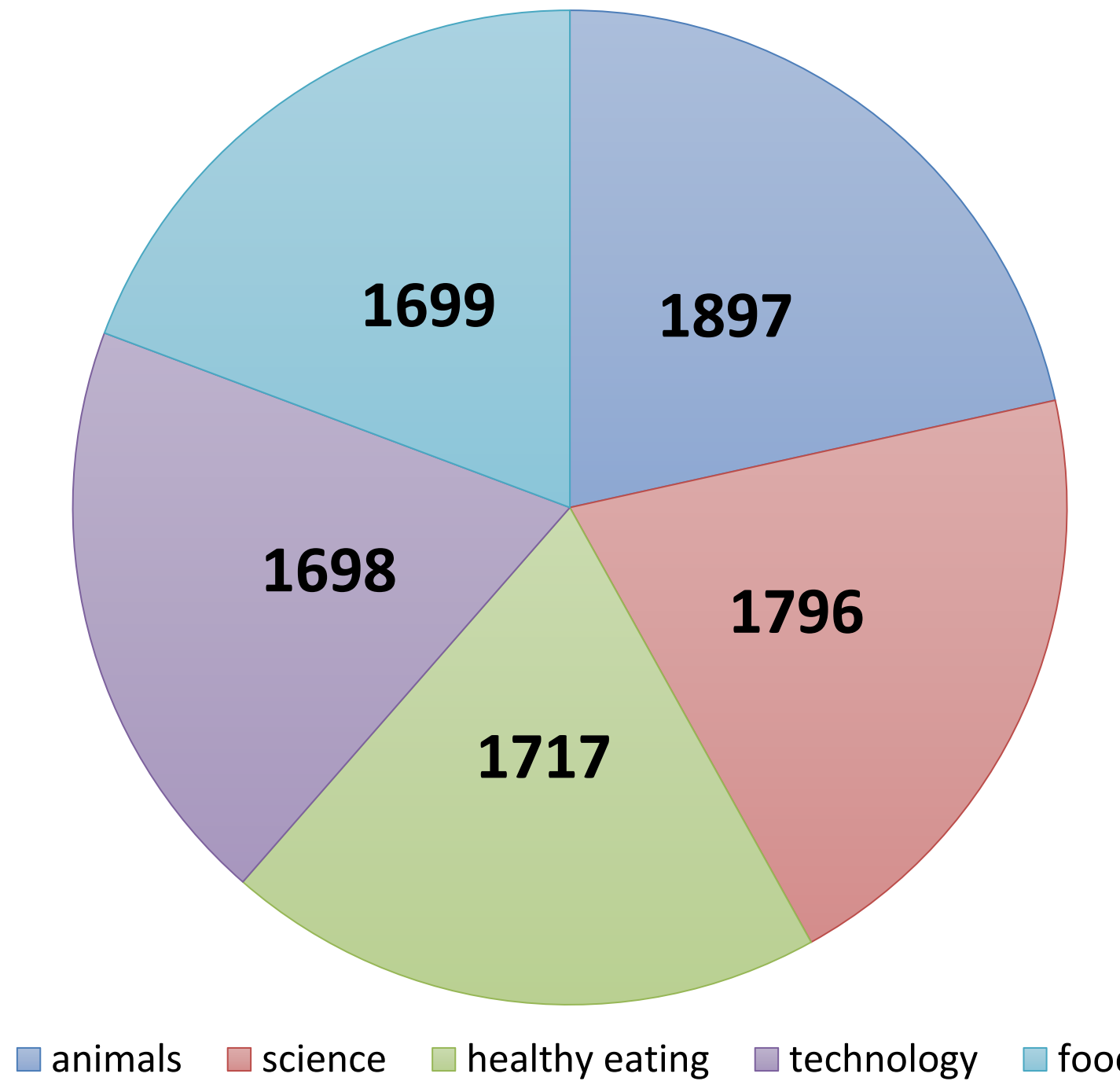
Month with most posts



Top 5 Categories



Count of Reaction Type To Top 5 Categories



Summary

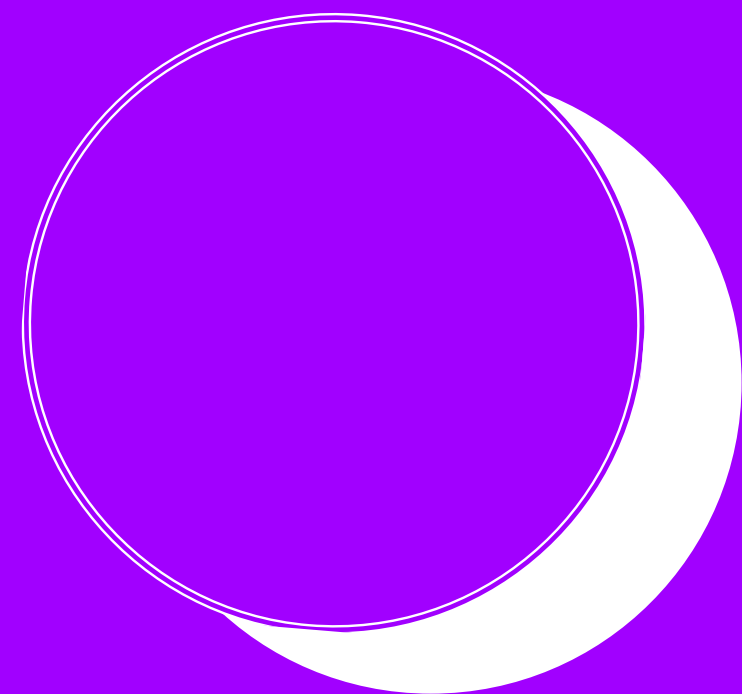


Analysis

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

Insight

Food is a common theme with the top 5 categories with “health Eating” ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with health eating brands to boost user engagement.



Thank you!

ANY QUESTIONS?