

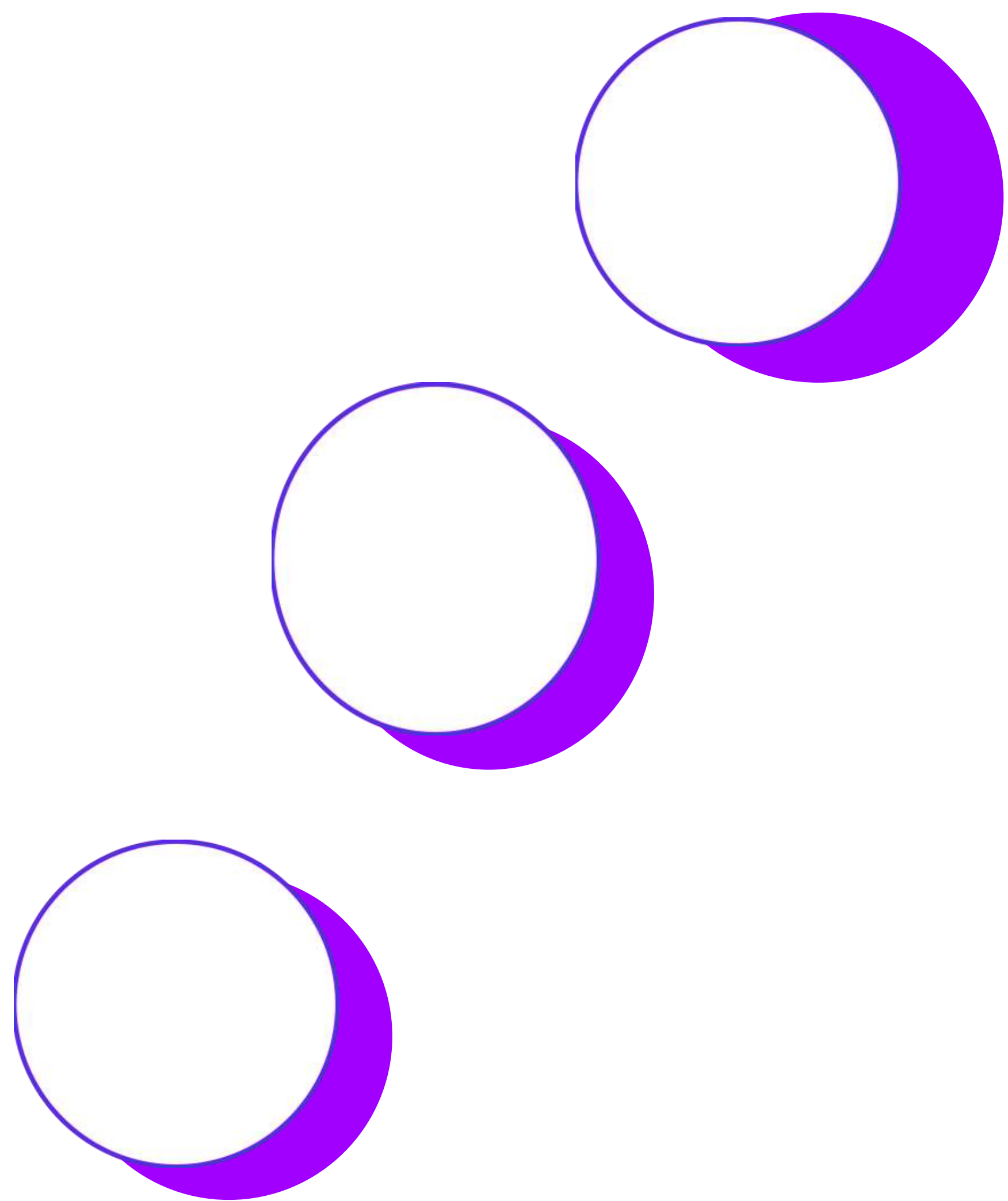


Trends at Social Buzz



Today's agenda

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



Project Recap

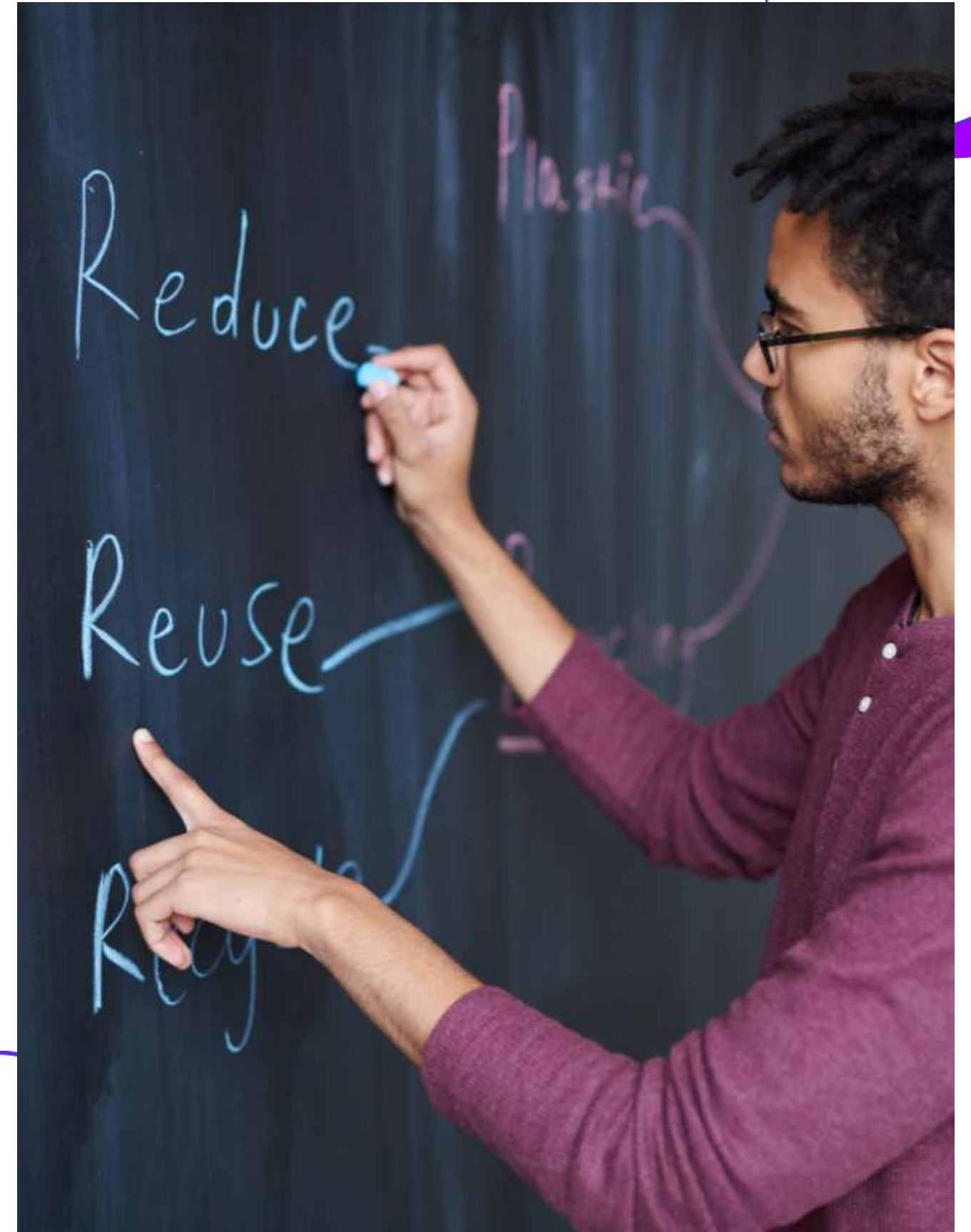
Social Buzz is a fast-growing tech company that is expanding worldwide.

Accenture has started a 3-month Proof of Concept (POC) project to help Social Buzz. This project focuses on three main tasks:

1. Checking how Social Buzz uses big data.
2. Giving suggestions to help Social Buzz have a successful IPO (Initial Public Offering – becoming a public company).
3. Analyzing the data to find the top 5 most popular content categories among users.

Problem

Which content categories generate the highest engagement, and how can Social Buzz leverage this data for growth?



The Analytics team



Andrew Fleming (Chief
Technical Architect)



Marcus Rompton
(Senior Principle)



Nida Noushad (Data
Analyst)

Process

1

Requirement Gathering

2

Data Collection and Understanding

3

Data Cleanup and Modelling

4

Data Analysis

5

Insight Generation

Insights

16

Unique
categories



74956

Total score
for Animal
category

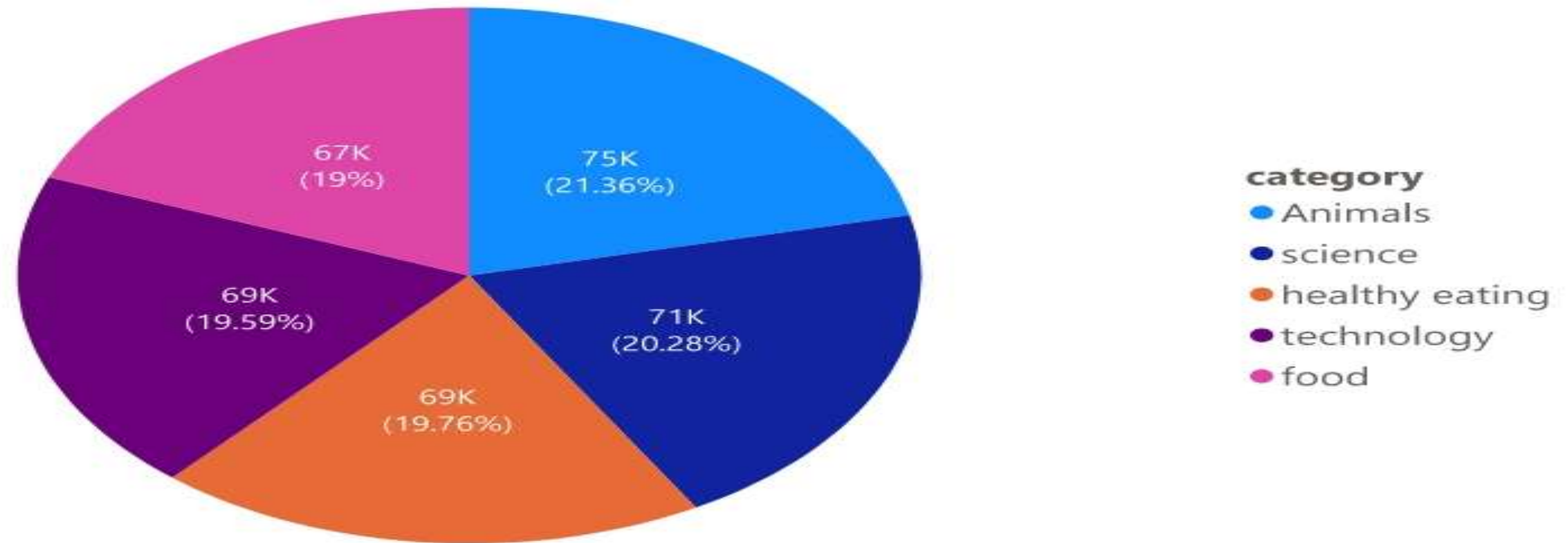


May

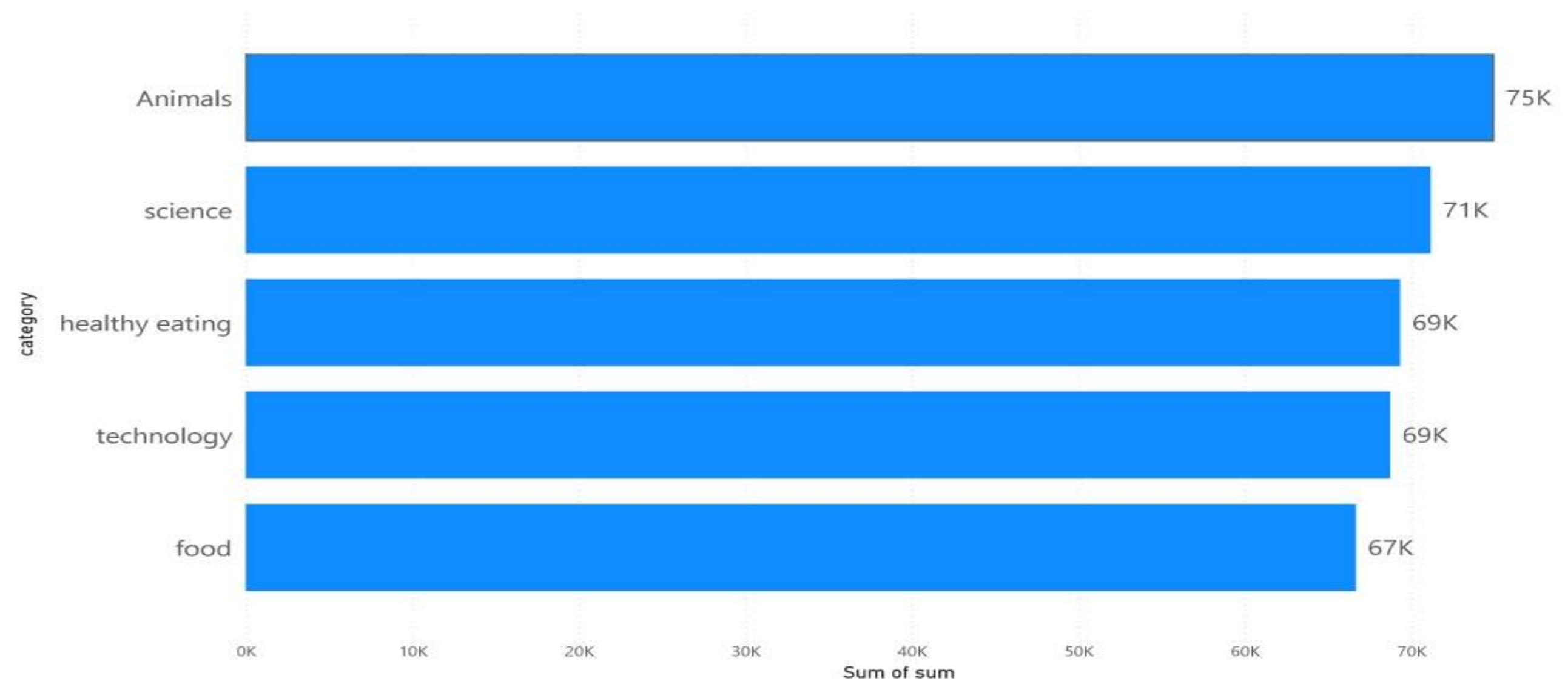
Month with
most post of
2138



Top 5 Categories



Top 5 categories



Summary

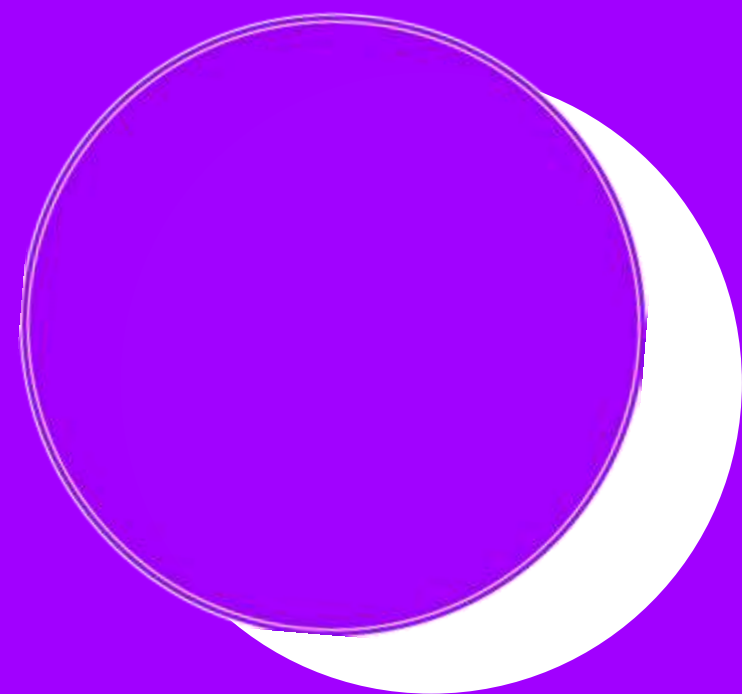


Analysis

Animal and science are the most popular categories of content

Insights

Food is a popular theme among the top five categories, with 'Healthy Eating' ranking the highest. This suggests that many users are interested in healthy lifestyles. You can use this insight to run targeted campaigns or collaborate with healthy eating brands to increase user engagement



ANY QUESTIONS?

Thank you!