Social Buzz

Data Analysis

Noviandi

Forage | accenture

Today's Agenda

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

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's 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!

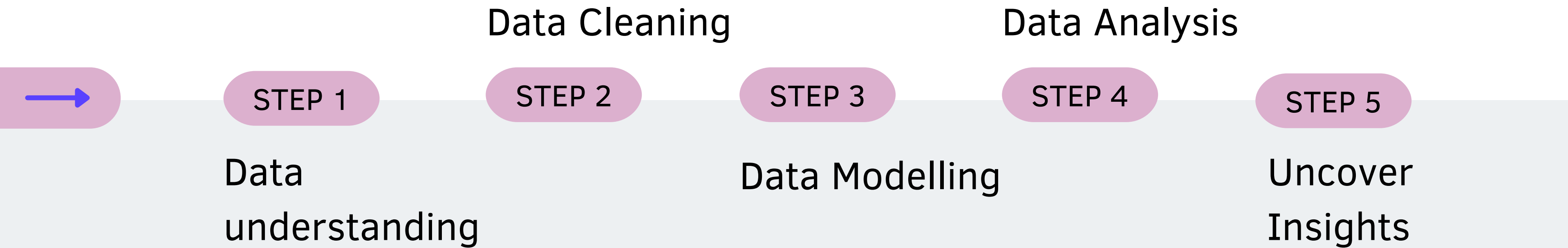# The Analytics team

Say hello to our team!

Andrew Fleming

Marcus Rompton

Noviandi

Process

Data Cleaning

Data Analysis

→

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

Data understanding

Data Modelling

Uncover Insights

24,573 Records

438 Users

16 Category

for a year, from June 2020 to June 2021, 24,573 activities were recorded with 438 users and there were 16 content categories

Top 5 Categories
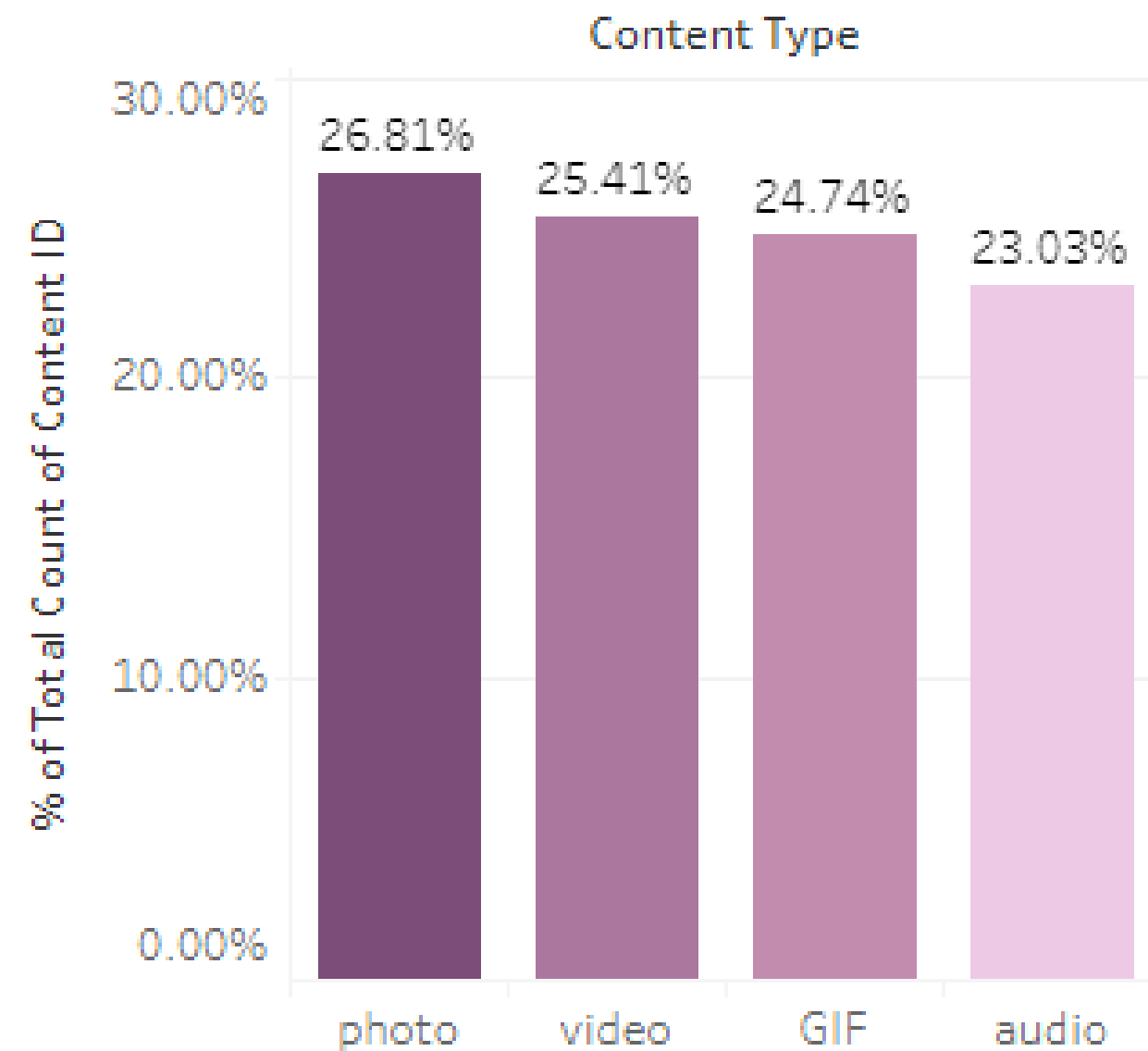

Category

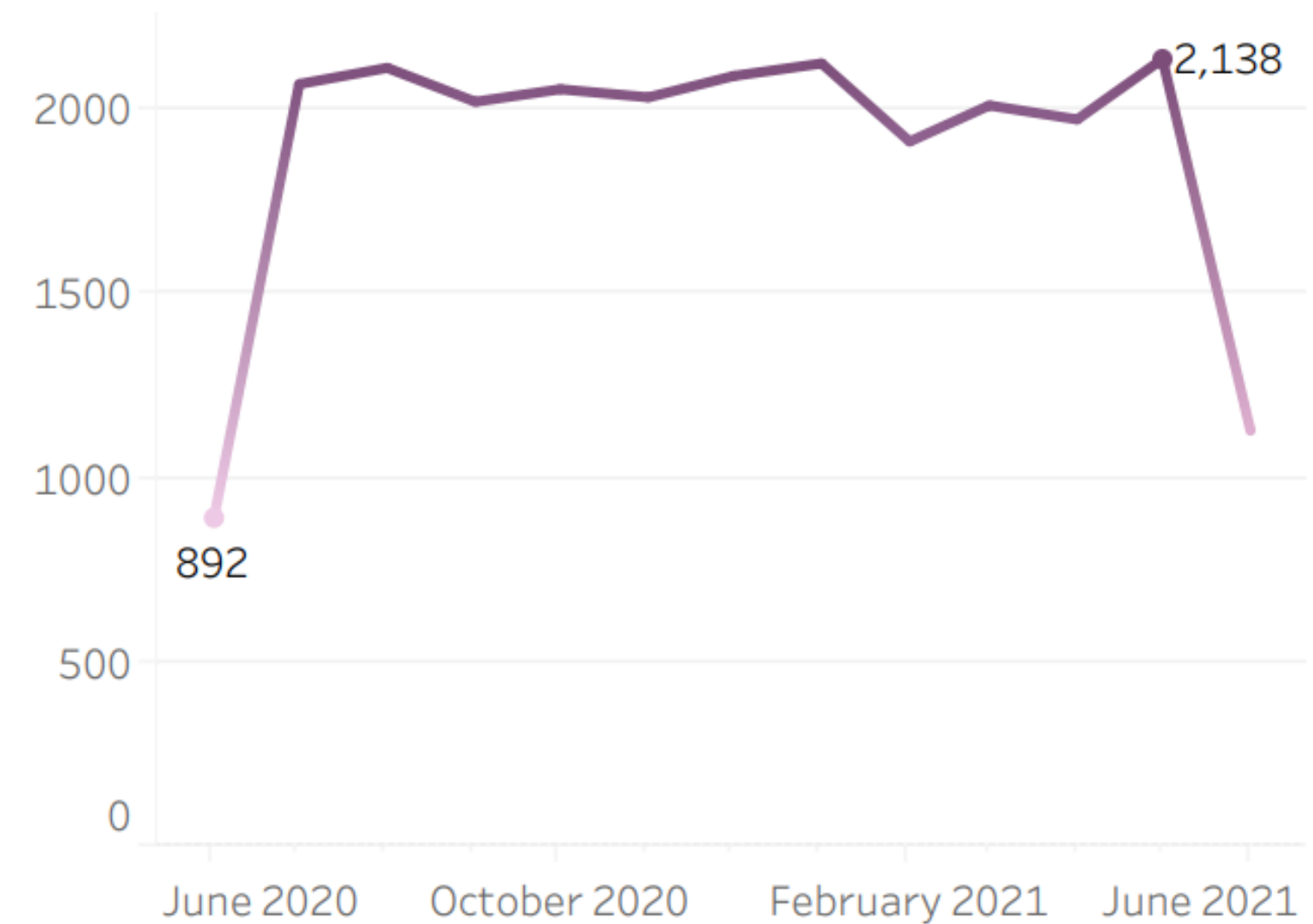|	
animals	
science	
healthy eating	
technology	
food	

0K   20K   40K   60K
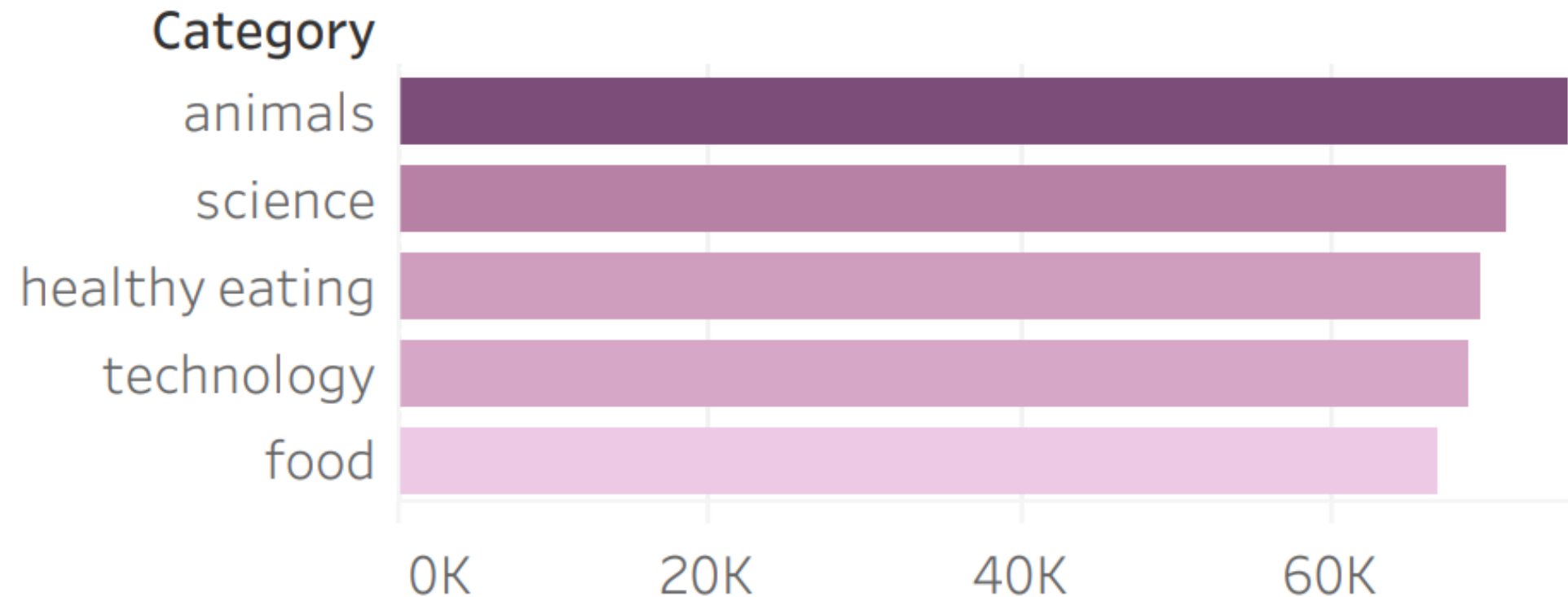
Animals had an aggregate popularity score of almost 76000. It is very interesting to see both healthy eating and food within the top 5, it really shows what people enjoy consuming as content

Content Type Popularity

User Trend per Month

The most popular types of content are photos with 26.81% and videos with 25.41%. and there was a drastic decrease in user activity from May to June 2021

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 "Healthy 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 healthy eating brands to boost user engagement.
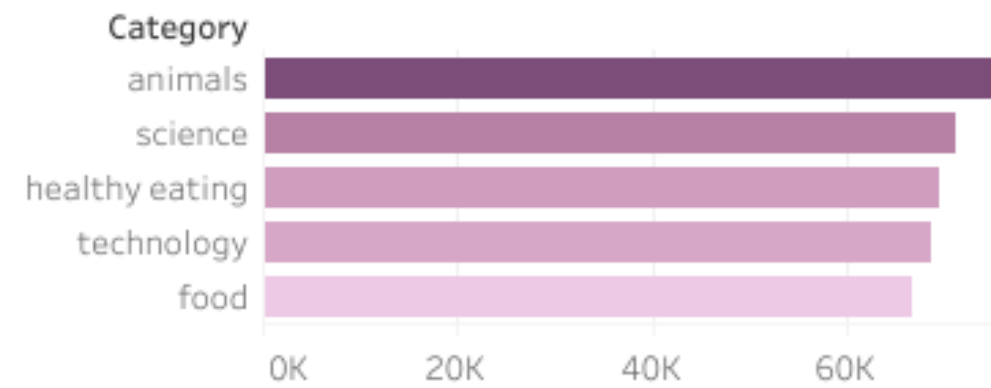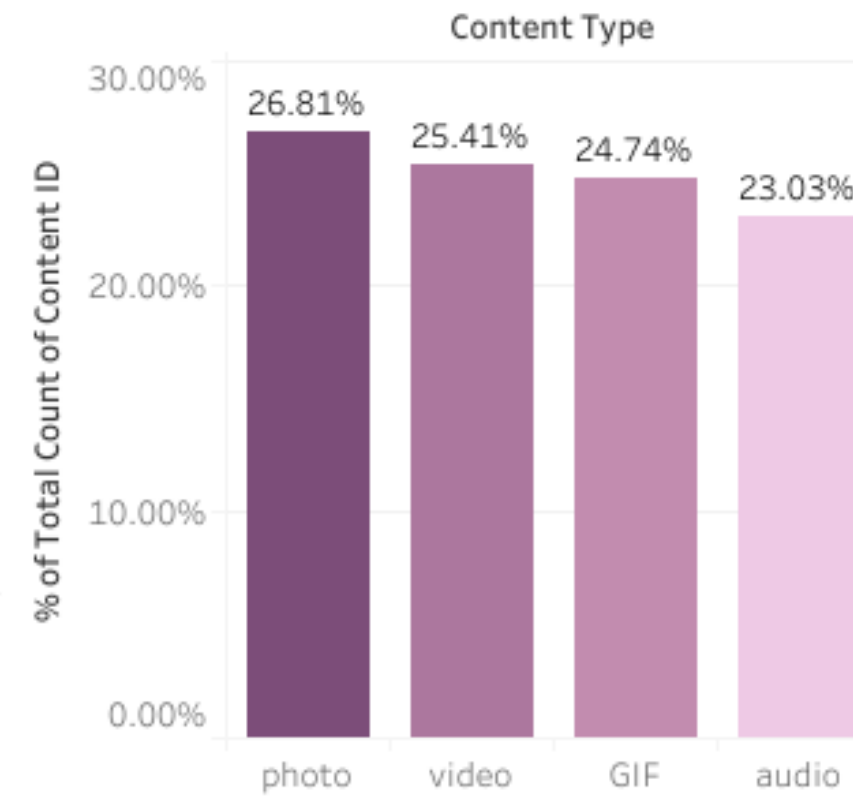
Social Buzz Dashboard

Forage **accenture**

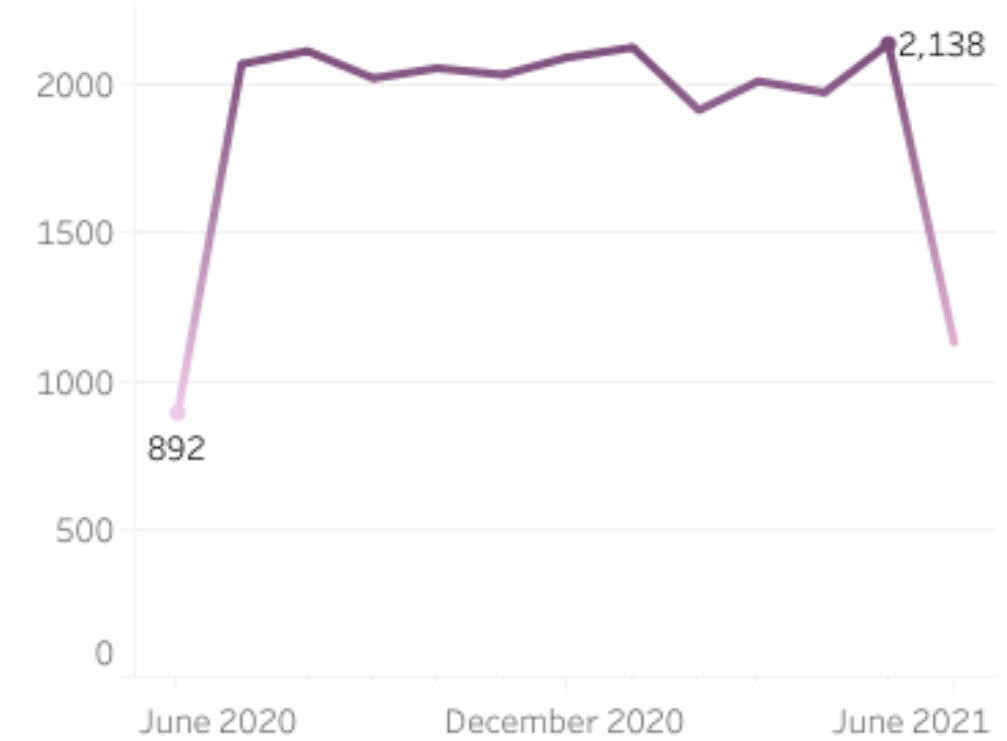**24,573** Records **438** Users **16** Category

Content Type Popularity

Content Type

- photo: 26.81%
- video: 25.41%
- GIF: 24.74%
- audio: 23.03%

% of Total Count of Content ID

User Trend per Month

2,138

892

June 2020 — December 2020 — June 2021

Top 5 Categories

Category

- animals
- science
- healthy eating
- technology
- food

0K — 20K — 40K — 60K

Category & Content

	audio	GIF	photo	video
animals				
cooking				
culture				
dogs				
education				
fitness				
food				
healthy eating				
public speaking				
science				
soccer				
studying				
technology				
tennis				
travel				
veganism				

Sentiment Distribution in Each Category

Category

- animals
- science
- healthy eating
- food
- technology
- culture
- cooking
- travel
- soccer
- education
- fitness
- studying
- dogs

20.00% 40.00% 60.00% 80.00%

Reaction Score

want, like, super love, adore, cherish, love, heart, peeking
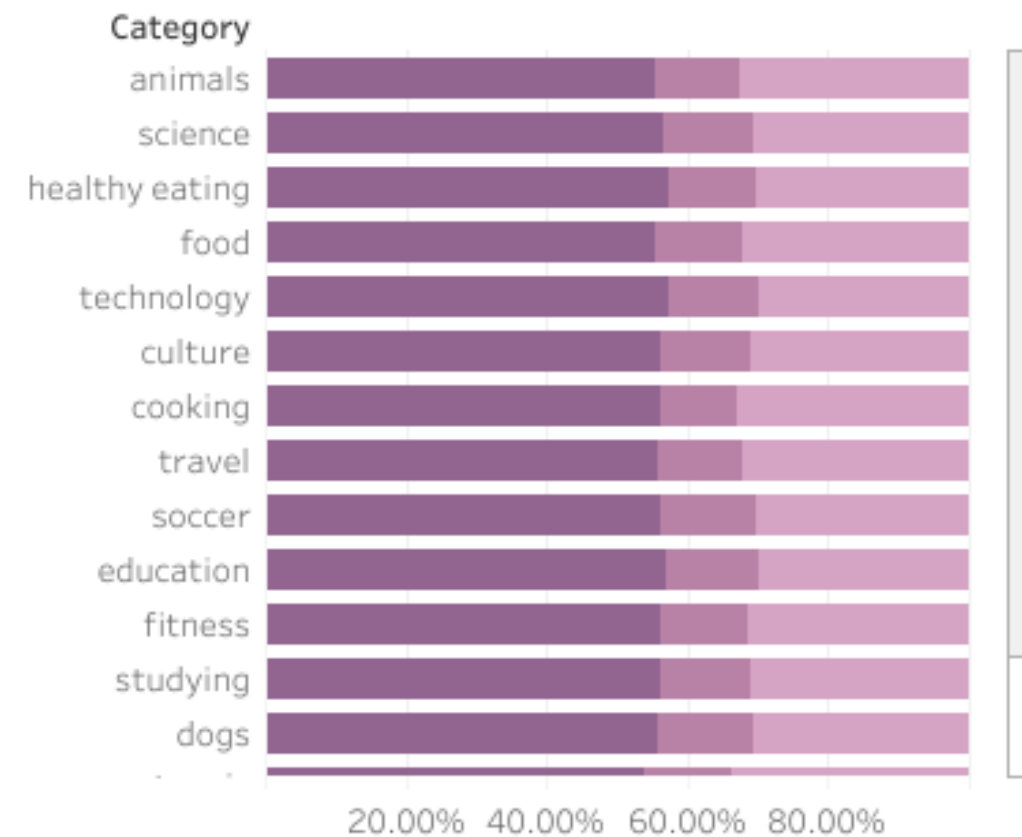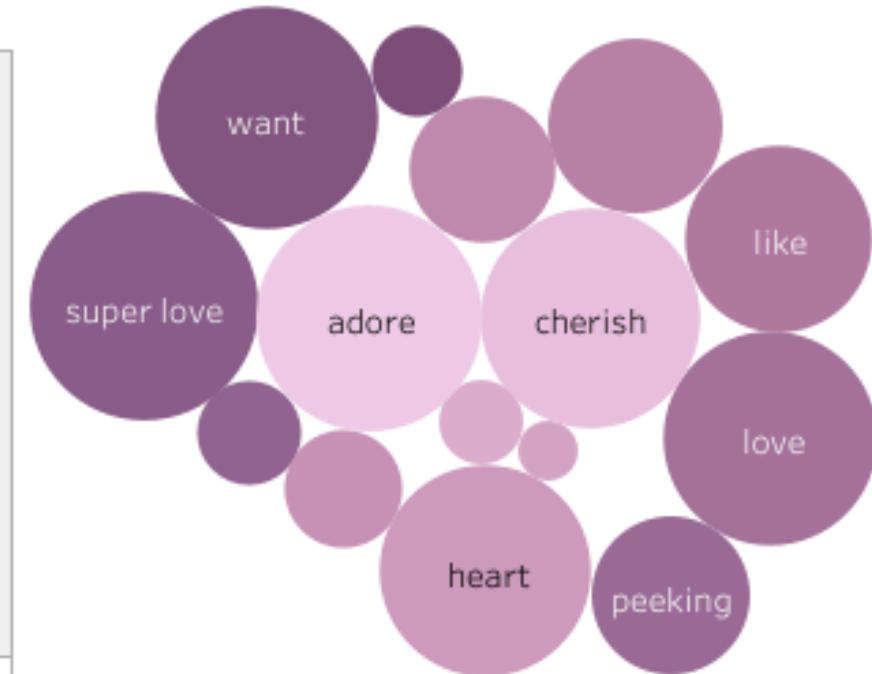
Thank You!

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