



Social Buzz by Accenture

A vertical grid of 20 small black dots arranged in 4 columns and 5 rows on the left side of the slide.

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Three large, stylized purple circles are positioned on the right side of the slide. Each circle is partially cut off by the edge of the frame, creating a sense of continuity. The circles are outlined in a darker purple and filled with a lighter purple color.

Project Recap

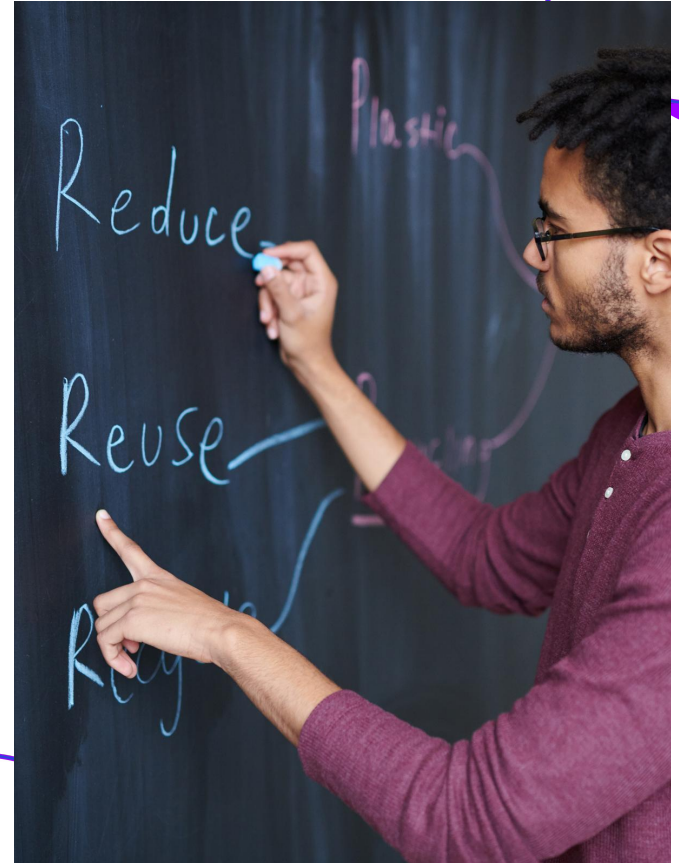
Social Buzz is a fast growing technology unicorn that needs to adapt to its global scale.

Accenture has begun a POC focusing on these tasks:

- Audit of Social Buzz's big data practices.
- Recommendations for a successful IPO.
- Analysis to find Social Buzz's top 5 most popular content categories.

Problem

With over 100000 posts daily, covered in several content types, how can we capitalize on this bountiful data and turn it into meaningful and useful Insight?



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Ombeh Akpoebide
Lead data analyst

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

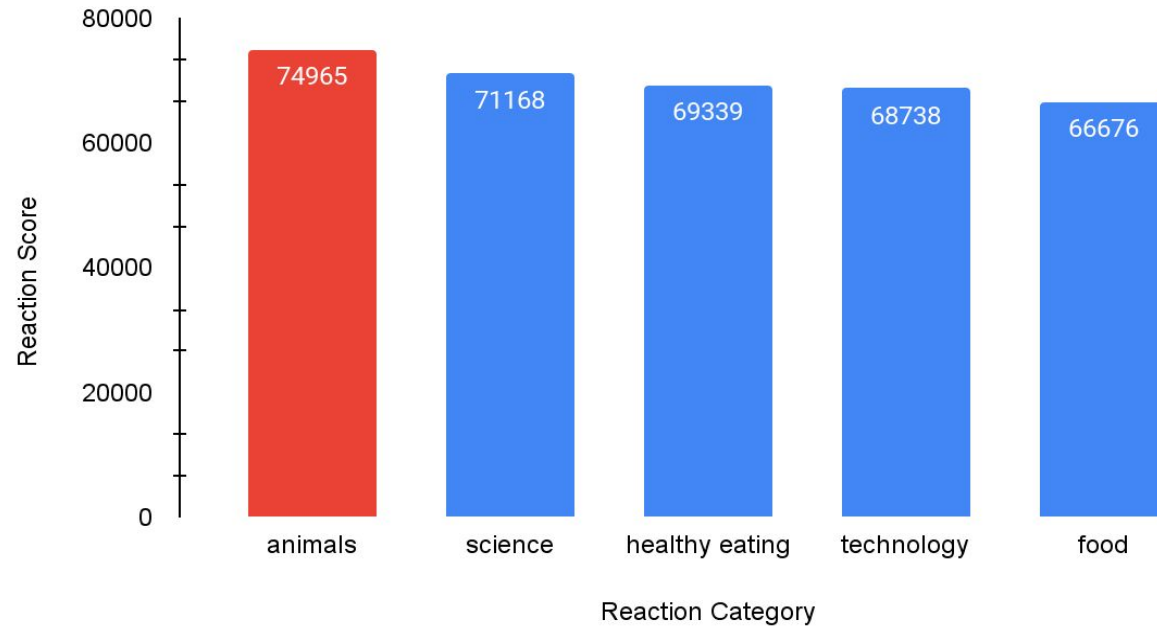


January

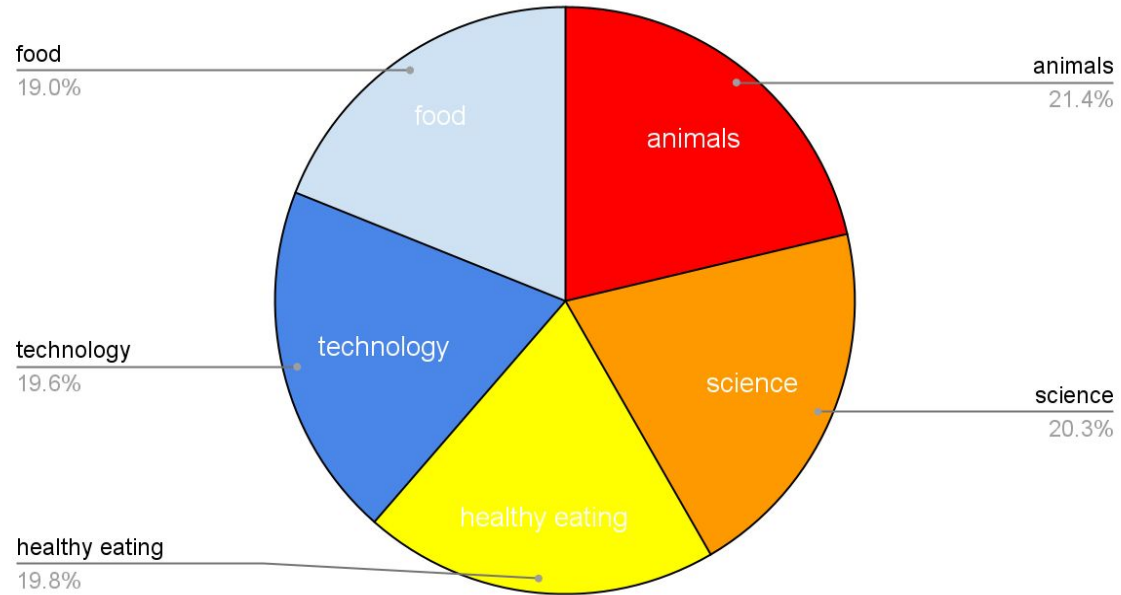
Month with the most posts



Top 5 Categories by "aggregate" Popularity score



Popularity percentage share from top 5 categories



Summary

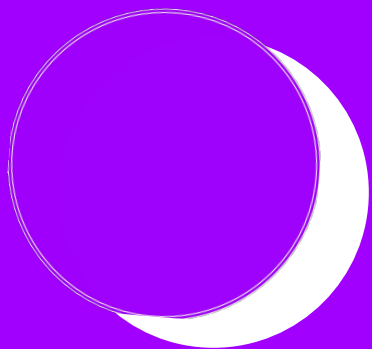


Analysis

- The categories “Animals” and “Science” are the most popular categories. This suggests that people enjoy real life and factual content the most.

Insight

- Food and healthy eating being one of the most visited categories, it could be worthy of note and of some interest to partner with healthy eating brands to boost user engagement.



Thank you!

ANY QUESTIONS?