

A graphic featuring a large blue circle with the text "Data Analysis" in white. The circle is set against a purple background with a white dot grid pattern. A dark blue shadow is cast by the circle onto the background.

Data Analysis



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

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

But how to Capitalize on it when there is so much?

Analysis to find Social Buzz's top 5 most popular categories of content



The Analytics team



ANDREW FLEMING
Chief Technology
Architect



**MARCUS
ROMPTON**
Senior Principal



GOURAV SINHA
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique
Categories



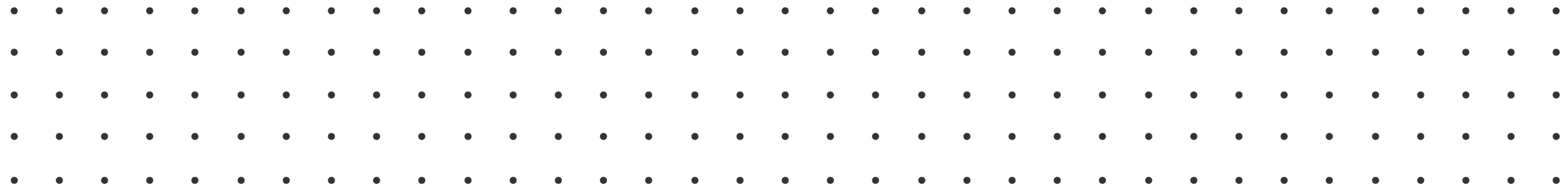
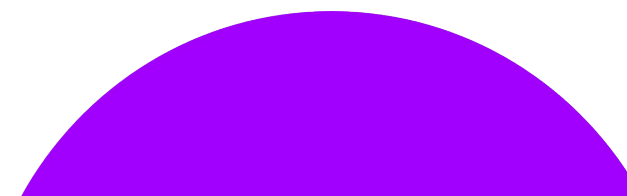
1091

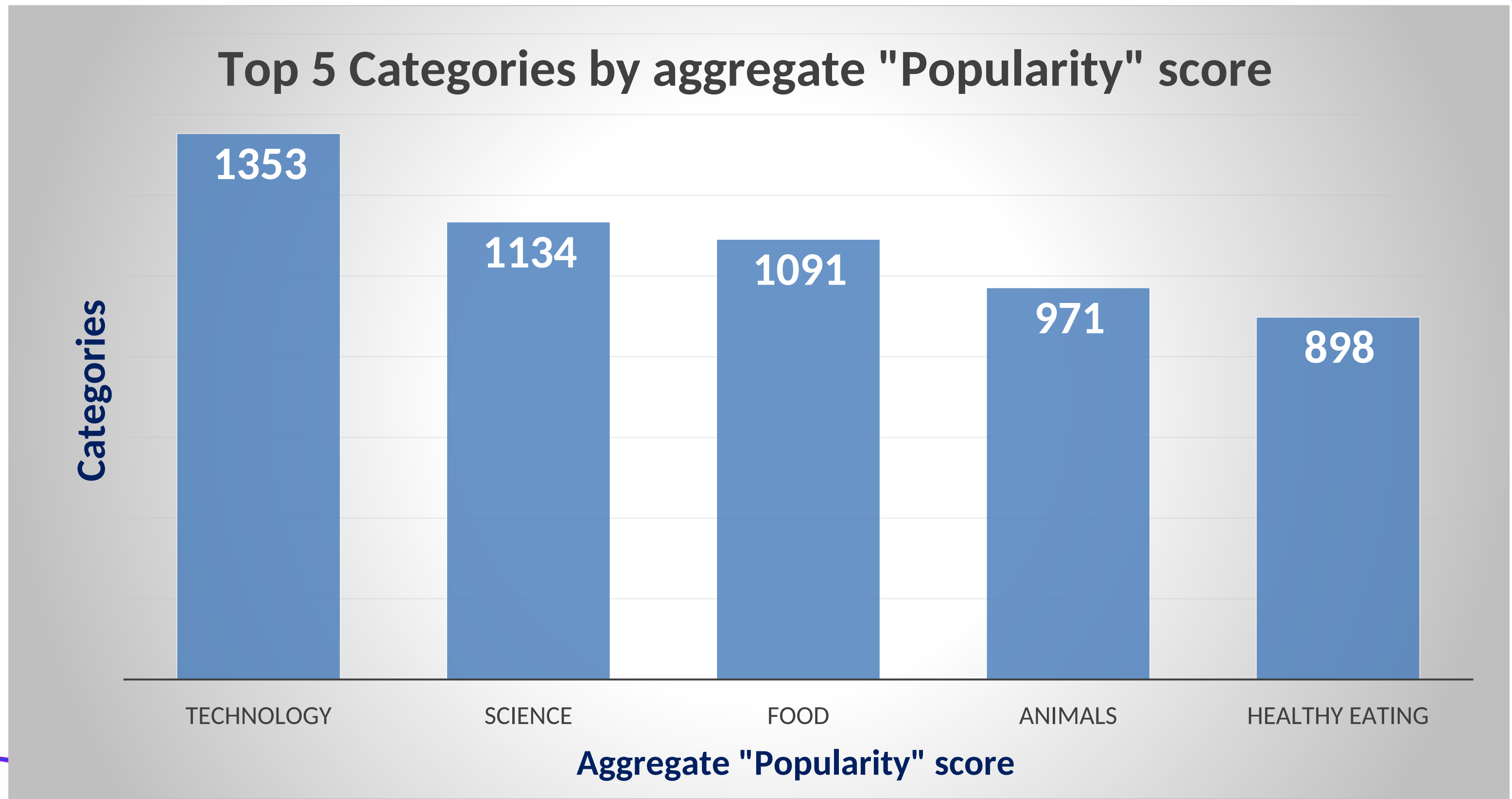
Reactions to
“Food” posts



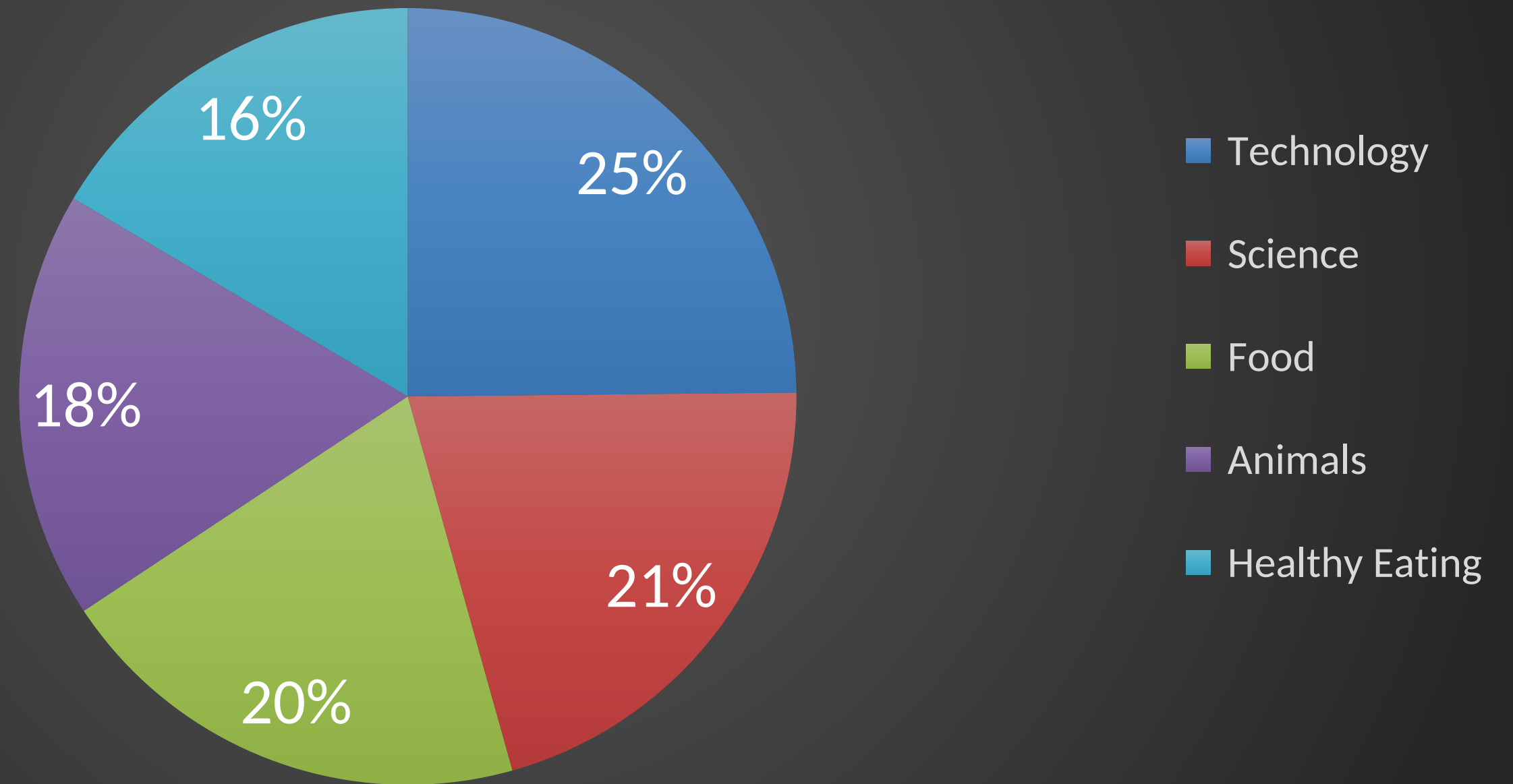
February

Month with
most posts





POPULARITY PERCENTAGE SHARE FROM TOP 5 CATEGORIES



Summary



ANALYSIS

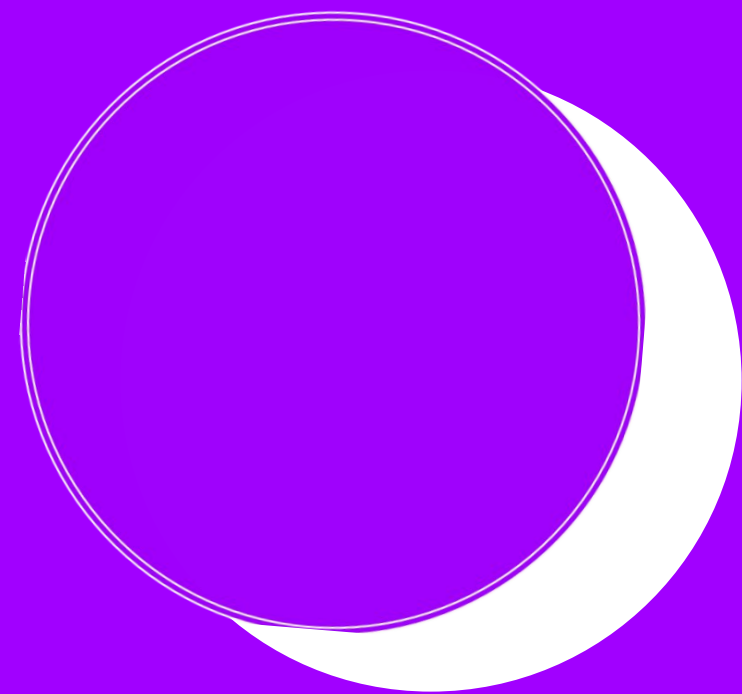
Science and Technology are the most popular categories of content showing that people enjoy “real-life” and “factual” content the most.

INSIGHT

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

NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?