User Sentiment Analysis | Client: Social Buzz (Accenture Forage) | Industry: Social Media & Content Creation

Sum of ReactionTypes.Score by Category

Sum of ReactionTypes.Score   66.68K ▮▮▮ 74.97K
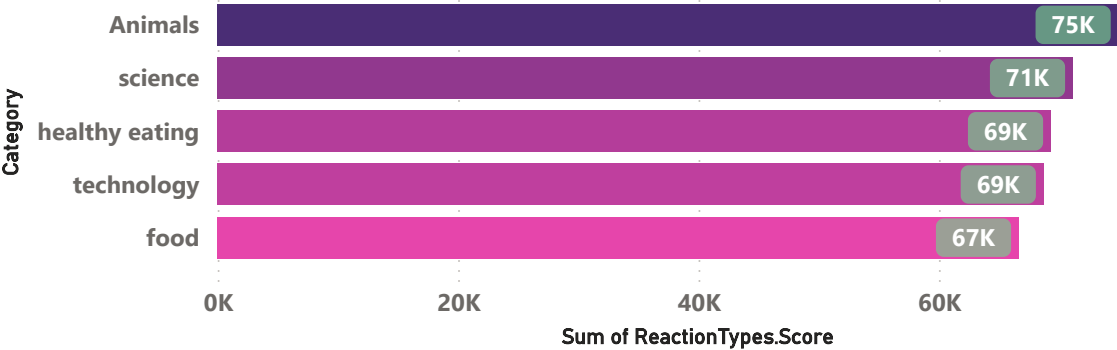
Category	Sum of ReactionTypes.Score
Animals	75K
science	71K
healthy eating	69K
technology	69K
food	67K
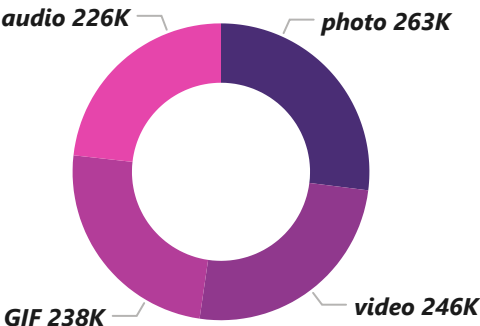
Categorical Reaction

audio 226K — photo 263K
GIF 238K — video 246K

75
Max Reaction Score

audio
Content Type

DATE ▾
18/06/2020 📅
18/06/2021 📅

Category: All ▾
- ☐ Select all
- ☐ Animals
- ☐ cooking
- ☐ culture
- ☐ dogs

Negative
👎
User Sentiment

Reactions.Reaction Type	Animals	cooking	culture	dogs	education	fitness	food	healthy ea
adore	72.00	72.00	72.00	72.00	72.00	72.00	72.00	7
cherish	70.00	70.00	70.00	70.00	70.00	70.00	70.00	7
disgust	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
dislike	10.00	10.00	10.00	10.00	10.00	10.00	10.00	1
hate	5.00	5.00	5.00	5.00	5.00	5.00	5.00	
heart	60.00	60.00	60.00	60.00	60.00	60.00	60.00	6
indifferent	20.00	20.00	20.00	20.00	20.00	20.00	20.00	2
interested	30.00	30.00	30.00	30.00	30.00	30.00	30.00	3
intrigued	45.00	45.00	45.00	45.00	45.00	45.00	45.00	4
like	50.00	50.00	50.00	50.00	50.00	50.00	50.00	5
love	65.00	65.00	65.00	65.00	65.00	65.00	65.00	6
peeking	35.00	35.00	35.00	35.00	35.00	35.00	35.00	3
scared	15.00	15.00	15.00	15.00	15.00	15.00	15.00	1
super love	75.00	75.00	75.00	75.00	75.00	75.00	75.00	7
want	70.00	70.00	70.00	70.00	70.00	70.00	70.00	7
worried	12.00	12.00	12.00	12.00	12.00	12.00	12.00	1
Total	**39.52**	**38.92**	**39.72**	**39.25**	**40.08**	**39.66**	**39.24**	**4**

Category and Reaction Score | User Engagement Trend

Category and Scores ● Category Count ● Average Reaction Score

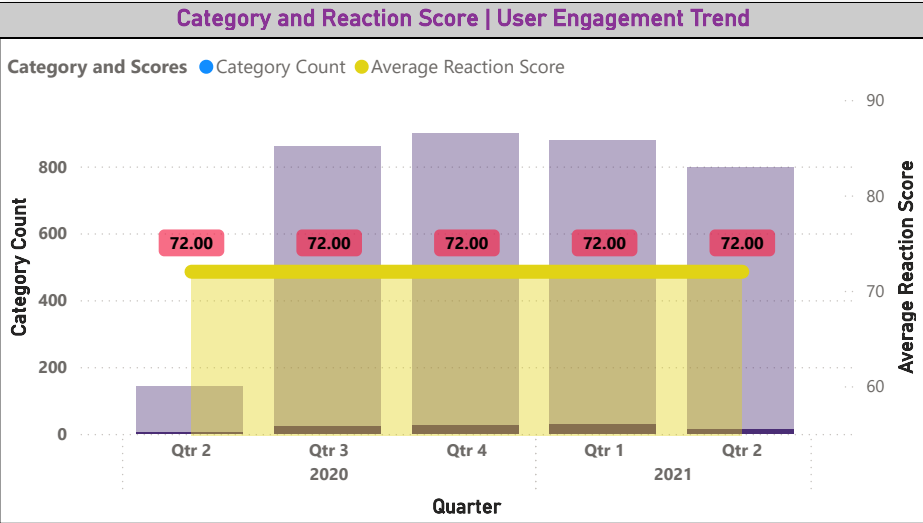| Quarter	Category Count	Average Reaction Score
Qtr 2 2020	0.9K	39.69
Qtr 3 2020	6.2K	39.43
Qtr 4 2020	6.2K	39.84
Qtr 1 2021	6.1K	39.22
Qtr 2 2021	5.2K	40.04

User Sentiment Analysis | Client: Social Buzz (Accenture Forage) | Industry: Social Media & Content Creation

Sum of ReactionTypes.Score by Category

Sum of ReactionTypes.Score   66.58K ━━━━ 74.97K

Bar chart: Category (Animals, culture) vs Sum of ReactionTypes.Score (0K–70K). culture shows 7K label.

Categorical Reaction

Donut chart: video 2K, photo 1K, GIF 3K, audio 1K

75
Max Reaction Score
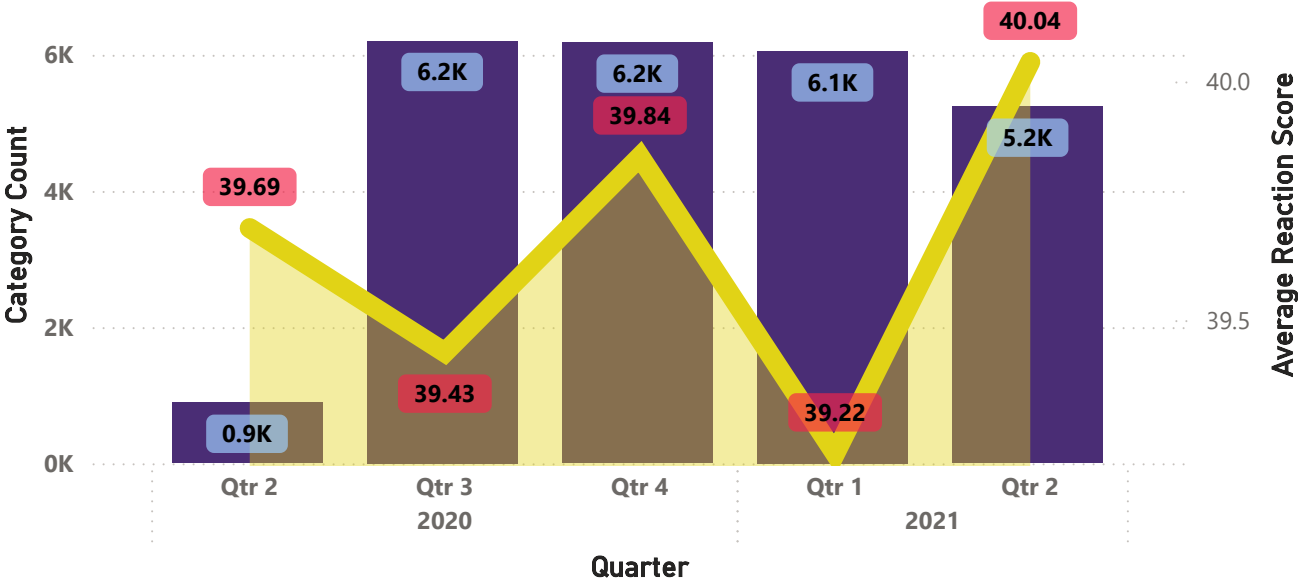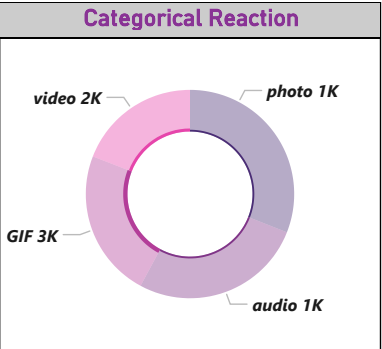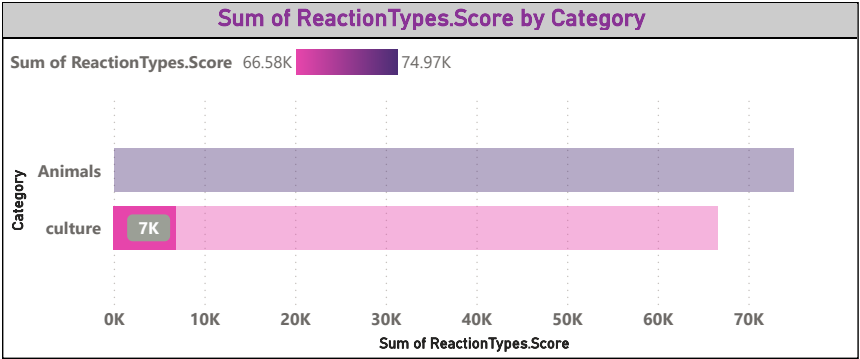
audio
Content Type

DATE
18/06/2020
18/06/2021

Category: Mult...
☑ Select all
■ Animals
☐ cooking
■ culture
☐ dogs

Positive
👍
User Sentiment

Reactions.Reaction Type	Animals	culture	Total
adore	8208	6840	15048
cherish	8750	7910	16660
disgust	0	0	0
dislike	1150	1120	2270
hate	640	470	1110
heart	7200	5820	13020
indifferent	2000	2220	4220
interested	3300	3300	6600
intrigued	5220	4545	9765
like	5050	4850	9900
love	7735	7020	14755
peeking	4515	3465	7980
scared	1980	1755	3735
super love	9225	7500	16725
want	8540	8540	17080
worried	1452	1224	2676
Total	**74965**	**66579**	**141544**

Category and Reaction Score | User Engagement Trend

Category and Scores ● Category Count ● Average Reaction Score

Combined bar/area chart: Category Count (0–800) vs Average Reaction Score (60–90) by Quarter (Qtr 2, Qtr 3, Qtr 4 - 2020; Qtr 1, Qtr 2 - 2021). Values shown: 72.00 across all quarters.

Accenture Data Analytics Virtual Experience Program on Forage Overview and Business Problem >>

Client: Social Buzz

Industry: Social Media & Content Creation

Background:

Social Buzz is a fast-growing social media platform with over 500 million active users each month. The platform's rapid growth has led to the generation of massive amounts of unstructured data, with over 100,000 pieces of content uploaded daily, including text, images, videos, and GIFs. As the company scaled, they needed advanced solutions to effectively manage and analyze this data, turning to external expertise to adopt big data management practices used by industry leaders.

Project Objectives:

- Conduct an audit of Social Buzz's big data practices.

- Analyze content categories to identify the top 5 based on aggregate popularity.

My Role:

As a data analyst, I was tasked with analyzing sample datasets, extracting insights, creating visualizations, and presenting actionable recommendations to the client.

Tools Utilized:

- Microsoft SQL Server: Used for data cleaning, modeling, and extracting key insights.

- Microsoft Power BI: Employed for data visualization and presenting insights.

- Microsoft PowerPoint: Used to prepare a presentation for client review.

Key Tasks & Learnings:

- Data Cleaning and Modeling: Cleaned the dataset and performed data modeling by writing SQL queries and establishing relationships using SQL JOINs.

- Data Analysis: Identified the top 5 content categories by popularity using SQL Server.

- Data Visualization & Storytelling: Created compelling data visualizations in Power BI and developed a narrative around the insights.

- Presentation: Summarized insights and recommendations into a professional client presentation using PowerPoint.

Analysis & Key Insights:

Among 16 content categories, the top 5 were animals, science, healthy eating, technology, and food. Animals led with a total score of approximately 75,000 points, commanding 21.36% of the overall popularity. Science followed with a 20.28% share. Additionally, content formats were analyzed, with photos being the most common, followed by videos, GIFs, and audio.

Final Dashboard & Recommendations:

- Focus on Popular Content: Continue prioritizing content related to animals and science, which show the highest engagement levels.

- Capitalize on Food Trends: Leverage the growing interest in healthy eating by partnering with brands in the food industry.

- Expand Technology Content: Given the high engagement with technology-related content, partnering with tech companies could further boost user activity.

Through this project, I honed my data analytics skills in a real-world scenario, providing valuable insights and recommendations to a rapidly expanding client in the social media space.