



Social Buzz



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 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!

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 Technical Architect



Marcus Rompton
Senior Principle



S. Lalitha Poojitha
Data Analyst

Process

1

Data Understanding: The Process of analyzing and interpreting data to extract meaningful insights and patterns.

2

Data Cleaning: The Process of identifying and correcting errors, inconsistencies, and inaccuracies in data

3

Data Modelling: The Process of creating a conceptual representation of data to understand its structure, relationships, and constraints.

4

Data Analysis: The Process of examining data to extract insights, patterns, and meaningful information.

5

Uncover Insights: Discovering new and valuable information in data that can help us understand something better.

Insights

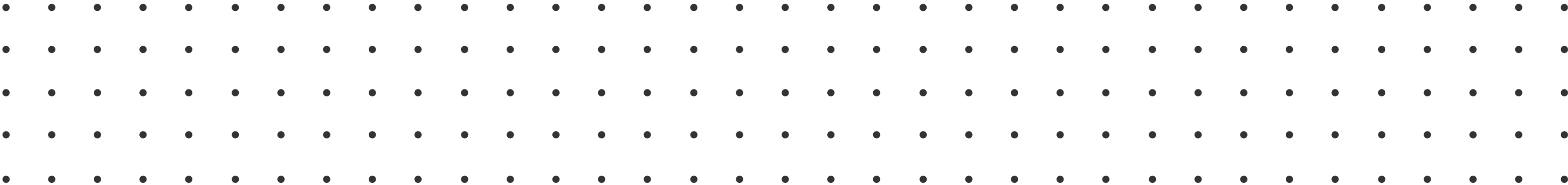
16 unique categories

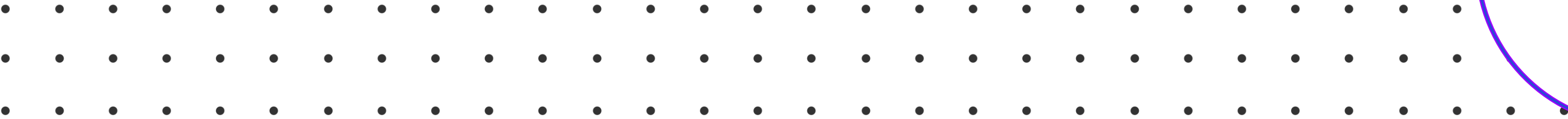


Animal Most favorite category

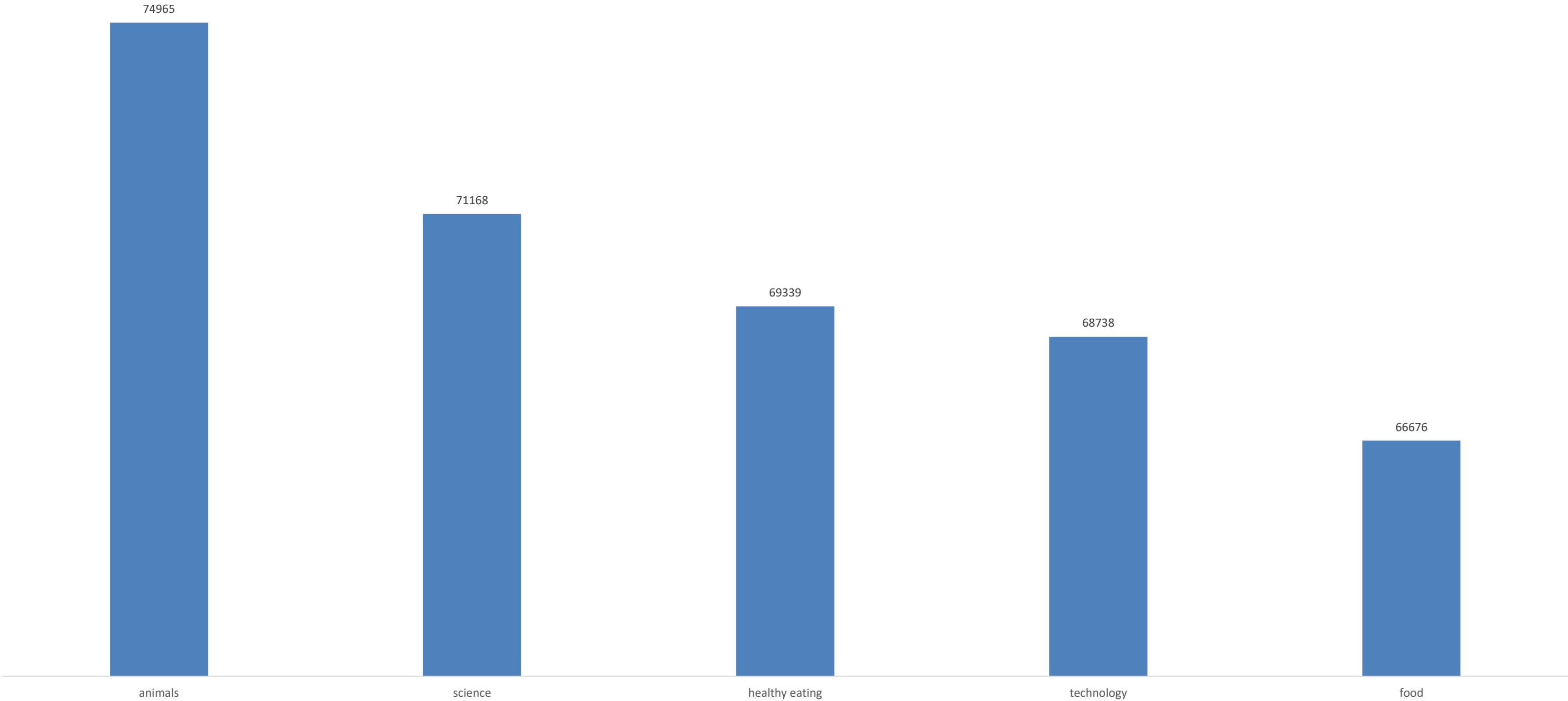


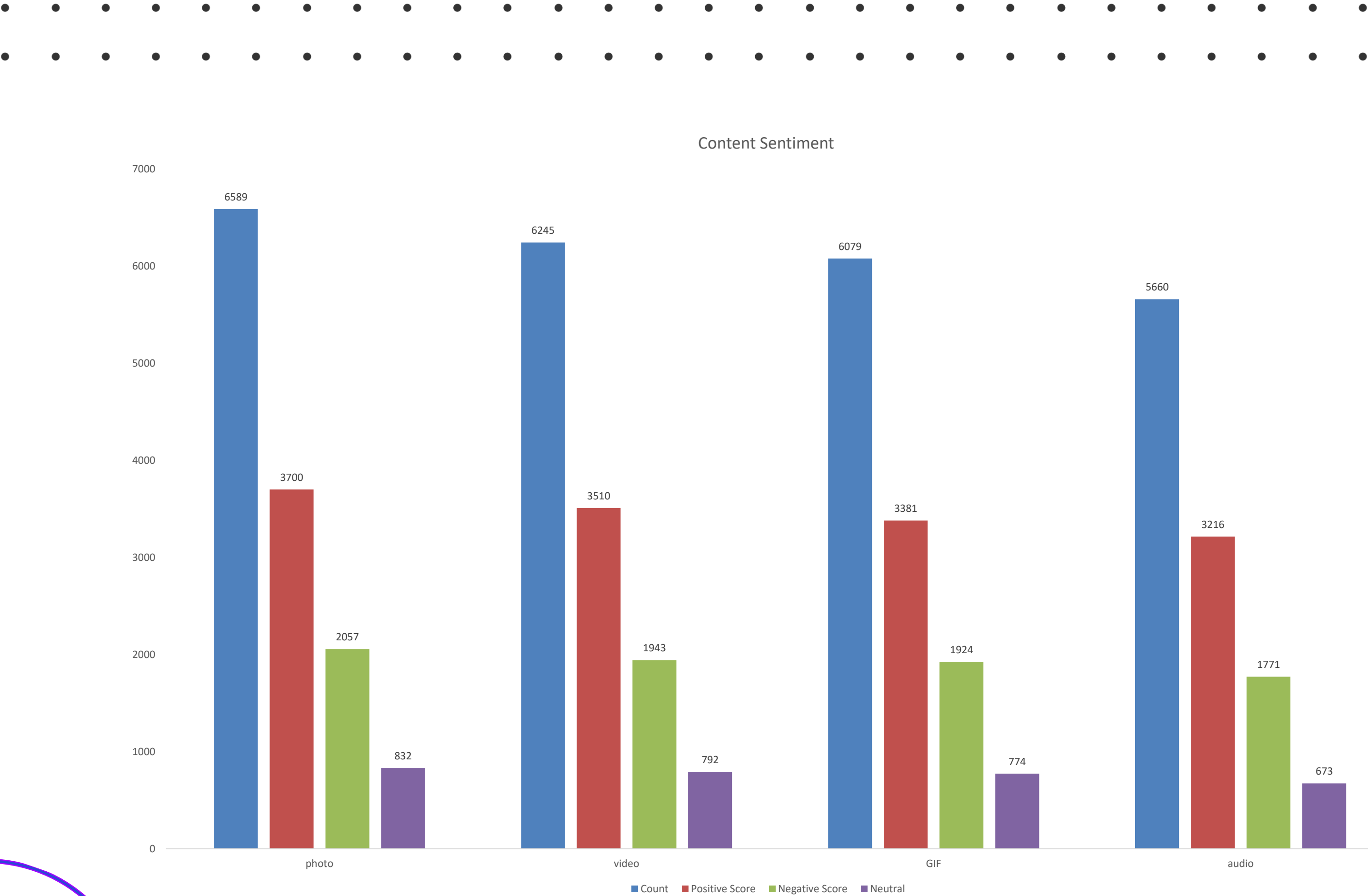
May with most number of post





Most Popular Categories





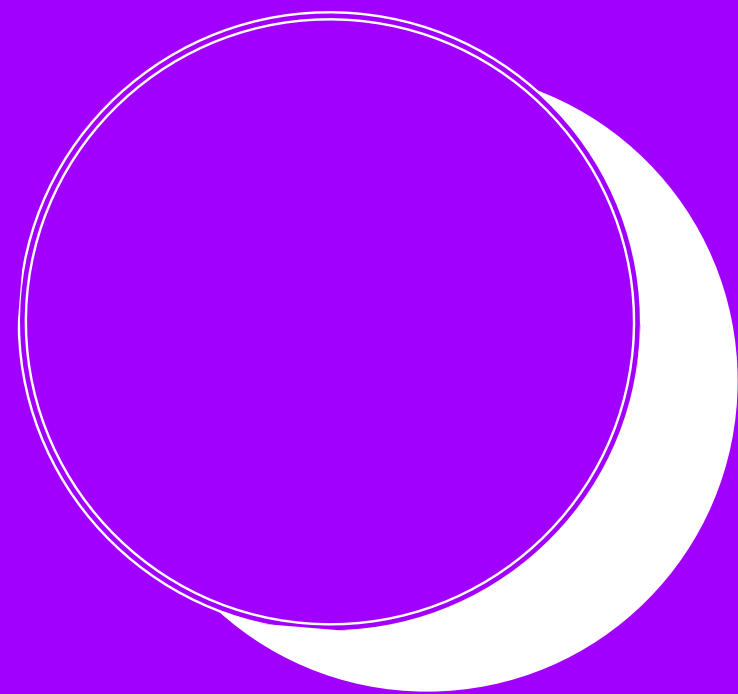
Summary



- There are a total of 16 distinct content categories. Out of which Animal and Science categories are the most popular one.
- 4 type of content – Photo, Video, Gif and Audio.
- Out of which people prefer photo and video.
- May month has the highest number of posts.

Conclusion

- Should focus more on the top 5 categories that's animal, technology, science, healthy eating and food.
- create campaign to specifically target those audiences.
- Need to maximize in the month of January, may and august as they number of posts in these months are the highest



Thank you!

ANY QUESTIONS?