



Data Visualization



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graph LR; A((Data Visualization)) -.- B((FOR Social Buzz (Social Media and Content Creation))); A -.- C((BY Accenture Data Analytics Team));
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FOR

Social Buzz
(Social Media and
Content Creation)

BY

Accenture Data
Analytics Team



Table of contents



01

The Client

04

Analytics Team

02

Project Overview

05

EDA

07

Summary

03

The Task(s)

06

Insights



The Client

About Social Buzz....

Social Buzz was founded by two former engineers from a large social media conglomerate, one from London and the other from San Francisco. Social Buzz emphasizes content by keeping all users anonymous, only tracking user reactions on every piece of content.

There are over 100 ways that users can react to content, spanning beyond the traditional reactions of likes, dislikes, and comments. This ensures that trending content, as opposed to individual users, is at the forefront of user feeds.

Over the past 5 years, Social Buzz has reached over 500 million active users each month. They have scaled quicker than anticipated and need the help of an advisory firm to oversee their scaling process effectively.





The Client

What Social Buzz needs...

- To complete an IPO by the end of next year and need guidance to ensure that this goes smoothly.
- To manage the scale that they are currently at as they want an experienced practice to help instead.
- To learn data best practices from a large corporation and keen on understanding how the world's biggest companies manage the challenges of big data.



Project Overview

What Accenture offers...

To start our engagement with Social Buzz, we are running a 3 month initial project in order to prove to them that we are the best firm to work with. They are expecting the following:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity





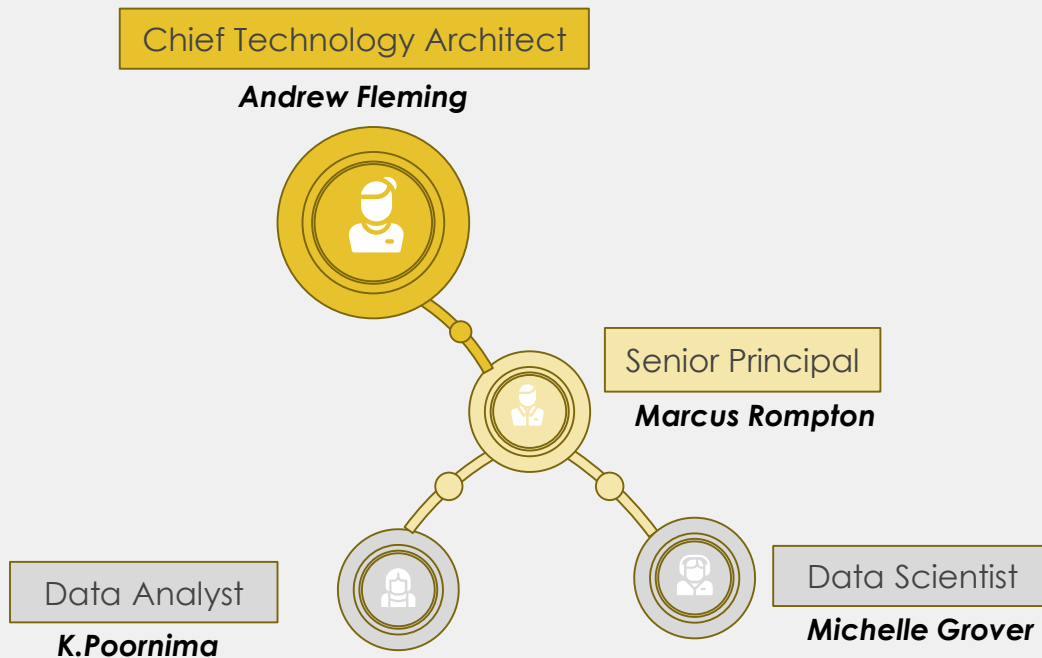
The Tasks

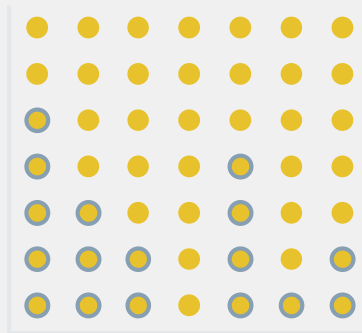
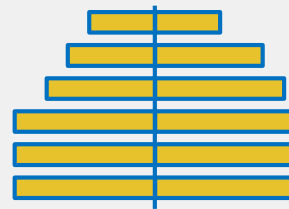
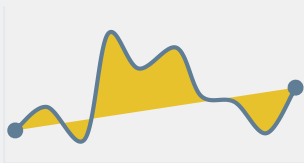
Overview of the tasks....

- To identify which datasets will be required to answer your business question - which is to figure out the top 5 categories with the largest popularity?
- To create explanatory data analysis visualizations
- To present insights to Social Buzz's team.

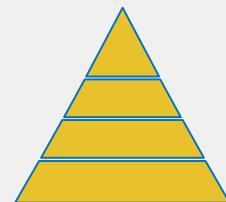


The Team

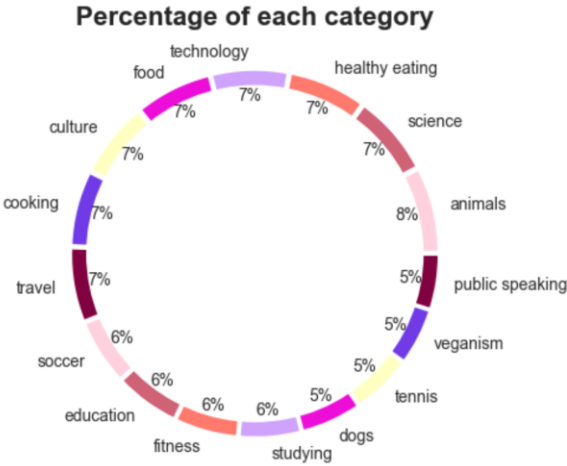
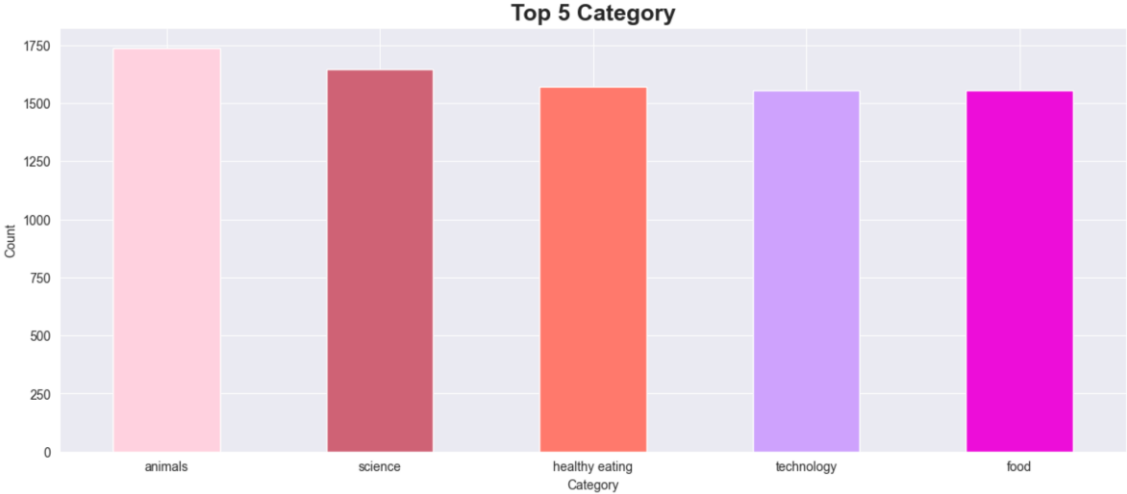




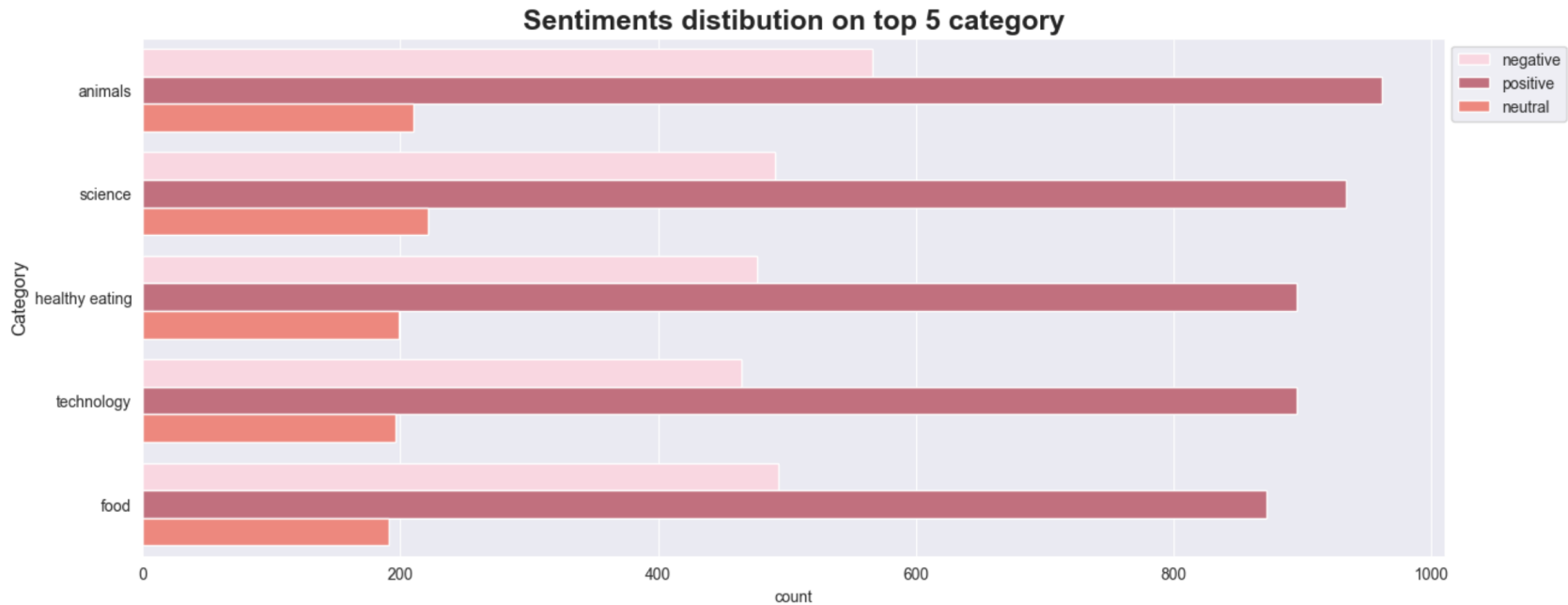
Explanatory Data Analysis

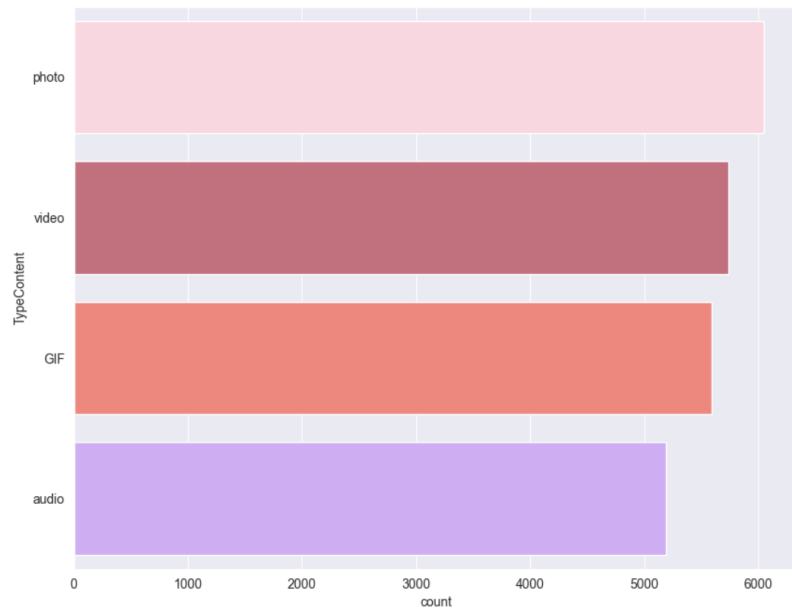


Top 5 category and break up of each category

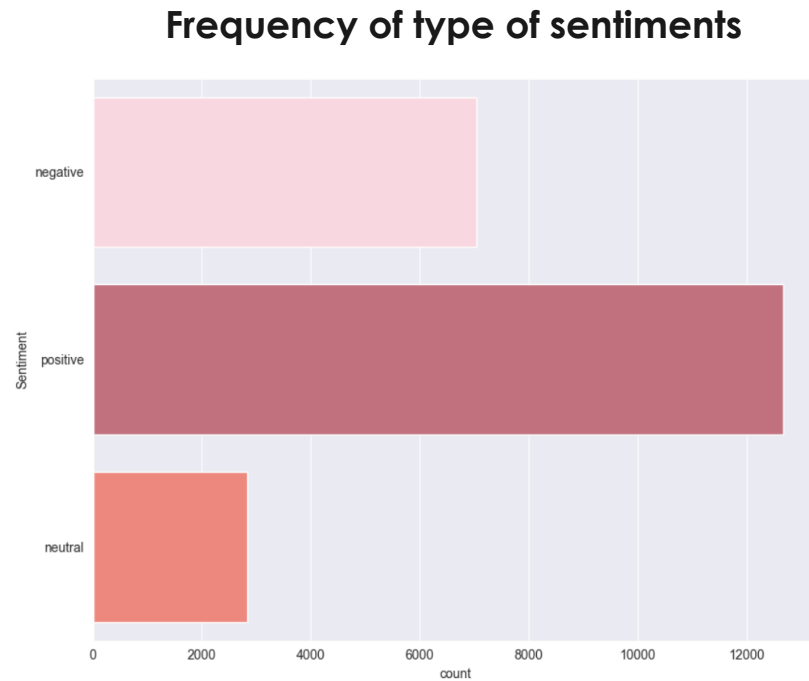


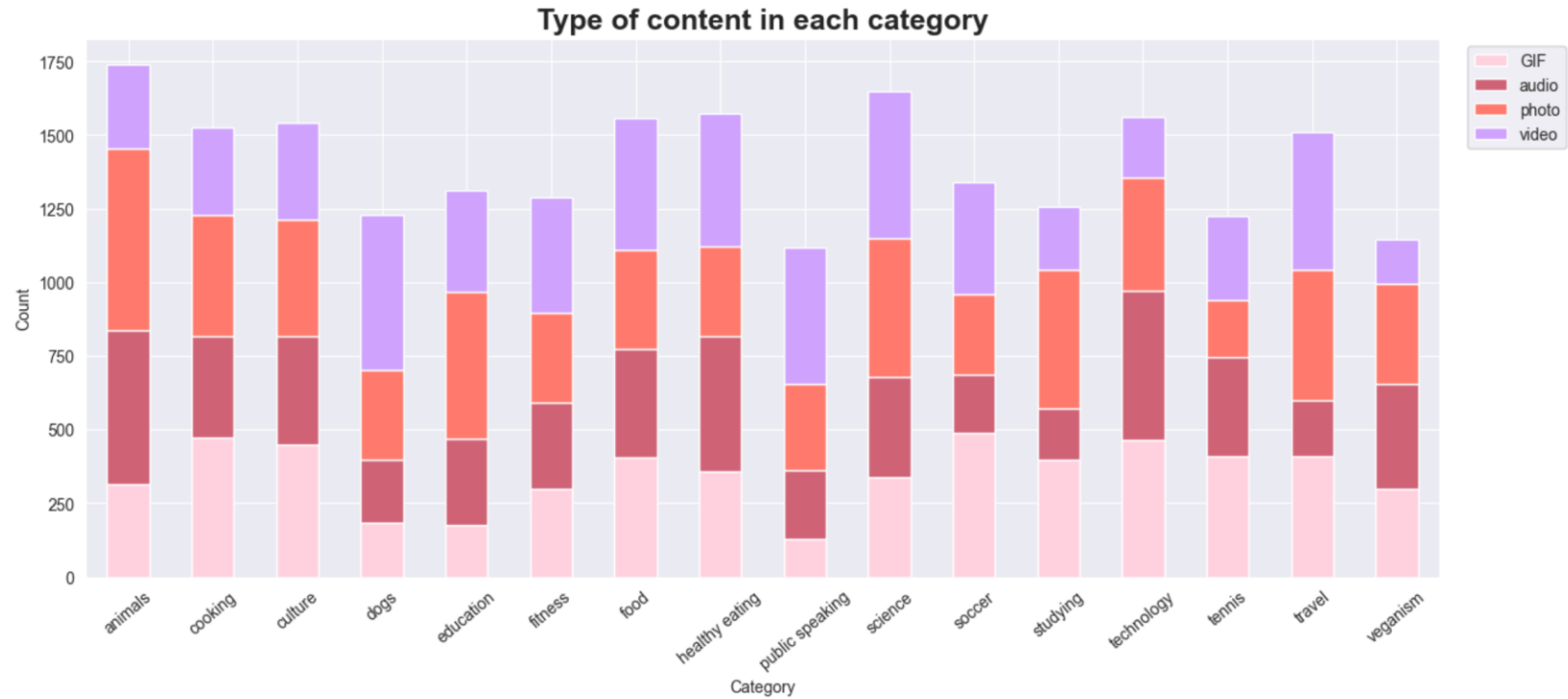
Overview of sentiments distribution on the top 5 category



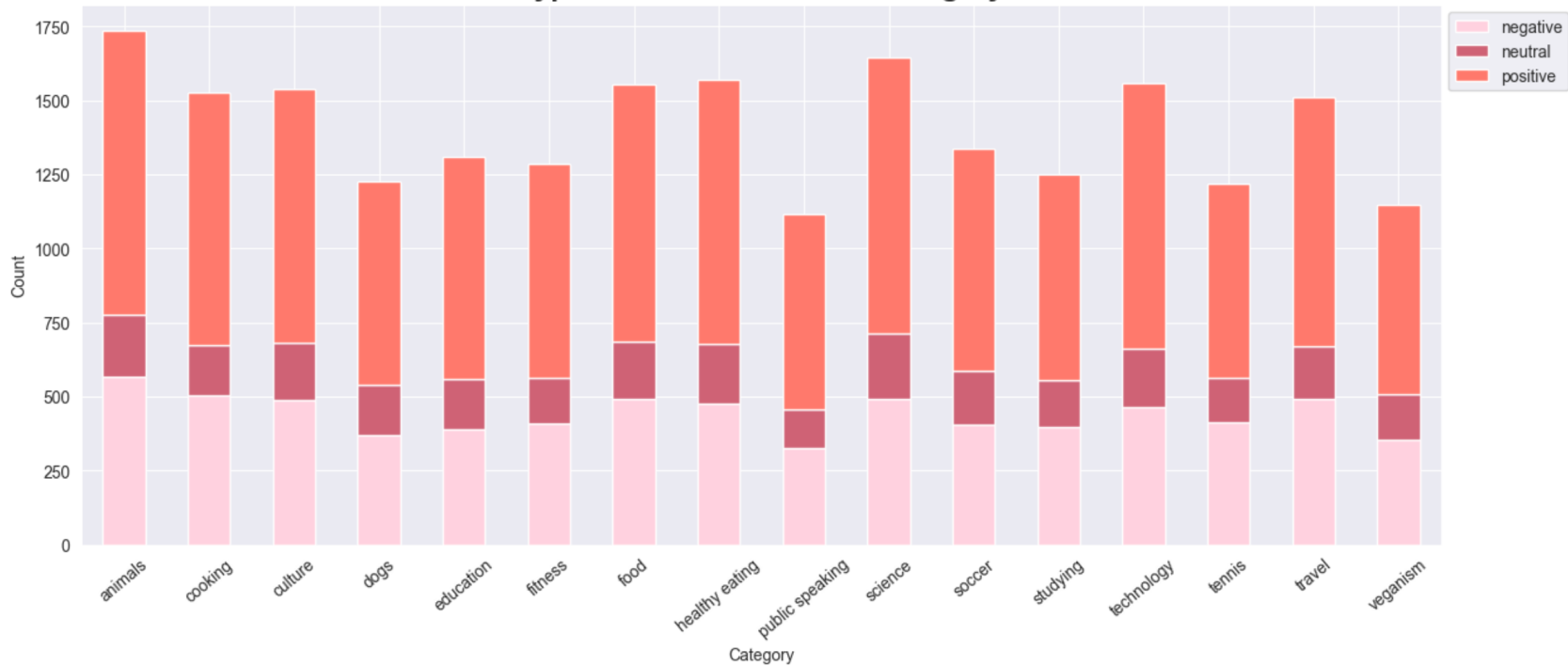


Type of contents

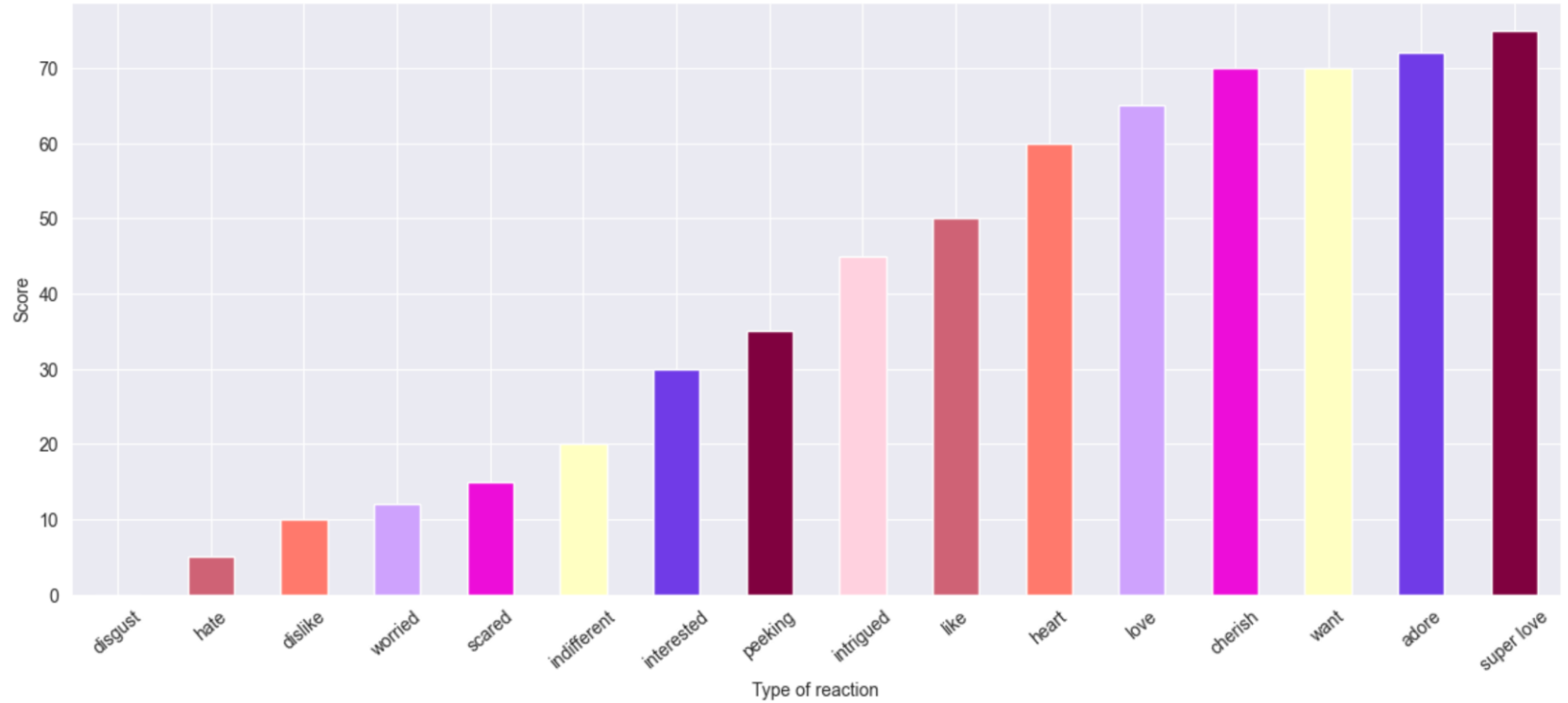




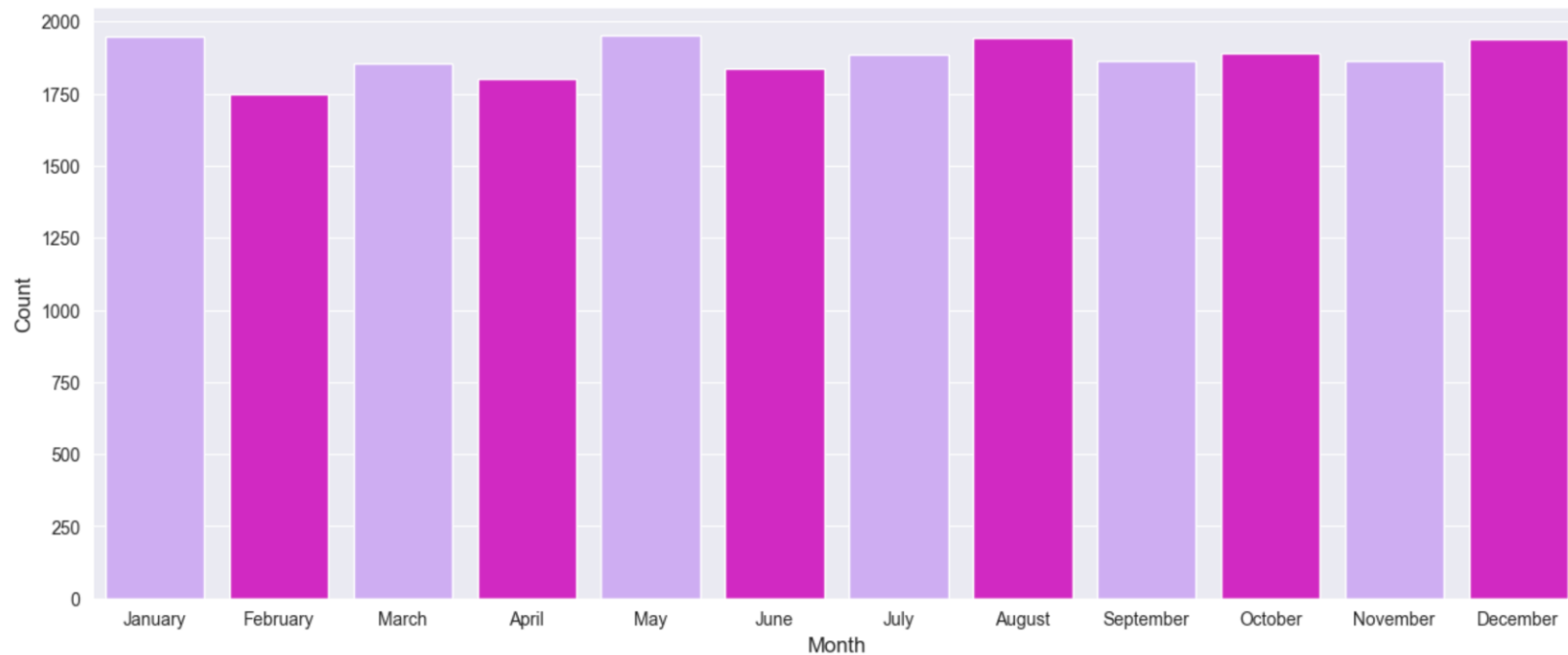
Type of sentiment in each category



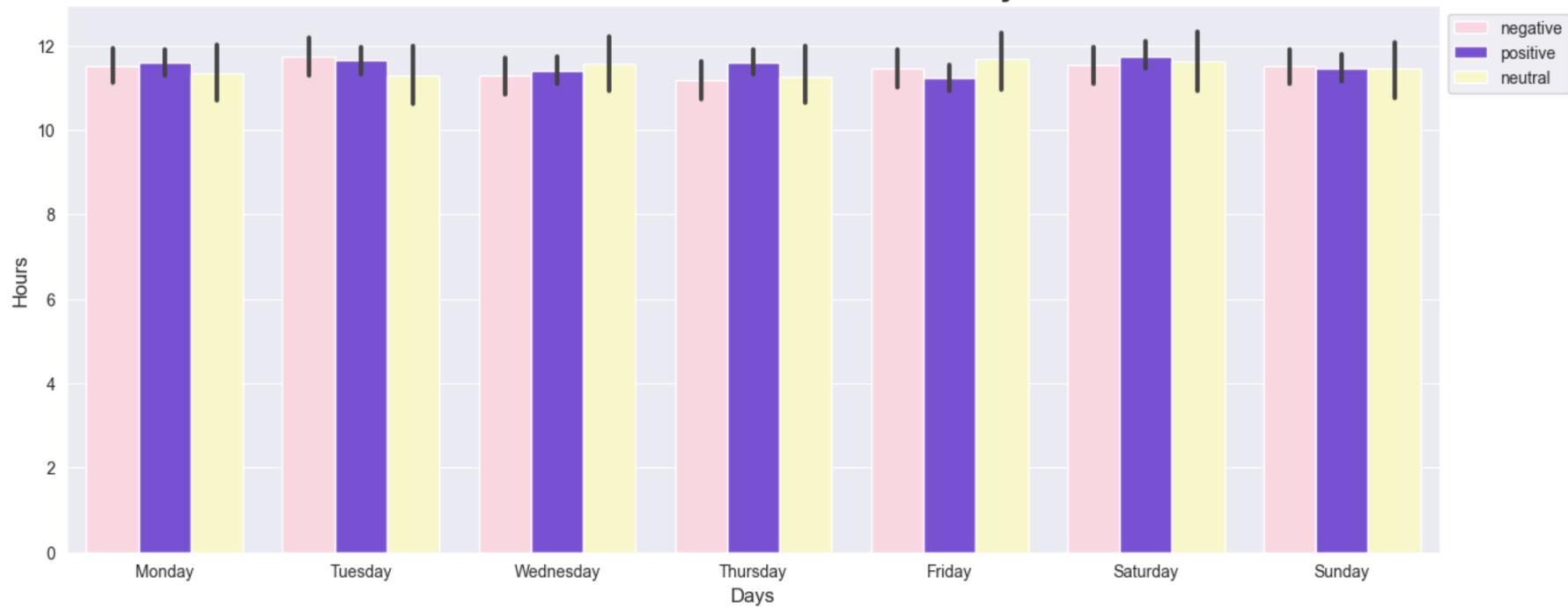
Avg sentiment score for each type of reaction



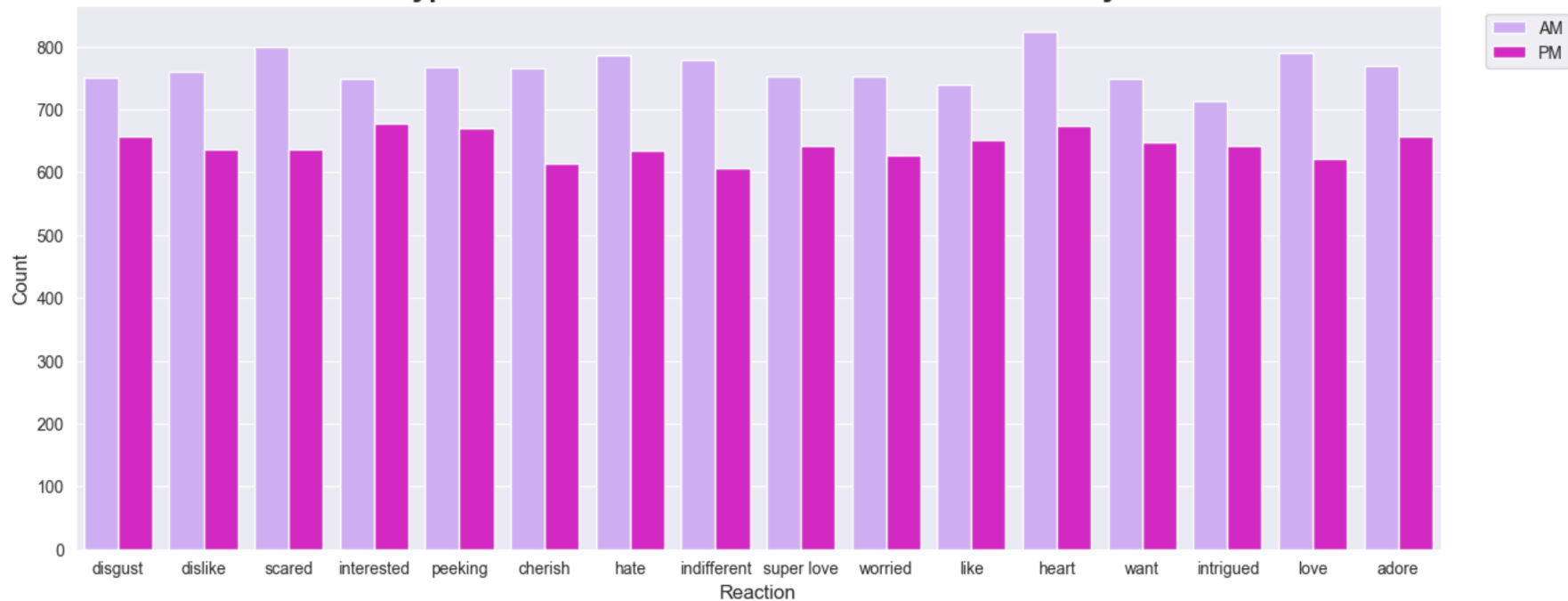
Count of Posts for each month

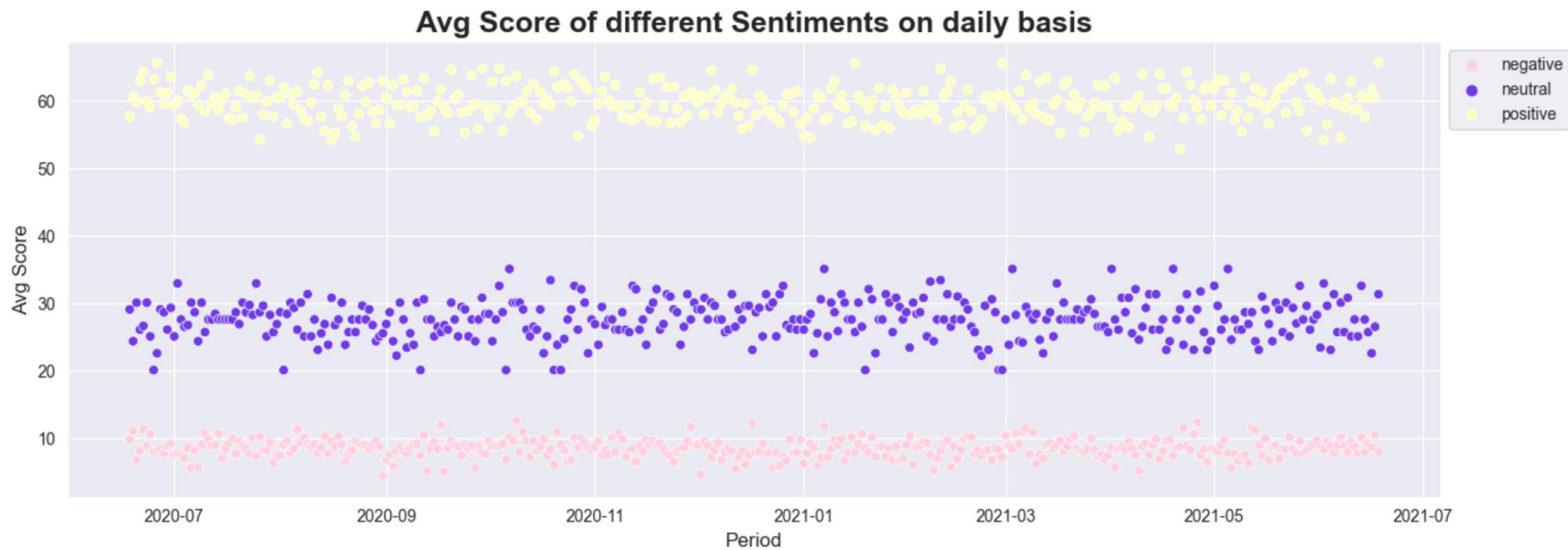


Distribution of sentiment based on days



Type of reaction based on different hours of the day





Insights



- the top five most frequented categories are animals, science, healthy eating, technology and food in descending order.
- animal category has the highest percentage which is 8 % followed by the rest with 7 percentages each in the top five list.
- Most of the categories received more positive feedback, followed by negative and then neutral.
- There are four type of content which are photo, video, GIF, audio.
- Generally, there are more positive feedbacks in total
- Highest avg score is for super love reaction, and the lowest is disgust.
- The type of sentiments (positive, neutral and negative) are similar everyday, regardless of weekdays or weekends.
- On average, users tend to engage more in the morning compared to evening/night.



Summary



To do more analysis, we might need other additional data to understand the specific behaviour of users and how Social Buzz can further improvise to cater to the needs of the users.





The End

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