DATA ANALYSIS

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 THE TASKS.

- **AN AUDIT OF SOCIAL BUZZ BIG DATA PRATICE**
- **RECOMMENDATION FOR A SUSCESSFUL IPO**
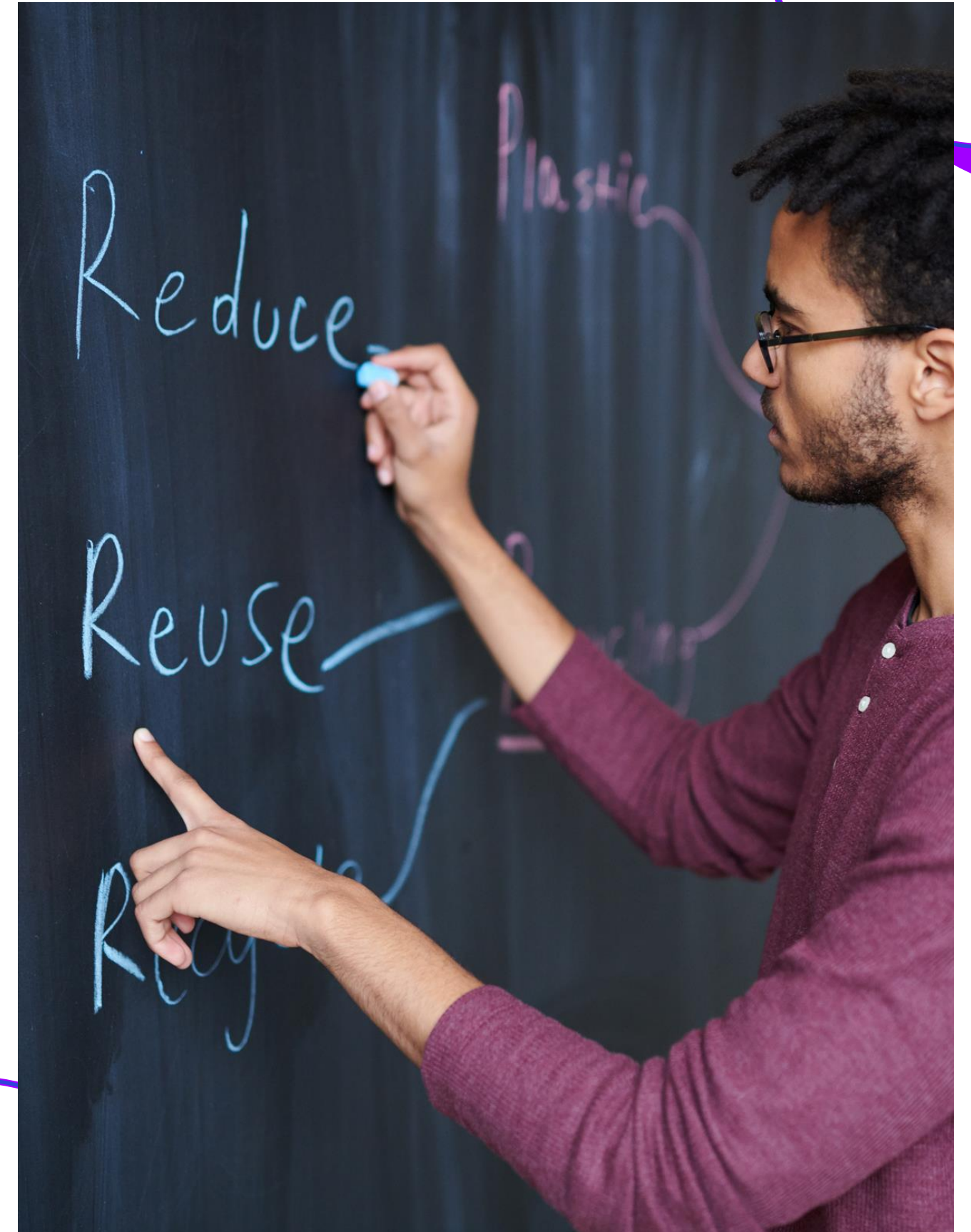- **ANALYSIS TO FIND TOP 5 MOST POPULAR CATEGORY OF CONTENT**

Problem

OVER 100.000 POSTS PER DAY

365.000.000 pieces of contentper year!

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

Analysis to find social Buzz'

The Analytics team

Andrew fleming

Chief technical architect

Marcos rompton

Senior principle

Dai Taniguchi

Data analyst

Process

1 Data understanding

2 Data cleaning

3 Data modeling
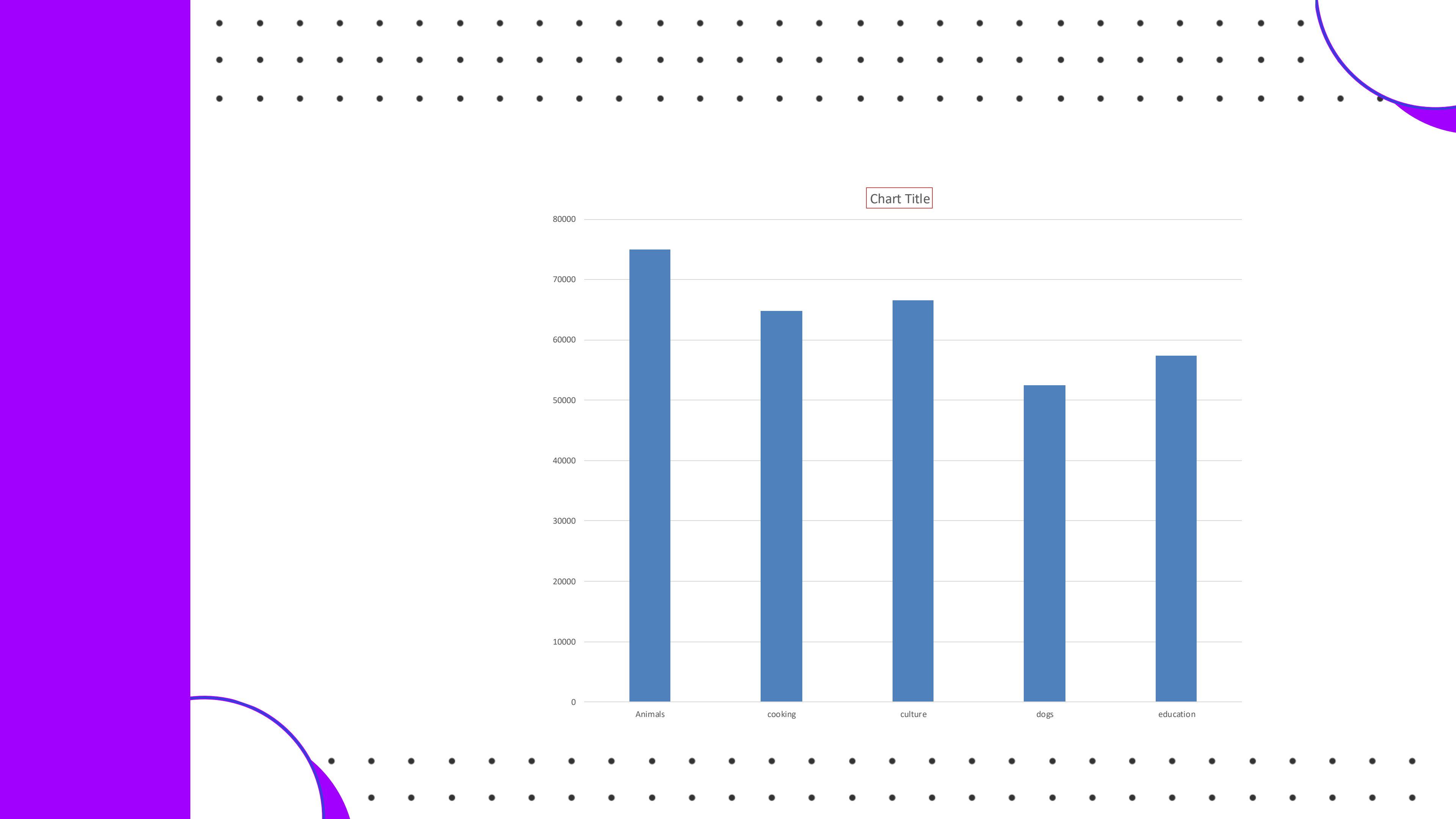
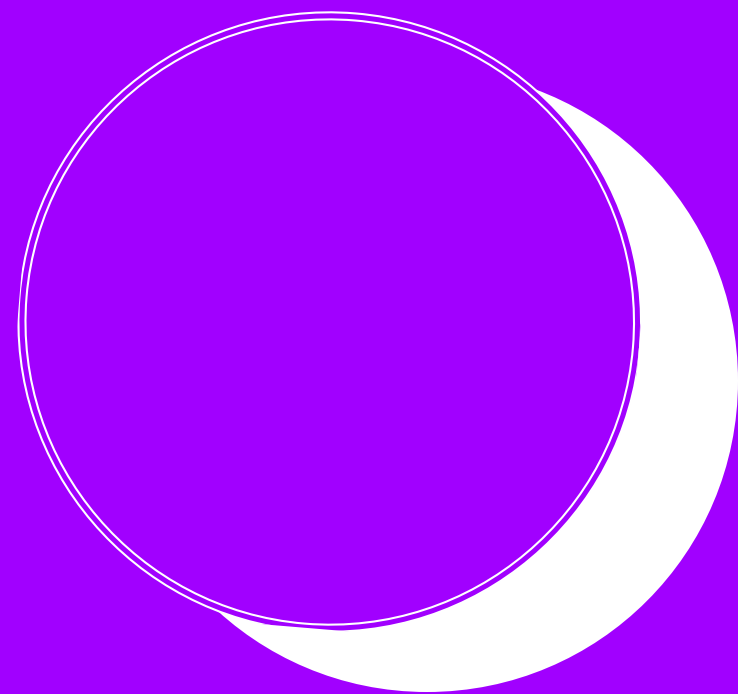4 Data analysis

5 Uncover insight

Insights

16

Total Categories

Animals

Most Popular
Categories

may

Month with most posts

Chart Title

80000	
70000	
60000	
50000	
40000	
30000	
20000	
10000	
0	

Animals   cooking   culture   dogs   education

Thank you!

ANY QUESTIONS?