Slide 1: Introduction

* Good morning/afternoon everyone. My name is ABC and I am representing Accenture. Today I will be presenting to you about our work with Social Buzz,.

Slide 2: Overview of Social Buzz

* Social Buzz is a rapidly growing company that has made a name for itself in the technology industry. As the company continues to expand globally, it faces new challenges and opportunities.

Slide 3: Accenture’s POC

* To help Social Buzz navigate these challenges and capitalize on its growth, Accenture has begun a 3-month POC with the company. During this POC, we at Accenture will be focusing on several key tasks:
  + Conducting an audit of Social Buzz’s big data practice
  + Providing recommendations for a successful IPO
  + Analyzing Social Buzz’s top 5 most popular categories of content

Slide 4: Top 5 Categories of Content

* As part of our analysis, we have identified Social Buzz’s top 5 most popular categories of content. These categories are:
  1. Animals
  2. Science
  3. Healthy Eating
  4. Food
  5. Technology

Slide 5: Analysis of Animals Category

* Our analysis shows that Animals is the top category in terms of usage count among Social Buzz’s user base. This indicates that people enjoy “real-life” and “factual” content the most.
* This insight could be used by Social Buzz to create campaigns and work with animal-related brands to boost user engagement.

Slide 6: Next Steps

* Based on our analysis and insights, we at Accenture recommend that Social Buzz take several next steps to continue its growth and success:
  + Conduct further research into the specific aspects of animal-related content that are most popular among its user base
  + Tailor its content and campaigns to better meet the interests and preferences of its audience
  + Continue to adapt and evolve its big data practices to stay ahead of the curve

Slide 7: Conclusion

* In conclusion, Social Buzz is a fast-growing technology unicorn with a bright future ahead. By leveraging the insights gained from Accenture’s analysis and taking strategic next steps, the company can continue to grow and succeed in the global market.
* Thank you for your time and attention.