Accenture Social Buzz's Content Categories Analysis

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is experiencing rapid growth in terms of number of users and available data. To help manage this huge scale, Accenture has embarked on a 3-month pilot with Social Buzz to:

- Carry out an audit of their big data practice
- Proffer recommendations to ensure success of the forthcoming IPO
- Carry out an analysis of Social Buzz's content categories in order to highlight the top 5 categories with the largest aggregate popularity

Problem

Due to the rapid growth and digital nature of Social Buzz's core product, the amount of data that they create, collect and must analyze is huge. Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted. All of these constitute highly unstructured data that requires expertise in handling. Social Buzz's biggest challenge is how to capitalize on this data to gain a deeper understanding of its audience and therefore provide a more personalized and enjoyable experience.

The Analytics team

Andrew Fleming

Chief Technical Architect, Accenture

Marcus Rompton

Senior Data Expert, Accenture

Riddhi Dhameliya

Data Analyst Intern

Process

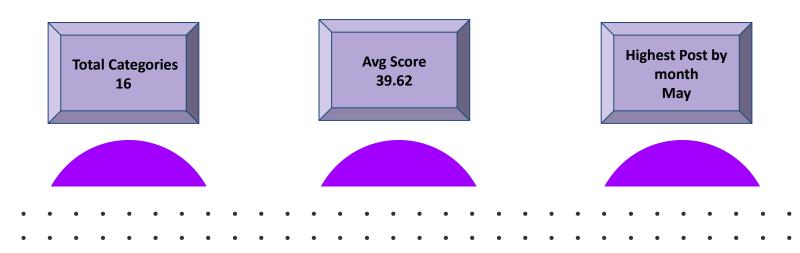**1** — Data Understanding: Understand the data model and domain of your business

2 — Data Extraction: Architected what an ideal dataset should look like for this problem and extracted it from the relevant data sources

3 — Data Modelling: Process and model the data into a dataset that can precisely answer the business questions and produce analytics.
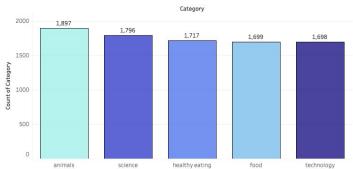
4 — Data Analysis: Use analytical expertise to uncover insights from the dataset and to produce visualizations to describe the insights.

5 — Recommendations: Use insights to unlock business decisions and make recommendations on next steps.
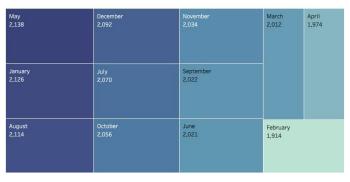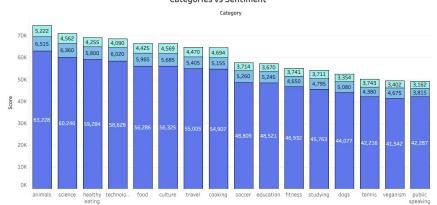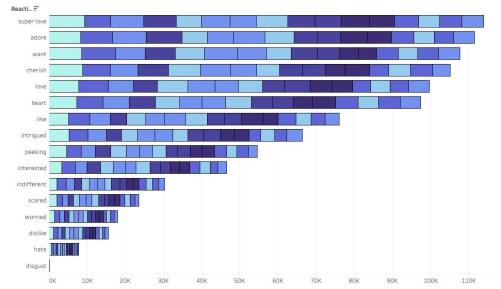
Insights

**Total Categories
16**

**Avg Score
39.62**

**Highest Post by
month
May**

Top 5 Categories

Category

Category	Count of Category
animals	1,897
science	1,796
healthy eating	1,717
food	1,699
technology	1,698

Posts Per Month

Month	Count
May	2,138
December	2,092
November	2,034
March	2,012
April	1,974
January	2,126
July	2,070
September	2,022
August	2,114
October	2,056
June	2,021
February	1,914

Categories vs Sentiment

Category

Category	Green	Mid	Blue
animals	5,222	6,515	63,228
science	4,562	6,360	60,246
healthy eating	4,255	5,800	59,284
technolo...	4,090	6,020	58,628
food	4,425	5,965	56,286
culture	4,569	5,685	56,325
travel	4,470	5,405	55,005
cooking	4,694	5,155	54,907
soccer	3,714	5,260	48,809
education	3,670	5,245	48,521
fitness	3,741	4,650	46,932
studying	3,711	4,795	45,763
dogs	3,354	5,080	44,077
tennis	3,743	4,380	42,216
veganism	3,402	4,675	41,542
public speaking	3,162	3,815	42,287

Reaction Type Vs Score

Reacti..
super love
adore
want
cherish
love
heart
like
intrigued
peeking
interested
indifferent
scared
worried
dislike
hate
disgust

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K

Quarterly Count of Sentiment

Sentiment	Datetime			
	Q1	Q2	Q3	Q4
negative	1,936	1,888	1,929	1,942
neutral	735	780	811	745
positive	3,381	3,465	3,466	3,495

Sum of Sentiment

negative 7,695

positive 13,807

neutral 3,071

Avg Score

39.62

Summary

Overall Impressions

Accenture Social Buzz's content strategy generates largely positive sentiment and high engagement, particularly for posts related to animals, science, healthy eating, technology, and food. However, there are opportunities for improvement in less popular categories and in understanding the drivers of engagement for mid-performing content.

Key Insights

Top-Performing Categories:
Animals, science, healthy eating, technology, and food consistently achieve the highest scores, indicating strong audience resonance. These should remain key focus areas for content creation.The "animals" category stands out with the highest score, suggesting exceptional popularity among users.

Sentiment:
Predominantly Positive:
The overall sentiment towards content is positive, as evidenced by the large proportion of positive reactions (blue shades) in most categories.

Variations Exist:
Some categories (e.g., culture, travel) show more neutral sentiment, while others experience occasional negative reactions, signaling potential areas for improvement.
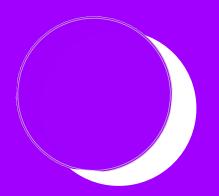
Posting Trends:
Seasonal Variation:
Posting frequency fluctuates throughout the year, peaking in Q1 (Jan-Mar) and Q4 (Oct-Dec). This might be aligned with holidays or other events, warranting further analysis.

Consistency Is Key:
Maintaining a consistent posting schedule, especially in high-performing categories, can help sustain engagement and audience interest.

Thank you!

ANY QUESTIONS?