



# [Accenture Data Visualization and Story Telling]



# 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 piecers 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



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

16

Animal

May

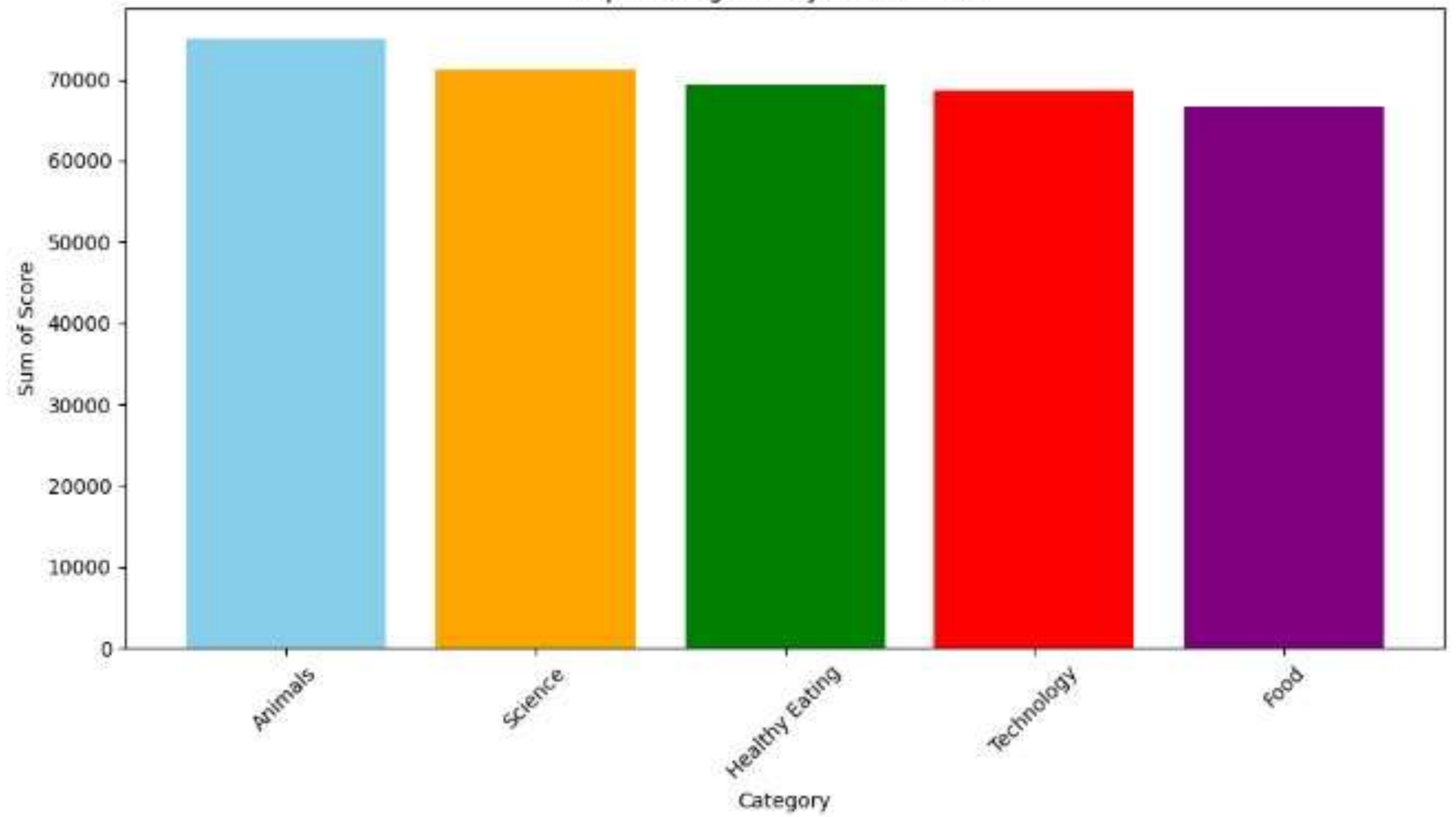
Unique Categories

Most Favorite Category

With Most Number of  
Posts

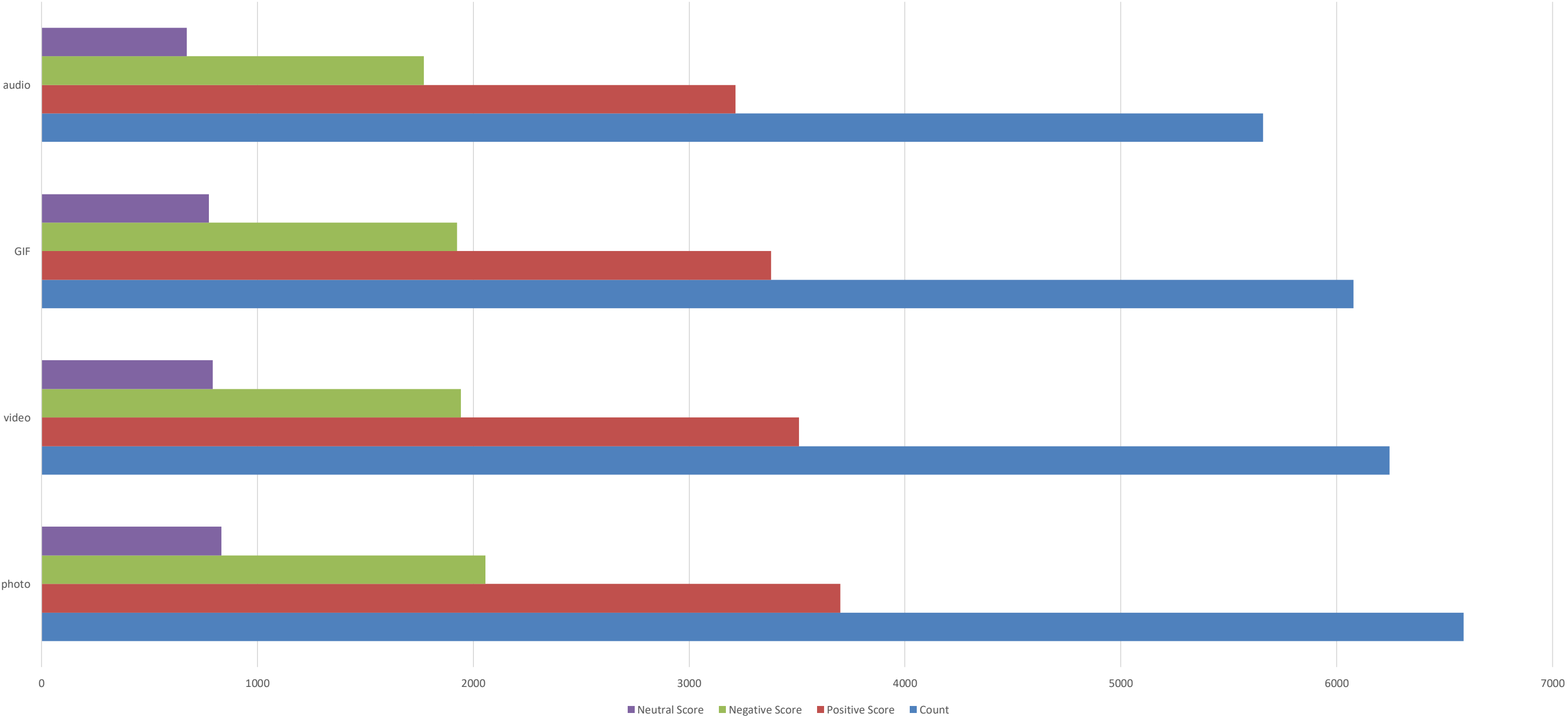


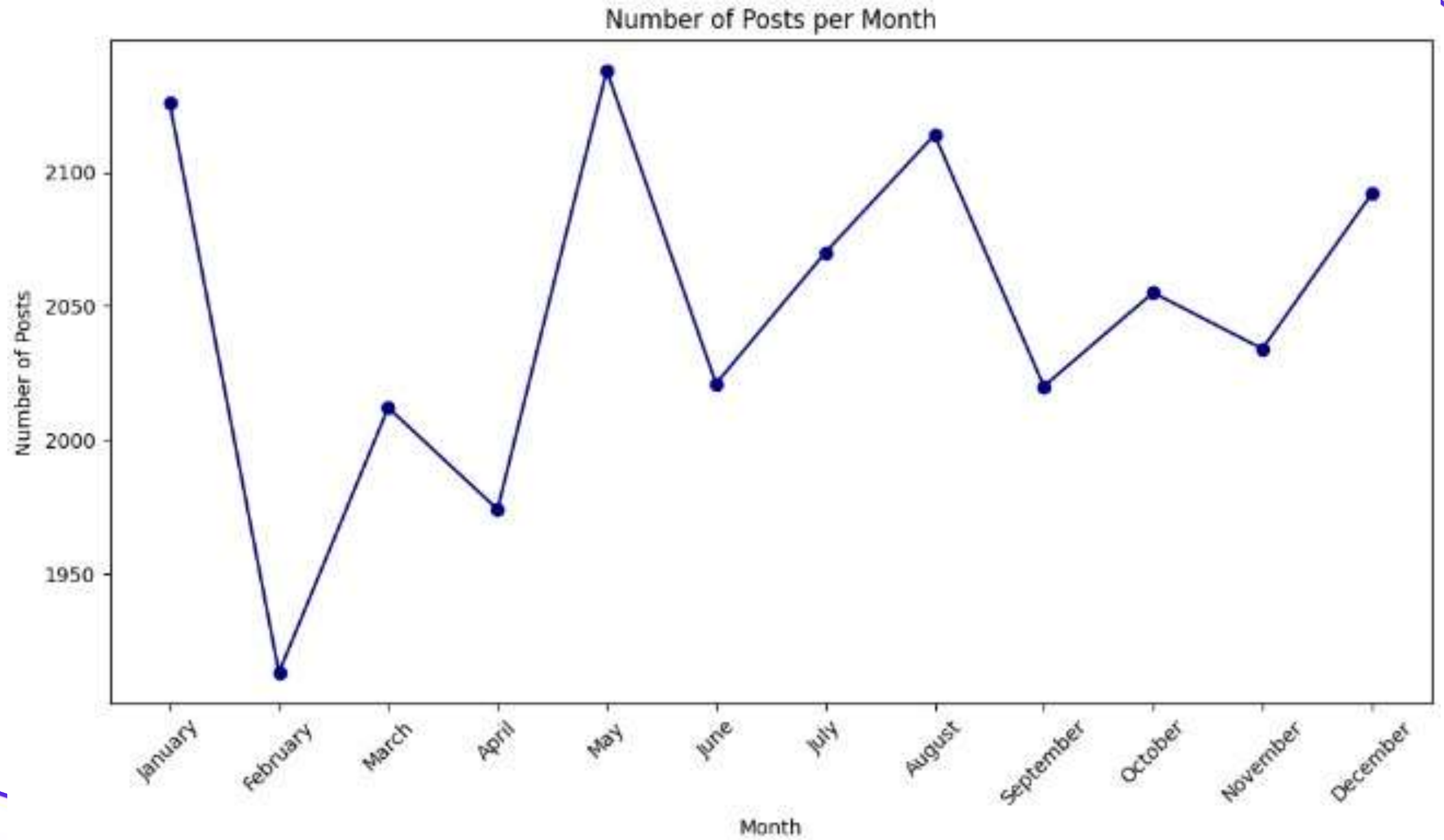
Top 5 Categories by Sum of Score



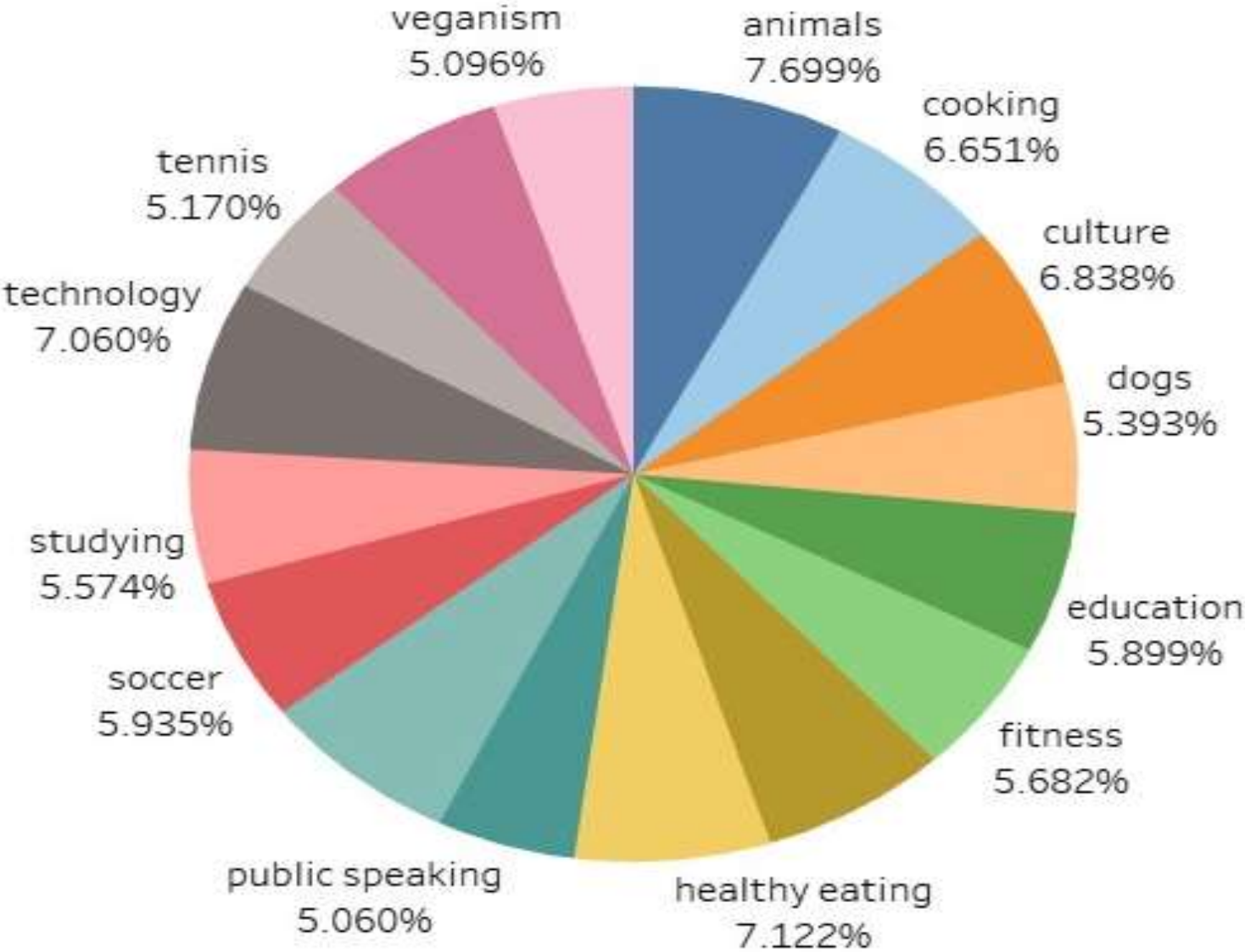


Content Sentiment





Category distribution chart



Category

- animals
- cooking
- culture
- dogs
- education
- fitness
- food
- healthy eating
- public speaking
- science
- soccer
- studying
- technology
- tennis
- travel
- veganism

SUM(Score)

9,73,645

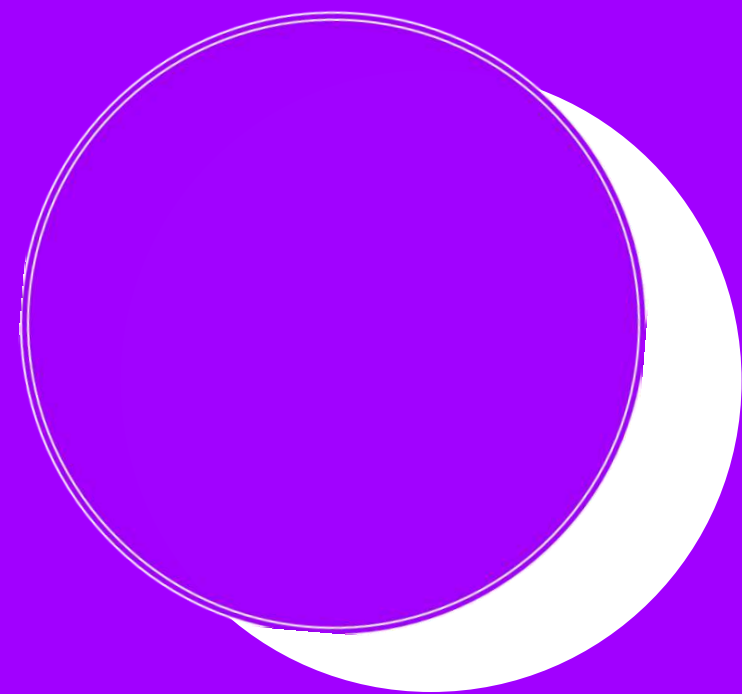
# Summary



- There are a total of 16 distinct content categories. Out of which Animal and Science categories are the most popular one.
- 4 types of content- Photo, Video, GIF and Audio, out of which people prefer photo and video the most.
- May month has the highest number of posts and stands at 2138 posts , while February month has the lowest number of posts (1914 Posts)

## Conclusion

- Social Buzz should focus more on the top 5 categories that's Animal, Technology, Science, Healthy eating and food and can create campaign to specifically target those audiences
- Social Buzz can need to maximize in the month of January , May and August as they number of posts in these months are the highest.



ANY QUESTIONS?

Thank you!