

The image features a vibrant purple background with a grid of small white dots. A large, bright blue circle is positioned on the left side, containing the text 'Social Buzz Analysis Project' in white. A dark blue shadow of the circle is cast to its right. The right edge of the image is a solid white vertical bar.

Social Buzz Analysis Project



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast-growing technology that needs to adapt with it's global state. Accenture has began a 3 month POC on focusing these tasks:

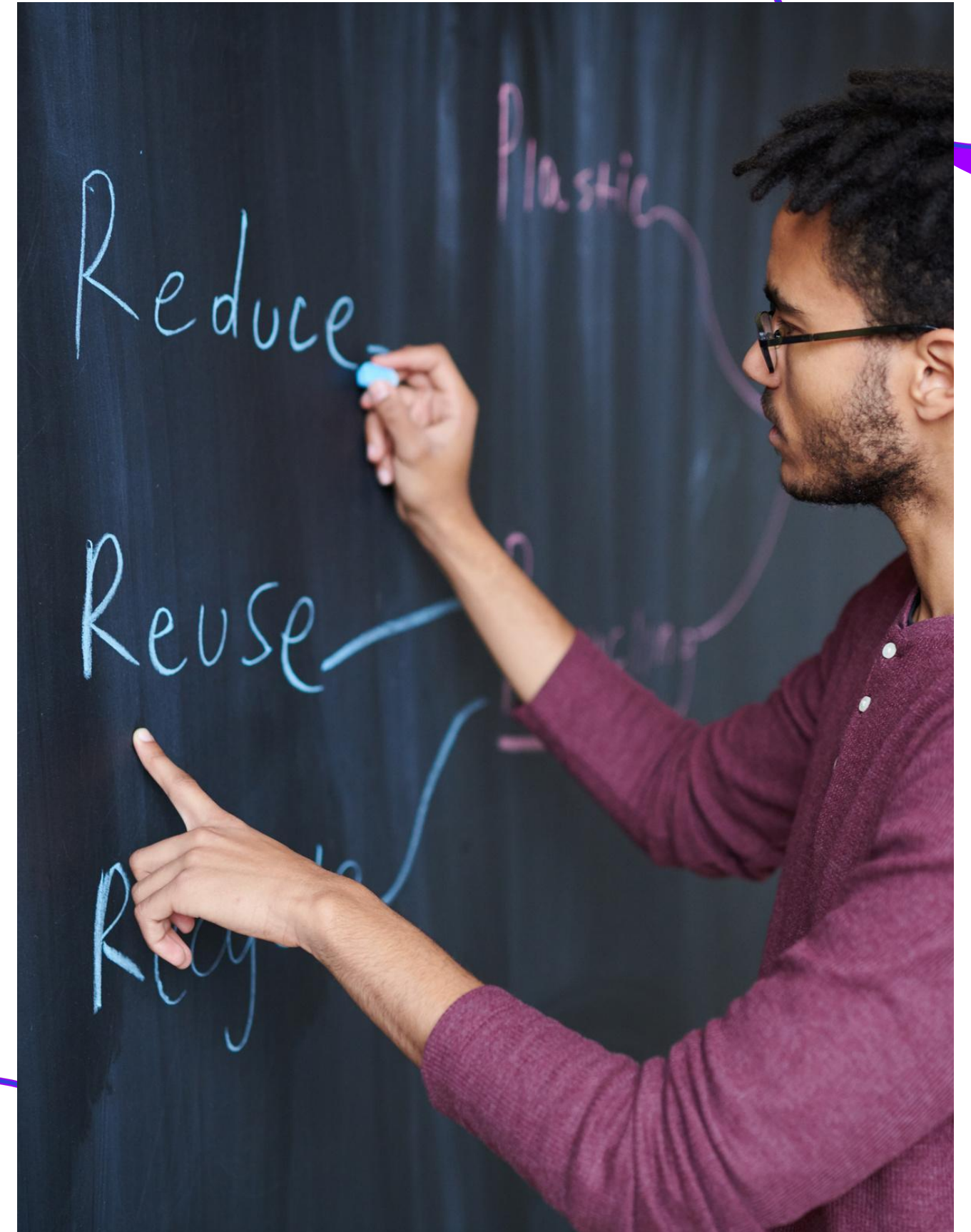
- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

- Rapid growth and the challenges of managing a massive, unstructured data set.

- How to capitalize these massive data?

- Analysis to find top 5 categories of Content



The Analytics team



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Insights

Insights

16

Unique Categories



1897

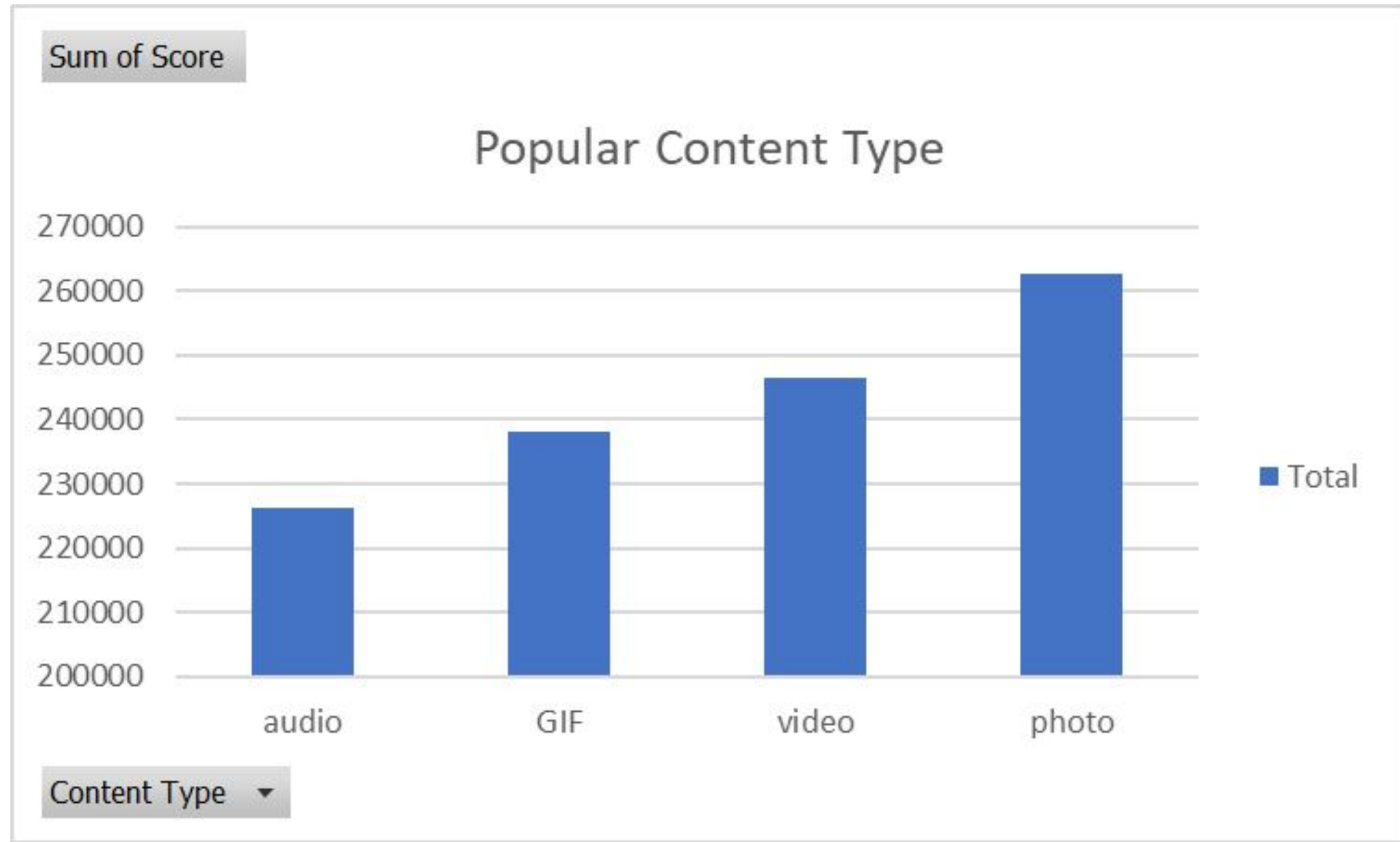
Posts on “Animals” Category

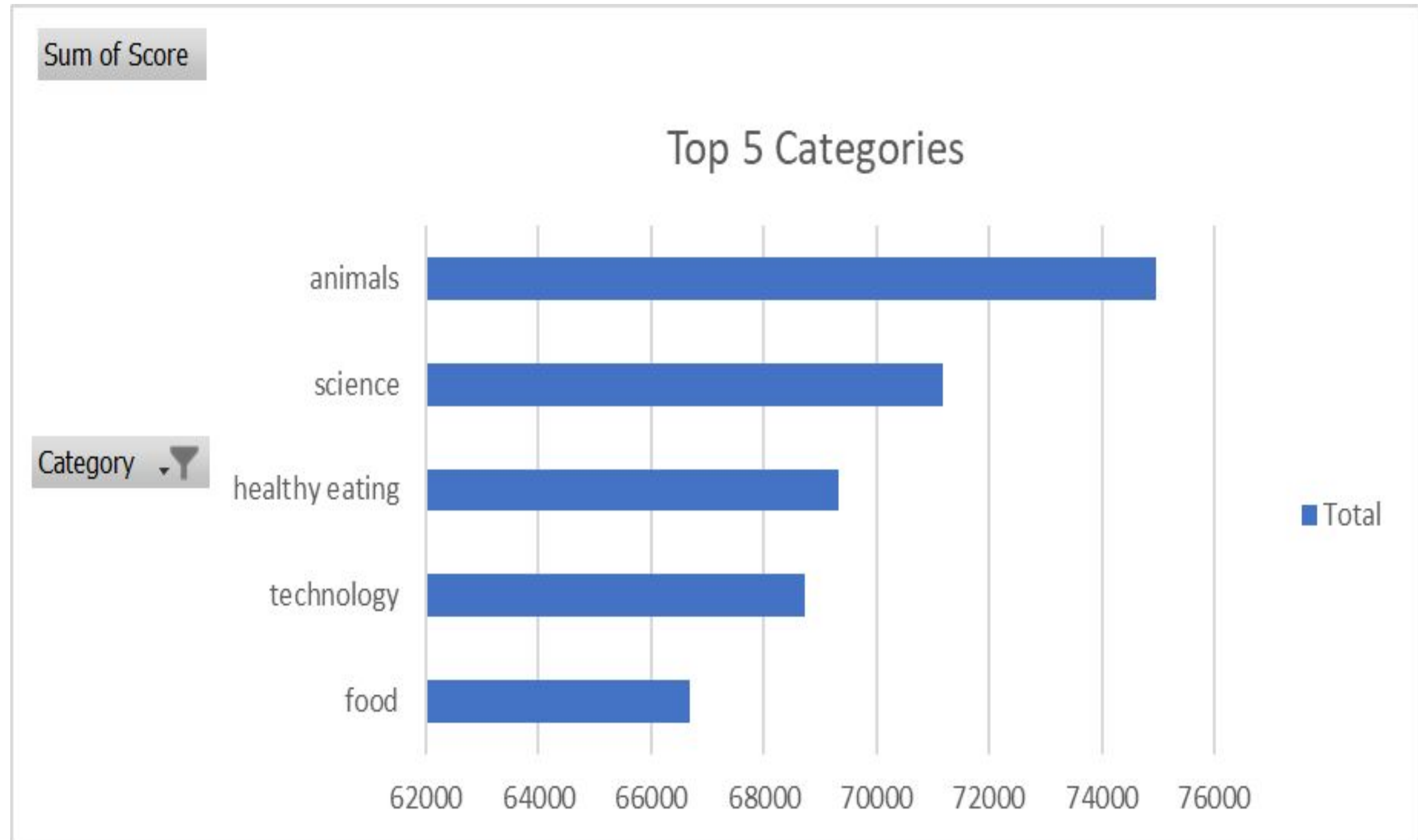


January

Most Posting month

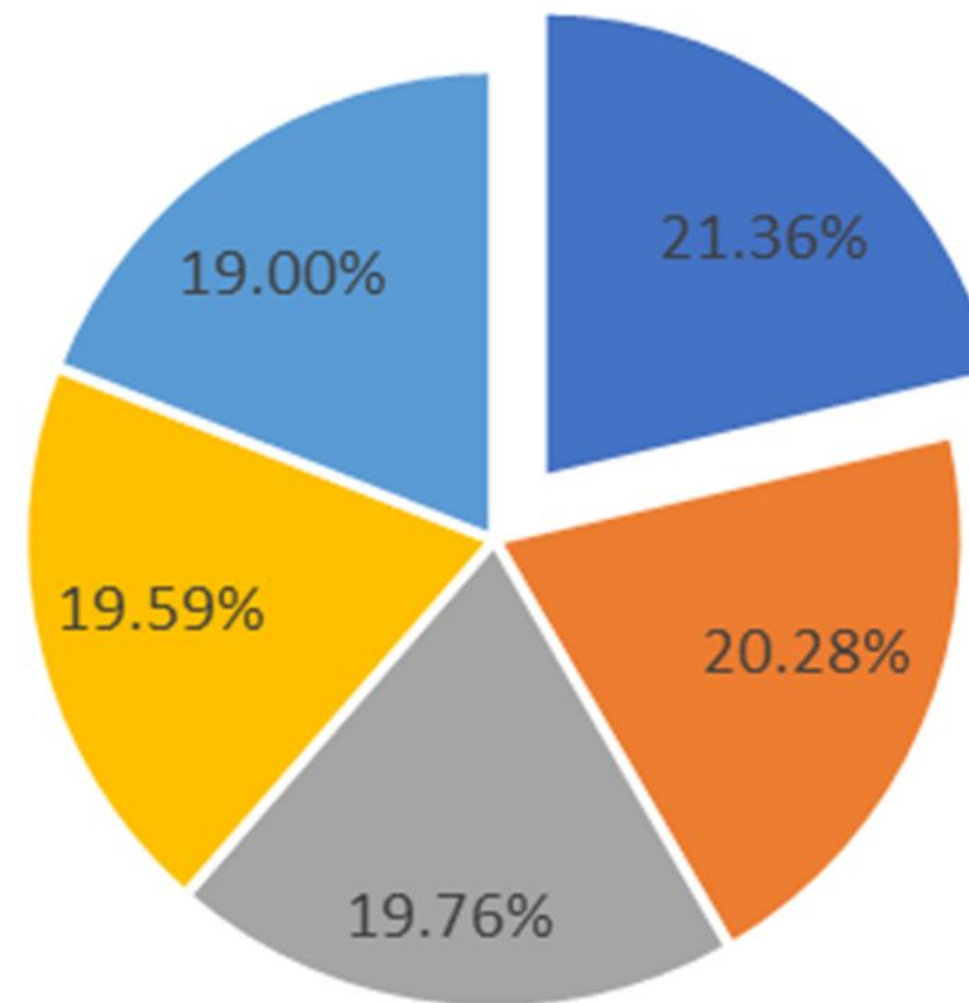






Sum of Score

Percentage share of Top 5 Categories



Category



■ animals

■ science

■ healthy eating

■ technology

■ food

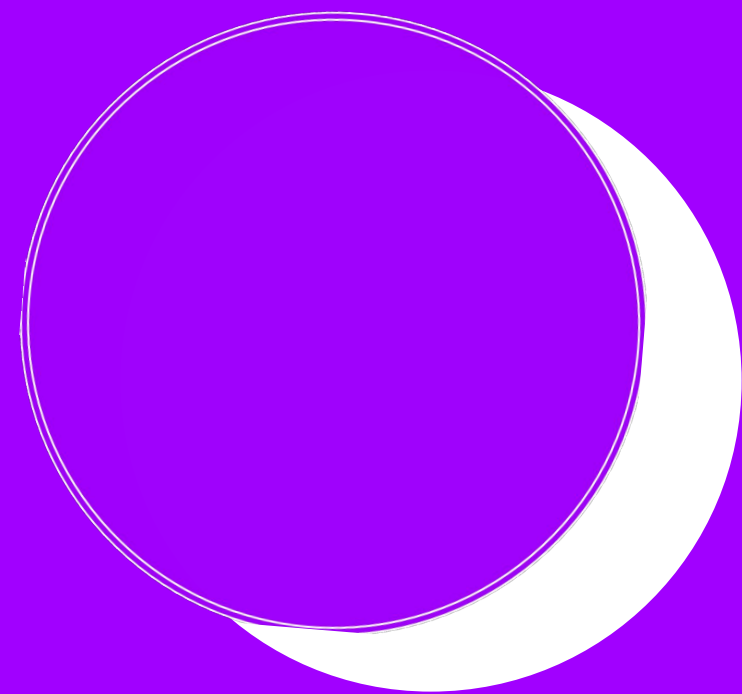
Summary



Animals are the most Popular Category Of content.

Food is the common theme where healthy eating ranks first.

Photo is the most popular type of content.



Thank you!

ANY QUESTIONS?