Data Analysis

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 pieces 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

ANDREW FLEMING

Chief Technology Architect

MARCUS ROMPTON

Senior Principal

YOU

Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insights

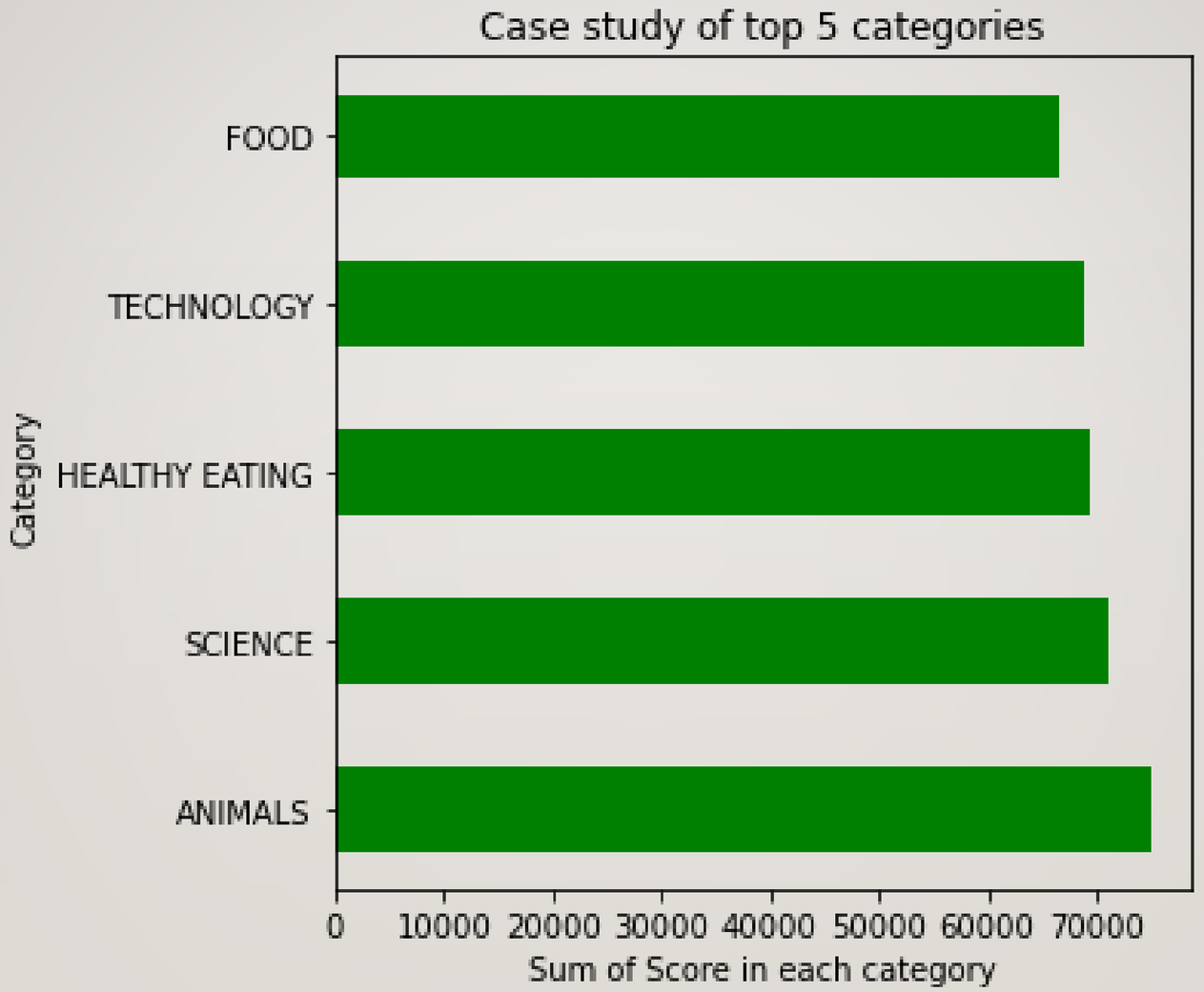
Insights

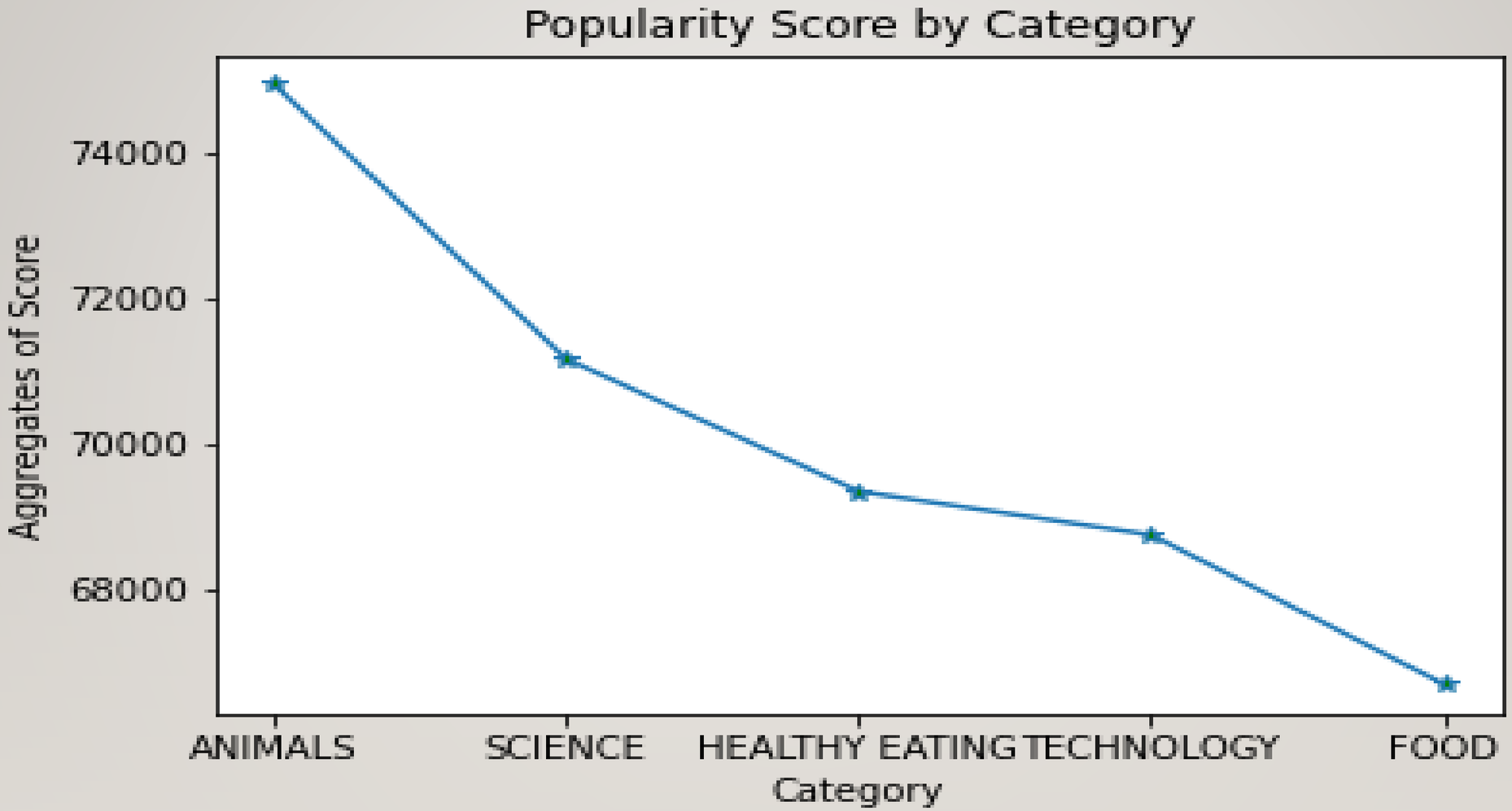
16

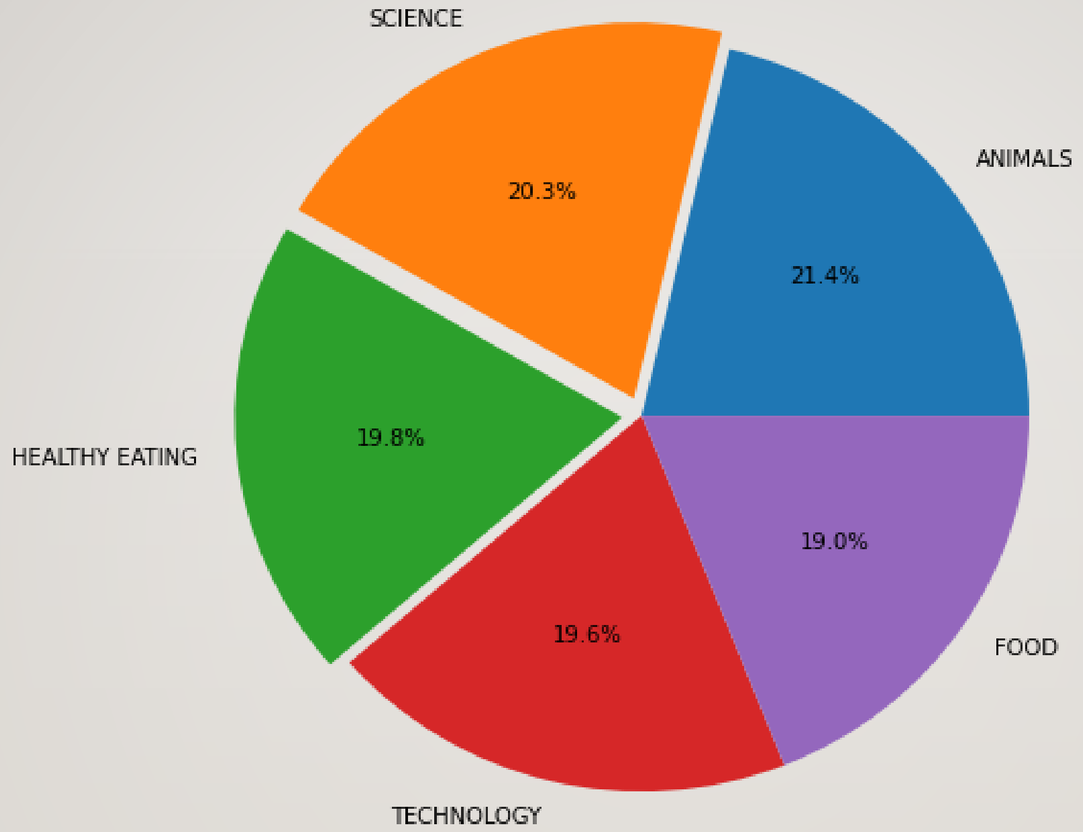
UNIQUE CATEGORIES

1897

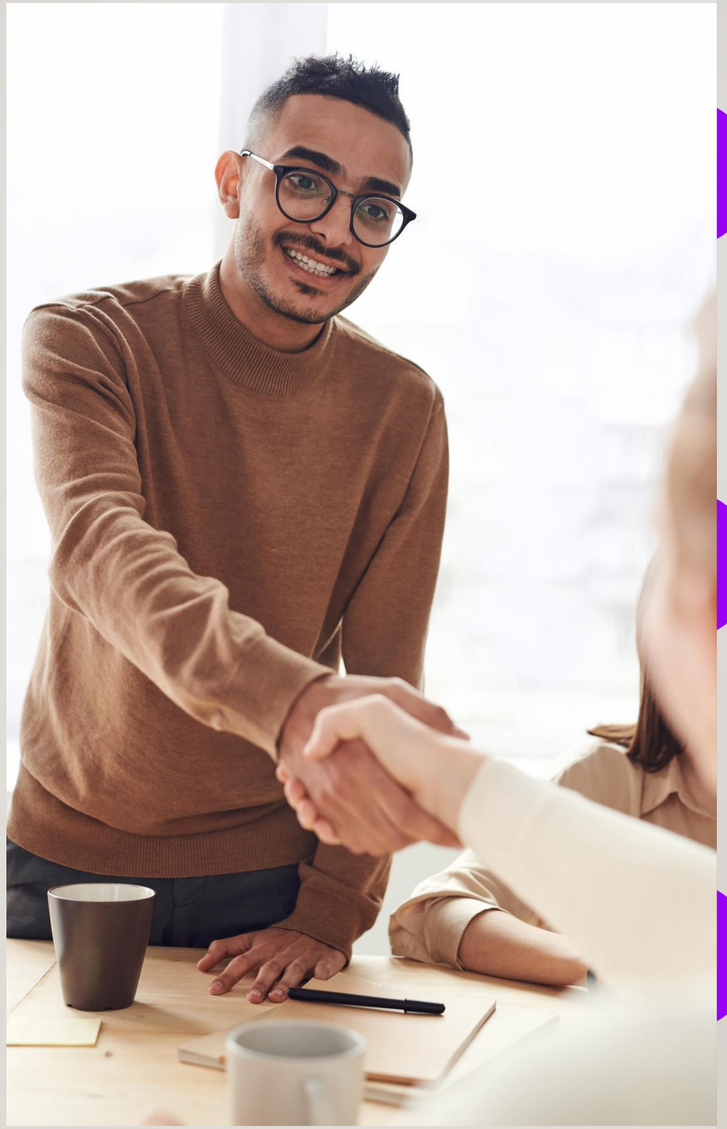
REACTIONS TO "ANIMAL" POSTS


Case study of top 5 categories
FOOD
TECHNOLOGY
HEALTHY EATING
SCIENCE
ANIMALS
Category
0
10000
20000
30000
40000
50000
60000
70000
Sum of Score in each category


Popularity Score by Category
Aggregates of Score
74000
72000
70000
68000
ANIMALS
SCIENCE
HEALTHY EATING
TECHNOLOGY
FOOD
Category


SCIENCE
20.3%
ANIMALS
21.4%
HEALTHY EATING
19.8%
19.0%
19.6%
FOOD
TECHNOLOGY

Summary



ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.

Thank you!

ANY QUESTIONS?