



# Social Buzz: Analysis and Insights

# Today's agenda

**Project recap**

**Problem**

**The Analytics Team**

**Process**

**Insights**

**Summary**

# Project Recap

**Social Buzz** – a social media platform that is growing quickly, having 500 million monthly users and therefore generating huge data of users and content on a daily basis.

Accenture has to initially work on a 3 month project to:-

- Audit their Big Data practices.
- Recommendations for a successful IPO.
- Analyse their top 5 most popular content categories.

# Problem

## 🔍 Social Buzz

10000 posts per day

500 million users every month

16 unique categories of content

How to capitalise on it?



# The Analytics team



**Andrew Fleming**

Chief Technical Architect



**Marcus Rompton**

Senior Principle



**Riddhi Sharma**

Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

21 %

SHARE OF “ANIMAL”  
RELATED CONTENT



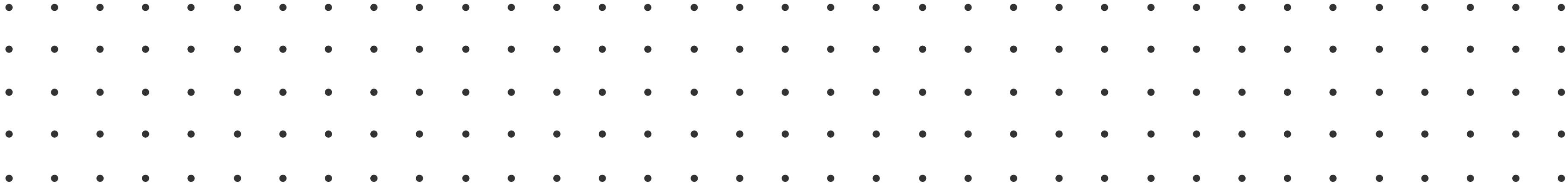
MAY

MONTH WITH  
HIGHEST POSTS



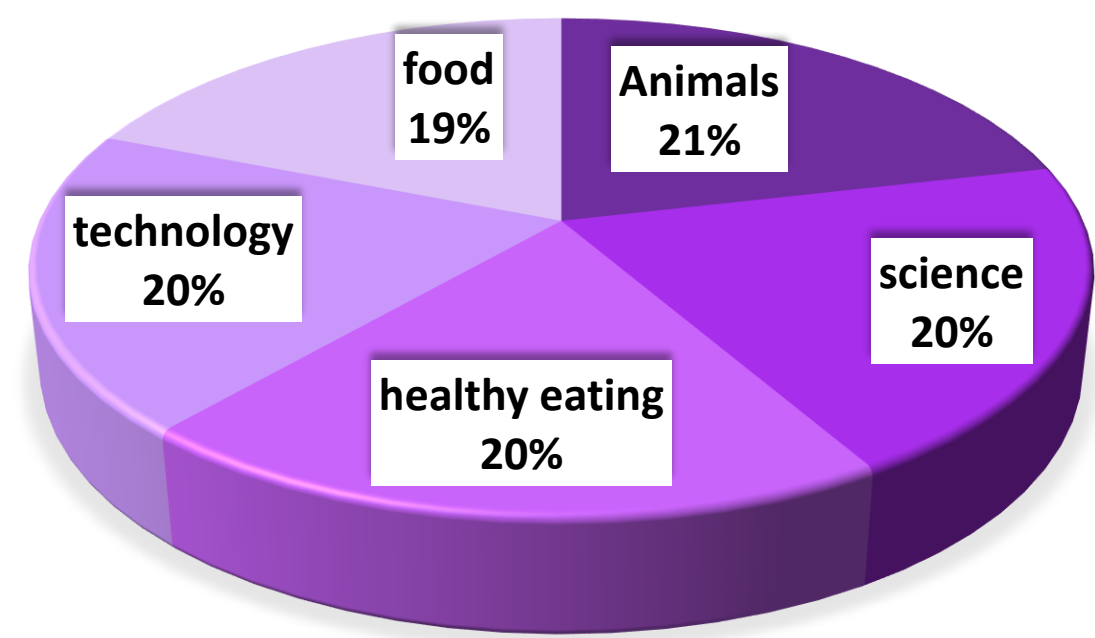
1622

NO. OF “HEART”  
REACTIONS

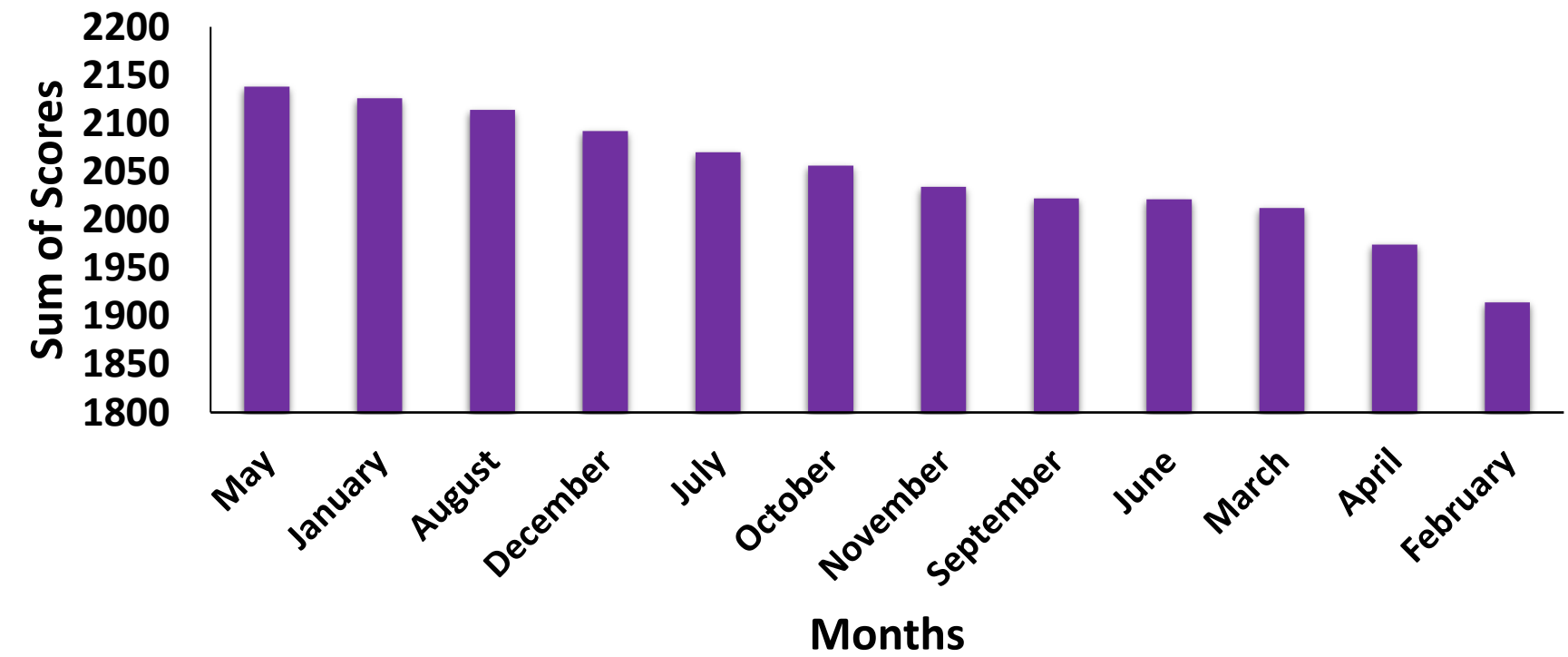




Top 5 categories aggregated on the basis of scores, Animals lead the chart making up 21% share of posts, followed by science, healthy eating



Months with highest posts were lead by May closely followed by January, August, December and the least was in February

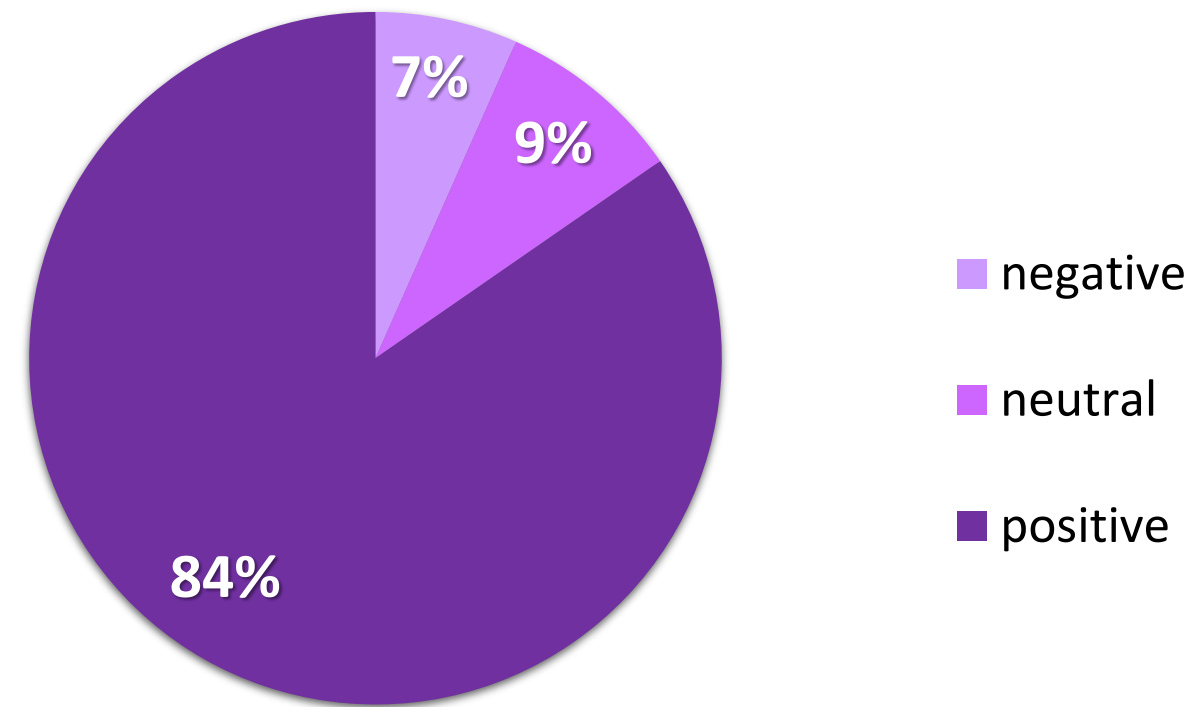


There are over **16 Unique categories** on the platform listed below in order of their popularity:

- ☐ *Animals*
- ☐ *science*
- ☐ *healthy eating*
- ☐ *technology*
- ☐ *food*
- ☐ *culture*
- ☐ *travel*
- ☐ *cooking*
- ☐ *soccer*
- ☐ *education*
- ☐ *fitness*
- ☐ *Studying*
- ☐ *dogs*
- ☐ *tennis*
- ☐ *veganism*
- ☐ *public speaking*



Overall sentiment on the app was positive (84%), followed by neutral (9%) and negative (7%)

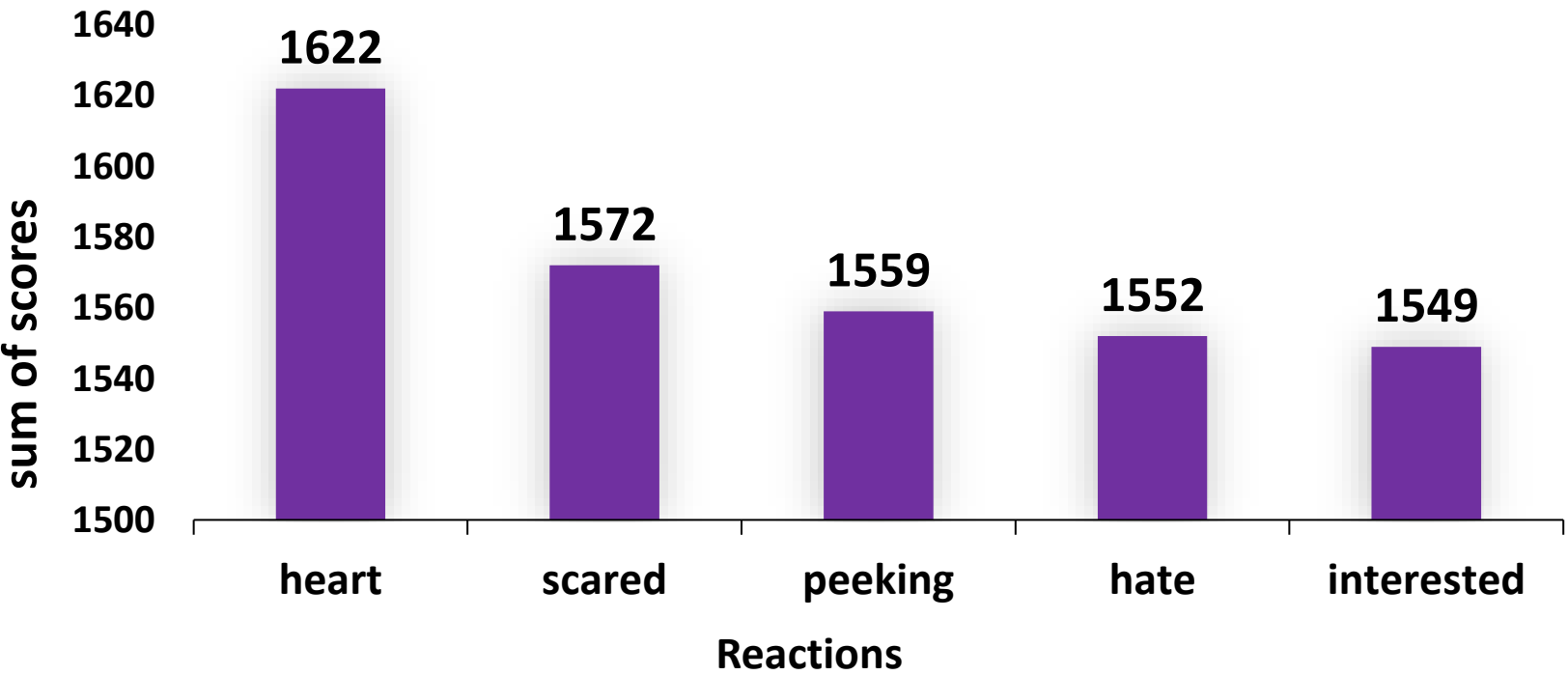


Positive sentiment across the platform indicates good user experience

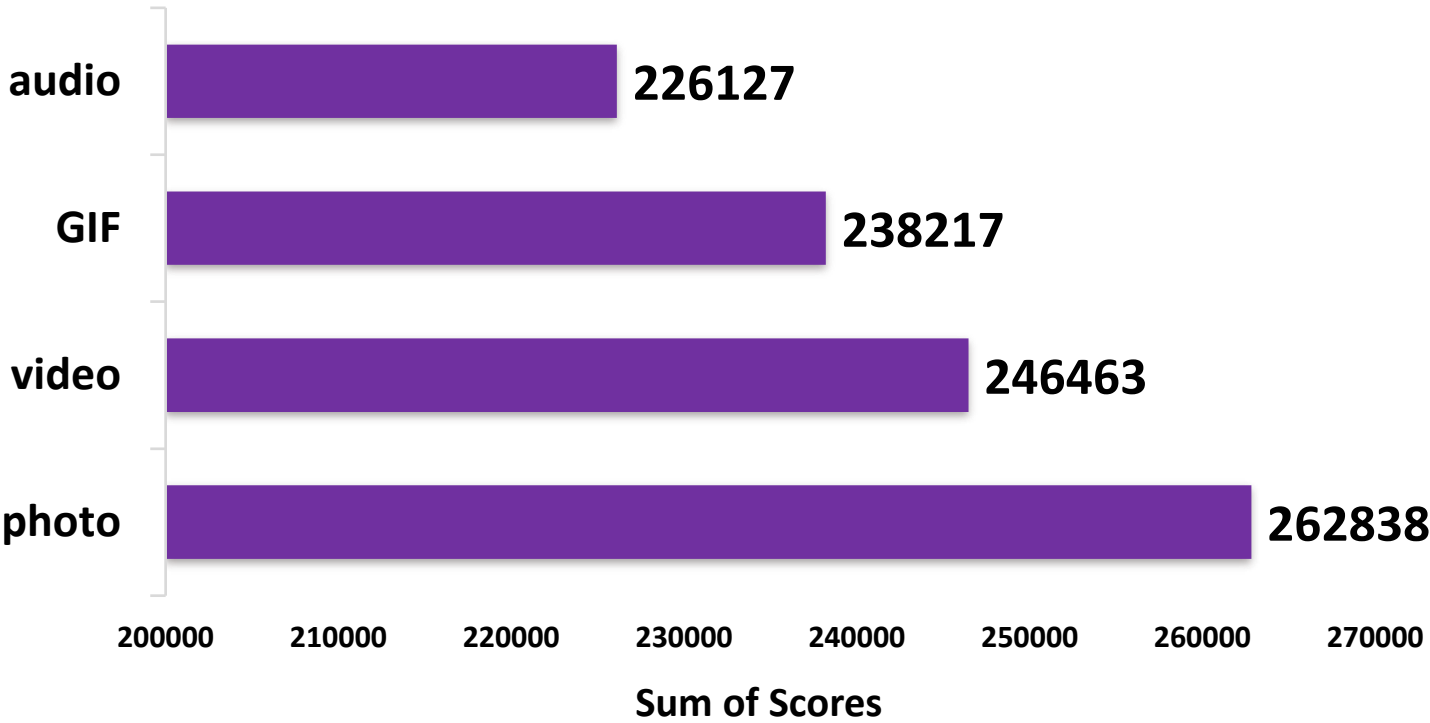
Most used content type is Photos and the least is Audio

Heart was the most used reaction

Heart was the most loved reaction followed by scared and peeking



Posts in the form of photos received the highest score followed by videos, GIF and audio



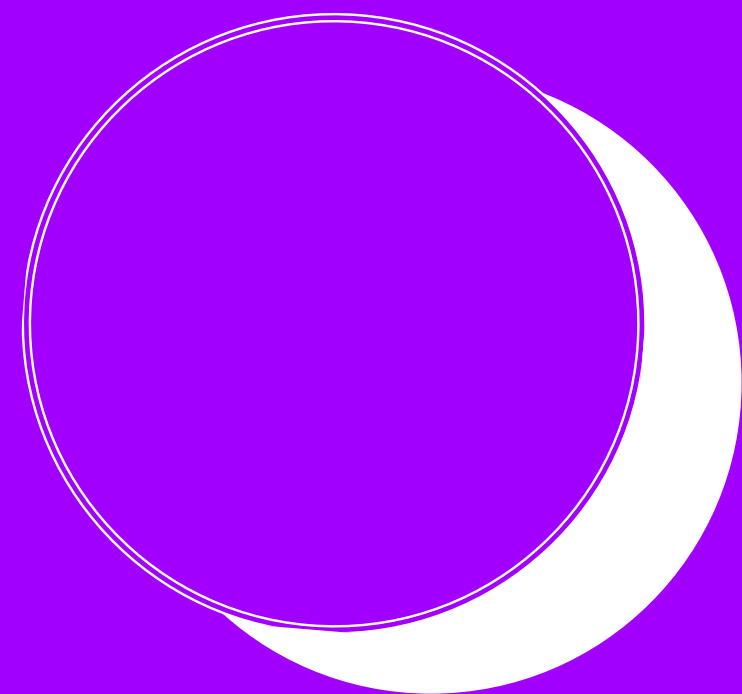
# Summary



The 3 most popular categories were ***Animals, Science and Healthy eating***. The app could promote more content related to these and engage people through campaigns and collaborating with influencers who regularly engage in these categories, promoting their content.

The app saw most engagement during months of May, January and December while February saw the least. More content related to Valentine's week as it is a popular event amongst youngsters and could push the month's engagement.

GIFs were amongst the lesser used type of medium. These are quite popular amongst Gen Z, the technical team could focus on making these more innovative and interactive.



Thank you!

ANY QUESTIONS?