

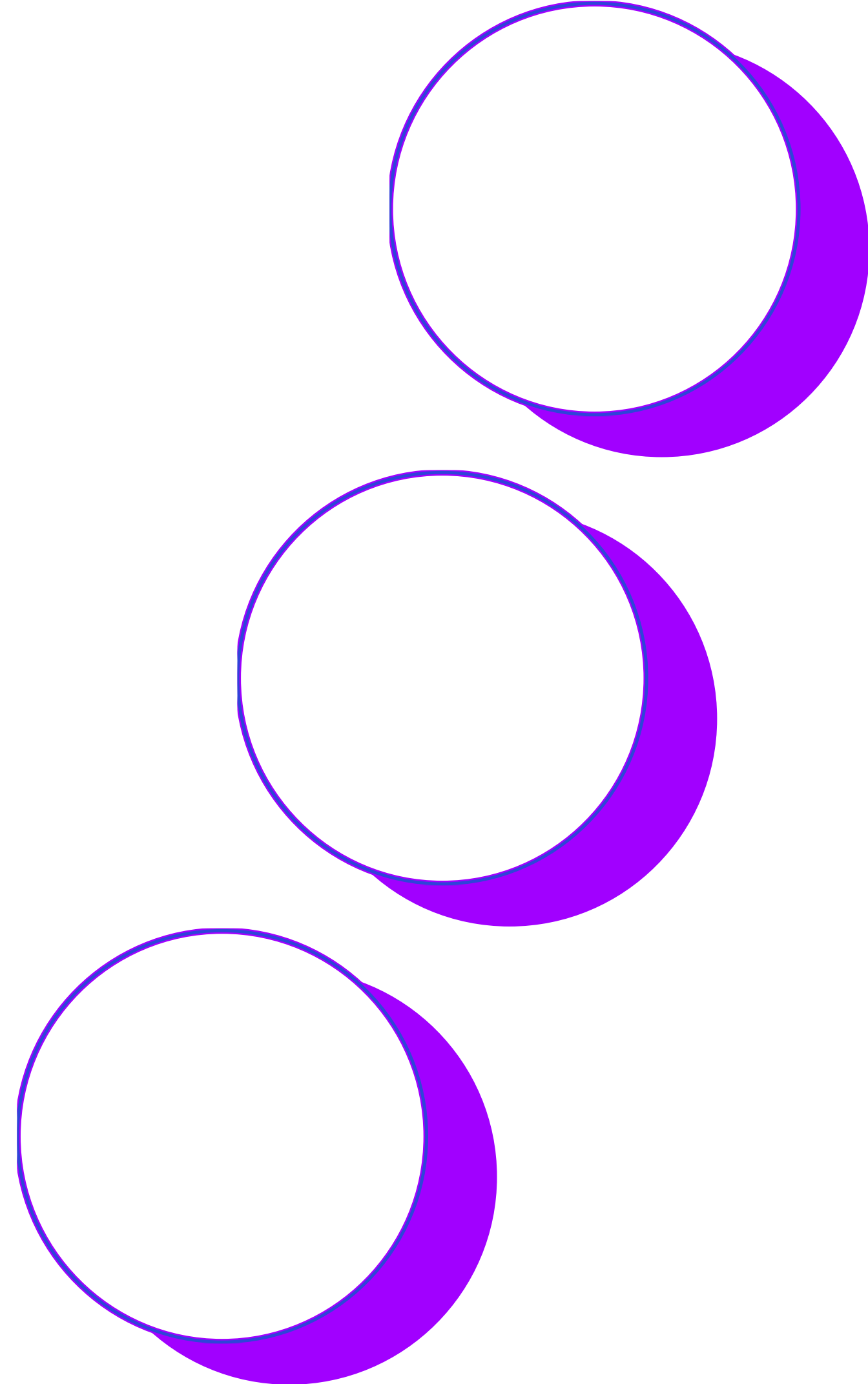
The logo features a large, light blue circle on the left side of the image. Inside this circle, the text "Accenture Data Analytics Intern" is written in a white, sans-serif font, stacked in four lines. The background of the entire image is a vibrant purple. On the right side, there is a vertical white stripe. The purple background is also covered with a grid of small, white dots.

Accenture
Data
Analytics
Intern



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!

Analysis to find Social Buzz's top 5 most
popular categories of content



The Data Analytics Intern

SOLO PARTICIPANT



RISHI KALPA MUKHERJEE
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Interactive Insights

Insights

16

UNIQUE
CATEGORIES



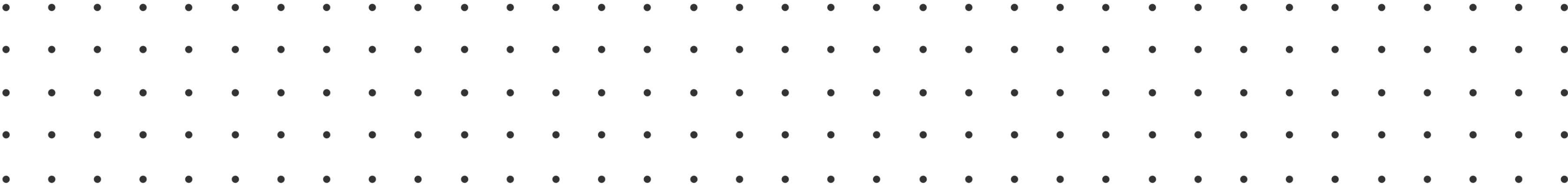
39.62

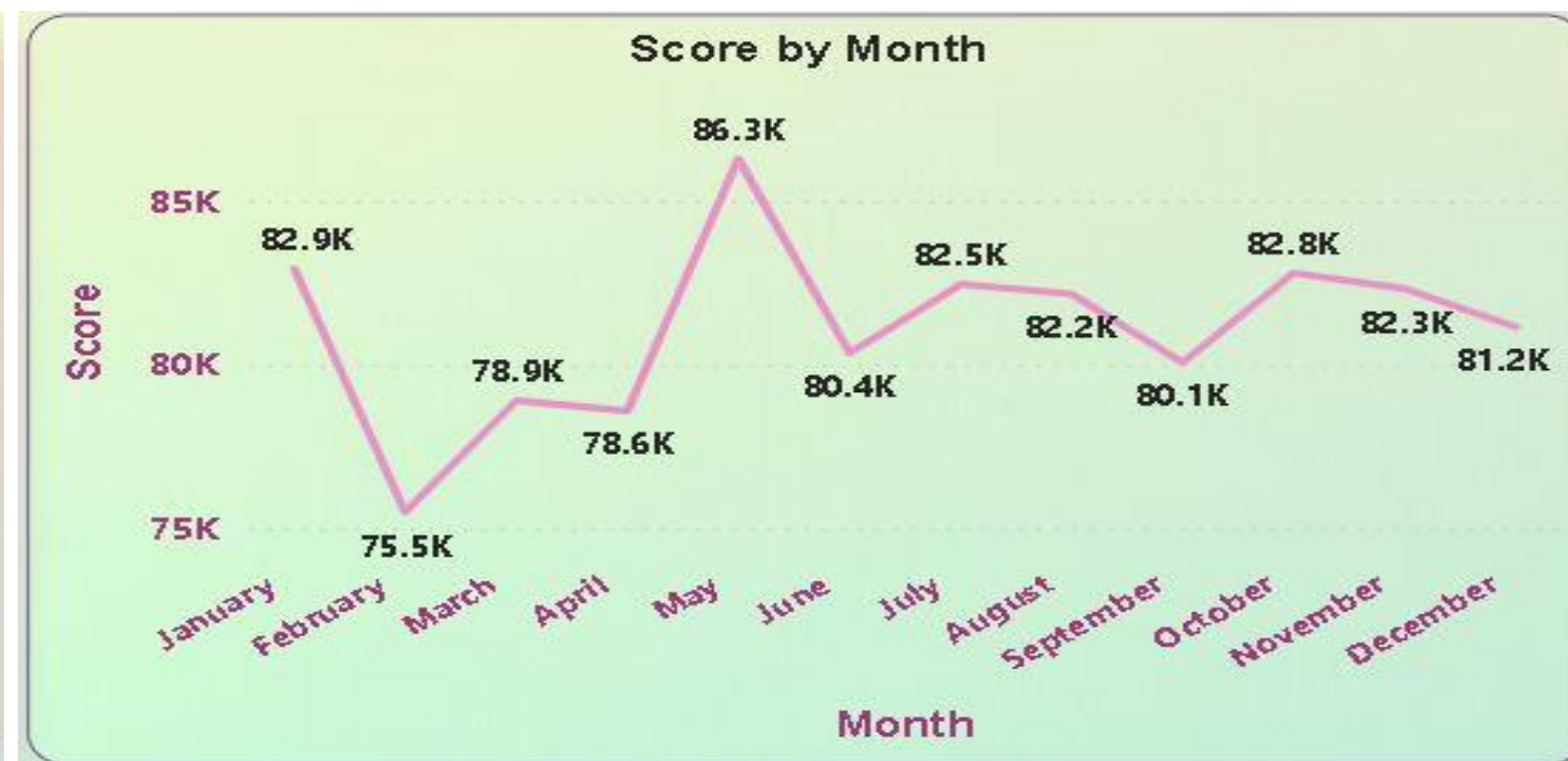
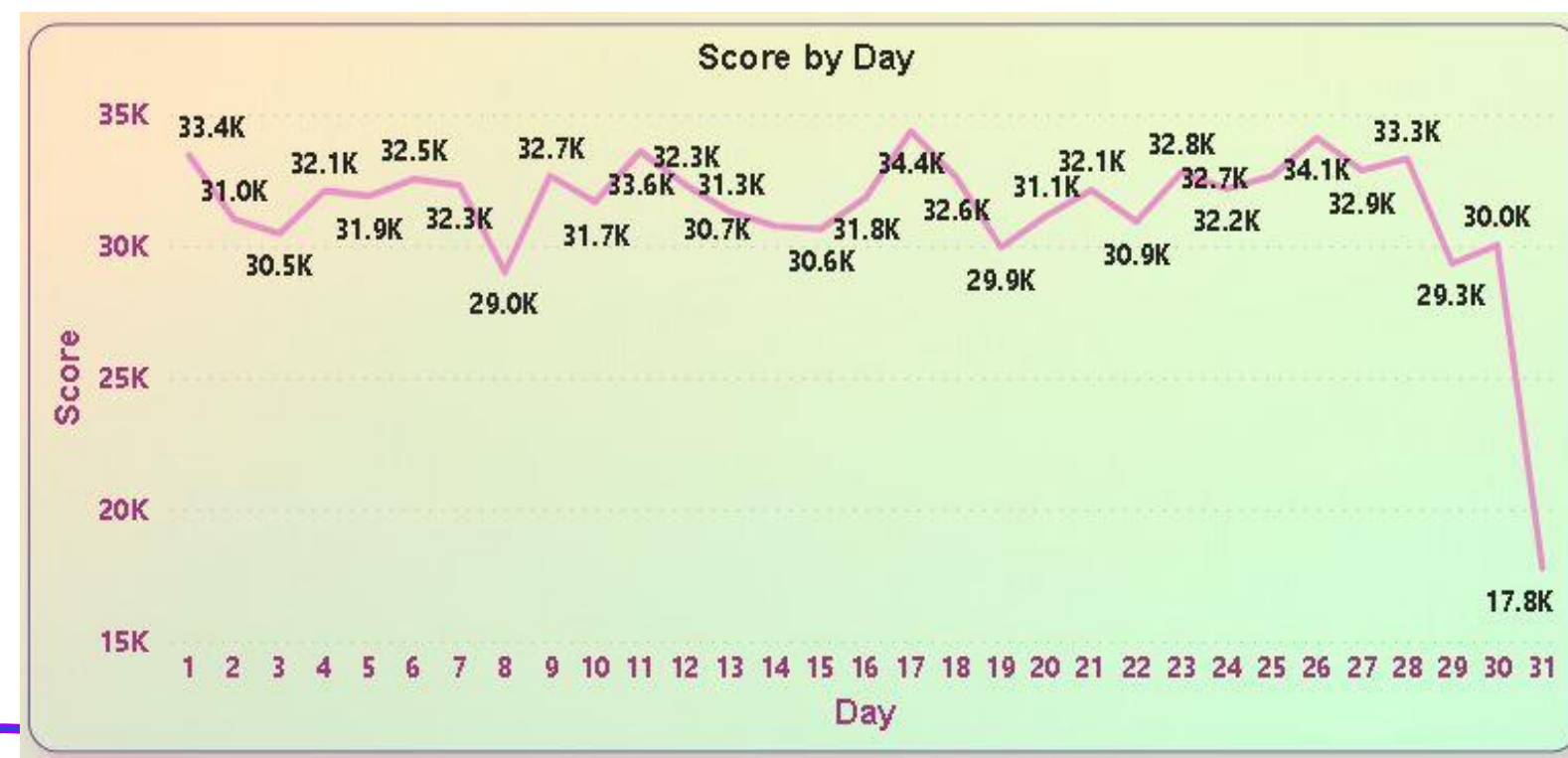
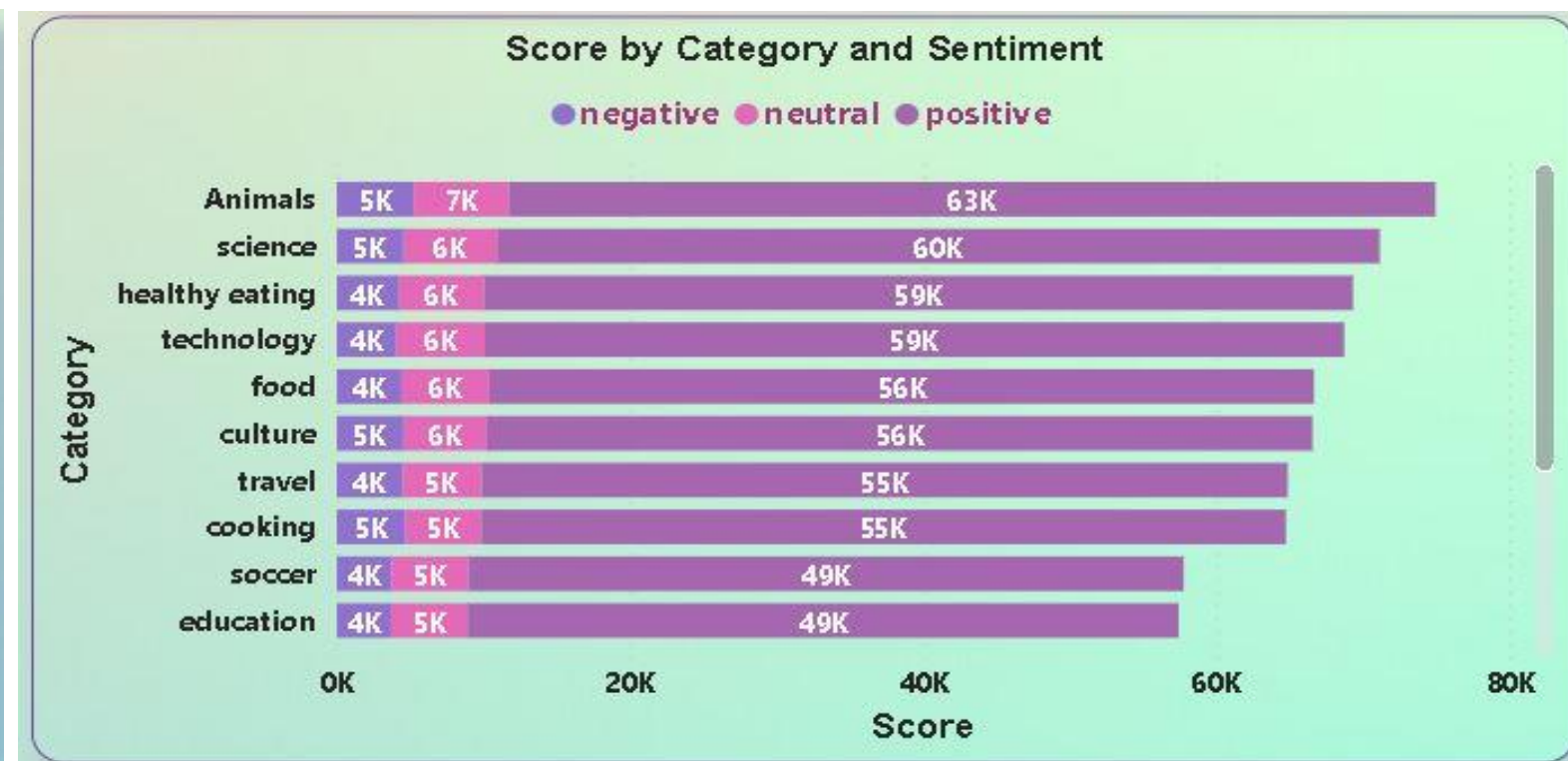
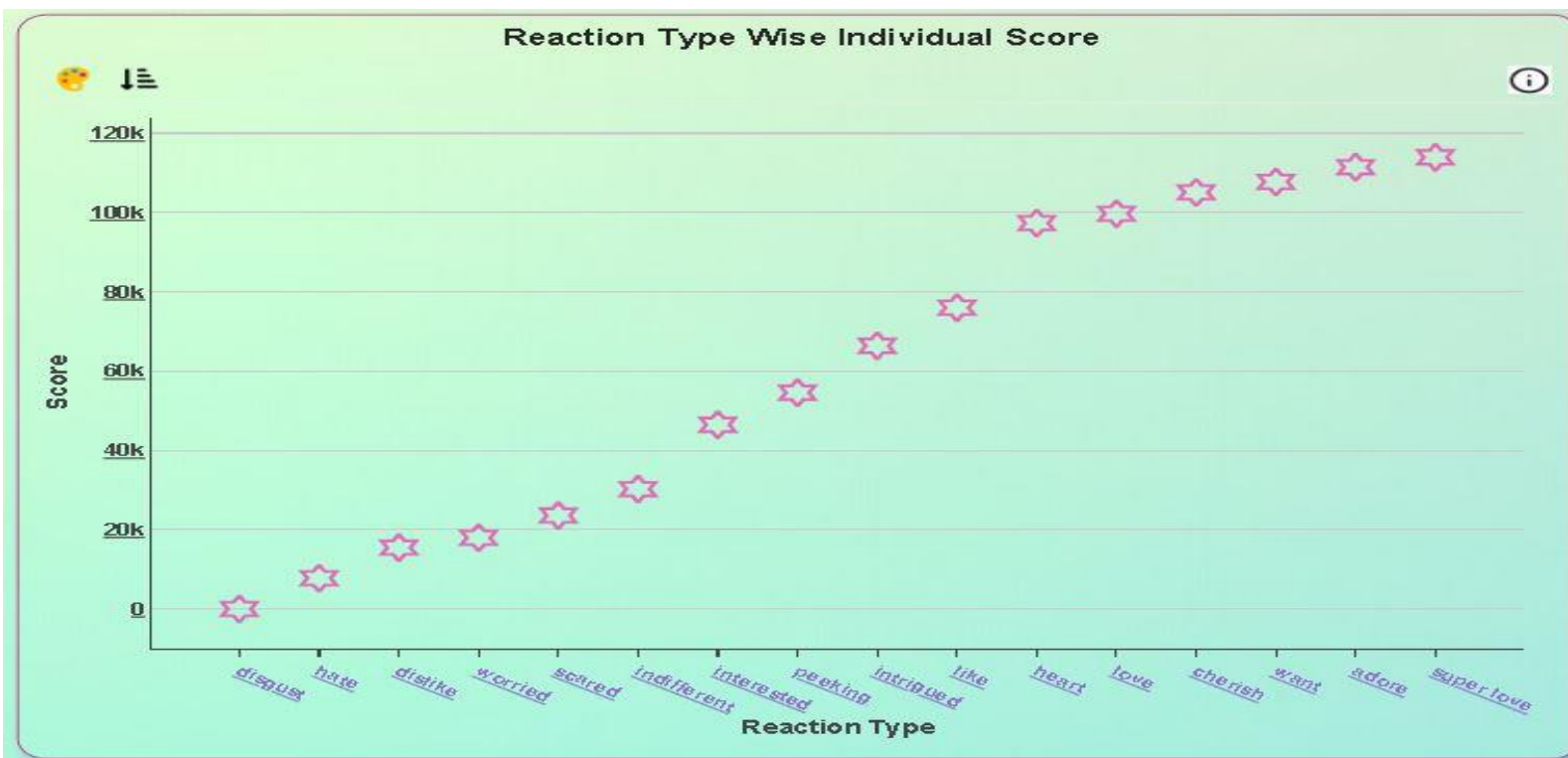
AVERAGE SCORE

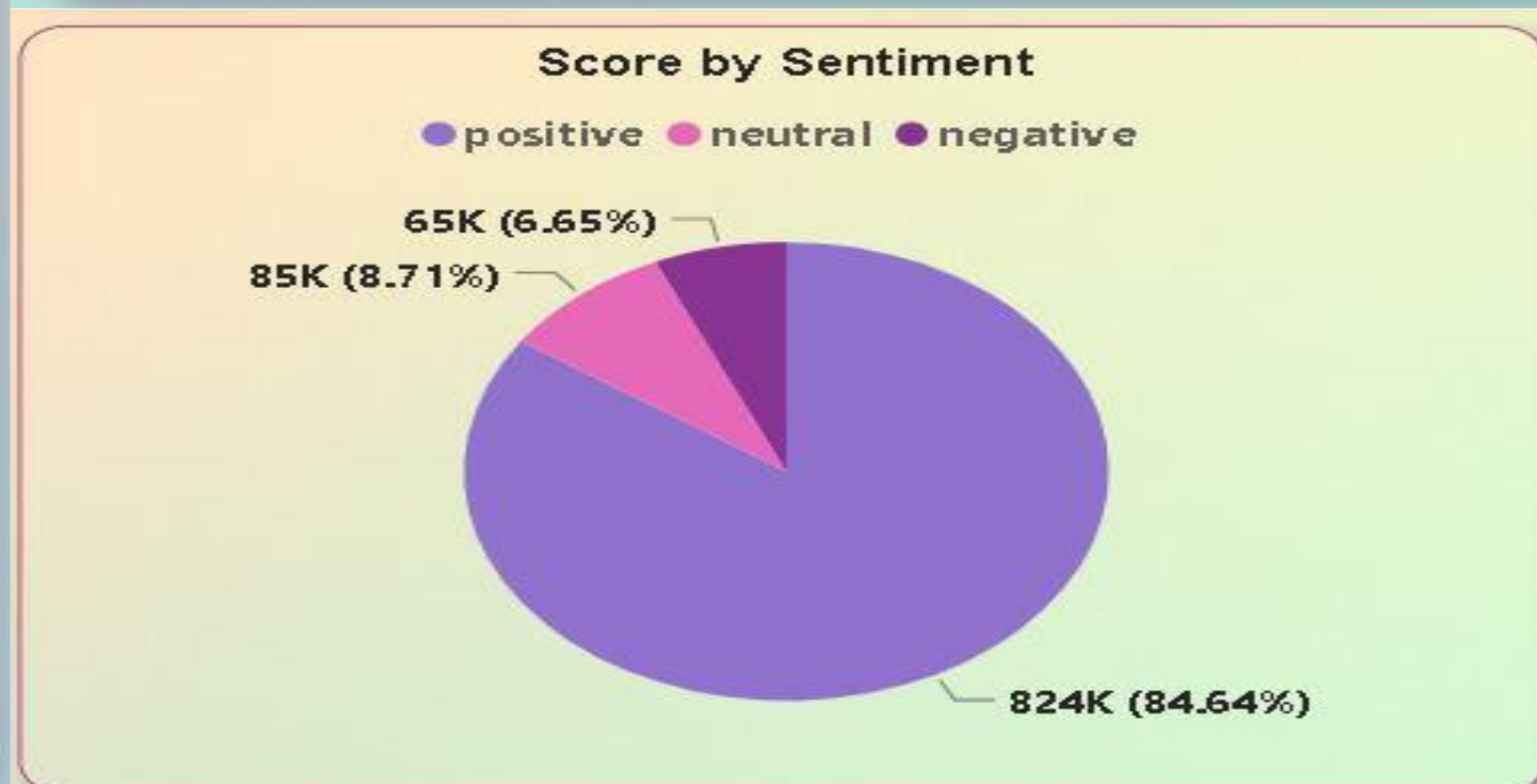
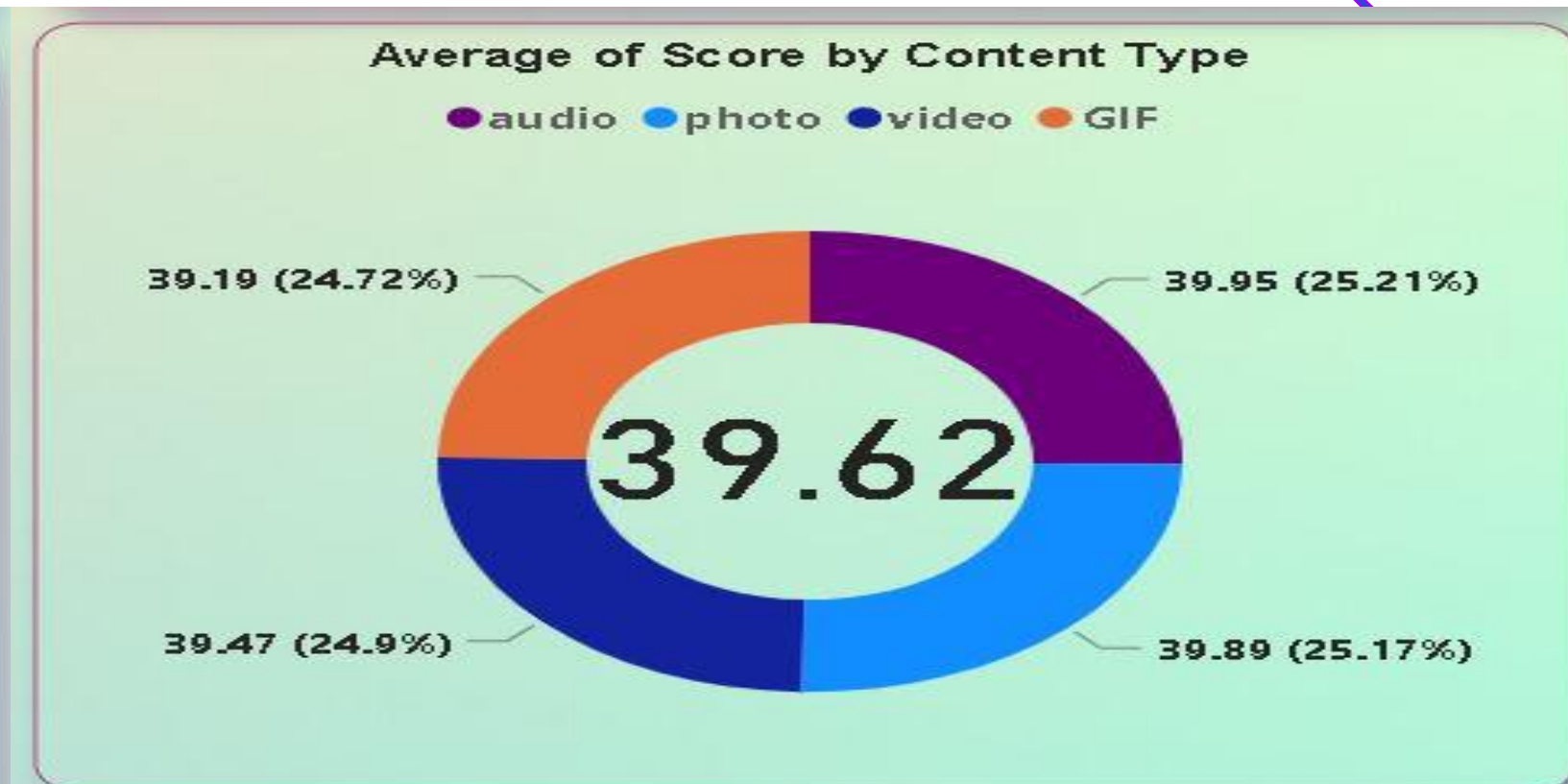
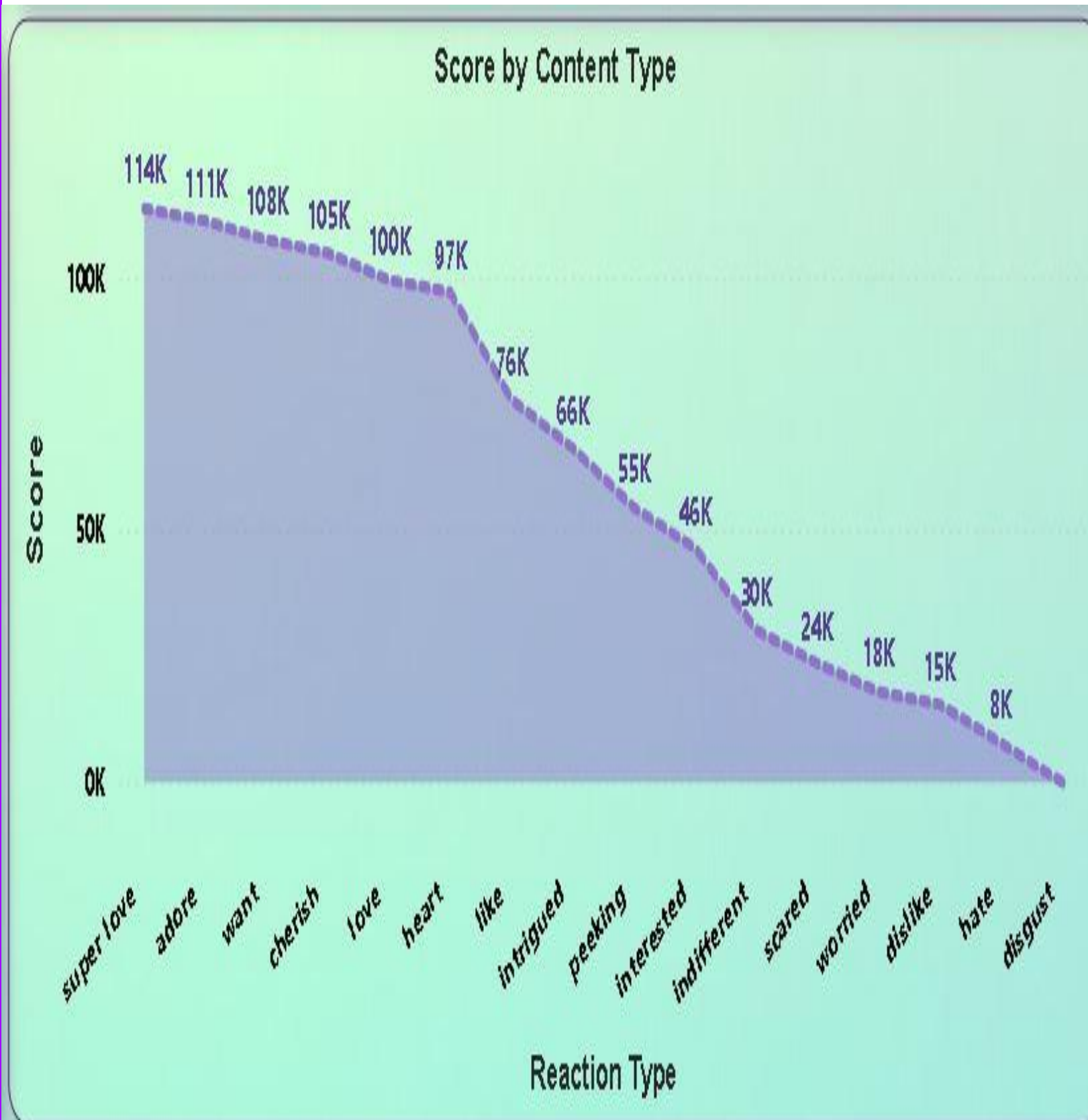


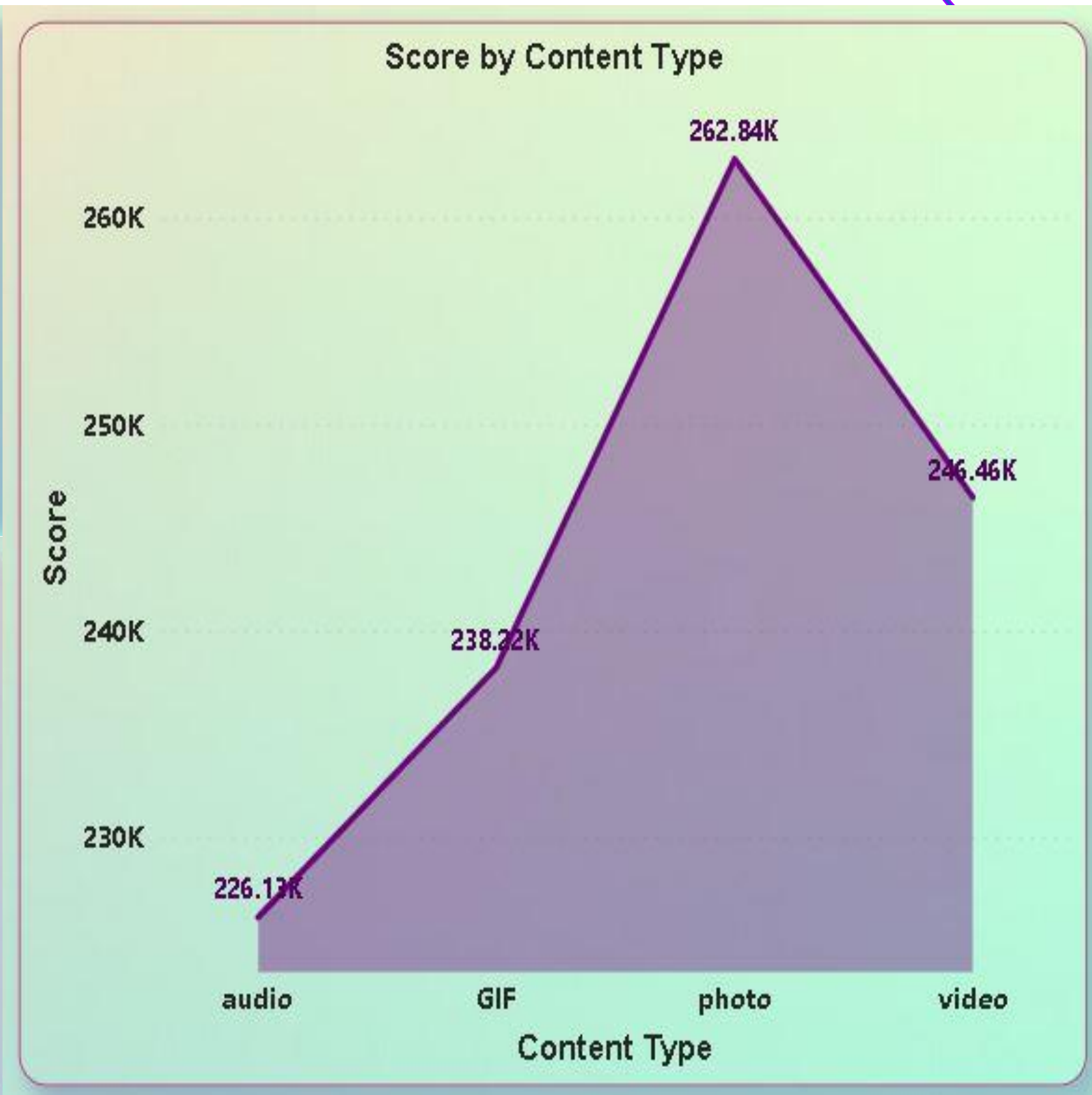
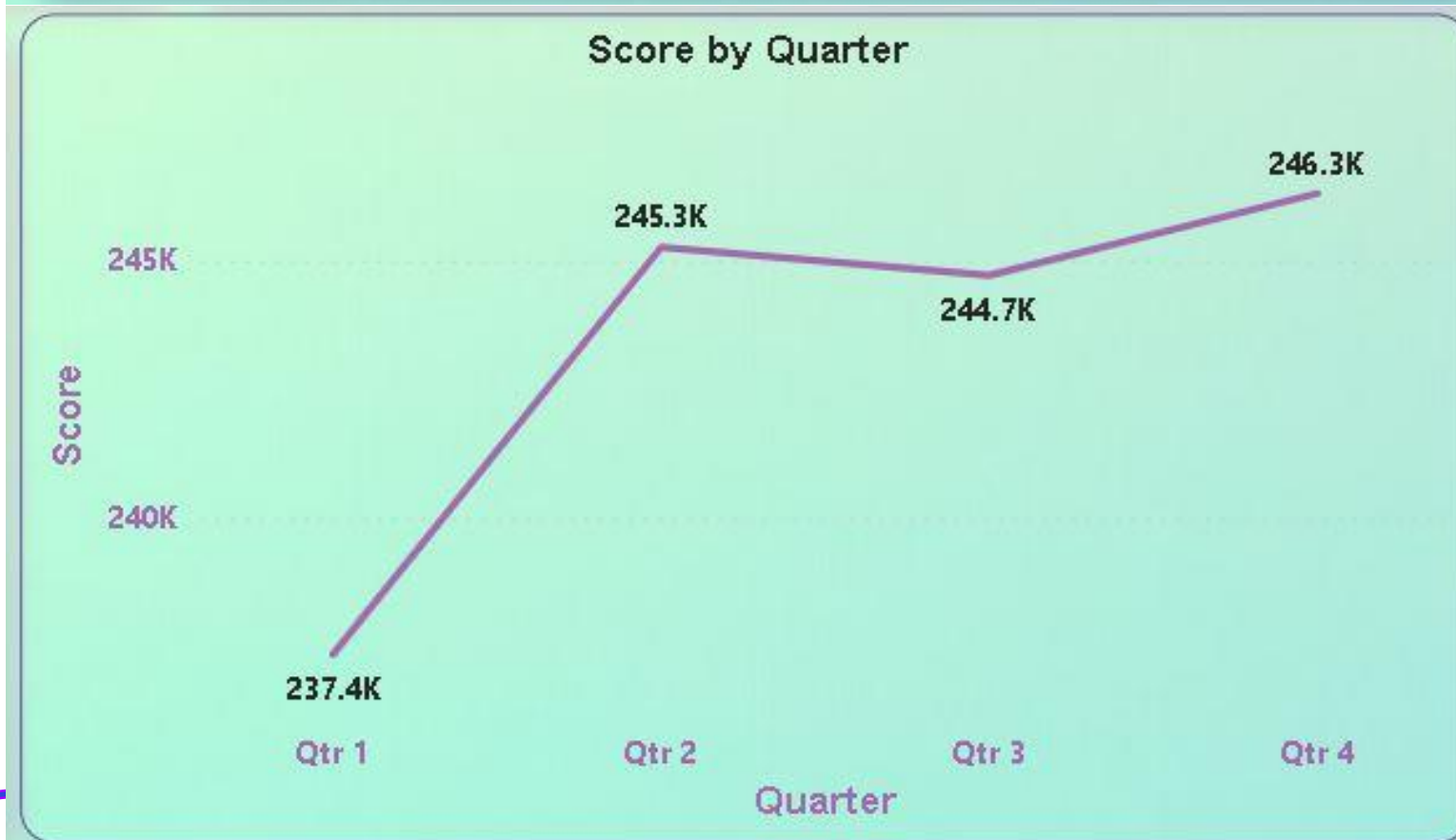
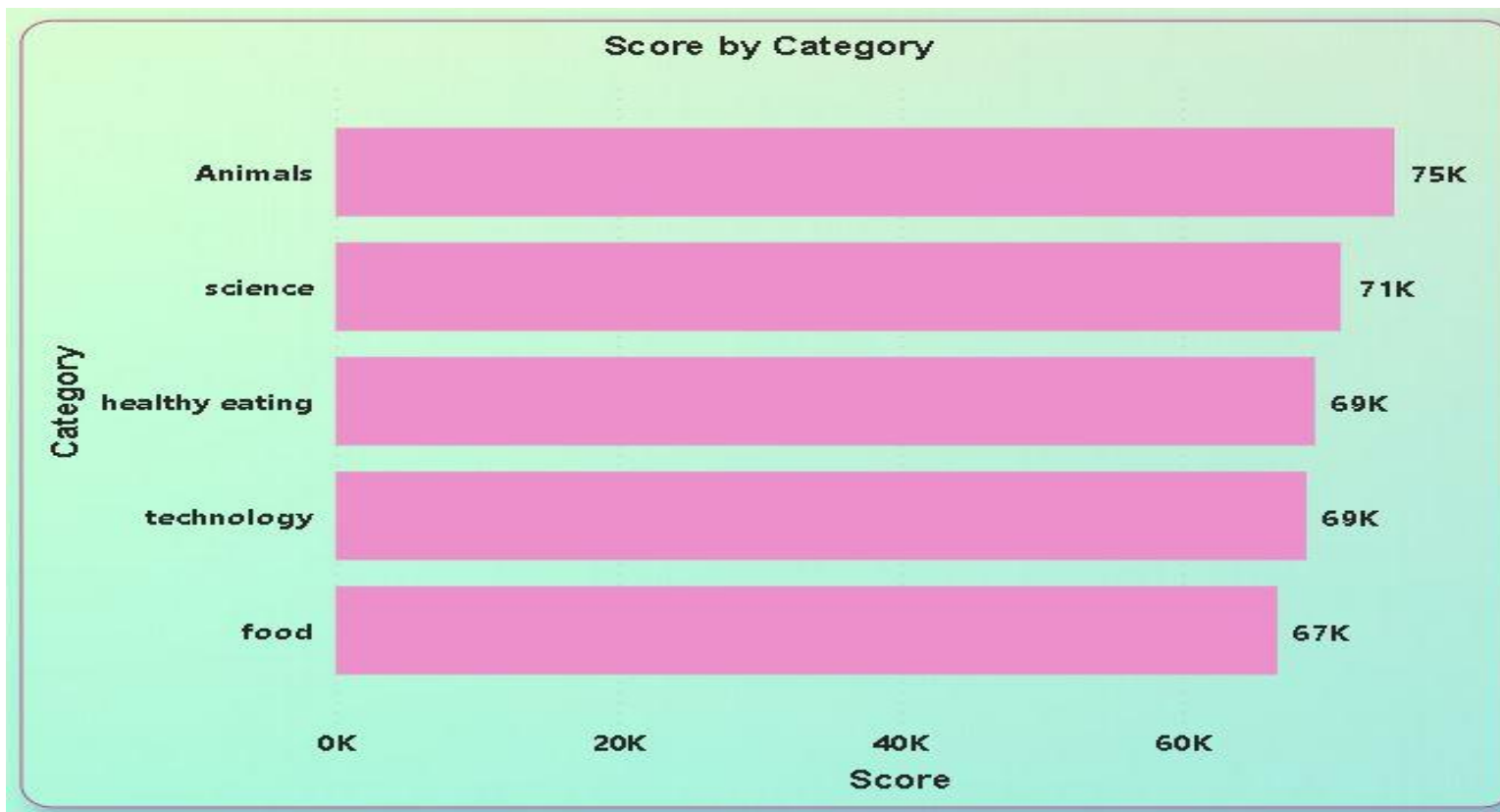
MAY

MOST SCORE BY
MONTH



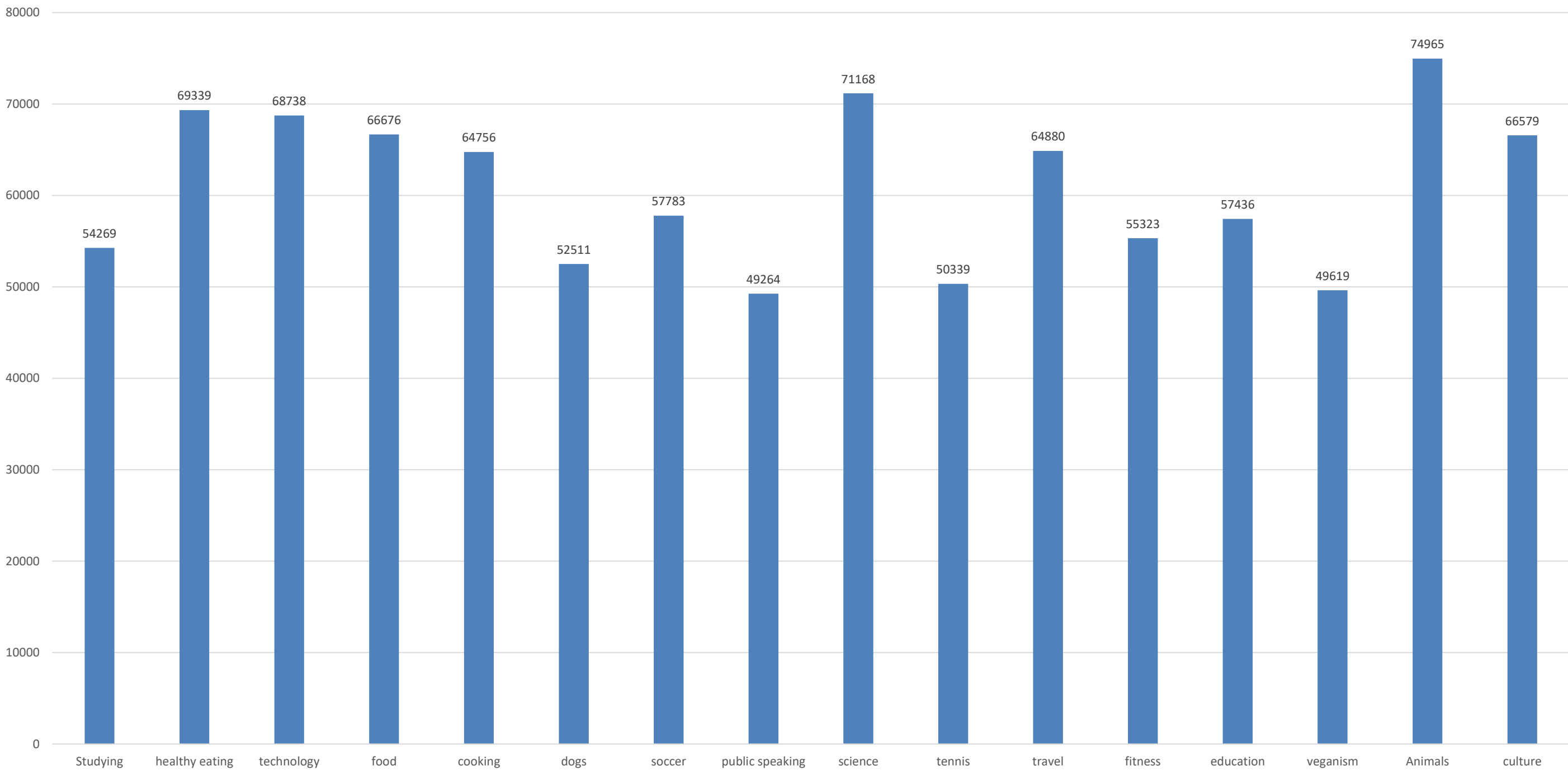








Aggregated Score of Category



Summary



ANALYSIS

There are 16 unique categories and average of 39.62 Score. Super love, Adore, Want Cherish being the top notch categories of Reaction type in terms of Score.

Score in terms of monthly wise implementation done where May month is top based upon individual score with 86.3K.

Based upon sentiment wise, Positive category being highest as compared to neutral and negative in terms of Score.

Animals, Science, Healthy Eating, Technology and Food are top 5 categories of content which people like the most.

INSIGHTS

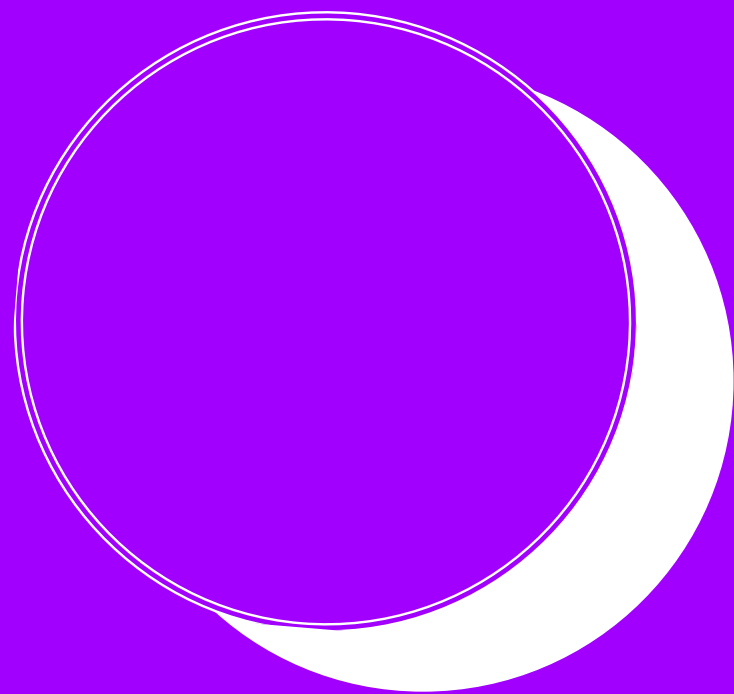
Donut chart being implemented for Content type which are of 4 categories Audio having avg score of 39.95 with 25.21%, Photo with 39.89 avg score of 25.17%, video with 39.47 avg score of 24.90% and GIF with avg score of 39.19 with 24.72%.

Sentiment wise categorized into Positive with 824K score of 84.64% followed by Neutral with 85K Score of 8.71% and Negative with 65K of 6.65%.

DATA DRIVEN STEPS

This is Ad-hoc analysis is made to share meaningful insights to take data driven decisions for large scale business for real-time productivity of taking forward business to the next level.

ACCENTURE DATA ANALYTICS VIRTUAL INTERNSHIP



Thank you!

Created by
RISHI KALPA MUKHERJEE