



Data Analysis for Social Buzz



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



Project Recap

Social buzz is a fast growing company with over 500 million active users each month for the past 5 years. They need to adapt quickly to it's fast growing scale . Accenture began a 3 month POC focusing on these tasks:-

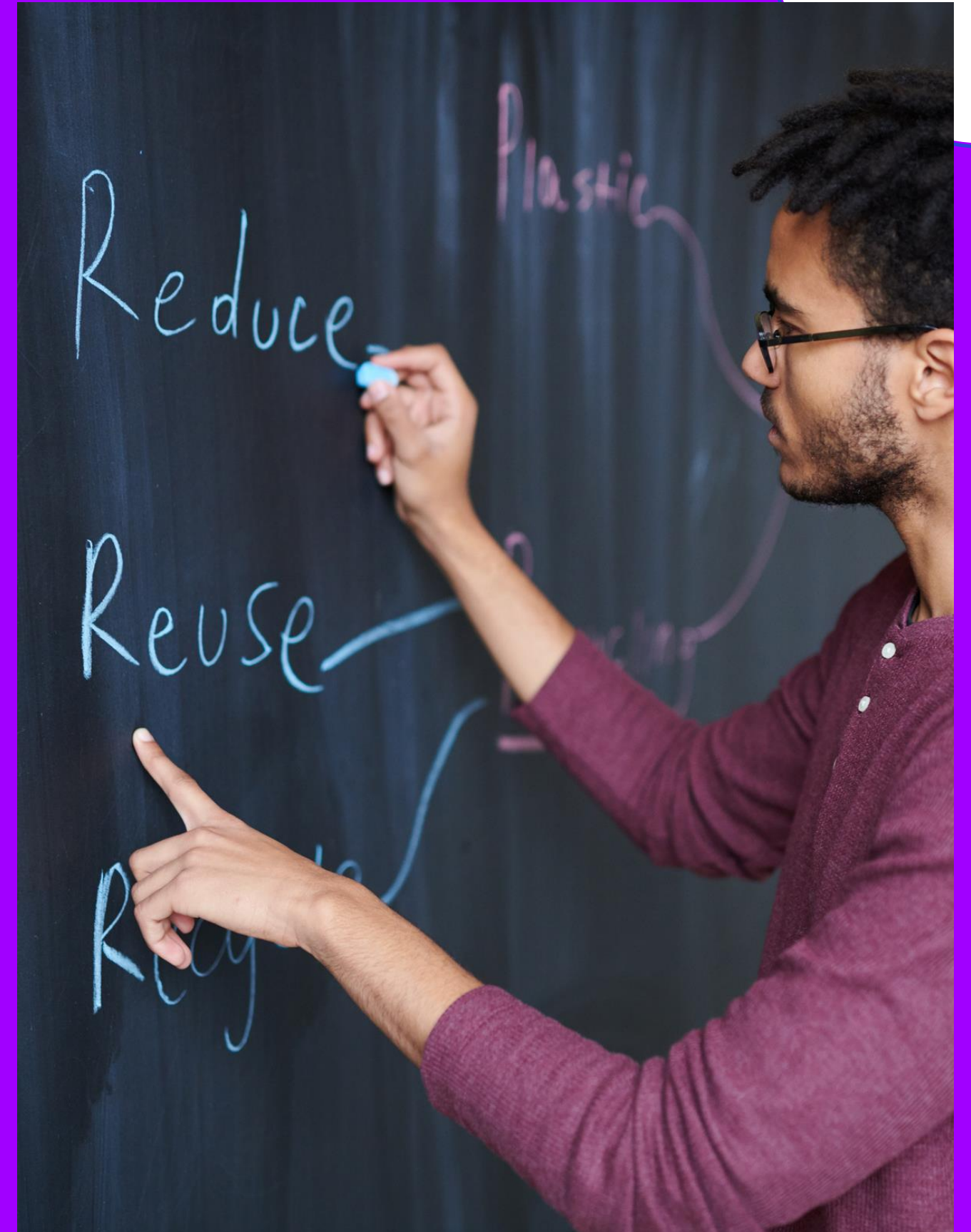
1. An audit of Social buzz's big data
2. Recommendation for successful IPO
3. Analysis to find Social buzz's top 5 most popular categories of content.

Problem

1. Over 1000000 posts per day.
2. 36,500,000 pieces of content per year.

But how to capitalize when there's so much?

Analysis of Social Buzz's top 5 popular categories of content



The Analytics team



Rishi Bhangare

Data analyst



Marcus Rompton

Senior principle



Andrew Flaming

Chief Technical Architect



1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover Insights

Process

Insights

16

Unique
Categories



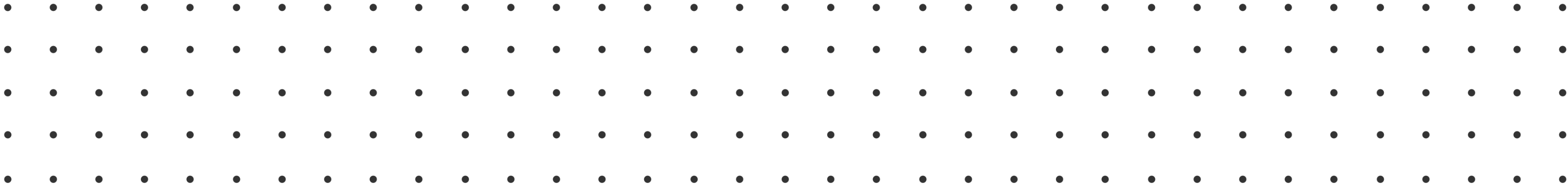
1897

Reaction to
“Animal” post



January

Month with most
posts

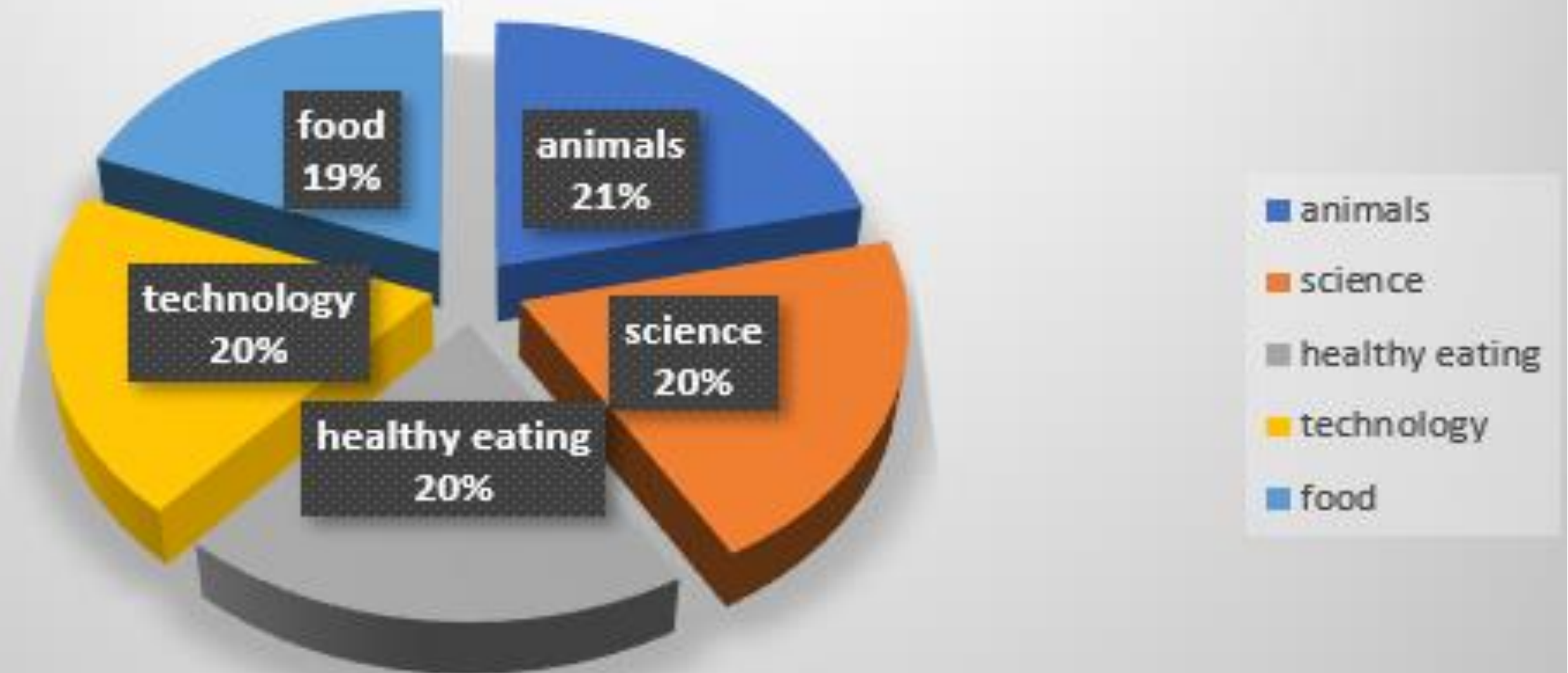


Top 5 categories by total score of popularity

Categories



Popularity percentage share from top 5 categories



Summary

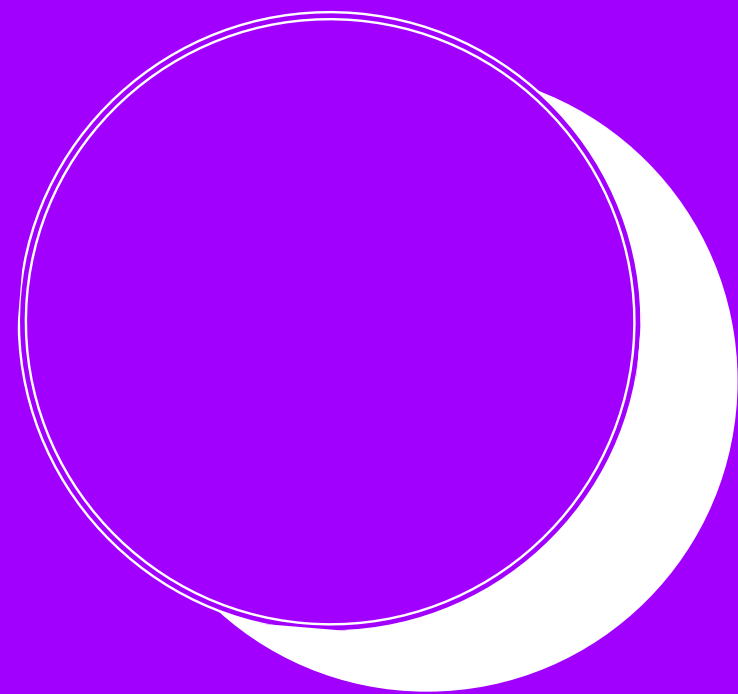


Analysis

Categories like Animal and Science are leading in terms of popularity posts. It shows people like real-life and factual things more.

Insight

By looking at the pie chart, we can say that Food is the common factor in food and healthy eating categories, which tops in terms of percentage and presents an excellent opportunity to create a branding campaign around these categories to boost user engagement.



Thank you!

ANY QUESTIONS?