Social Buzz Trends Analysis

By Rohan Singh Rawat

Today's agenda

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. Accenture has began a 3 month POC focusing on these tasks:
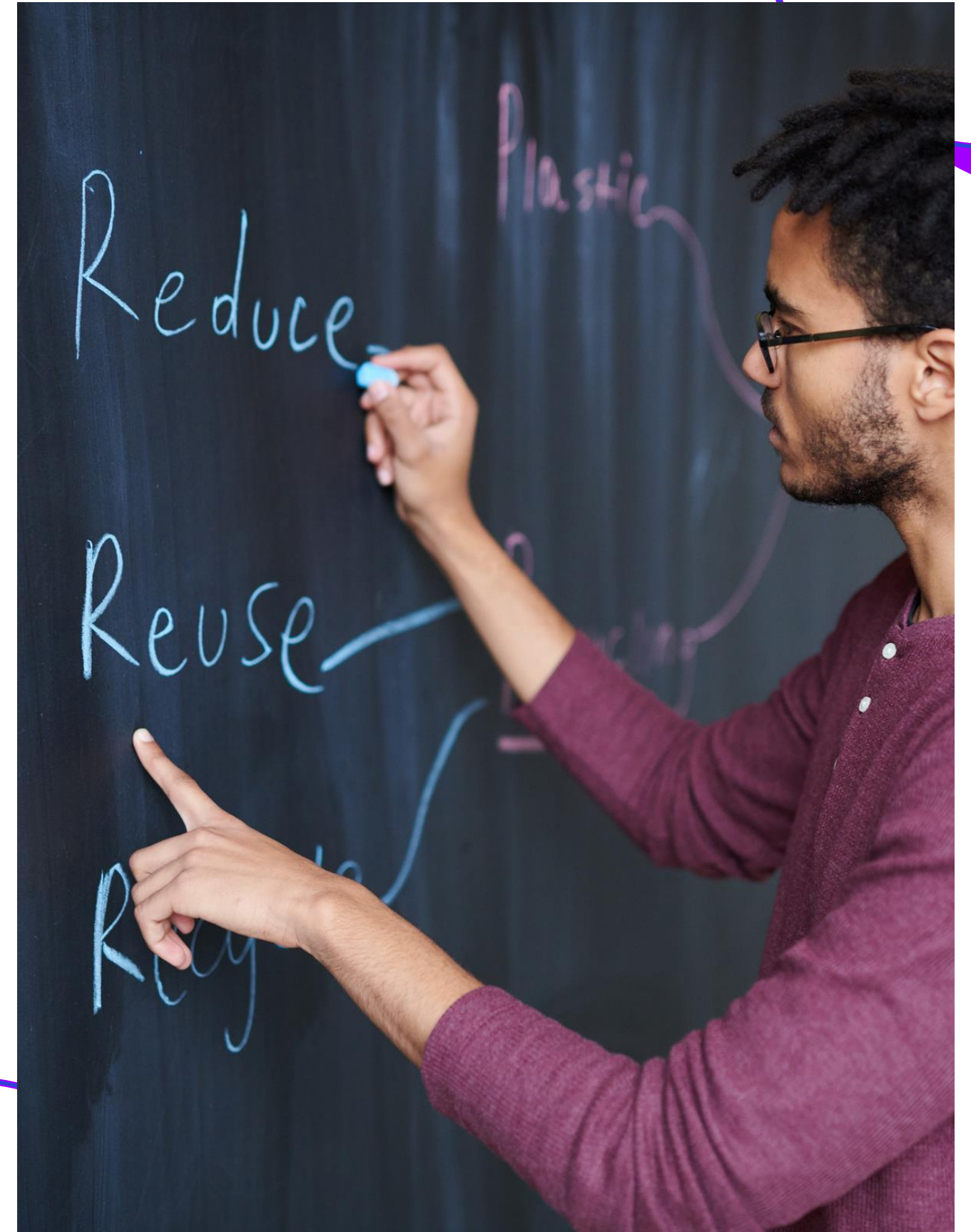
- An audit of Social Buzz's big data practice.
- Recommendations for a successful IPO.
- Analysis to find Social Buzz's top 5 most popular categories of content.

Problem

Over 100,000 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 Technical Architect

Marcus Rompton
Senior Principle

Rohan Singh Rawat
Data Analyst

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling
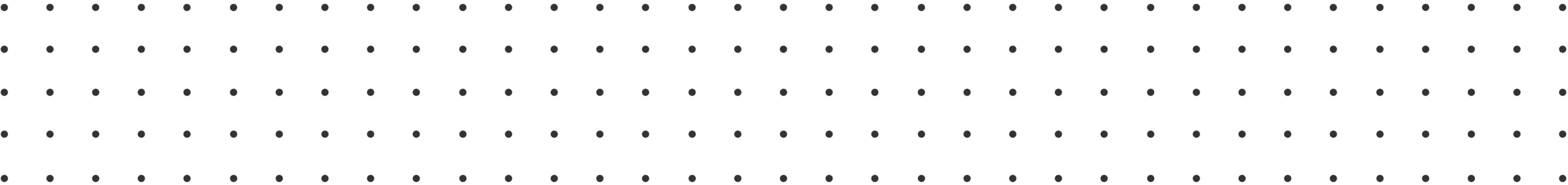
4 Data Analysis

5 Uncover Insights

Insights
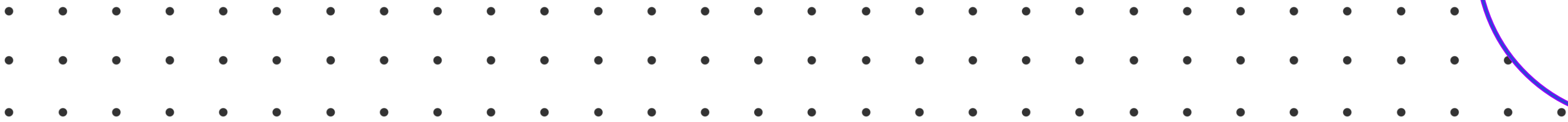
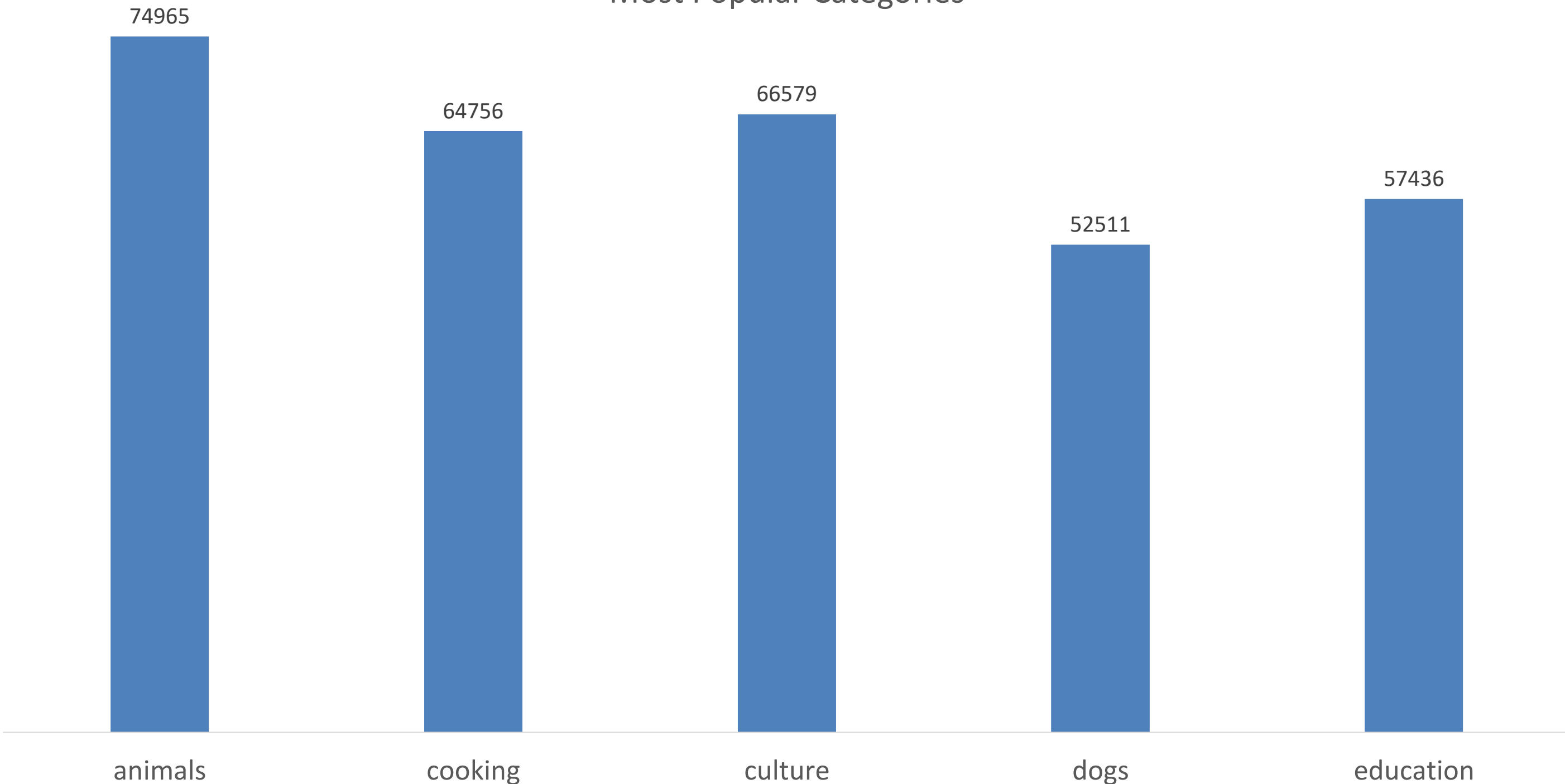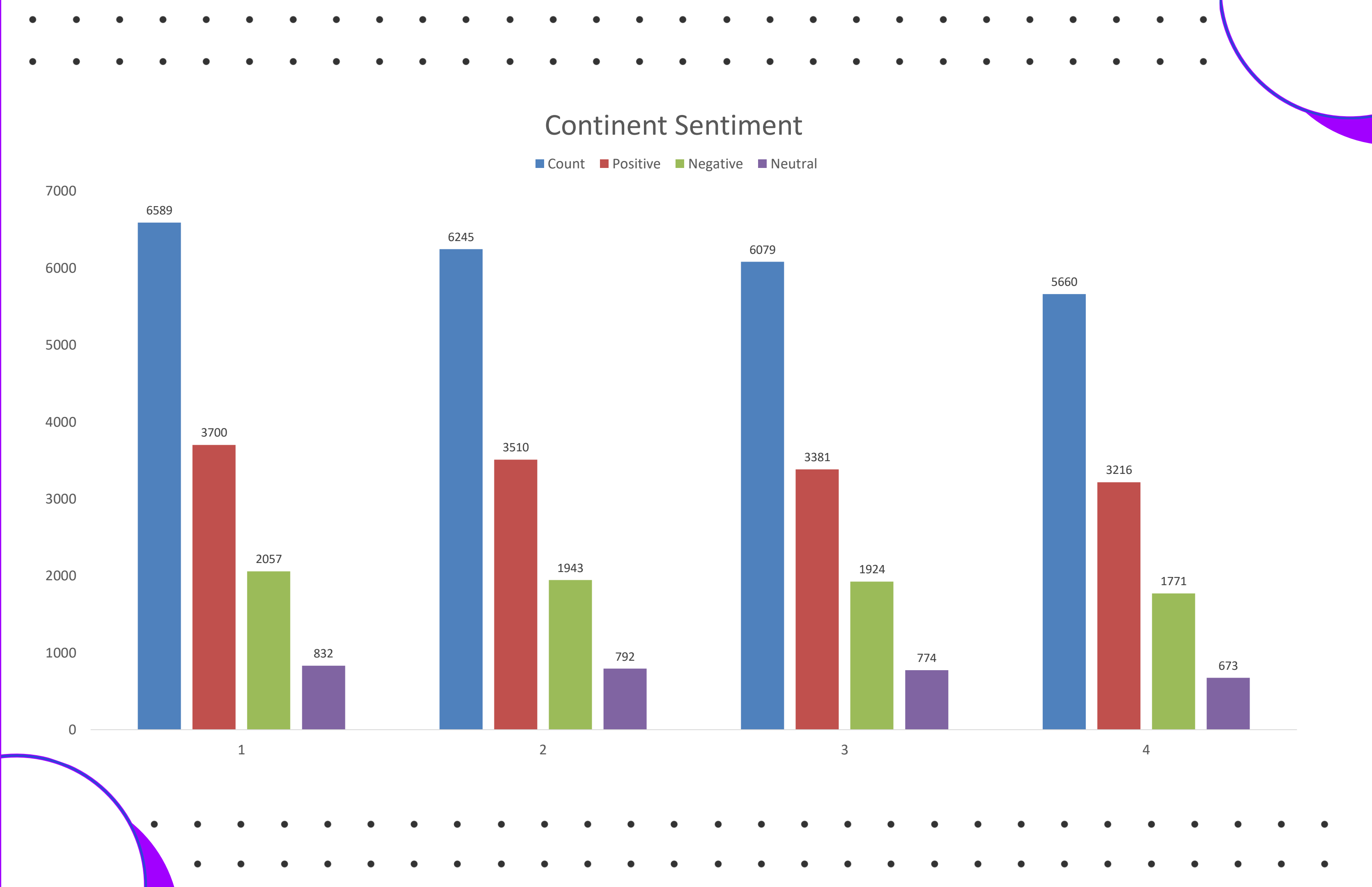16 Unique Categories

Animal Is Most Favorite Category

May with most number of Post

Most Popular Categories

Continent Sentiment

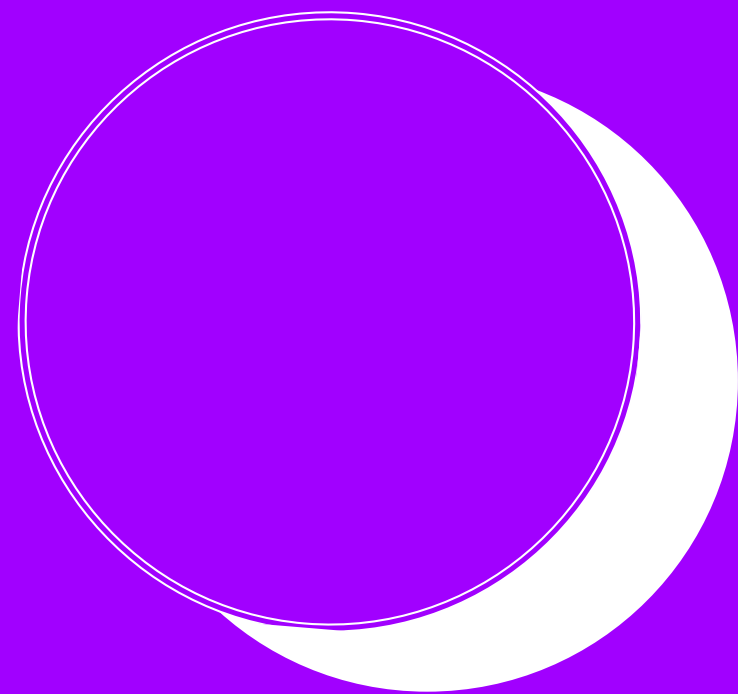■ Count ■ Positive ■ Negative ■ Neutral

Summary

- ✓ There are a total of 16 unique categories out of which animals and cooking are top one.
- ✓ In content there are 4 types- Photo, video, Gif, Audio out of which most people prefer photo and video.
- ✓ May month has the highest number of post in terms of months.

Conclusion

- ➢ Should Focus more on the top 5 categories.
- ➢ Need to maximize in the month of January, May, August and December as their no of posts are highest in months.

Thank you!

ANY QUESTIONS?