



Social Buzz Trends Analysis

By Rohan Singh Rawat



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 began a 3 month POC focusing on these tasks:

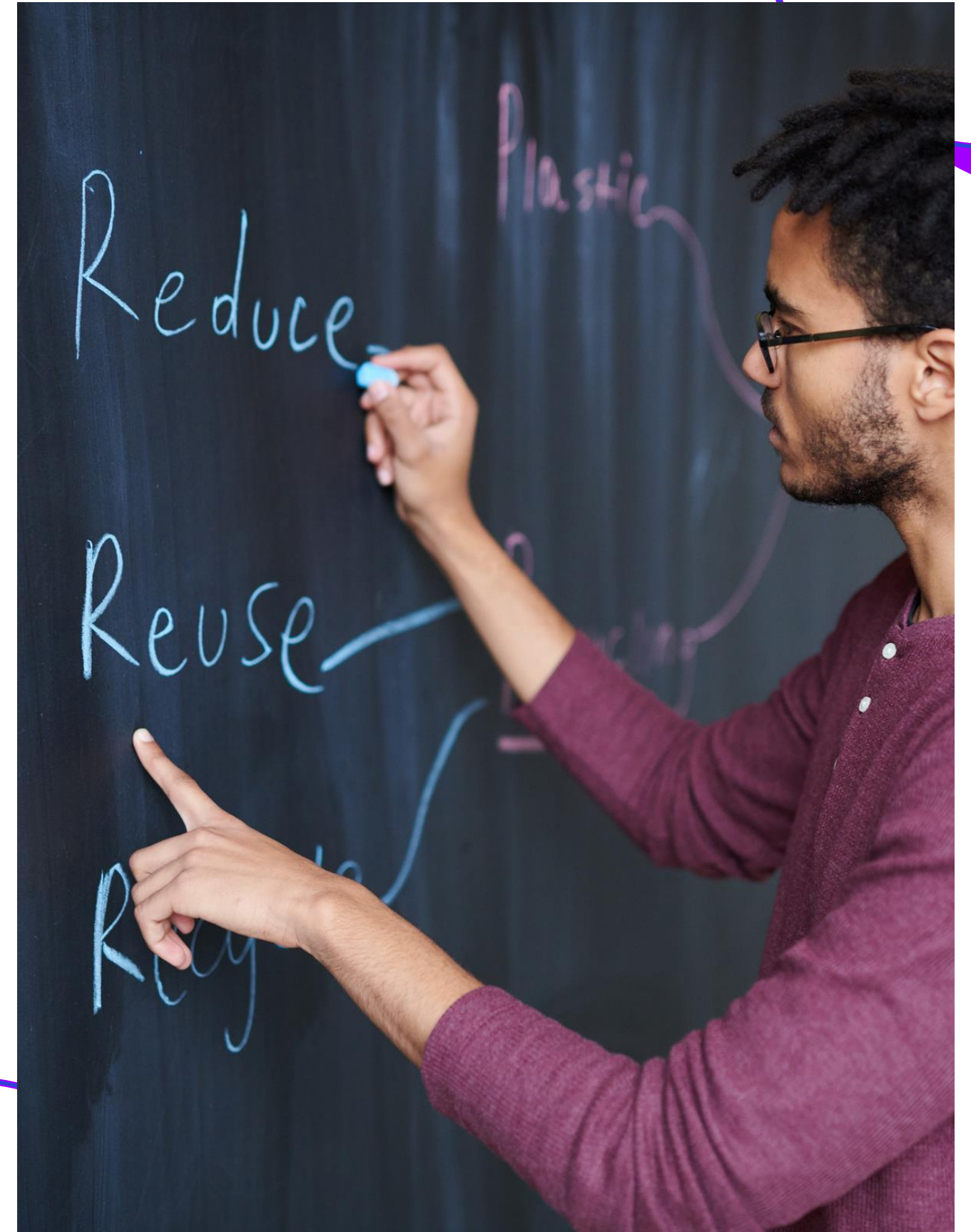
- An audit of Social Buzz's big data practice.
- Recommendations for a successful IPO.
- Analysis to find Social Buzz's top 5 most popular categories of content.

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

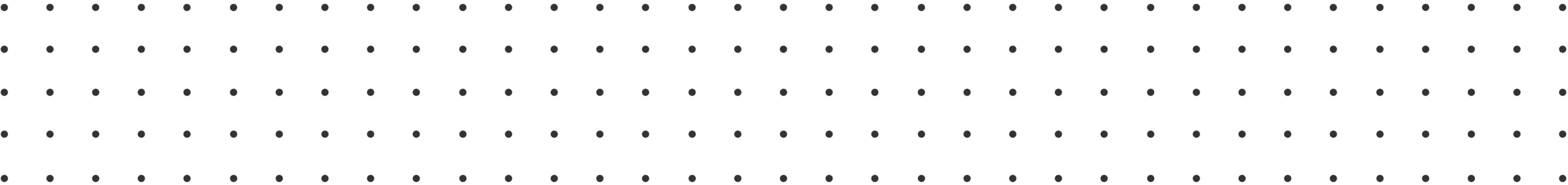
16 Unique Categories

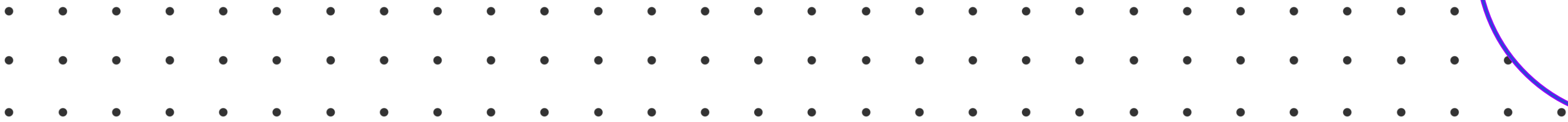


Animal Is Most Favorite Category

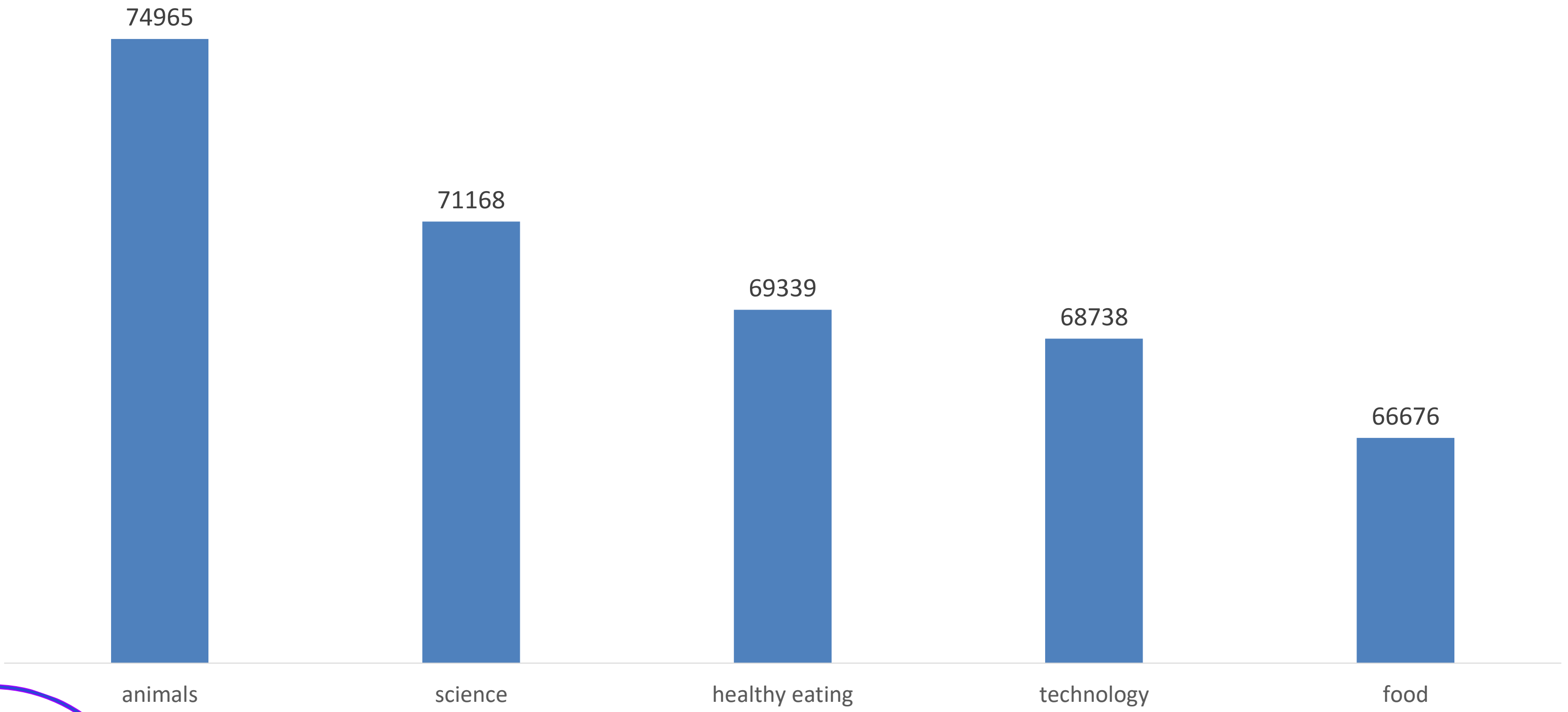


May with most number of Post

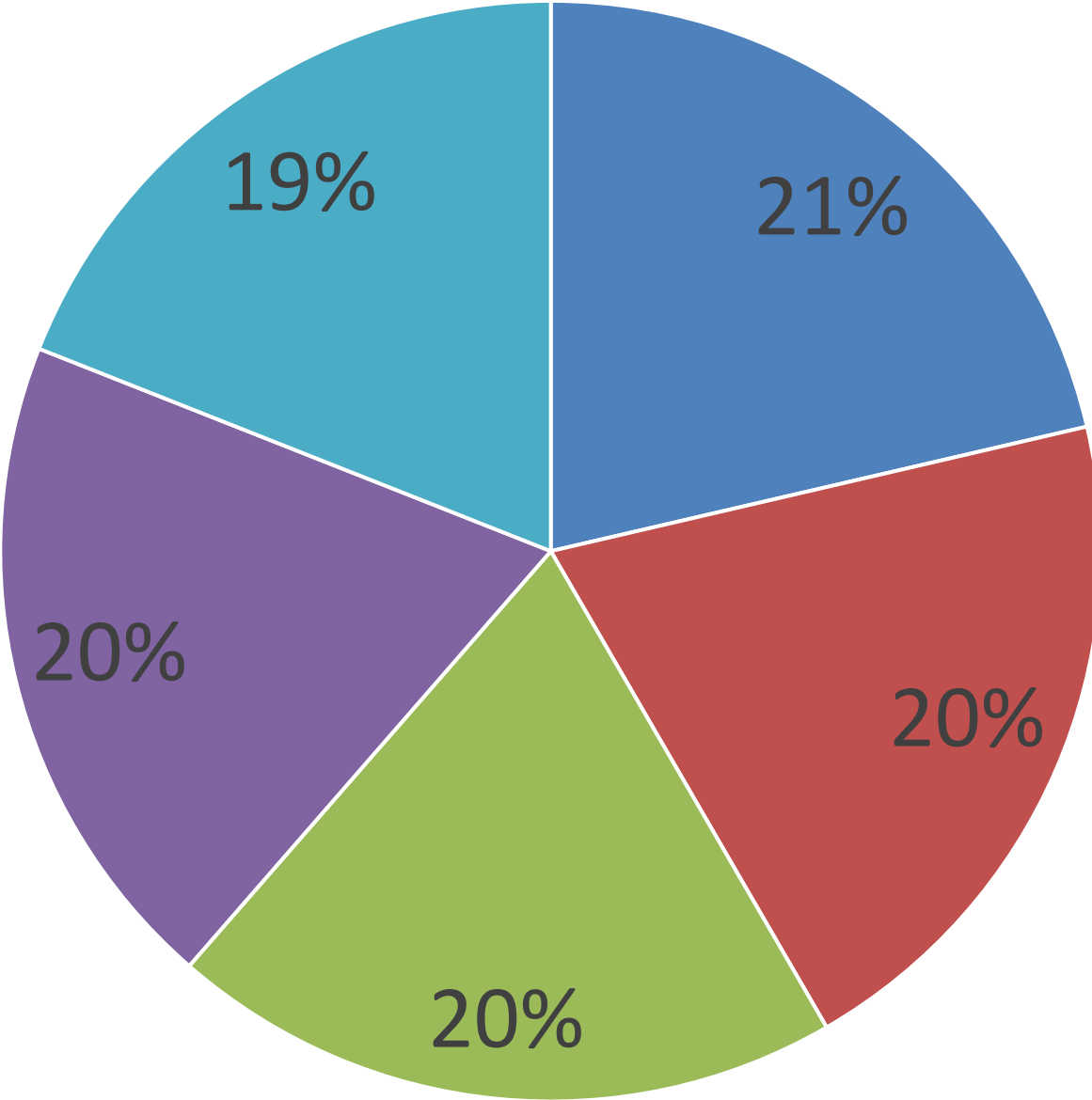




Most Popular Categories

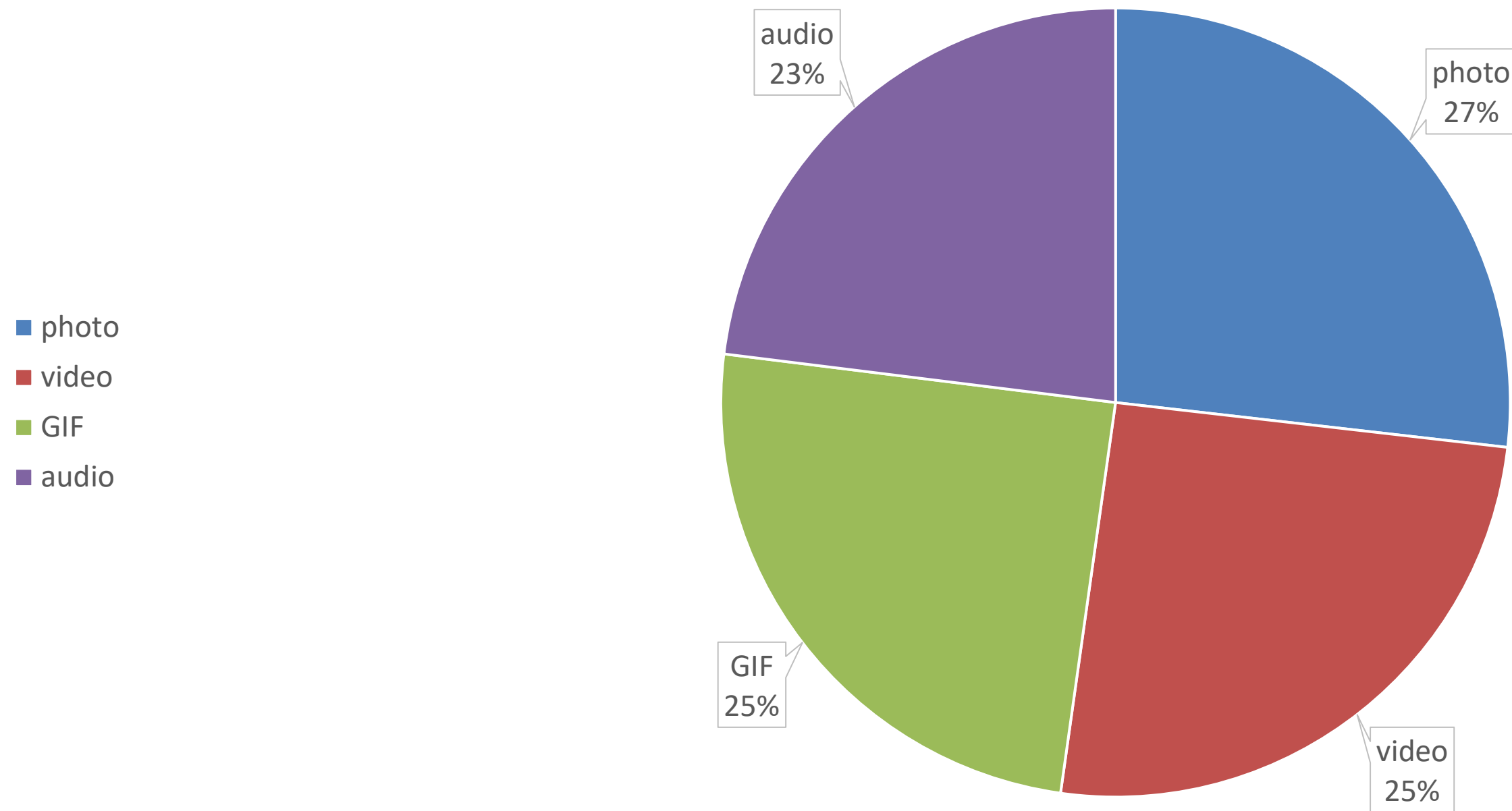


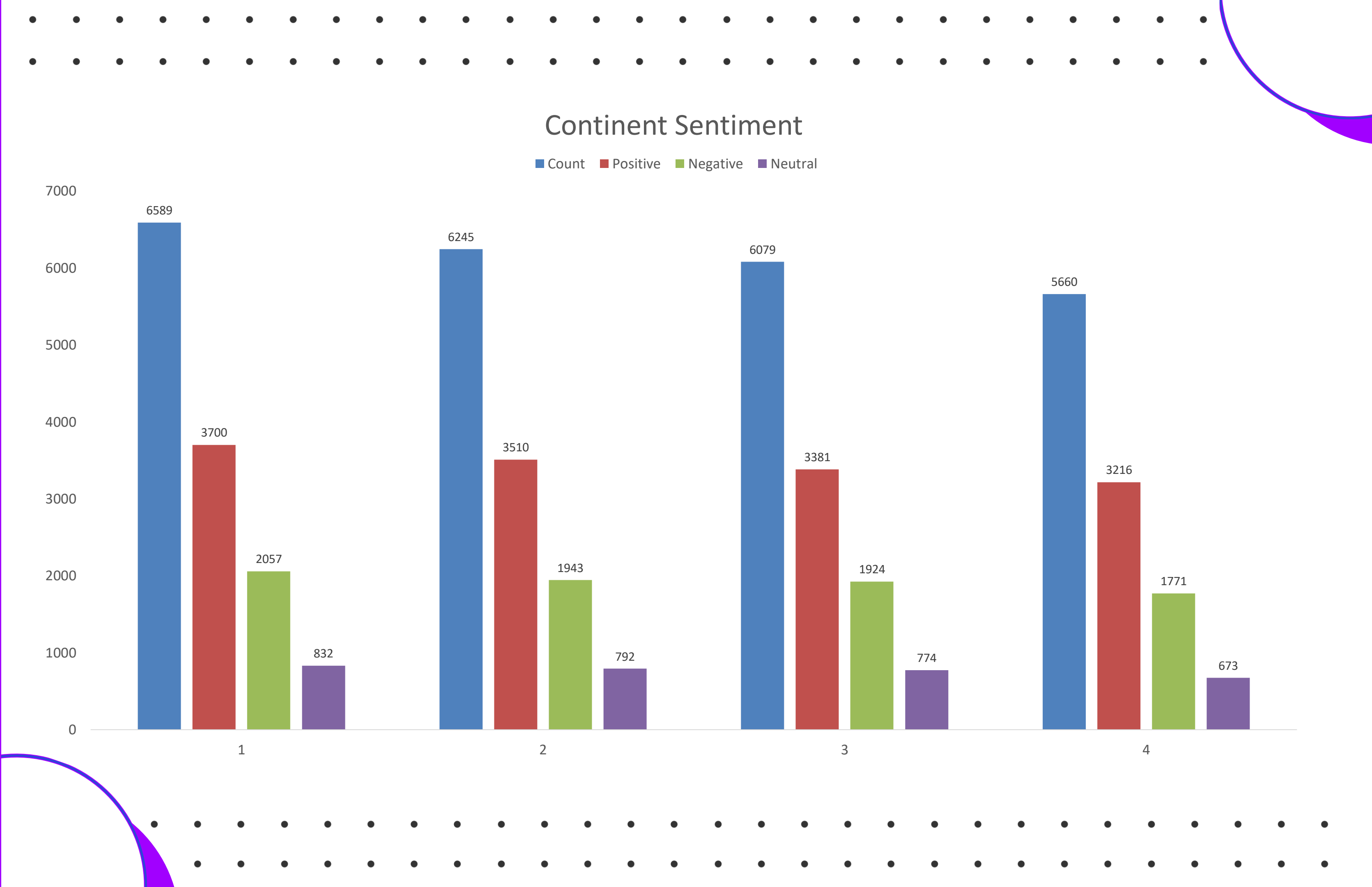
Popularity (%) share from Top 5 categories



- animals
- science
- healthy eating
- technology
- food

Most Likely content Type





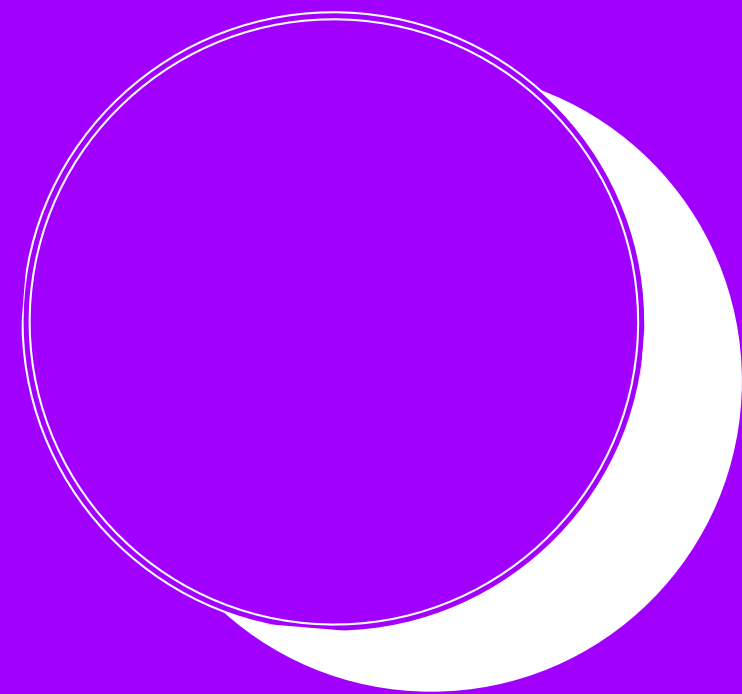
Summary



- ✓ There are a total of 16 unique categories out of which animals and science are top one by score.
- ✓ 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?