
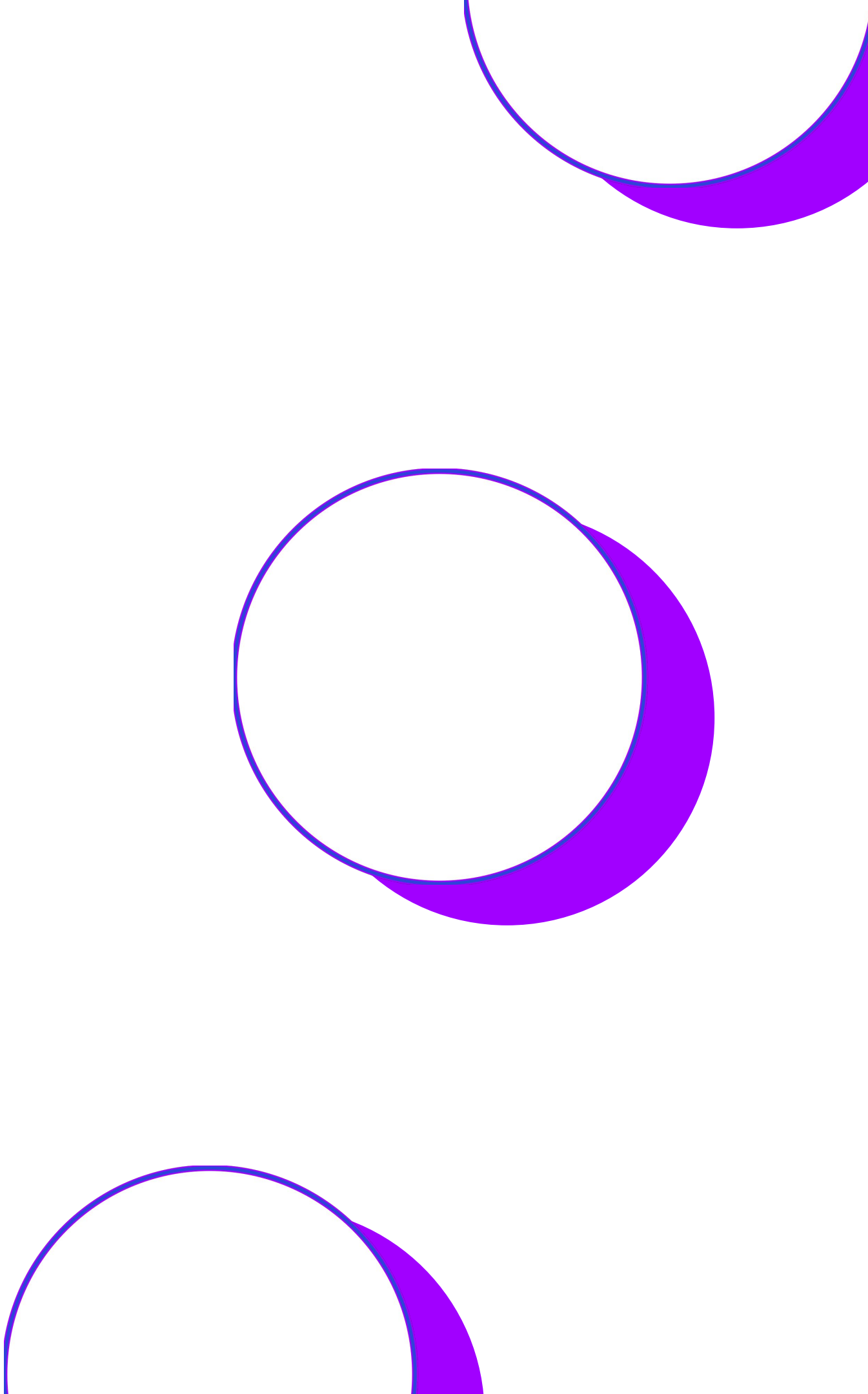


The graphic features a vibrant purple background with a white dot grid pattern. A large, bright blue circle is positioned on the left side, casting a dark blue shadow to its right. The text "Social Buzz Project Report" is centered within the blue circle in a white, serif font.

# Social Buzz Project Report



# 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**

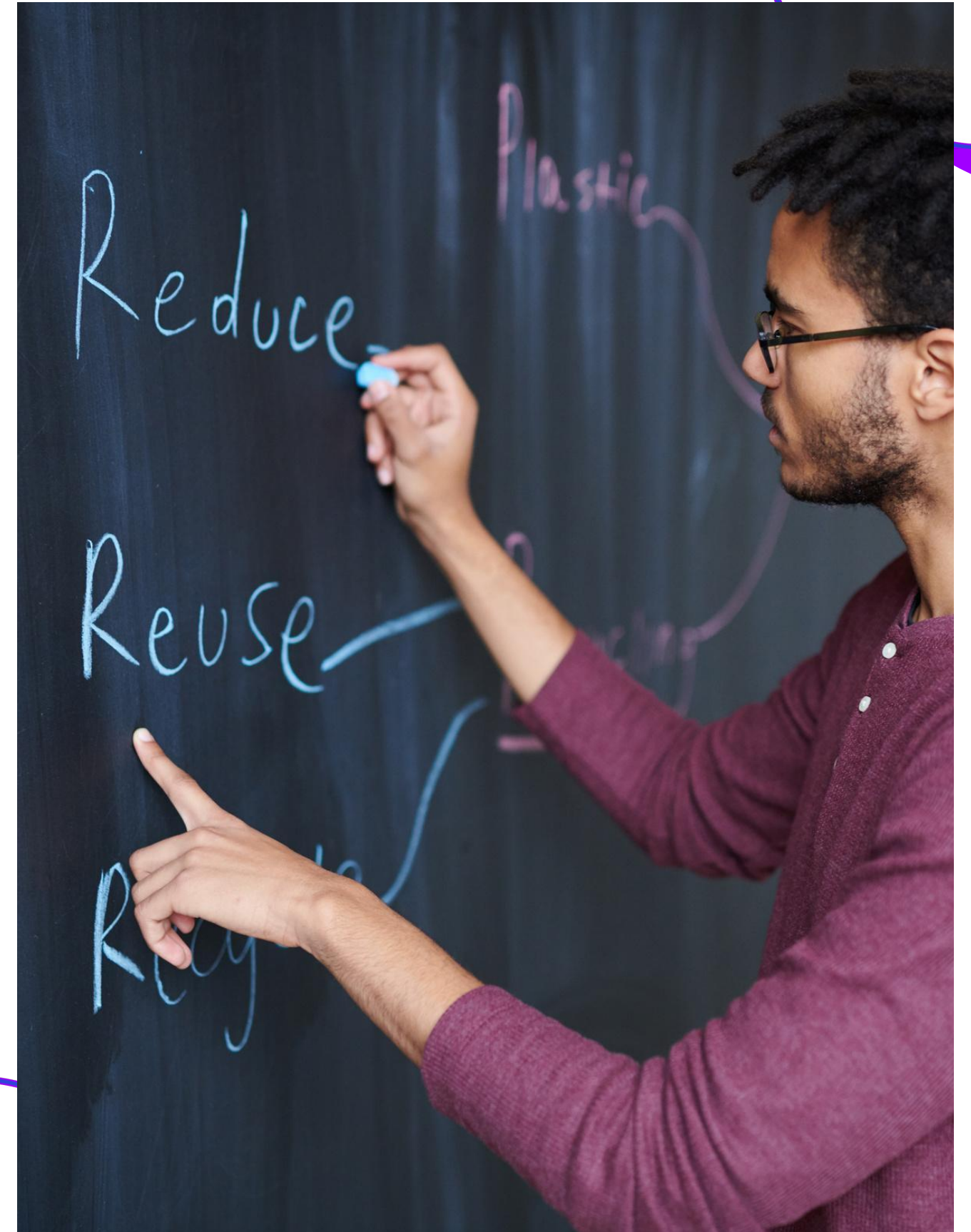
# Problem

- over 100000 posts per day

- 36,500,000 pieces of content per year!

- But how to capitalize on it when there is so much?

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



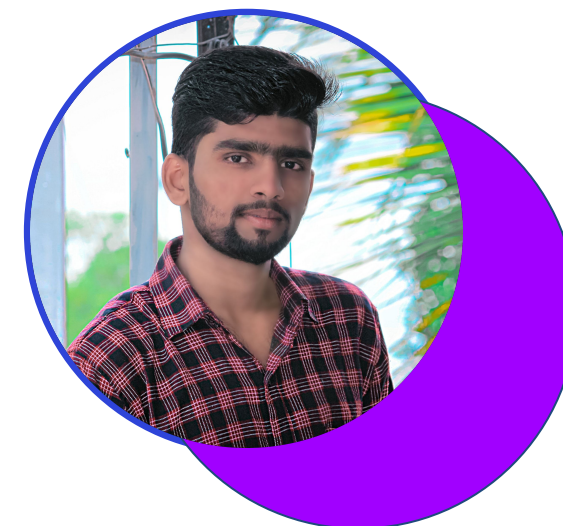
# The Analytics team



**Andrew Fleming**  
(Chief Technical Architect)



**Marcus Rompton**  
(Senior Principle)



**Sumit Jadhav**  
(Data Analyst)



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

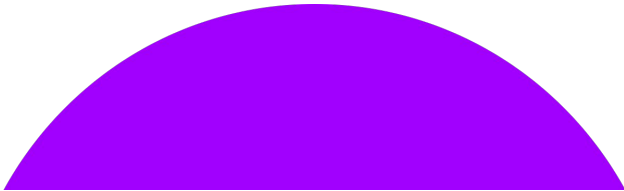
Data Analysis

5

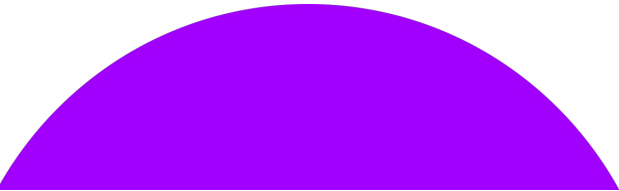
Uncover Insights

# Insights

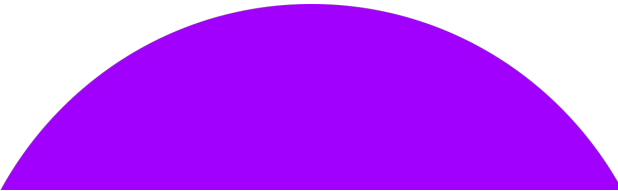
- Top 5 Content categories



- Unique categories

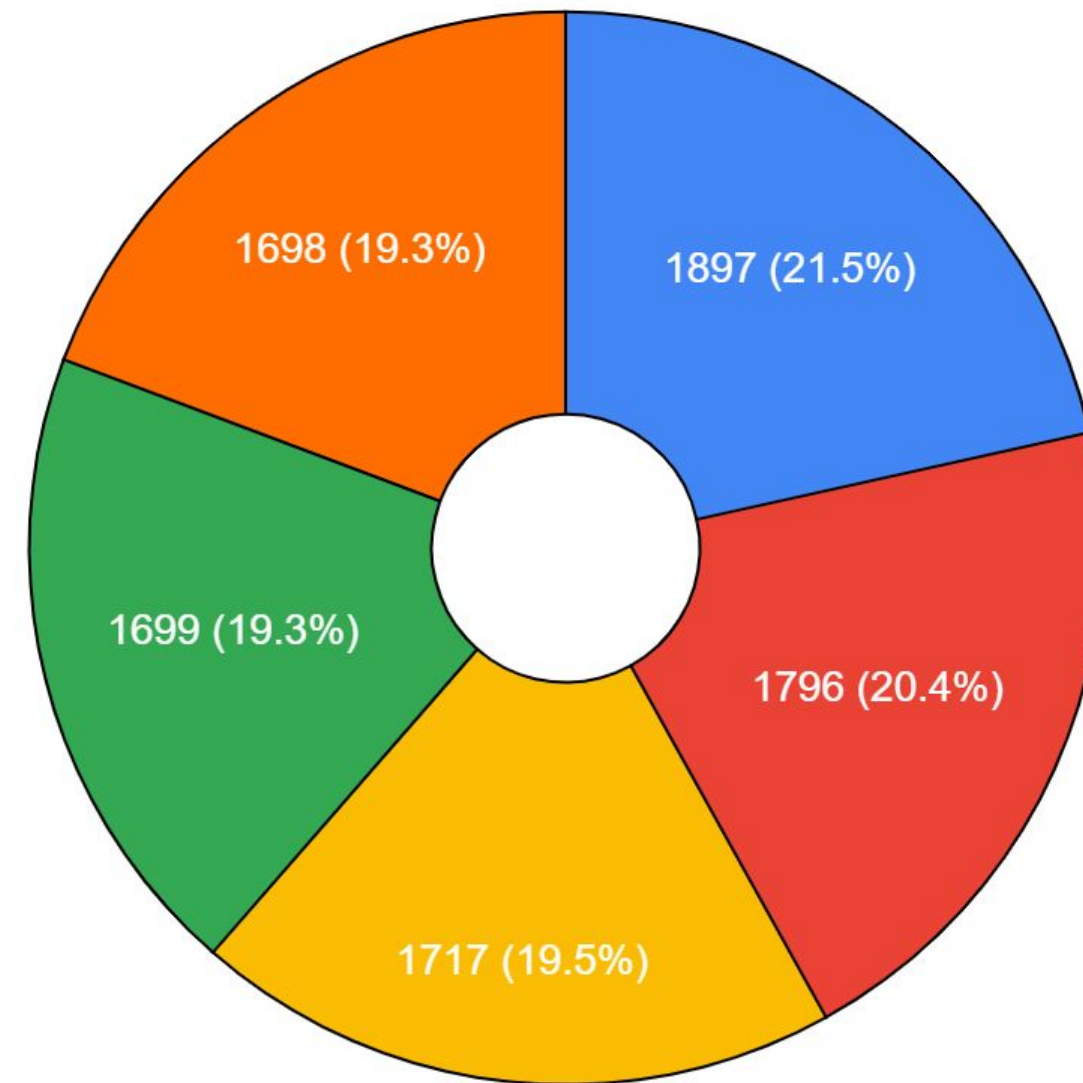


- Most popular reaction



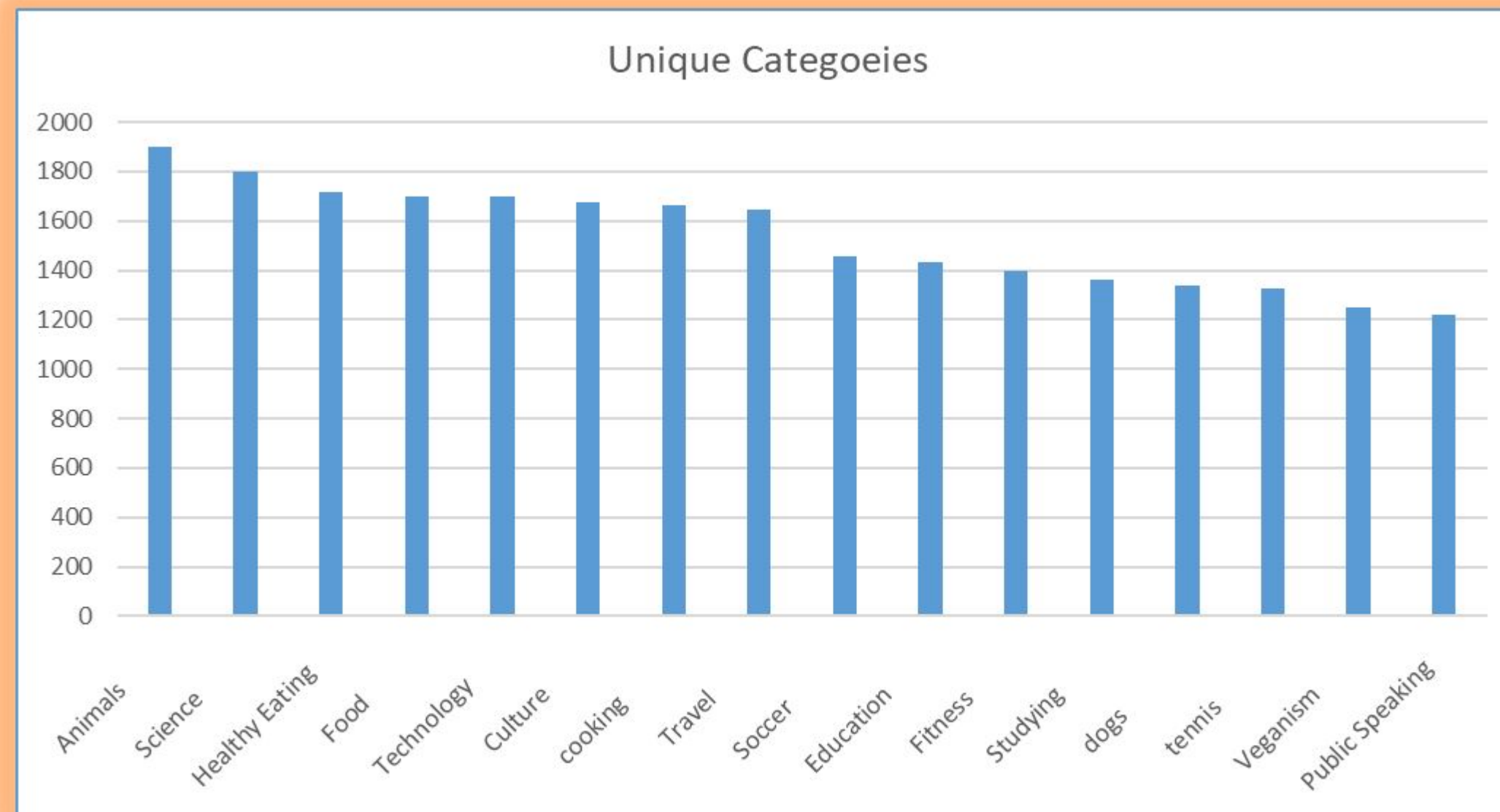
## Top 5 Categories

- Animals
- Science
- Healthy Eating
- Food
- Technology

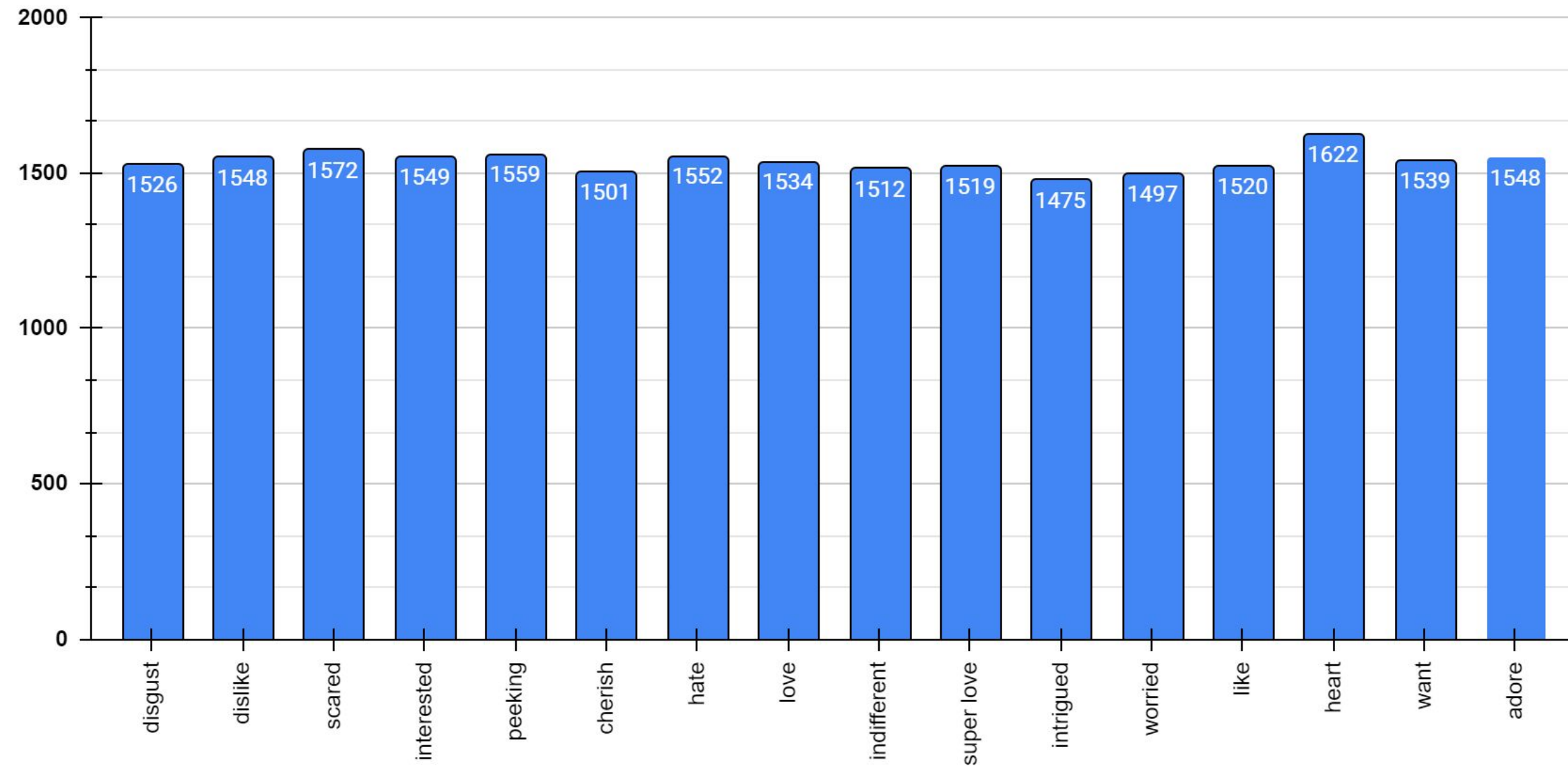




## Unique Categories



## Most Popular Reaction



# Summary



**objective:**the project is to analyze content data and provide actionable insights to the client

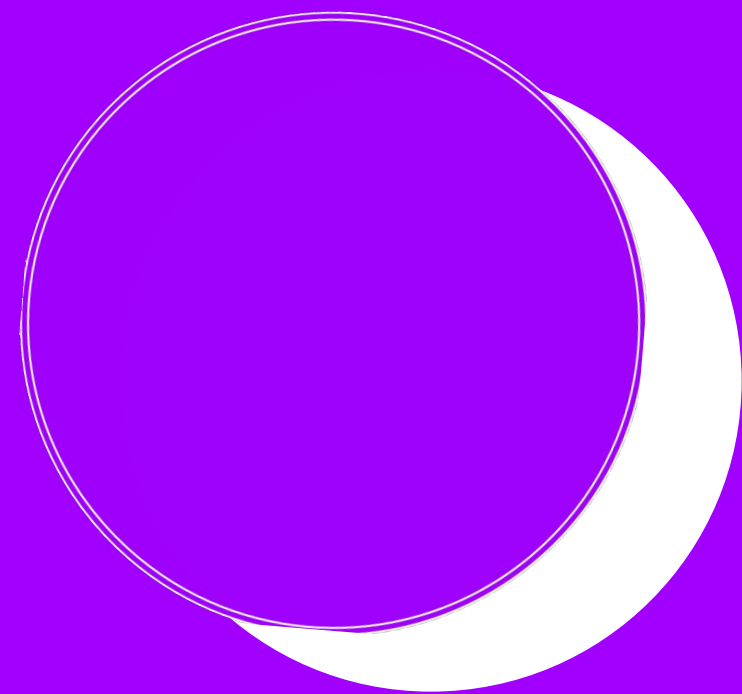
**Data Sources :** Content Data, ReactionType Data, Reactions Data

**Analysis and Insights :**

- Top 5 Content categories
- Unique categories
- Most popular reaction

**Visualization Recommendations:**

- Bar Charts
- Pie Chart



# Thank you!

ANY QUESTIONS?