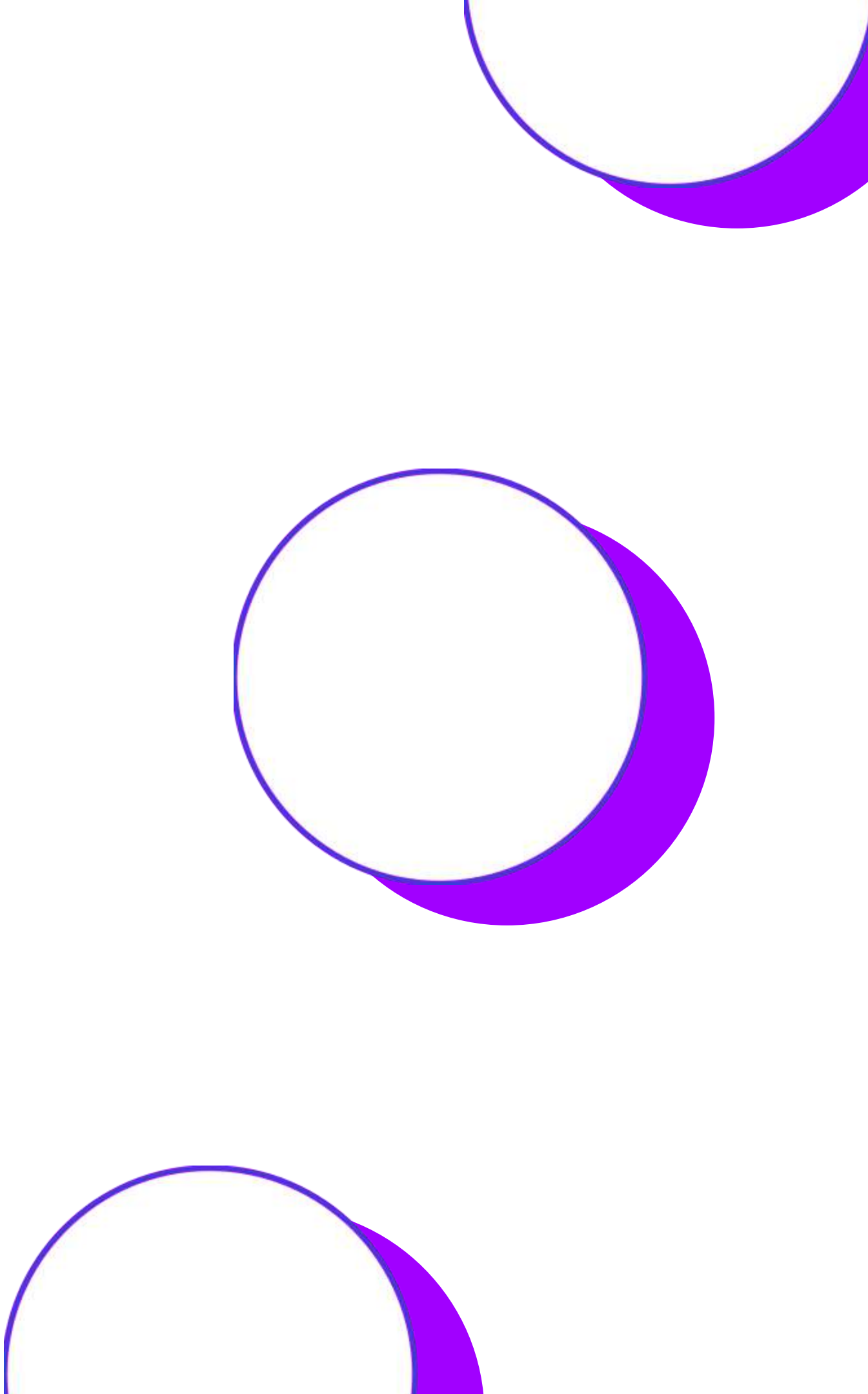


The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Social Buzz" are written in a large, white, sans-serif font, with "Analysis" written below it in a smaller, white, sans-serif font. The background of the entire image is a solid purple color. Overlaid on this purple background is a grid of small, white dots. The dots are arranged in a regular pattern, with some dots appearing to be slightly offset or faded, creating a sense of depth and movement. The overall design is modern and clean, with a strong color contrast between the blue, purple, and white.

Social Buzz Analysis

A decorative grid of small black dots arranged in a 10x10 pattern, located in the top-left corner of the slide.

Today's agenda

- Project recap
 - Problem
 - The Analytics team
 - Process
 - Insights
 - Summary
- 
- Three large, stylized purple circles are positioned on the right side of the slide. Each circle is partially filled with a vibrant purple color, creating a modern, abstract design element.

Project Recap

Social Buzz is a fast-growing technology unicorn that needs to adapt quickly to its 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

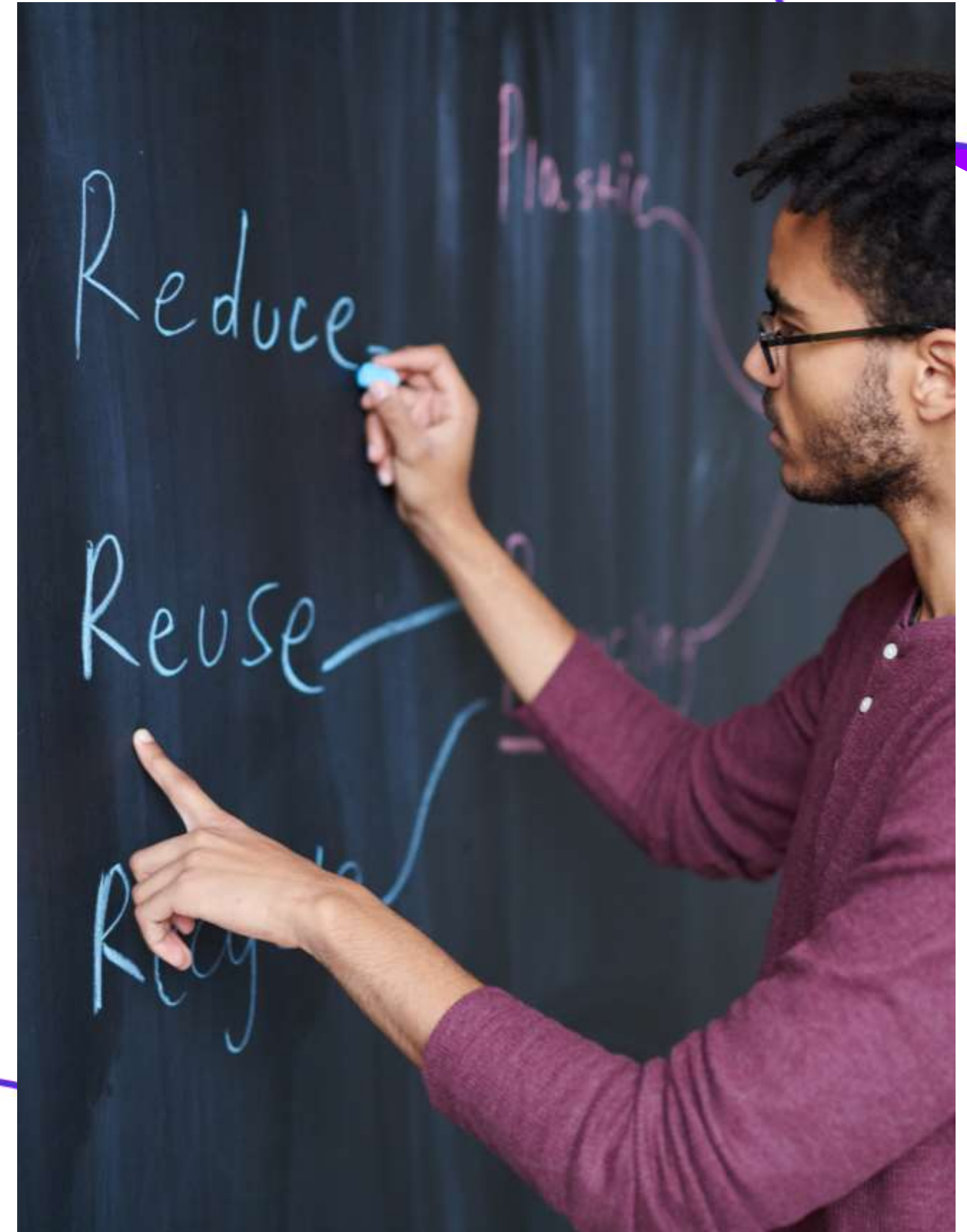
Business Challenge: Social Buzz is rapidly scaling across global markets and needs data-driven insights to ensure its content strategy aligns with user interests. As content engagement is a key driver of platform growth and valuation, identifying the most engaging content categories is critical.

Key Question:

Which content categories generate the highest engagement and sentiment from users?

Strategic Importance:

- ☐ Enables data-informed content and marketing strategies
- ☐ Drives higher user engagement and retention
- ☐ Supports strategic decisions in preparation for IPO



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Sahil Jena
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Step 1: Merged all datasets using **VLOOKUP** (base = Reaction table)

Step 2: Cleaned dataset to include Category, Score, and Date

Step 3: Calculated total sentiment score per category using **SUMIF**

Step 4: Counted total reactions per category using **COUNTIF**

Step 5: Extracted posting trends per month using **MONTH** and **YEAR** functions, and summarized with Pivot Tables

Insights

Total unique categories: **15**

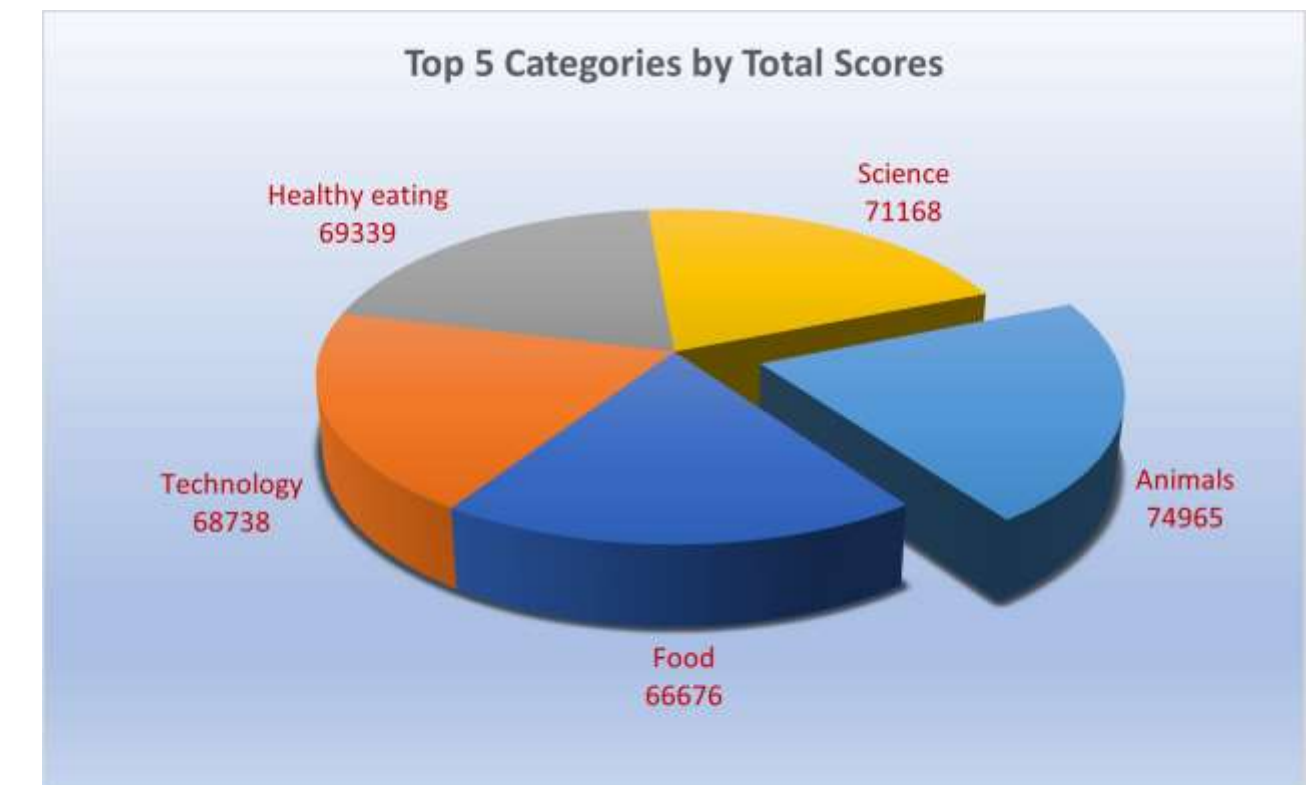
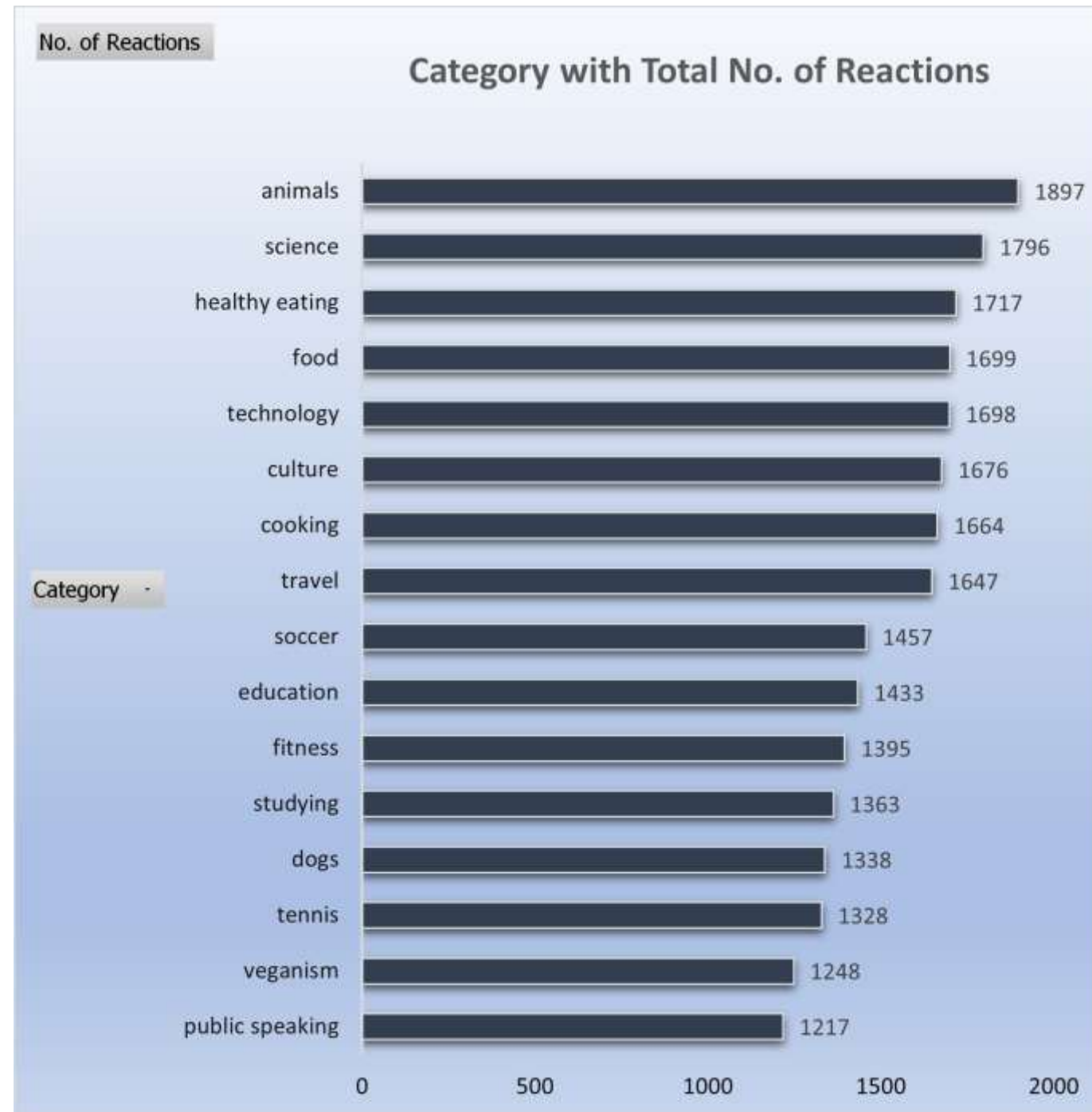


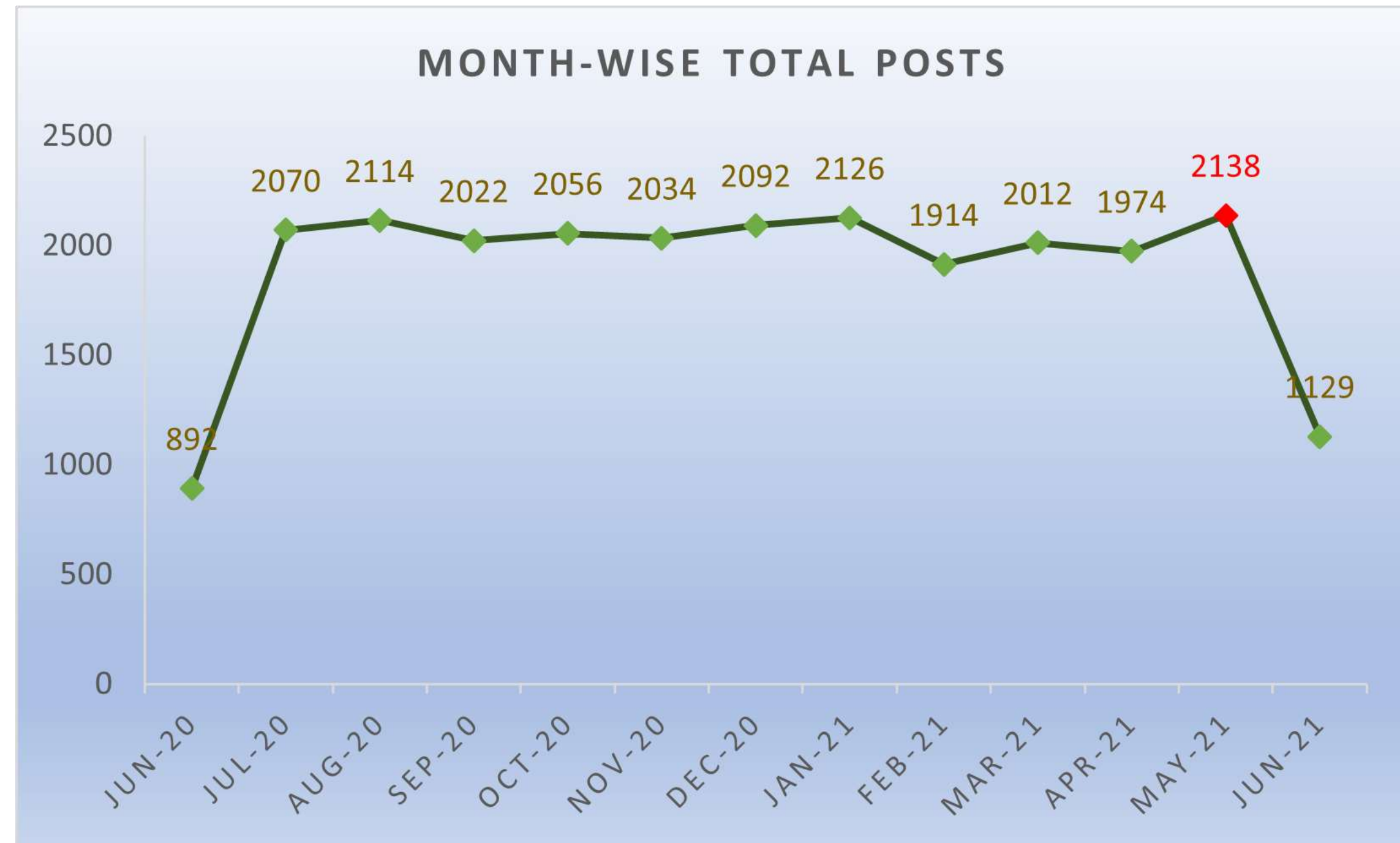
Category with Highest Number of Reactions:
Animals: **1,897** reactions



Month with the Most Posts:
May 2021 with **2,138** posts



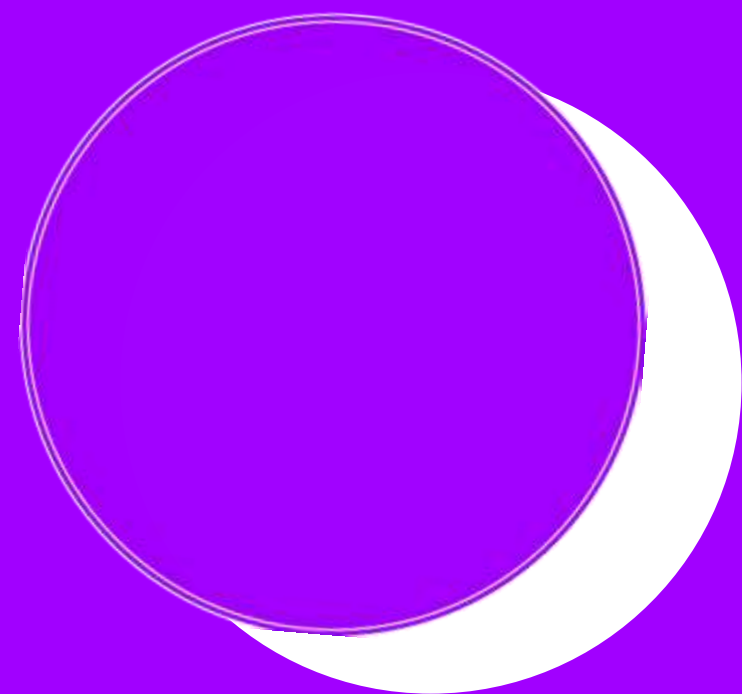




Summary



- **Animals** is the most engaging category both by score and reactions.
 - **15 unique content categories** identified across the dataset.
 - **Posting volume peaked in May 2021**, followed closely by Jan 2021 and Aug 2020
- Recommendation:**
- Prioritize top categories (Animals, Science, Healthy Eating).
 - Consider timing content around historically high-engagement months



ANY QUESTIONS?

Thank you!