The background is a vibrant purple field covered in a uniform grid of small white dots. A large, solid blue circle is positioned on the left side of the frame. Inside this circle, the words "Data Analysis" are written in a clean, white, sans-serif font. The text is centered within the circle. A subtle, darker blue shadow of the circle is visible beneath it, creating a sense of depth. In the top-left corner, there is a horizontal band of blurred, warm colors including orange, red, and yellow, which contrasts with the cooler purple and blue tones of the rest of the image.

# Data Analysis



# Today's agenda

1. Project recap
2. Problem
3. The Analytics team
4. Process
5. Insights
6. 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



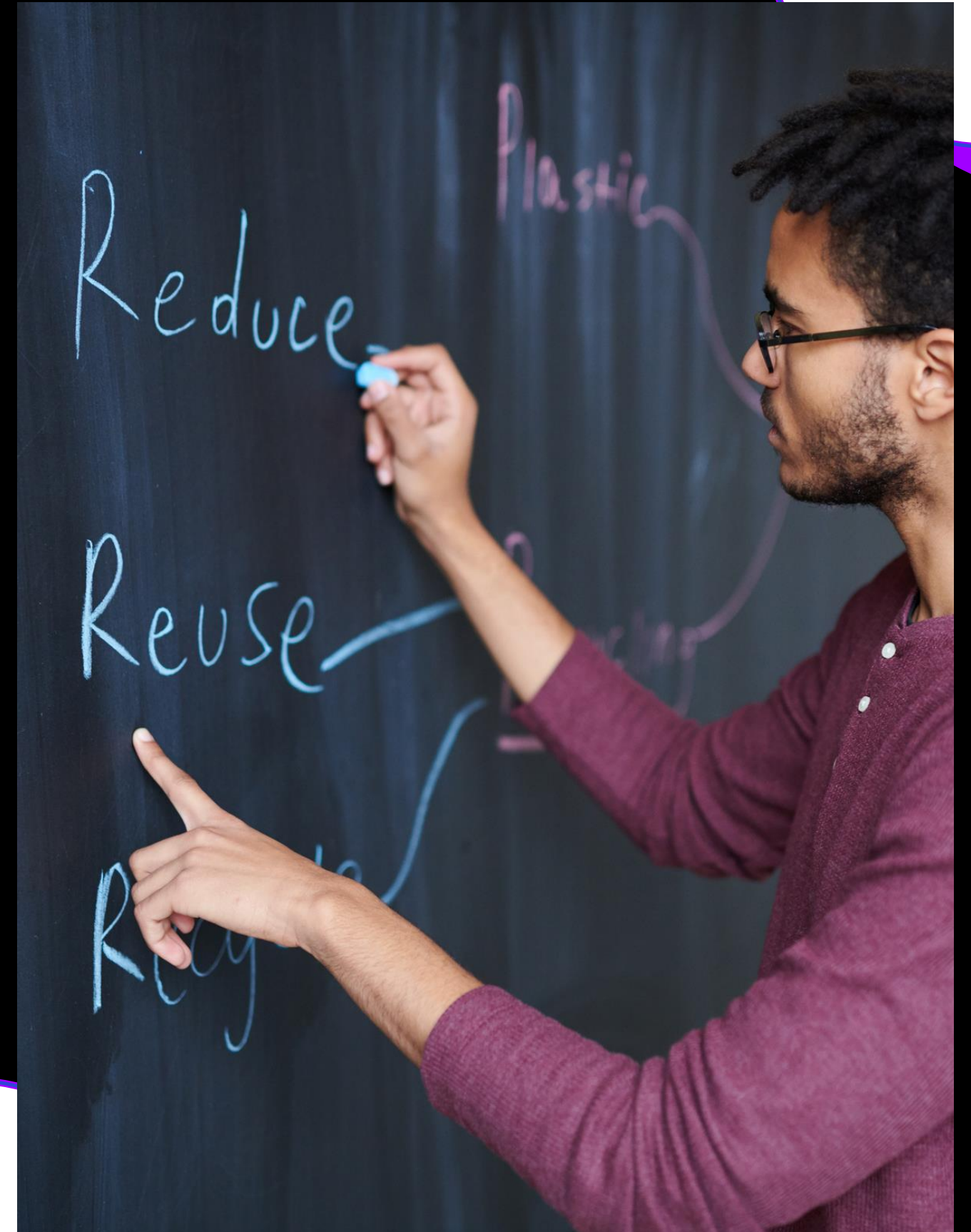
# Problem

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 Technology  
Architect



MARCUS ROMPTON  
Senior Principal



Sahil Singasane  
Data Analyst

# Process

1

**Data Understanding:** Understand the data model and domain of your business

2

**Data Extraction:** Architected what an ideal dataset should look like for this problem and extracted it from the relevant data sources

3

**Data Modelling:** Process and model the data into a dataset that can precisely answer the business questions and produce analytics.

4

**Data Analysis:** Use analytical expertise to uncover insights from the dataset and to produce visualizations to describe the insights.

5

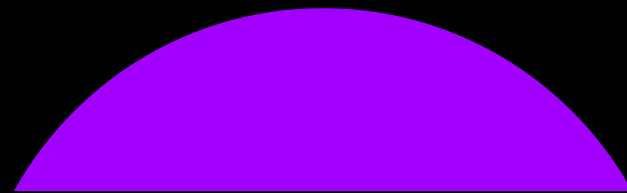
**Recommendations:** Use insights to unlock business decisions and make recommendations on next steps



# Insights

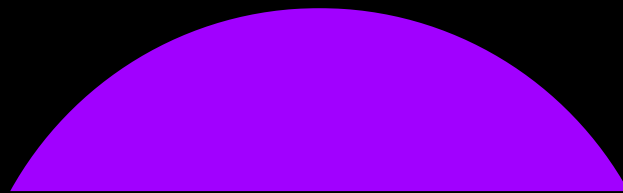
16

UNIQUE  
CATEGORIES



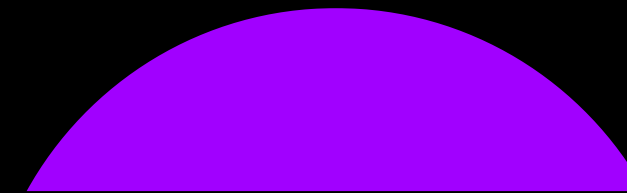
1897

REACTIONS TO "ANIMAL"  
POSTS

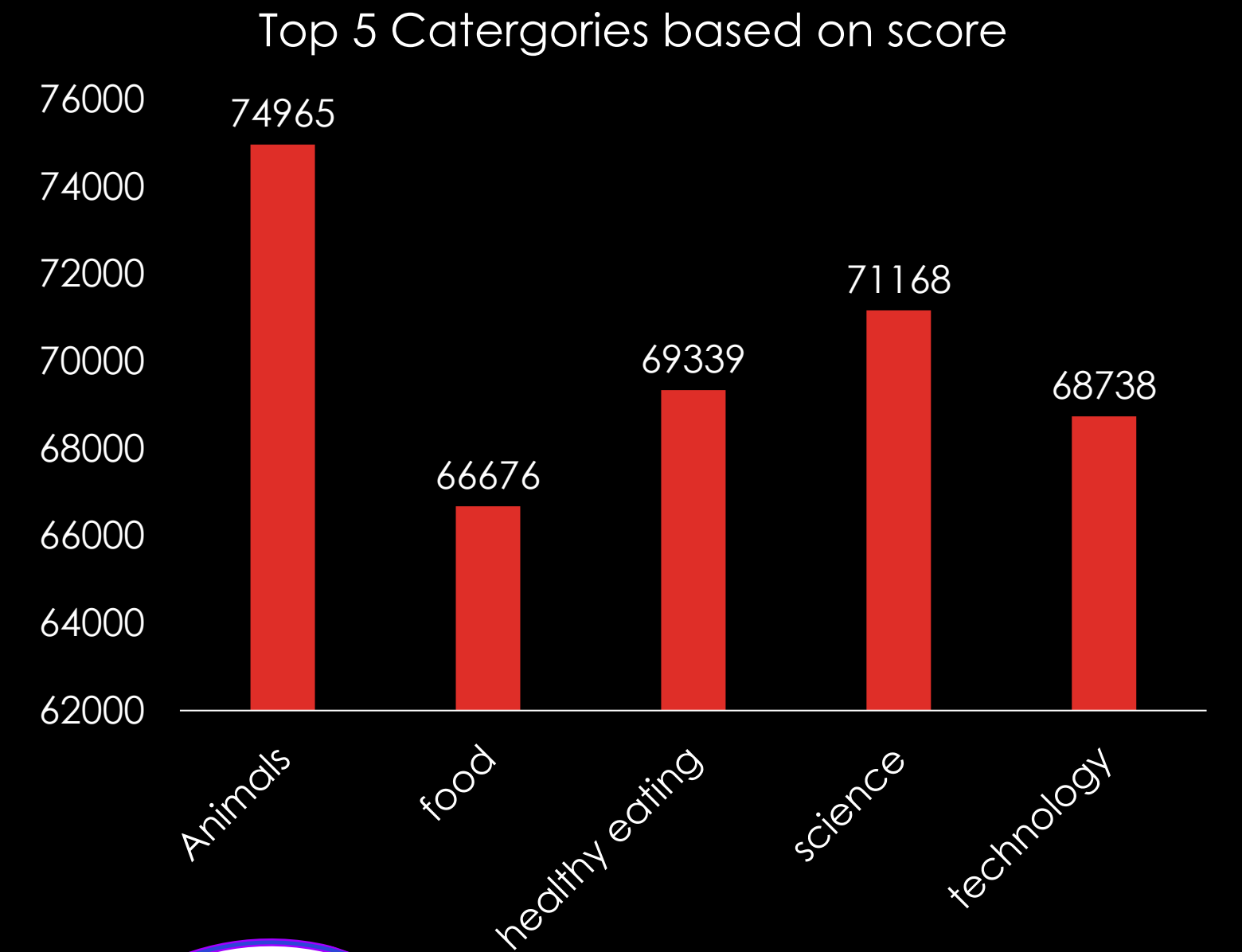


JANUARY

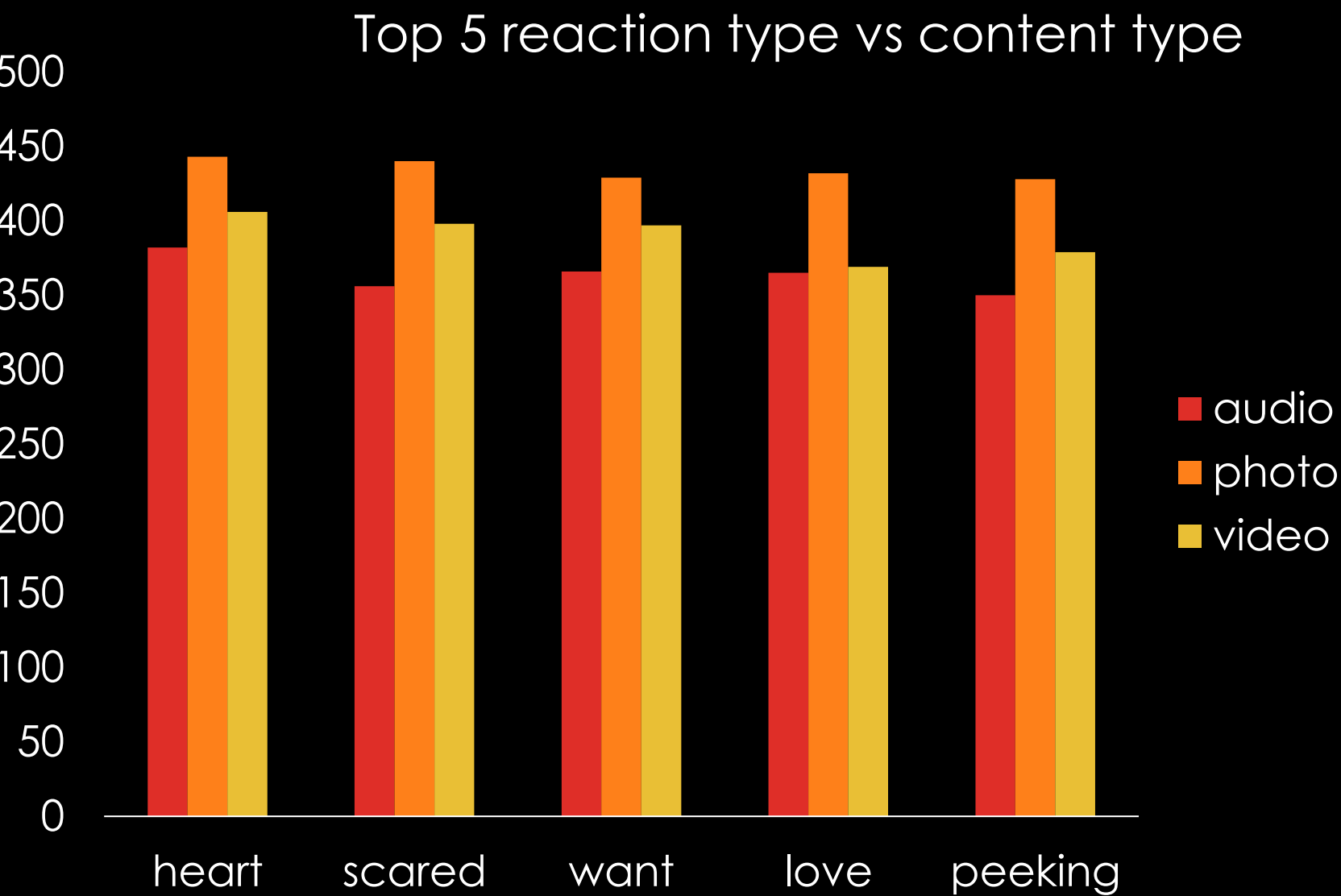
MONTH WITH  
MOST POSTS



According to our analysis, the top 5 content categories (ranked by popularity score) are **Animals, Science, Health Eating, Technology, and Food** in descending order.



For the top 5 categories, Photo is the most favored content type. This could indicate that users engage with this content on a recreational learning level.

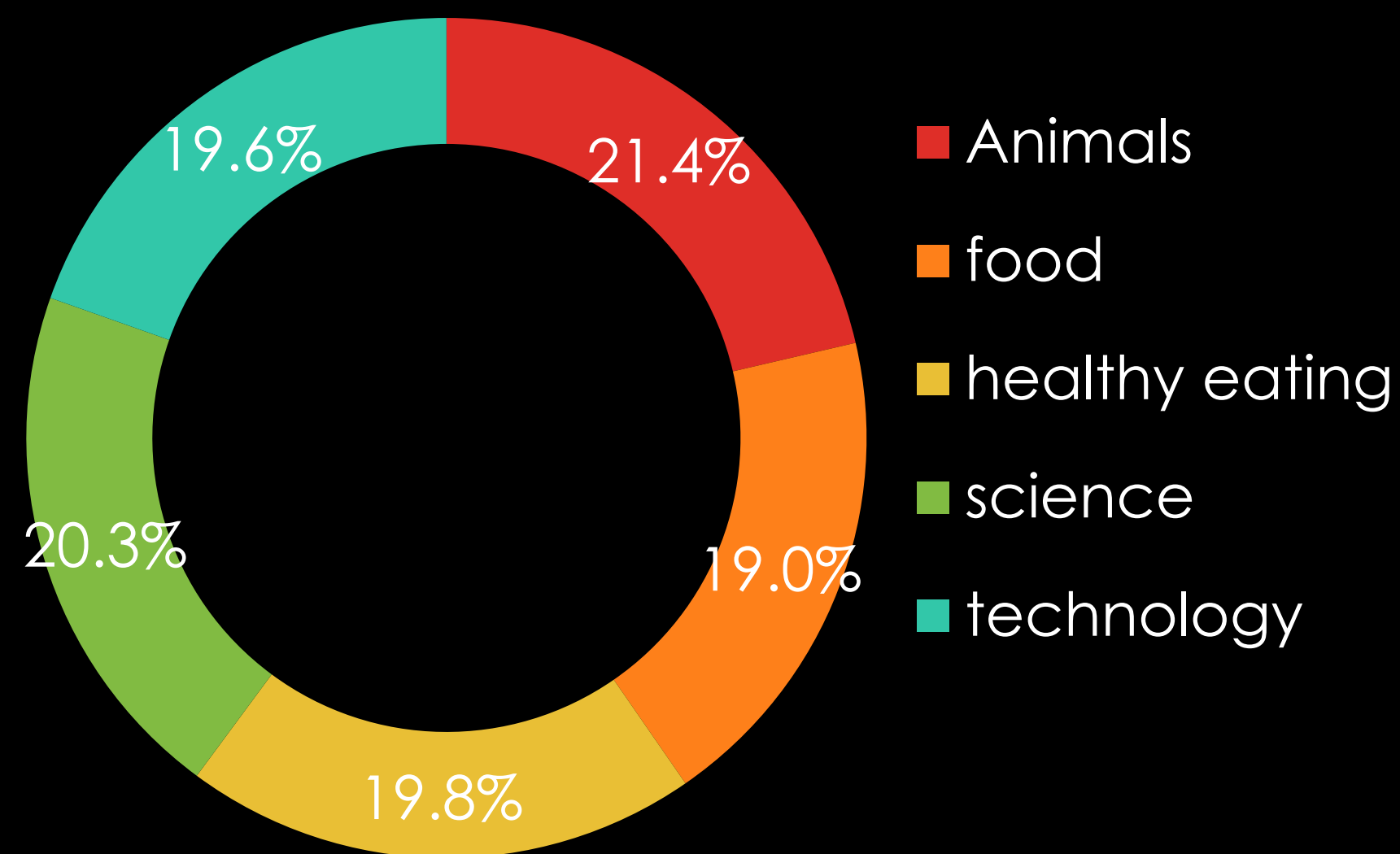




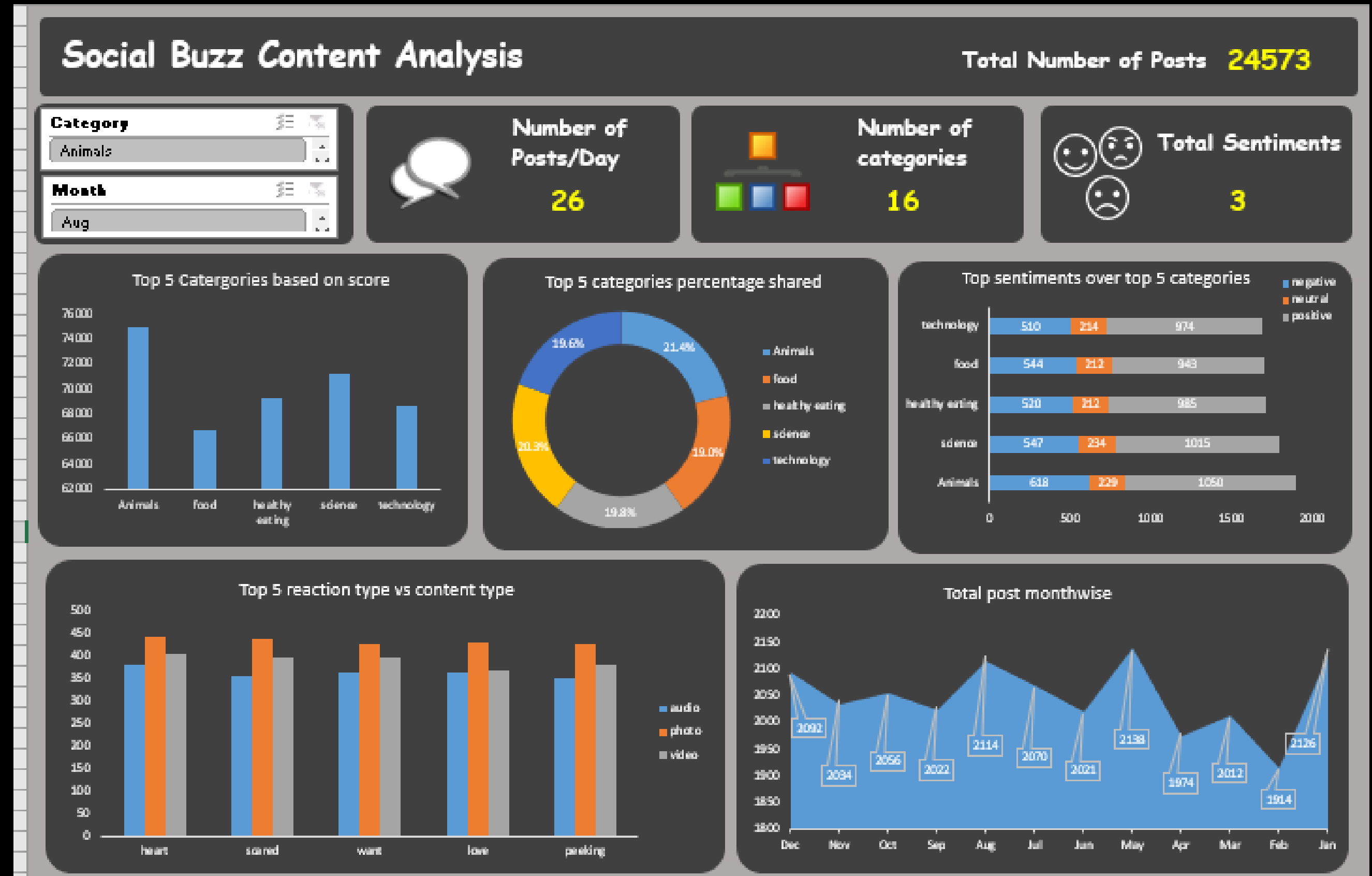
Additionally, you can see from this chart the % split of popularity between the top 5 categories. There is not much difference between each of them, animals outperforms science by 1.08%, healthy eating outperforms food by 0.76%, and science outperforms technology by 0.69%.

It is therefore highly likely these categories are intertwined with one another.

Top 5 categories percentage shared



# Dashboard



# Summary



## ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

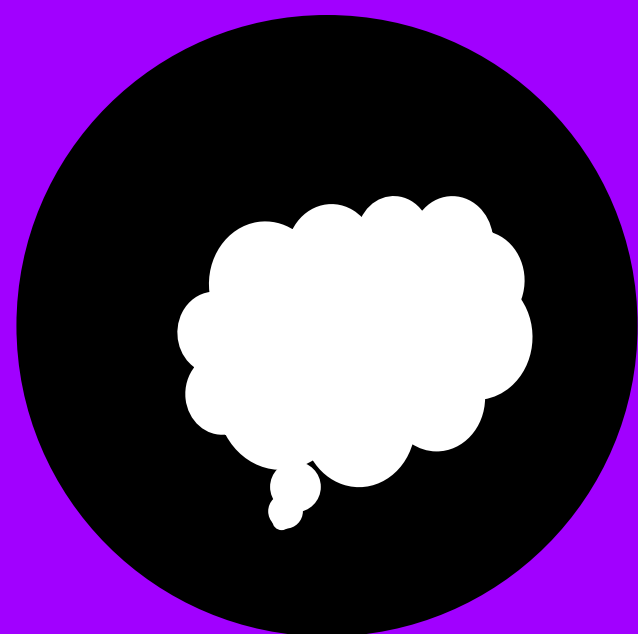
## INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

## NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.





Thank you!

ANY QUESTIONS?