



SOCIAL BUZZ



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 three 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

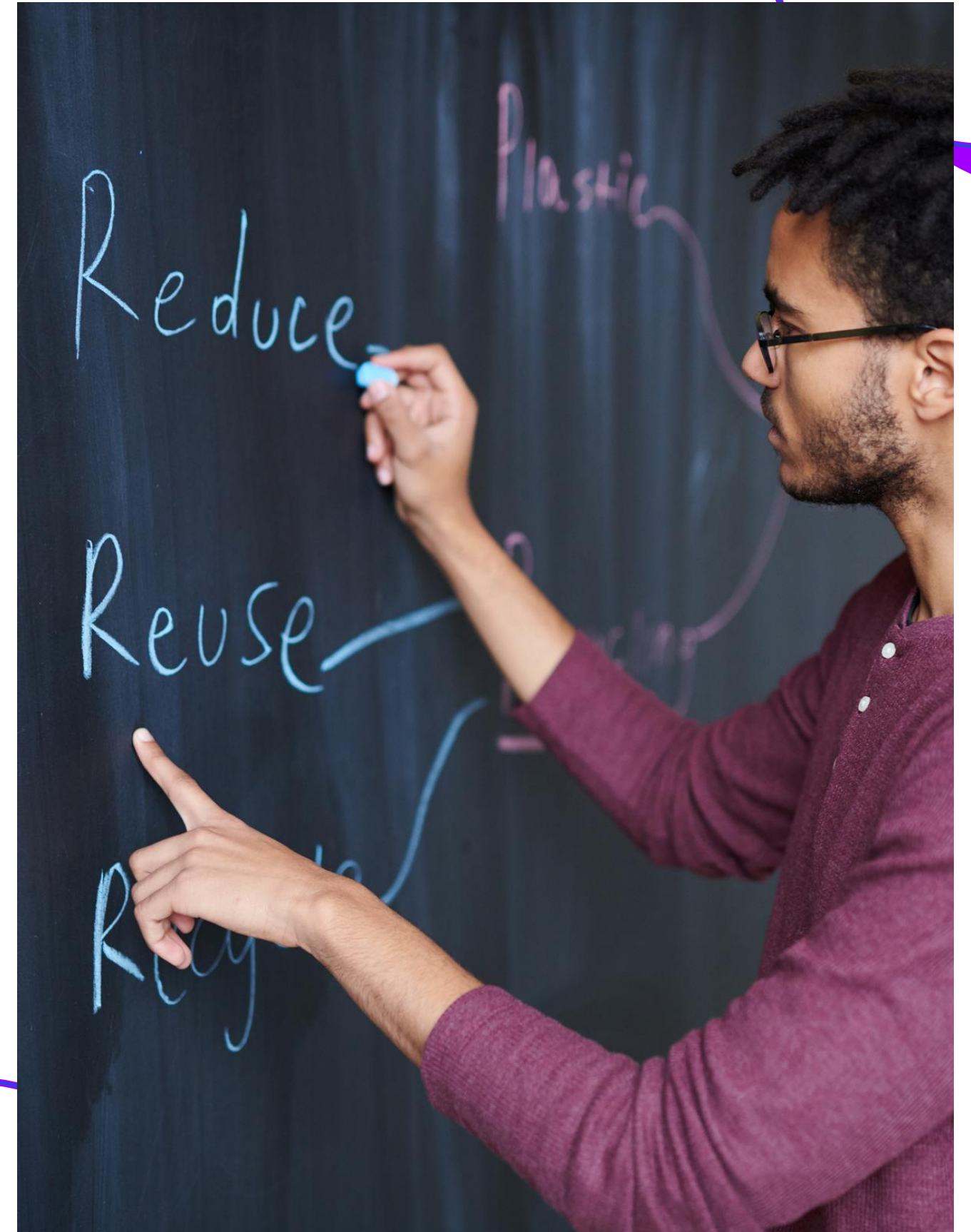
Problem

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 Artist



MARCUS ROMPTON
Senior Principle



SAMUEL
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique
Categories



1987

Reactions for the most
popular category
(Animal)

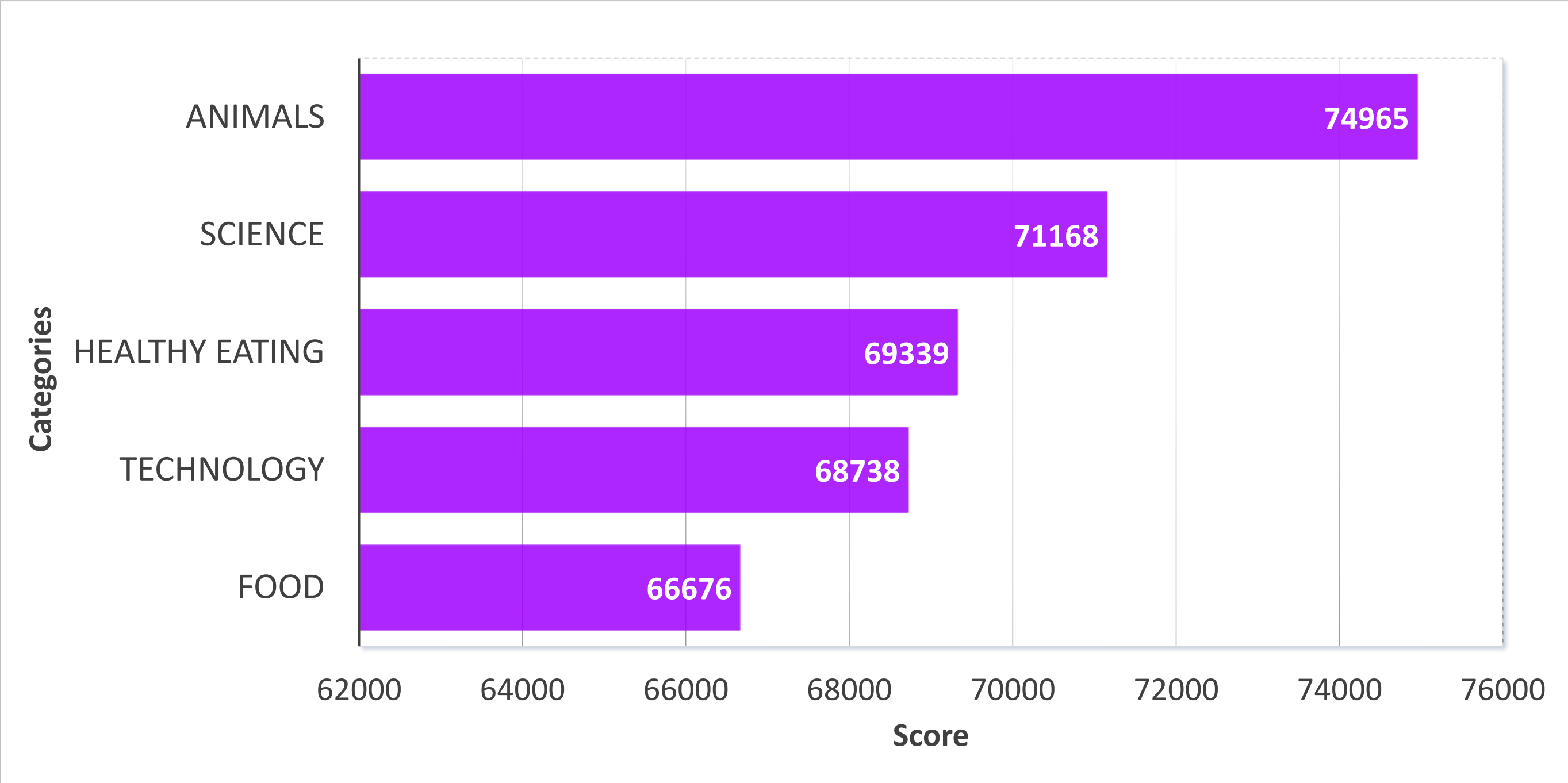


May

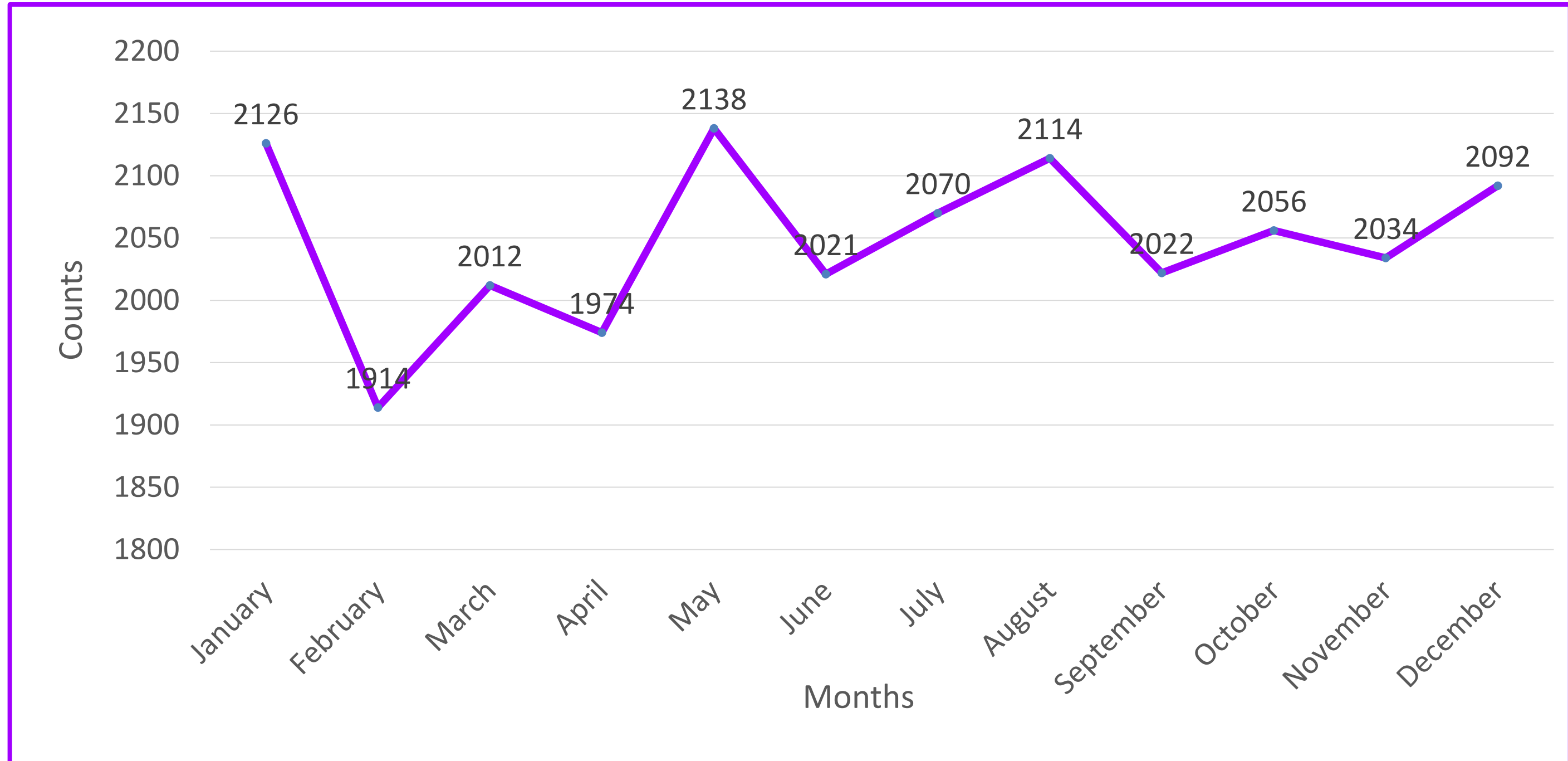
The month with most
posts



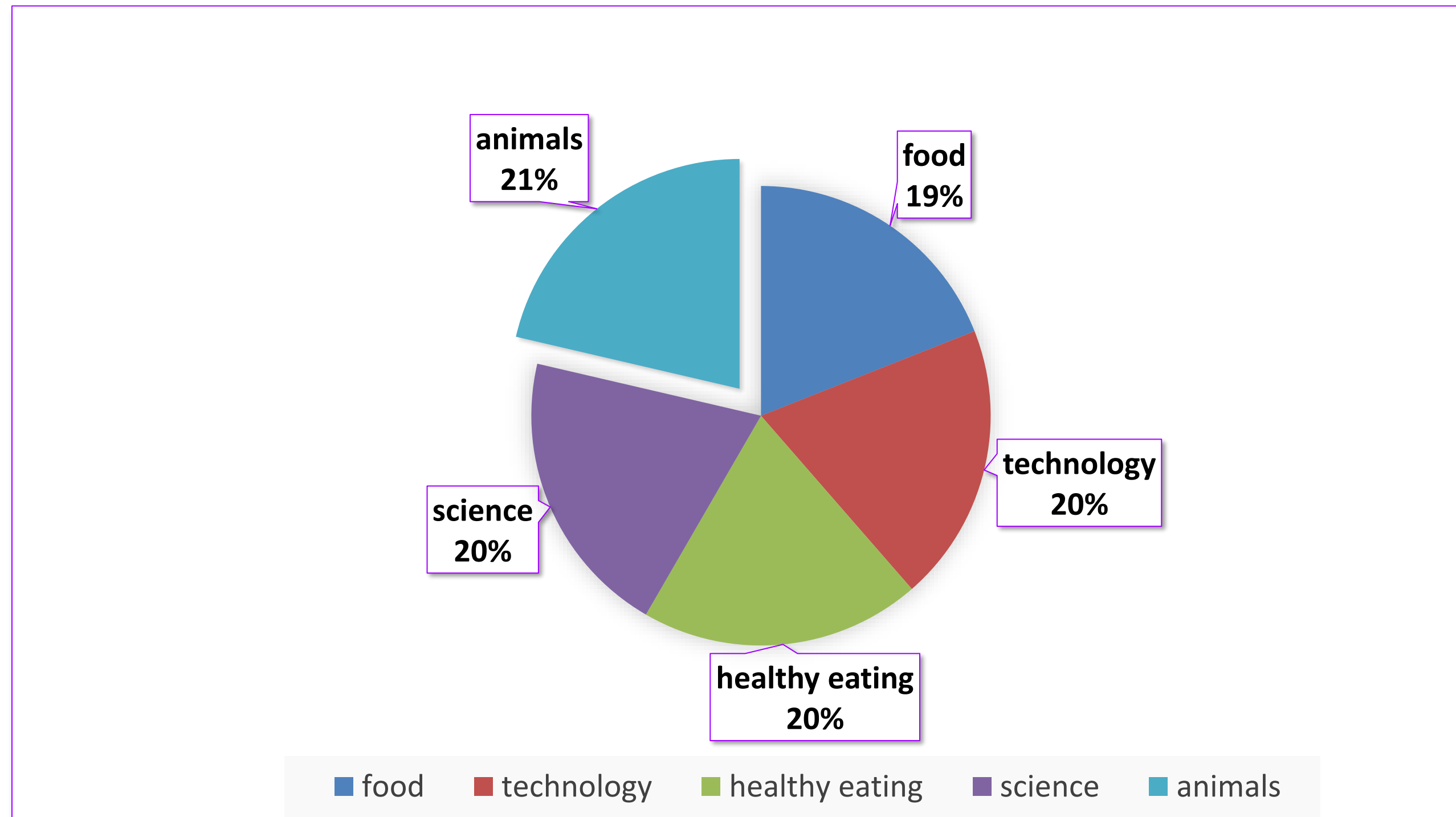
Top 5 Aggregate Category Score



Month wise Post Counts



Popularity Percentage share from top 5 categories



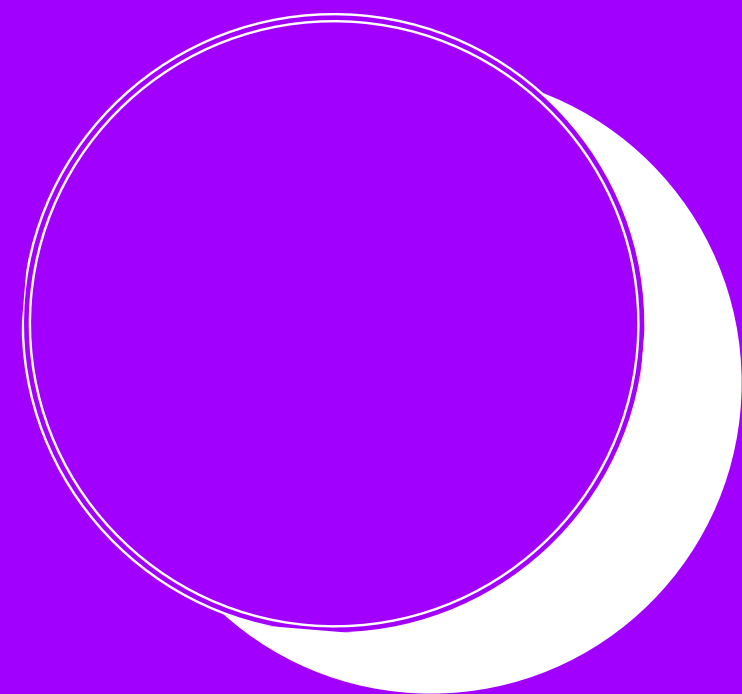
Summary



- There are total 16 distinct content categories. Out of which Animal is most popular content.
- May month has the most number of posts (2138 posts) while February month has the least number of posts (1914 posts)

Conclusion

- Social Buzz should focus on the top 5 categories that's Animal, Science, Healthy Eating, Technology, Food and target the audiences of those categories.
- Social Buzz need to maximize posts in the month of February and April because post counts are least.



Thank you!