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 03-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 fins Social Buzz's top 5 most popular categories of content

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Sandeep Prajapat
Data Analyst

Process

1 **Data Understanding**

2 **Data Cleaning**
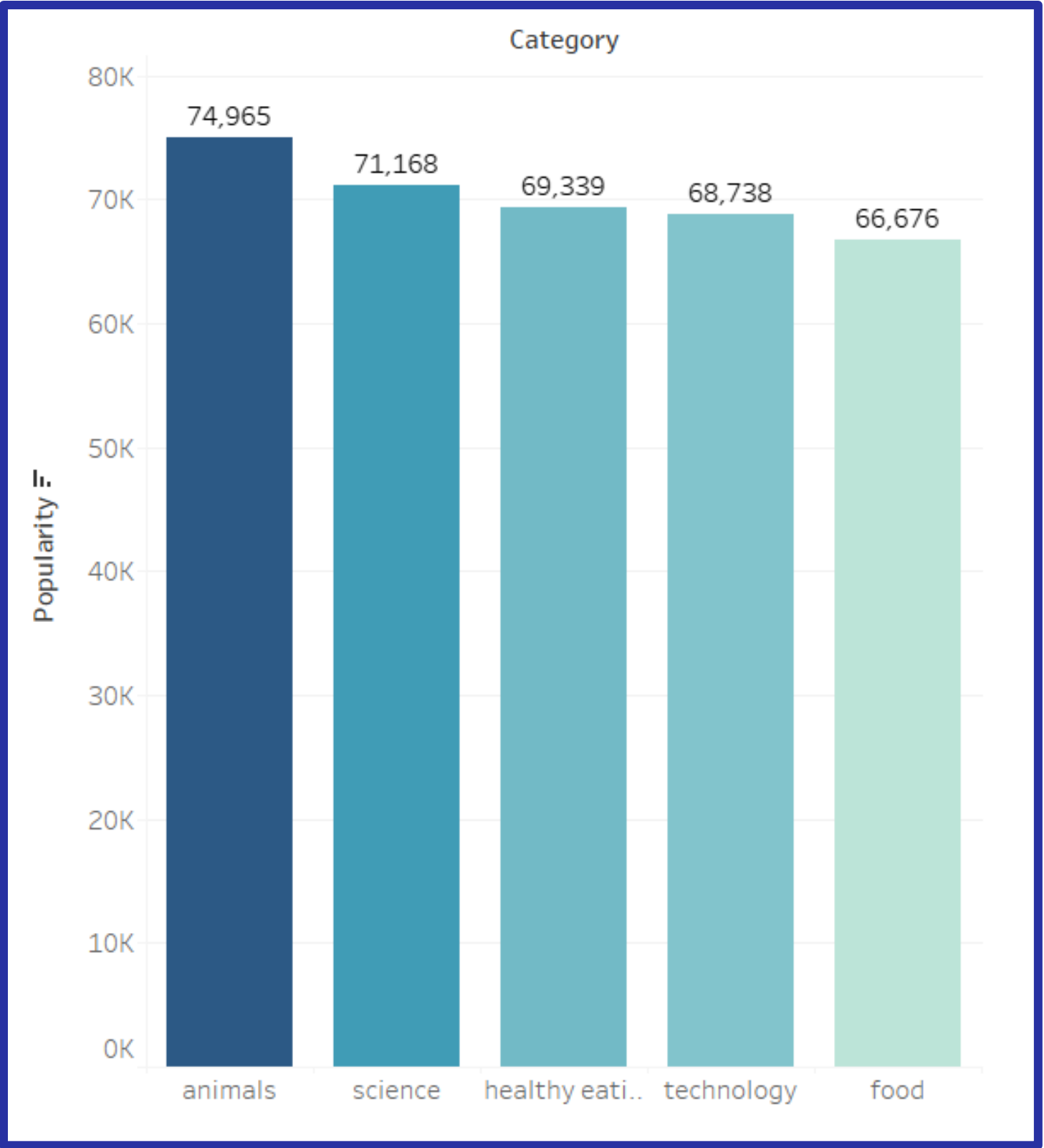
3 **Data Modeling**

4 **Data Analysis**

5 **Undercover Insights**

Top 5 Popular Categories

Audience demonstrates a strong interest in animal related contents, with science and healthy eating also ranking high in popularity.

Category	total_popularity
Animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676

INSIGHTS

16
UNIQUE CATEGORIES

1897
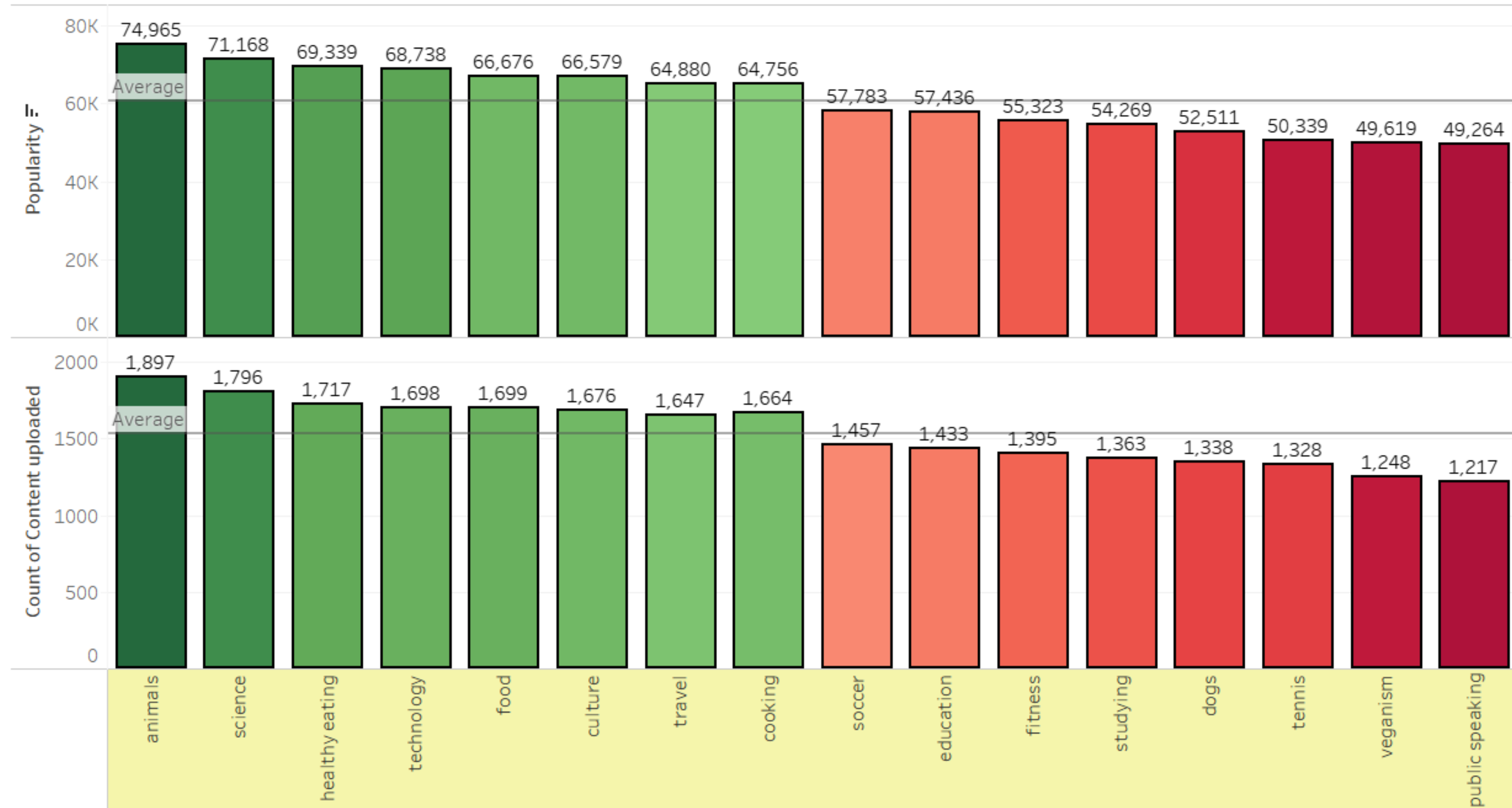### REACTIONS TO "ANIMAL" POSTS

MAY
MONTH WITH MOST POSTS

# Content upload vs popularity : a category breakdown

It shows a positive correlation between the count of uploaded content and their popularity across most categories.

Popularity generally increases with the number of contents upload.
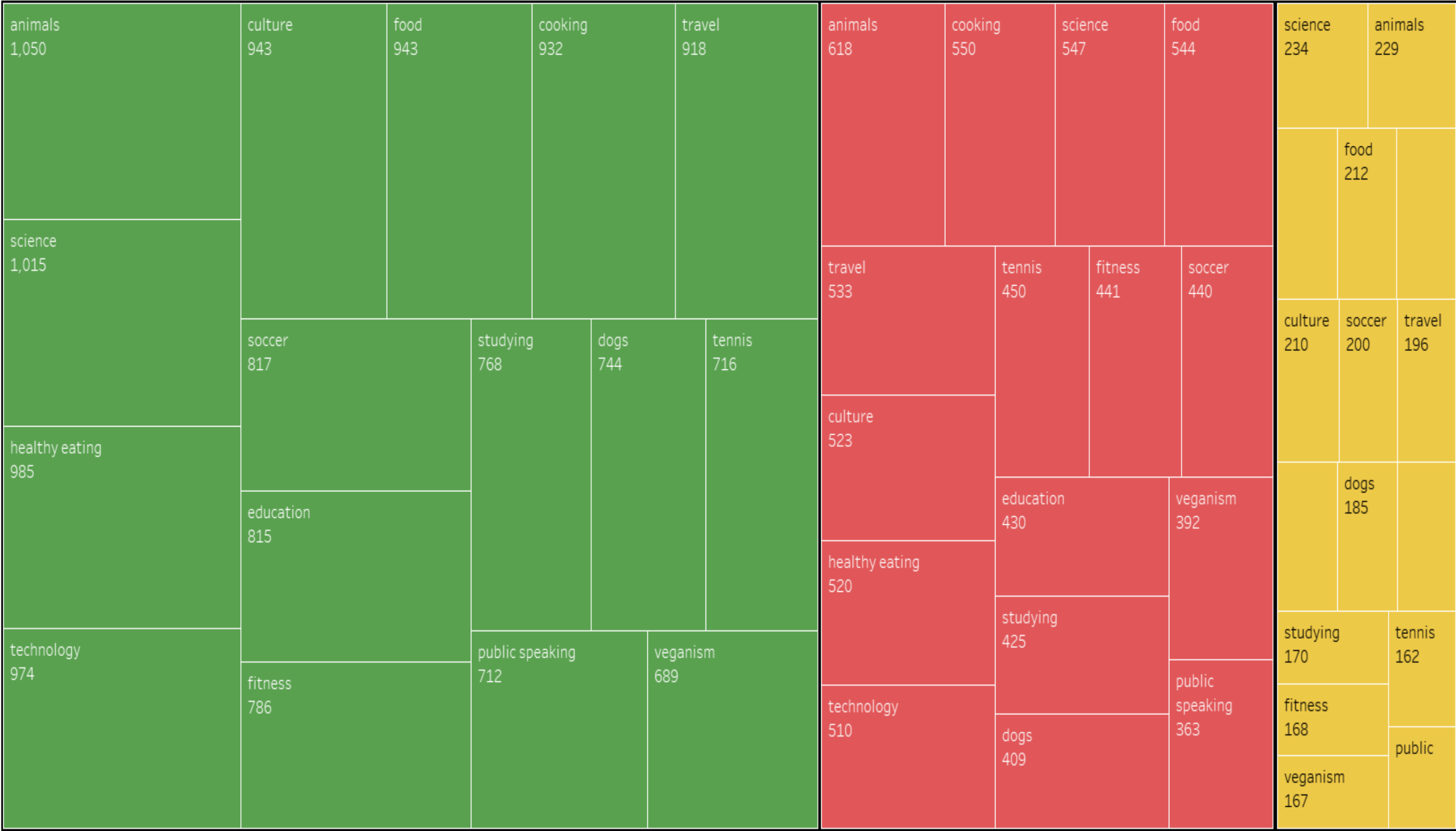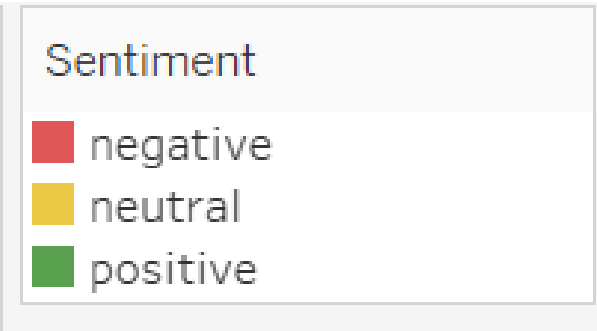
Content Popularity Overview: Monthly Insights

May 2021 stands out as the month with the highest content count (2,138) and popularity (86,293), marking it as a peak month for the year.
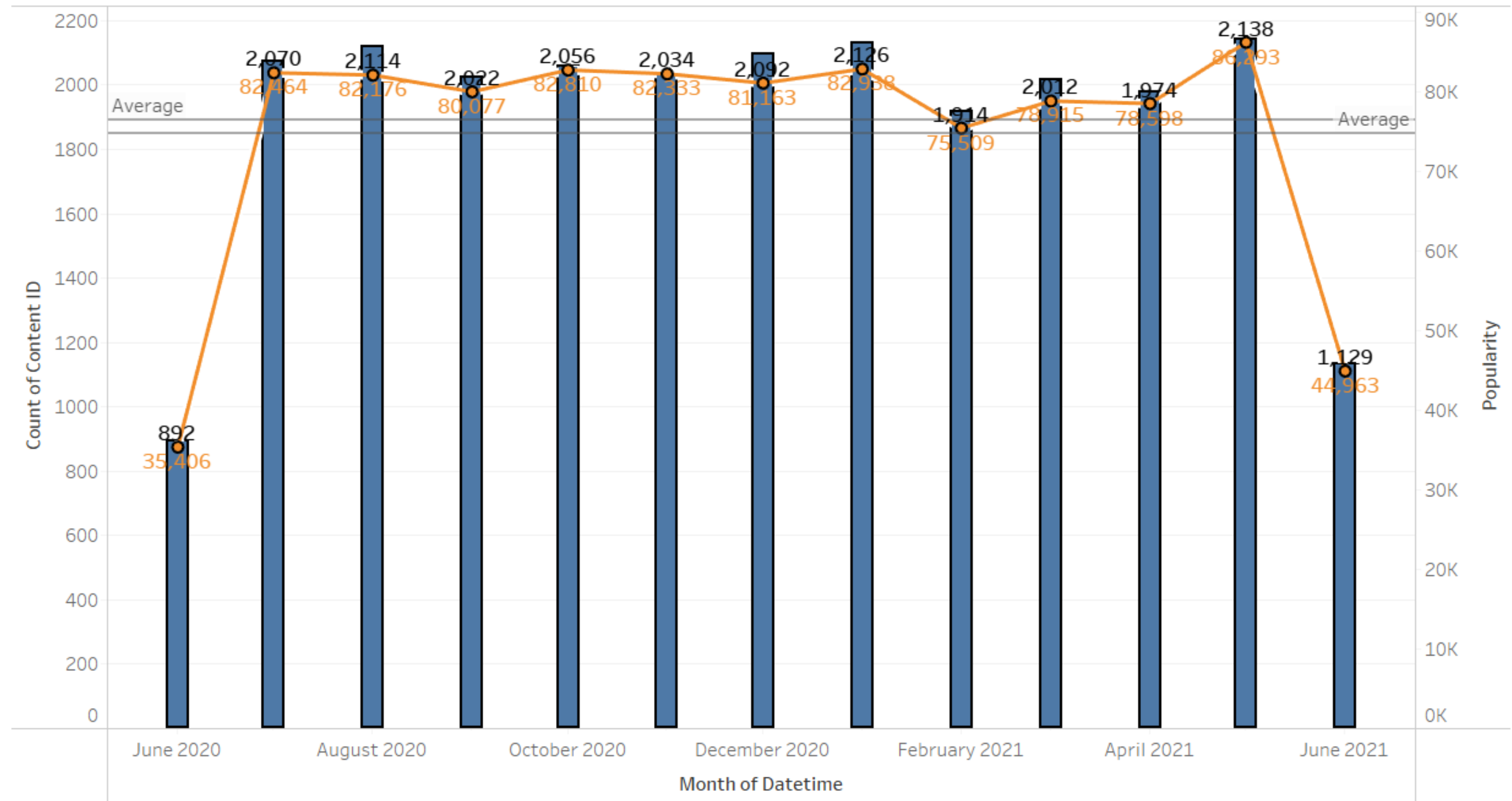
# Reactions and Sentiment Breakdown by Content Category

This visualization shows reactions and sentiment breakdown across all content categories.

Sentiment
- negative
- neutral
- positive

positive					negative				neutral		
animals 1,050	culture 943	food 943	cooking 932	travel 918	animals 618	cooking 550	science 547	food 544	science 234	animals 229	
science 1,015	soccer 817	studying 768	dogs 744	tennis 716	travel 533	tennis 450	fitness 441	soccer 440		food 212	
healthy eating 985	education 815				culture 523	education 430		veganism 392	culture 210	soccer 200	travel 196
technology 974	fitness 786	public speaking 712	veganism 689		healthy eating 520	studying 425				dogs 185	
					technology 510	dogs 409		public speaking 363	studying 170		tennis 162
									fitness 168		public
									veganism 167		

Sentiment Distribution : A Reflection of Popularity

The majority (84.64%) of the sentiments expressed are positive, indicating a high level of approval or satisfaction.

While the positive sentiment dominates, there is a small but noticeable presence of negative (6.65%) and neutral (8.71%) sentiments, suggesting that a minority holds less favorable or mixed opinions.

6.65%
negative

8.71%
neutral

84.64%
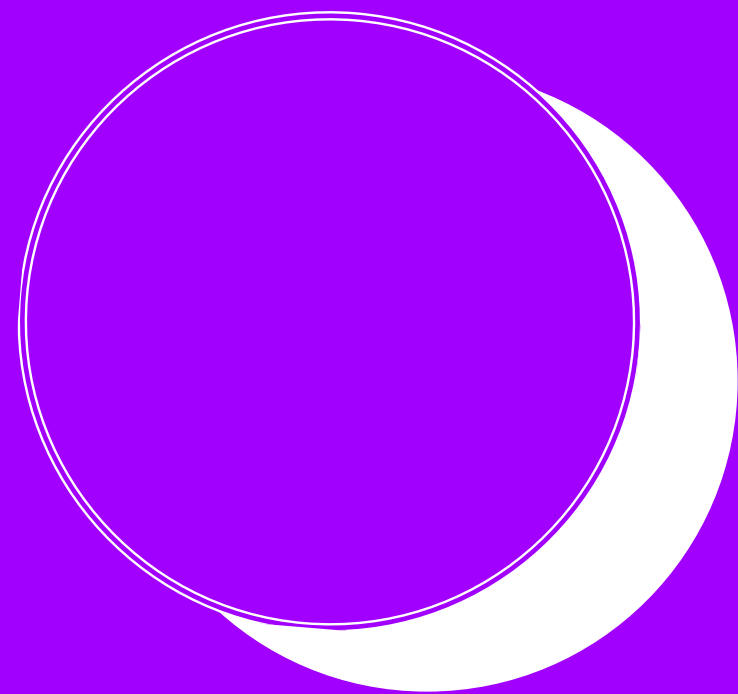positive
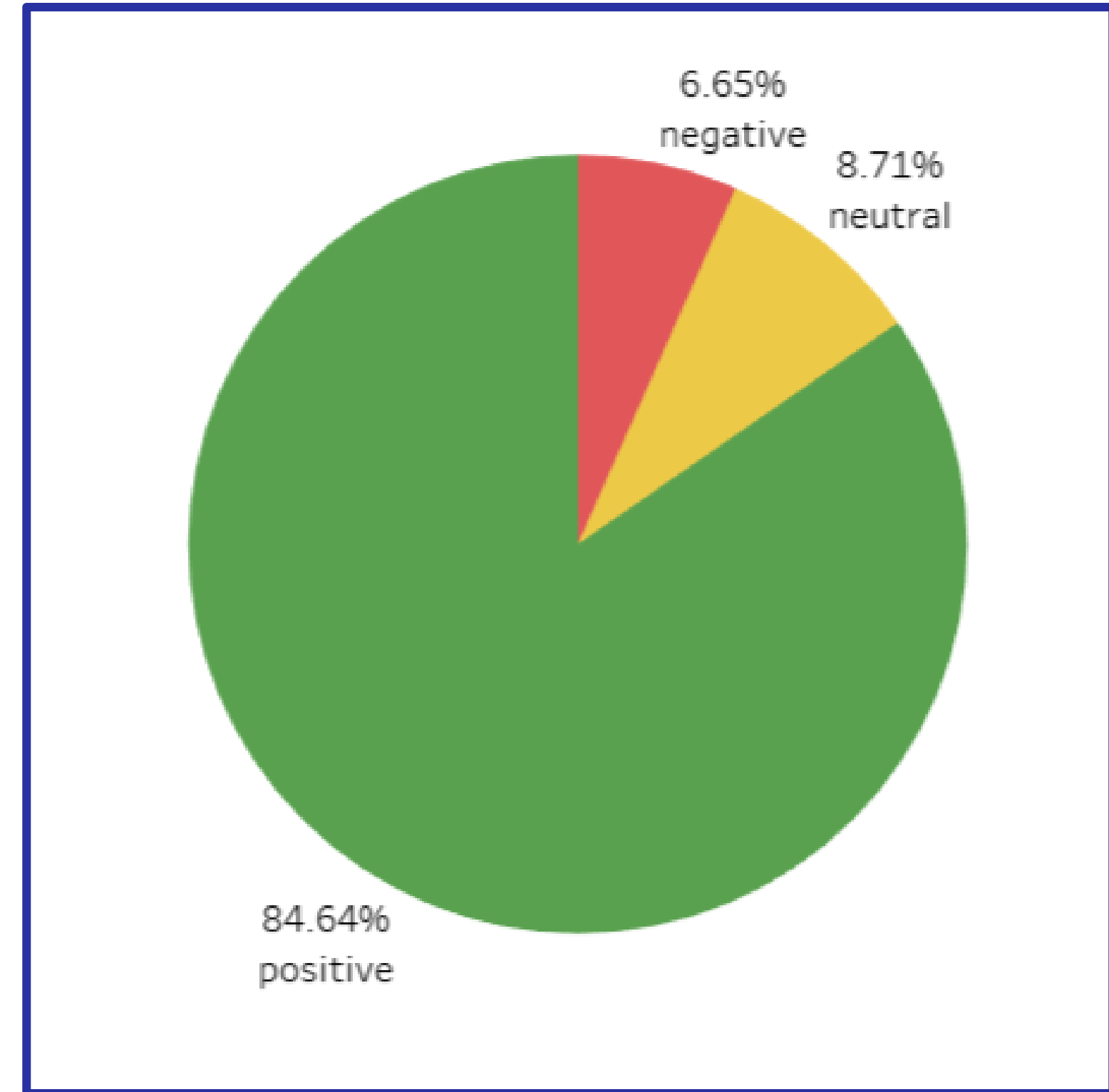
Summary

Key Insights -

- **Top 5 Categories by Popularity**: Animals, Science, Healthy Eating, Technology, and Food.

- **Content Upload vs. Popularity**: Positive correlation between content volume and popularity.

- **Sentiment Breakdown**:
  Positive sentiments dominate (84.64%).
  Negative (6.65%) and neutral (8.71%) sentiments highlight areas for improvement

- May 2021 stands out as the month with the highest content count.

Summary

Recommendations -

•Prioritize creating and promoting content in the most popular categories like: **Animals**, **Science**, and **Healthy Eating**.

•Highlight positive user feedback in marketing campaigns to boost brand reputation and Analyze the 6.65% negative sentiment to identify and resolve common issues.

•Increase the frequency of content uploads in high-demand categories to maximize engagement.

Thank you!

ANY QUESTIONS?