

# Social Buzz

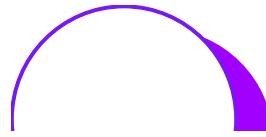
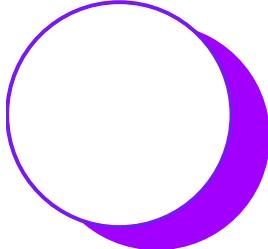
Accenture Data  
Visualization Task 3

Hello and welcome, my name is Saurabh Sorte and today I will be presenting to you the results of the Data Analytics task.

• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .  
• . . .

# Today's agenda

**Project Recap**  
**Problem**  
**The Analytics team**  
**Process**  
**Insights**  
**Summary**



Today's agenda will be as follows:

1. We will recap the overall project to give a high level understanding of the business problem we're tackling and the specific requirements.
2. We will dive into the specific problem that we, the Data Analytics team, have been focusing on and will give some background as to why this is such a big problem.
3. After introducing the problem, I will go over the team responsible from our side in tackling this task.
4. I will then go over the high-level process that we followed to complete this task, so that you have complete clarity in how we tackle these kinds of tasks.
5. Finally, I will go over the all important results and I will present them as a series of insights and visualizatio's from our analysis. To wrap up, I will summarize and open for any questions.

# 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

To kick things off let me recap this engagement.

We, Accenture have embarked on a 3 month pilot with Social Buzz to focus on 3 main tasks, aligned with some of the biggest challenges that you're currently facing.

Social Buzz has reached huge scale in recent years to become recognized as a global unicorn company. We are here to help you manage this scale and to guide you in the right direction.

Firstly, we will be doing an audit of your big data practice and sharing best practices and industry expertise. Secondly we will be guiding you through a successful IPO, of which we have deep expertise and knowledge of within our team. And finally, we have conducted an analysis of your data to find insights regarding your 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



Focusing on the last point that I mentioned there, this is what the Data Analytics team has been specifically focused on.

Clearly with such grand scale, this comes with a lot of data and with such vast amounts of data comes challenges.

To give a background on how much data you've been creating: -

You told us that your platform receives over 100000 posts per day which amounts to 36 500 000 posts every year, of which, this is all unstructured data making it very hard to make sense of.

In this day and age, content is king. Just look at some of the biggest platforms in the world, for example YouTube, Facebook and Netflix... they are all content businesses...

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

It's not just all about harvesting as much content as possible... The real value is in understanding and crunching this content to gain a deeper understanding of your audience and to therefore provide a more personalized and enjoyable experience.

And this is where our data analytics expertise comes in, with the insights that we've uncovered from this task, we can show you exactly how to take analytics to production at scale

# The Analytics team



**Tracy Ring**  
Chief Data Analyst Officer



**Subodh Kumar**  
Senior Data Analyst

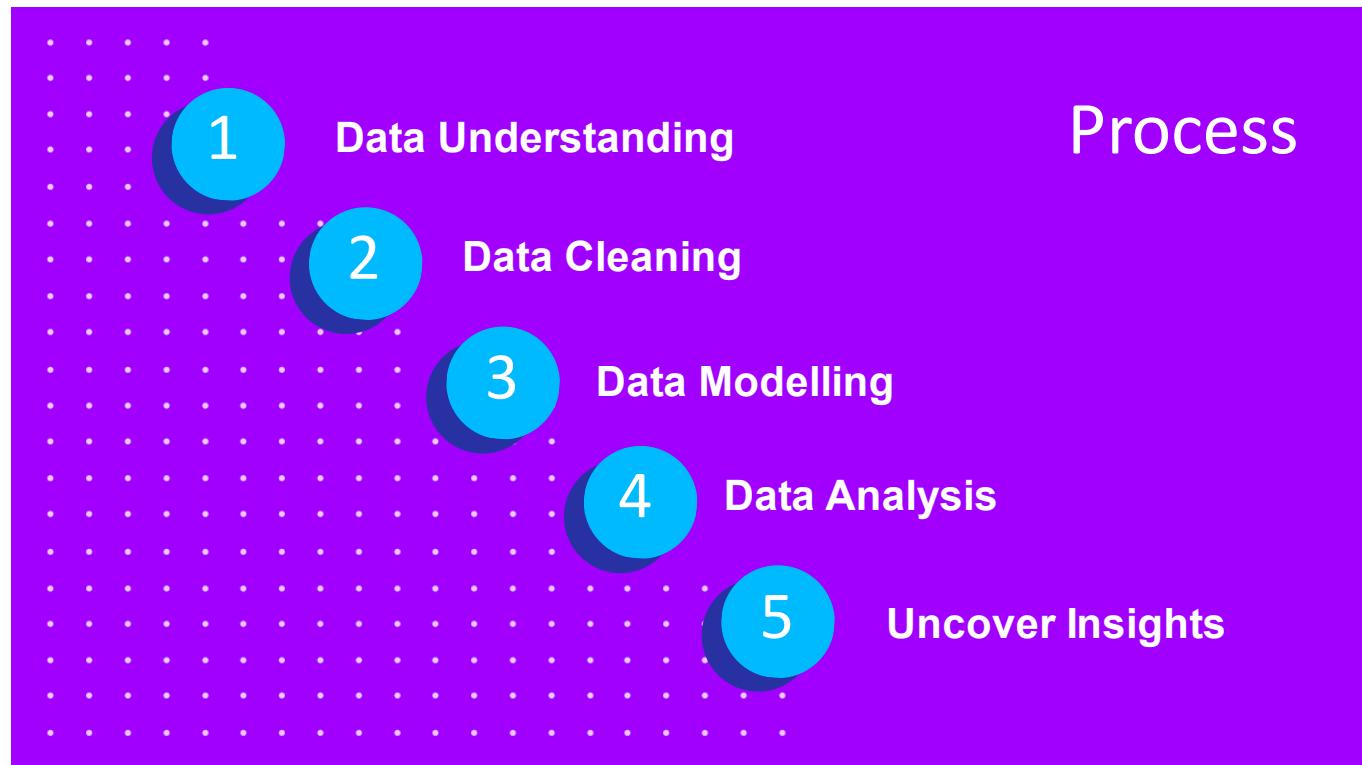


**Saurabh Sorte**  
Data Analyst

Talking about experience, we have a large data analytics practice at Accenture but we had a team of 3 people primarily focusing on this task. Tracy Ring is our Chief Data Analyst Officer and his expertise really helped to guide the team to produce high quality analysis.

Subodh Kumar, a senior data analyst has worked with the worlds biggest clients on solving their data problems and was heavily involved in the data engineering side of this project.

And finally myself, Saurabh Sorte, who was solely responsible for taking leadership guidance and delivering high quality insights from the raw datasets and turning these into business decisions

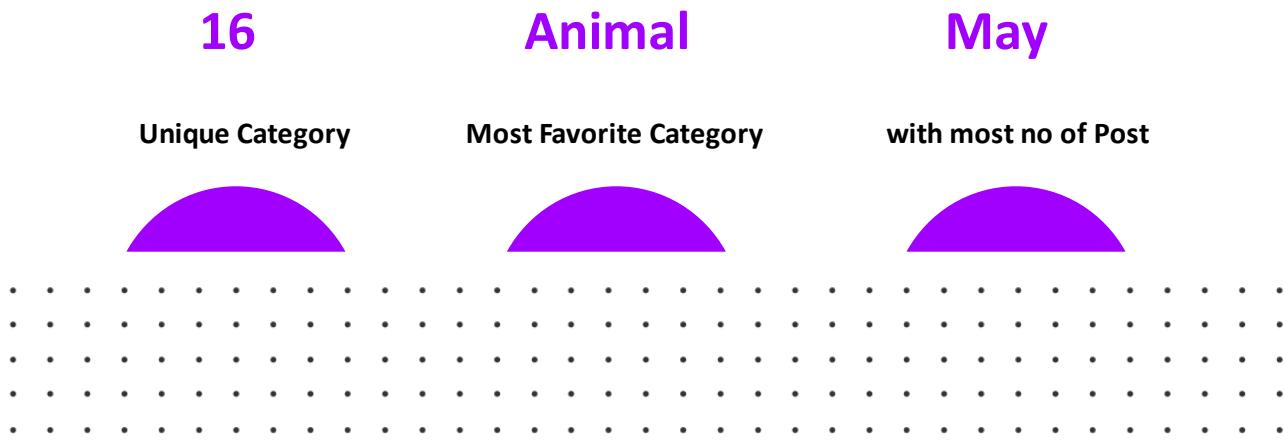


So, how did we tackle this problem?

Well we approached it in 5 steps:

1. Data understanding - the key to success on any data project is to understand the data in detail. So we took the time to understand the data model and domain of your business.
2. Data cleaning - after understanding your business, we then cleaned the available datasets and thought about what an ideal dataset should look like for this problem.
3. Data modelling - After ensuring the data was clean for analysis, we needed to process and model this data into a dataset that can precisely answer the business questions and produce the results needed.
4. Data analysis - With our new dataset, we used our analytical expertise to uncover insights from this dataset and to produce visualizations to describe the insights.
5. And finally we used these insights to unlock business decisions and to make recommendations on next steps.

# Insights

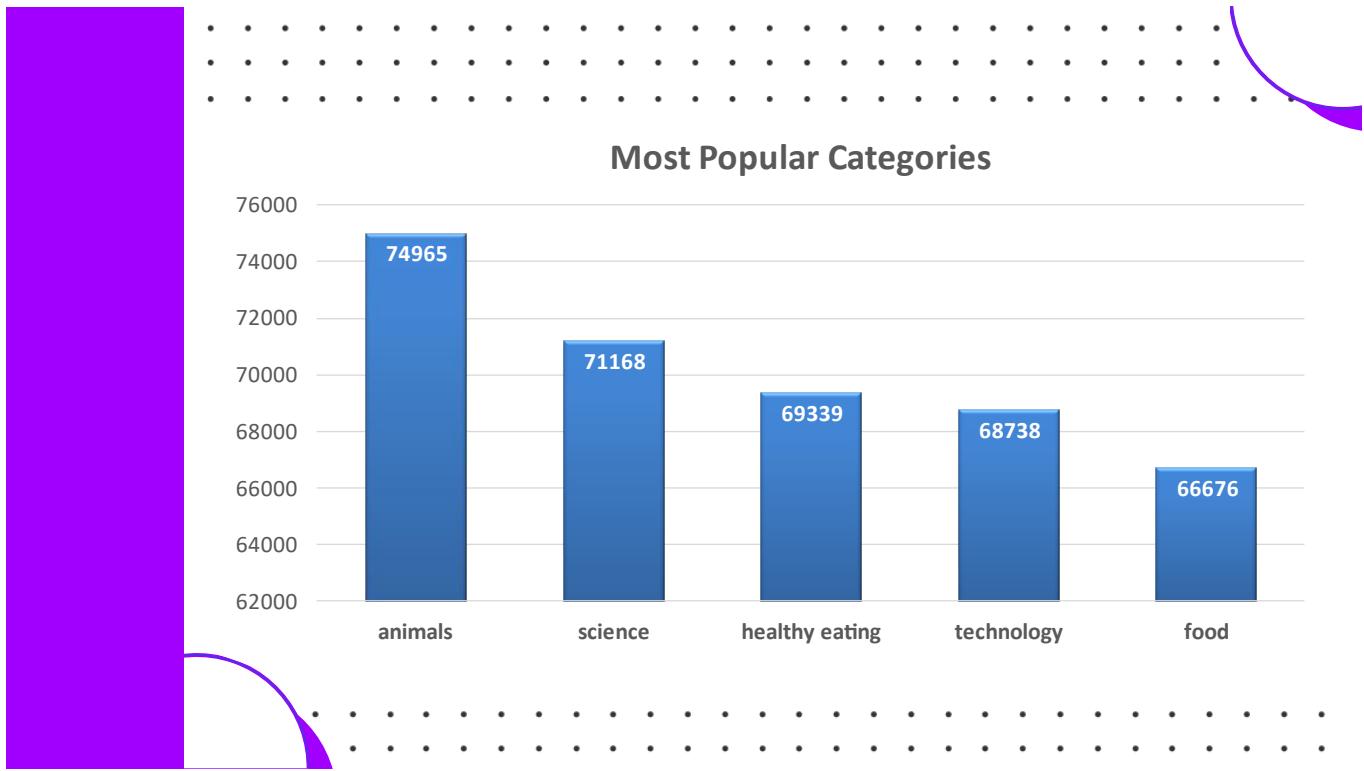


From your data we found that you had a total of 16 unique categories of posts across your sample dataset. This includes things such as Food, Science and Animals.

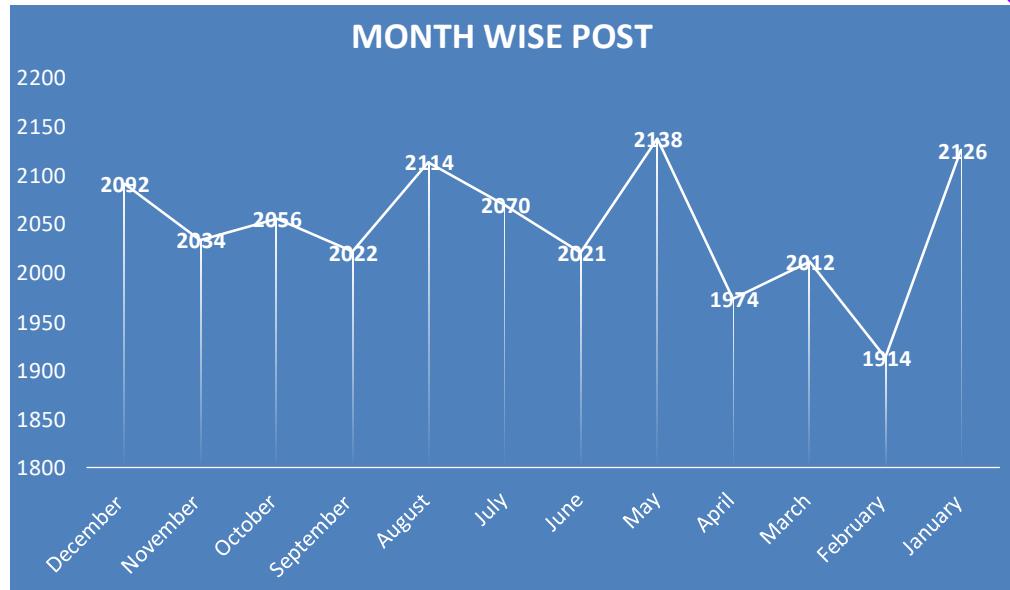
As well as this, there were most favorite category is animal category, People obviously really like animals!

And also the most common month for users to no of post that was May. This aligns with seasonal trends of social media users that feel the need to reconnect with people after calendar event

But now, onto the main question... which is... what were the top 5 most popular categories of posts?



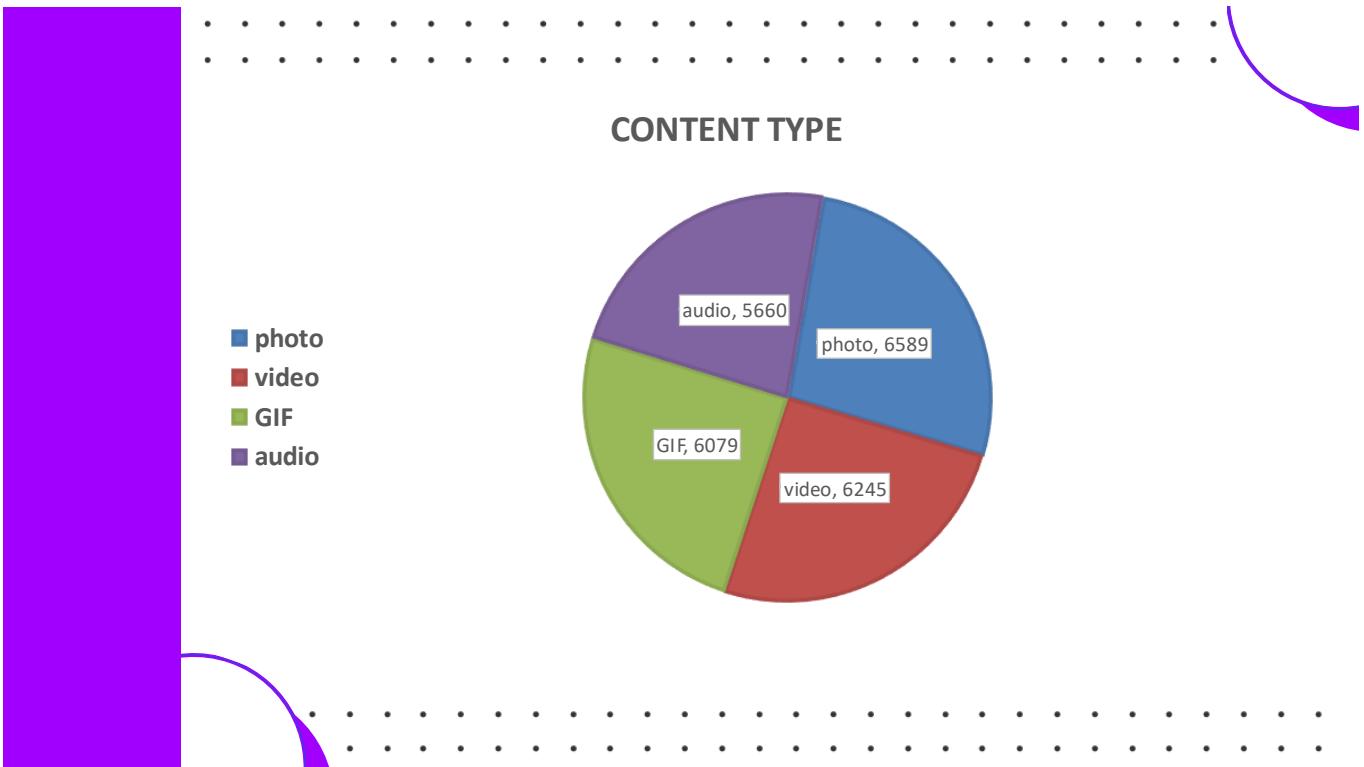
The top five content categories by user engagement are Animals (74,965 posts), Science (71,168 posts), Healthy Eating (69,339 posts), Technology (68,738 posts), and Food (66,676 posts). These categories present key opportunities for targeted content campaigns to boost engagement



The data shows that May has the highest number of posts with 2,138, followed by August with 2,114, and January with 2,126.

Other notable months are December with 2,092 posts and July with 2,070.

These months show increased engagement, making them ideal for maximizing marketing efforts.

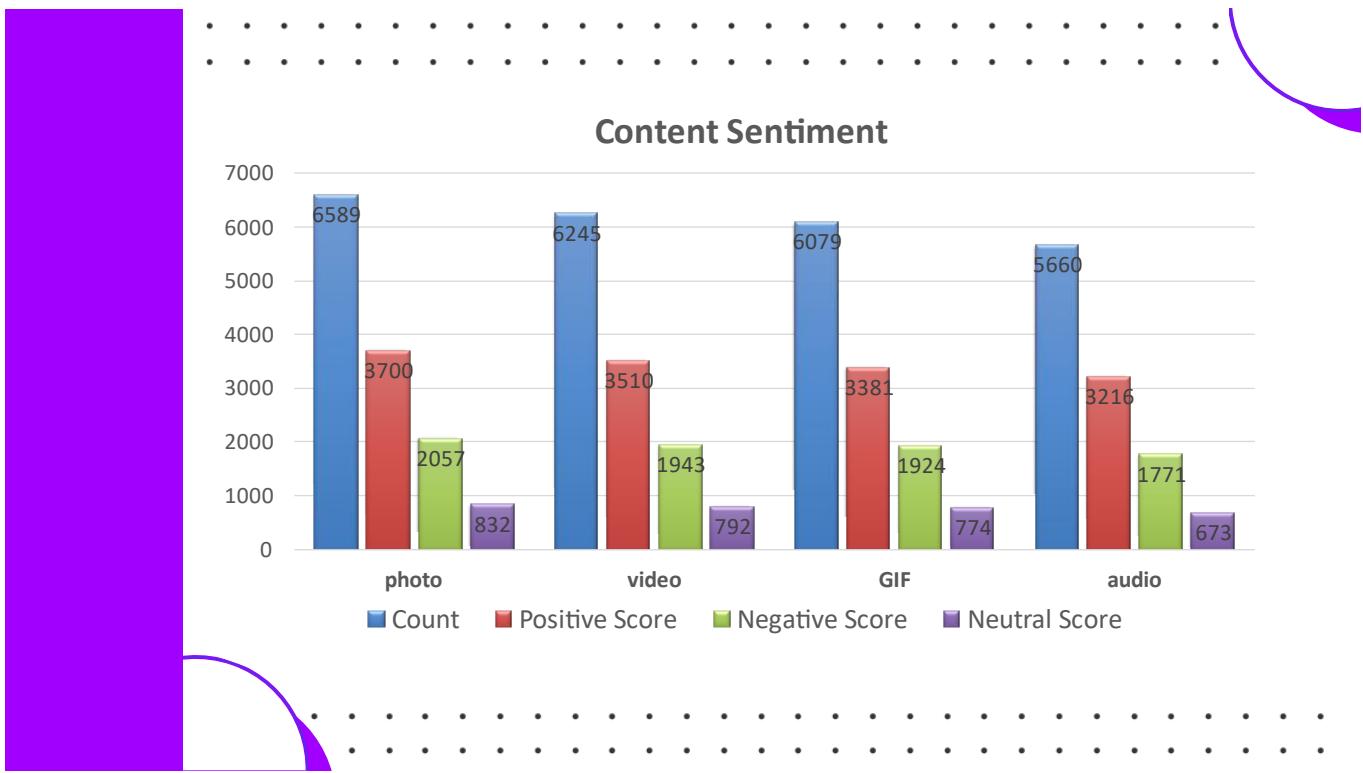


The analysis of content types shows clear preferences among users. Photos lead with 6,589 posts, indicating a strong interest in visual content. Videos follow closely with 6,245 posts, reflecting a demand for dynamic and engaging formats. GIFs rank third with 6,079 posts, suggesting users enjoy short, looping animations. Audio content has the least engagement with 5,660 posts. These findings emphasize the need to prioritize photo

Here's the organized data for **Content Type**:

1. **Photo:** 6589
2. **Video:** 6245
3. **GIF:** 6079
4. **Audio:** 5660

This order shows that **photos** have the highest count, while **audio** has the lowest. Let me know if you need further breakdown or analysis!



The chart shows sentiment analysis for four content types: photo, video, GIF, and audio.

**Photo:** Highest count (6589) and positive score (3700).

**Video:** Count 6245, positive score 3510.

**GIF:** Count 6079, positive score 3381.

**Audio:** Lowest count (5660), positive score 3216.

Positive scores are the highest across all content types, with photos being the most favored, while audio has the lowest engagement and sentiment scores.

# Summary

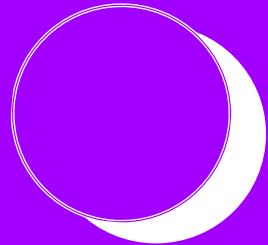


## Insight:

- There are a total of 16 distinct content categories.
- Out of which Animal and Science categories are the most popular ones.
- 4 types of content - Photo, Video, Gif, and Audio.
- Out of which people prefer photo and video.
- May month has the highest number of posts.

## Conclusion:

- Should focus more on the top 5 categories: animal, technology, science, healthy eating, and food.
- Create campaigns to specifically target those audiences.
- Need to maximize in the months of January, May, and August as the number of posts in these months are the highest.



Thank you!

Thank you very much for listening, please feel free to ask any questions that you may have!