Data-Driven Insights on Social Buzz

Today's agenda

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. Accenture has begun a three month POC focussing on this task:

1. An audit of Social Buzz's big data practice.
2. Recommendation for a successful IPO
3. Analysis to find Social Buzz's top five most popular categories of content.
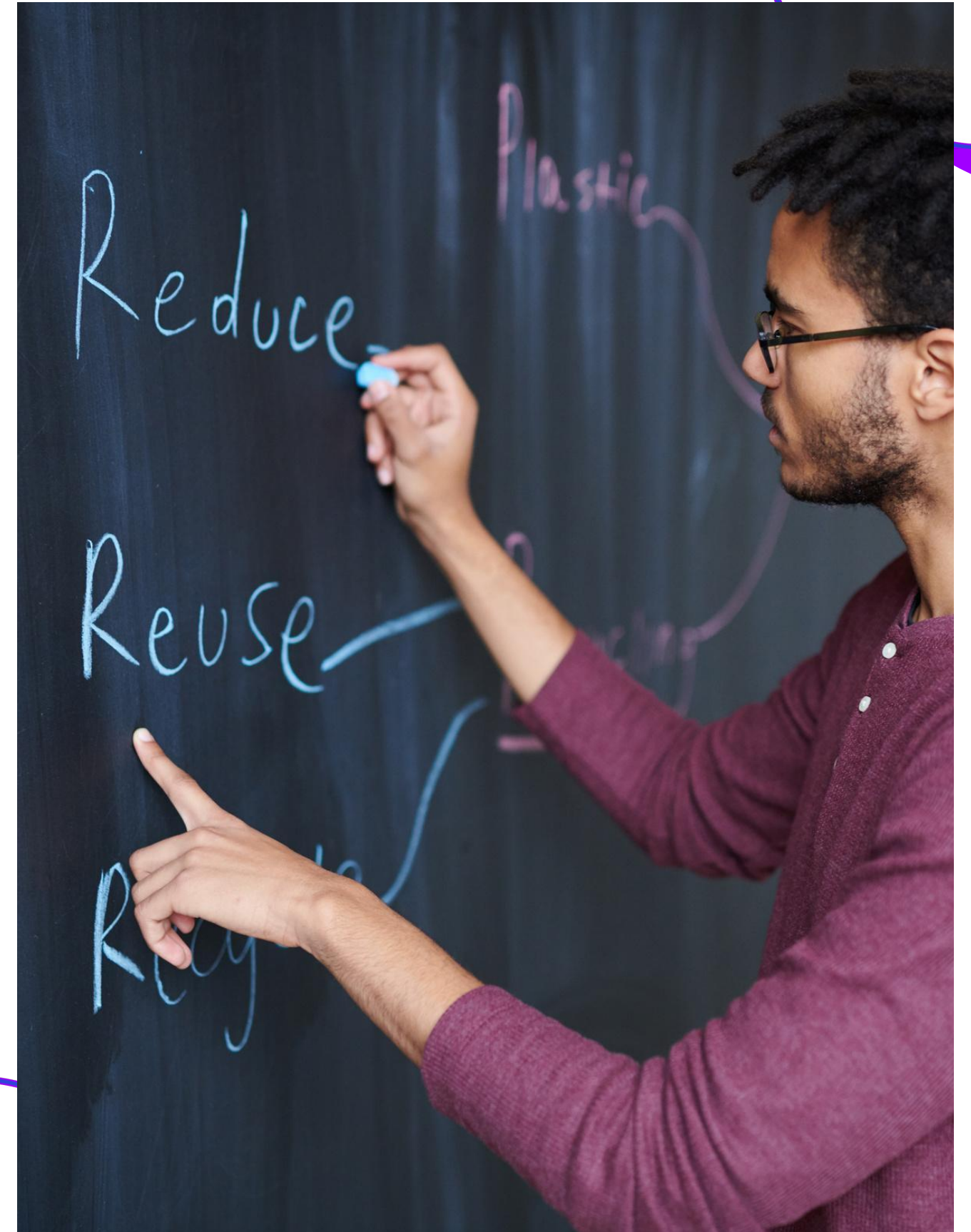
Problem

Over 100000 posts per day.

36,500,000 pieces of contents per year!

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

Analysis to find Social Buzz's top five most popular categories of contents

The Analytics team

SHAMNA

Process

1 Data Understanding
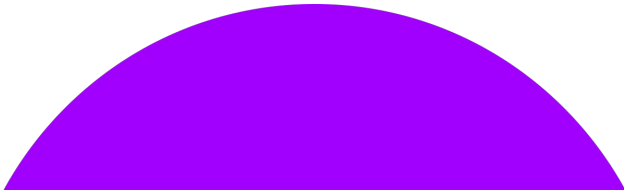
2 Data cleaning

3 Data Modeling
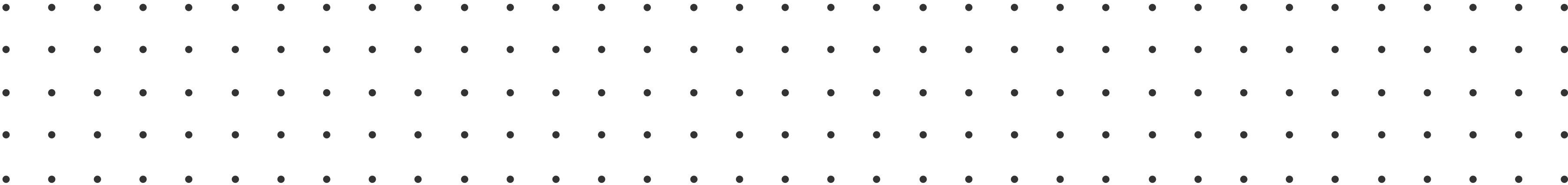
4 Data Analysis
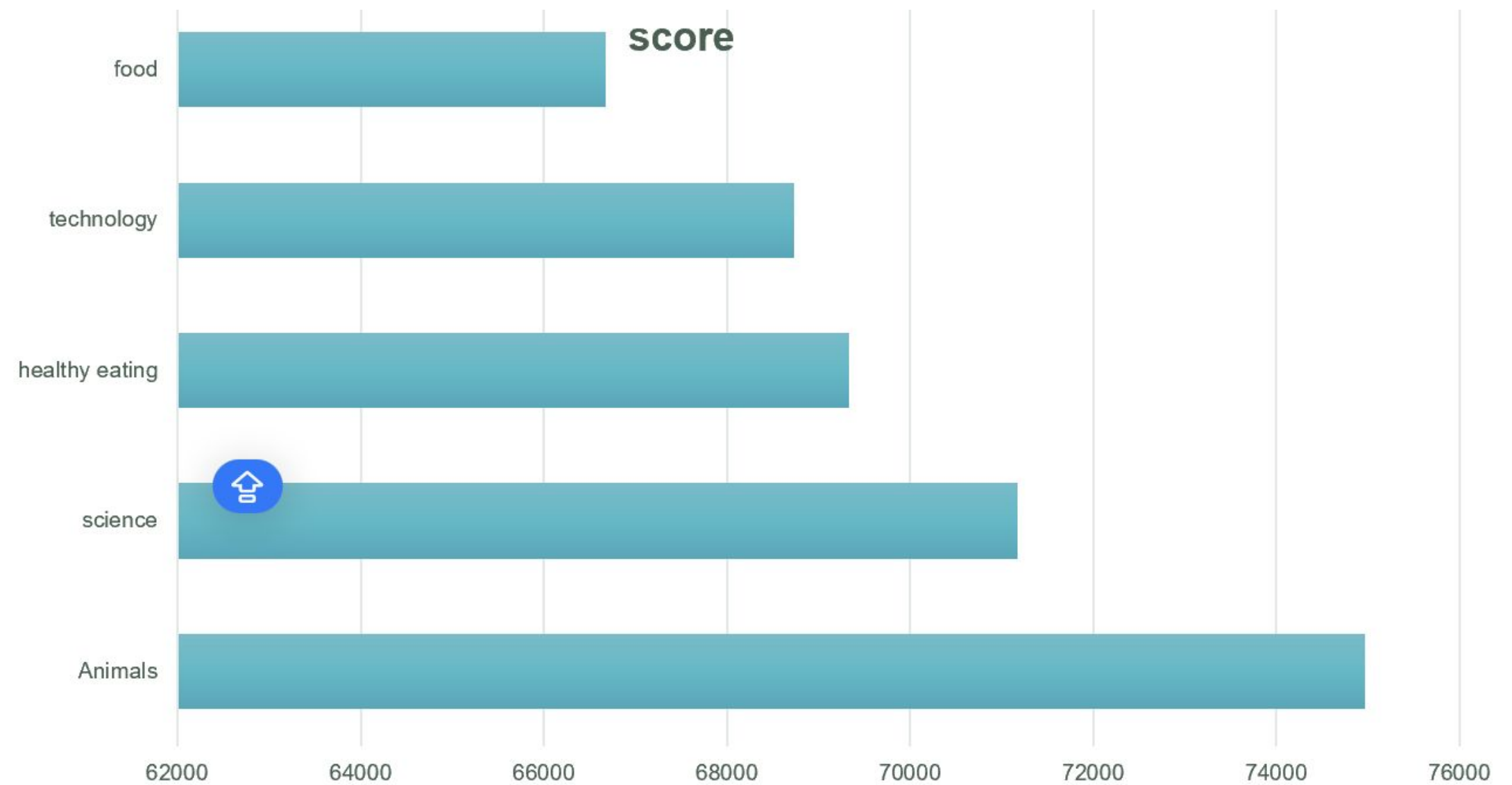
5 Uncover Insights

Insights

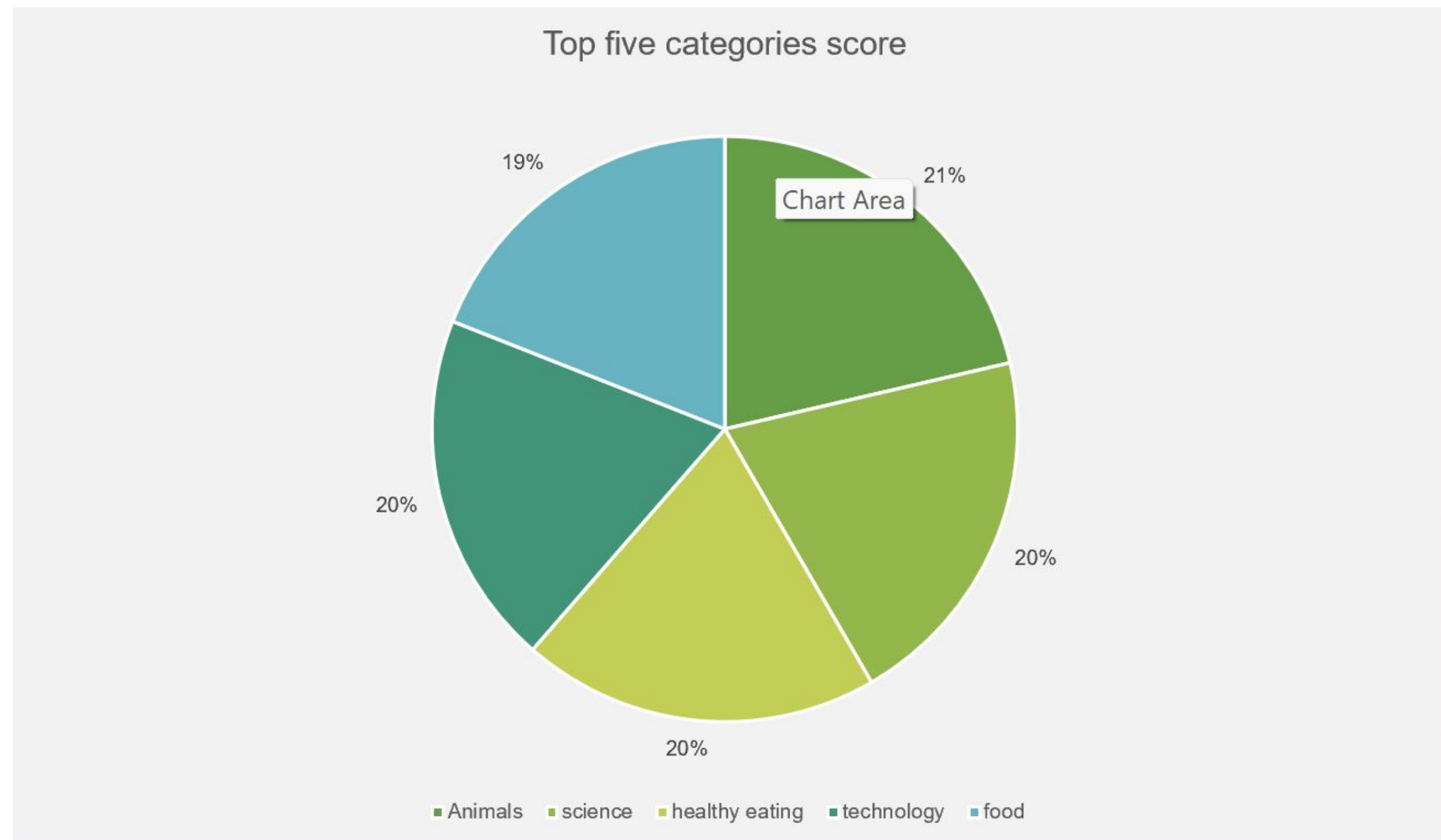16 UNIQUE CATEGORIES

JANUARY-MONTH WITH MOST POSTS

ANIMAL - CATEGORIES WITH HIGHEST SCORE

TOP FIVE CATEGORIES BY AGGREGATED POPULARITY SCORE

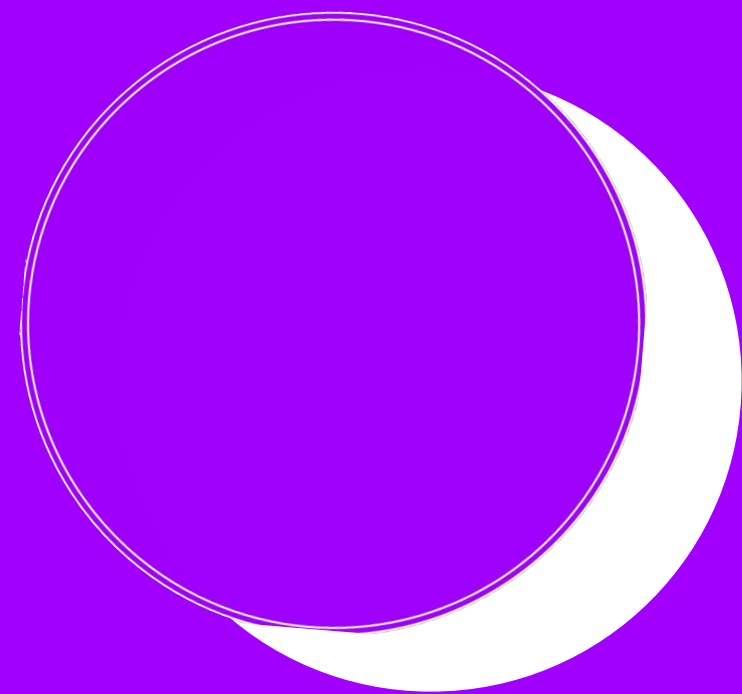# POPULARITY % SHARE FROM TOP FIVE CATEGORIES

Summary

INSIGHTS:
- Animal and science are two of the most popular categories. It is preferable to focus on creating content in these two categories.
- Healthy eating is the third most popular category, and food is also the fifth, indicating that many users are interested in improving their eating habits. Therefore, partnering with healthy eating brands and creating campaigns could significantly boost user engagement.
- There is no doubt that technology falls under the top five categories. Partnering with prestigious tech companies will enhance user engagement.

Thank you!

ANY QUESTIONS?