Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a Social media & content creation industry. It is a fast growing technology unicorn that needs to adapt quickly to it's global scale.

Accenture has started 3 months POC focusing on these tasks :

- An audit of their big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular content categories

Problem

- Huge Data generated (over 100,000 post per day)
- How to capitalize highly unstructured and this much huge data
- Analysis to find popular top content categories
- Understanding to manage the challenges of big data.

The Analytics team

Shaneela Anjum
(Data science Intern)

Marcus Rompton
(Senior Principle)

Andrew Fleming
(Chief Technical Architect)

Process

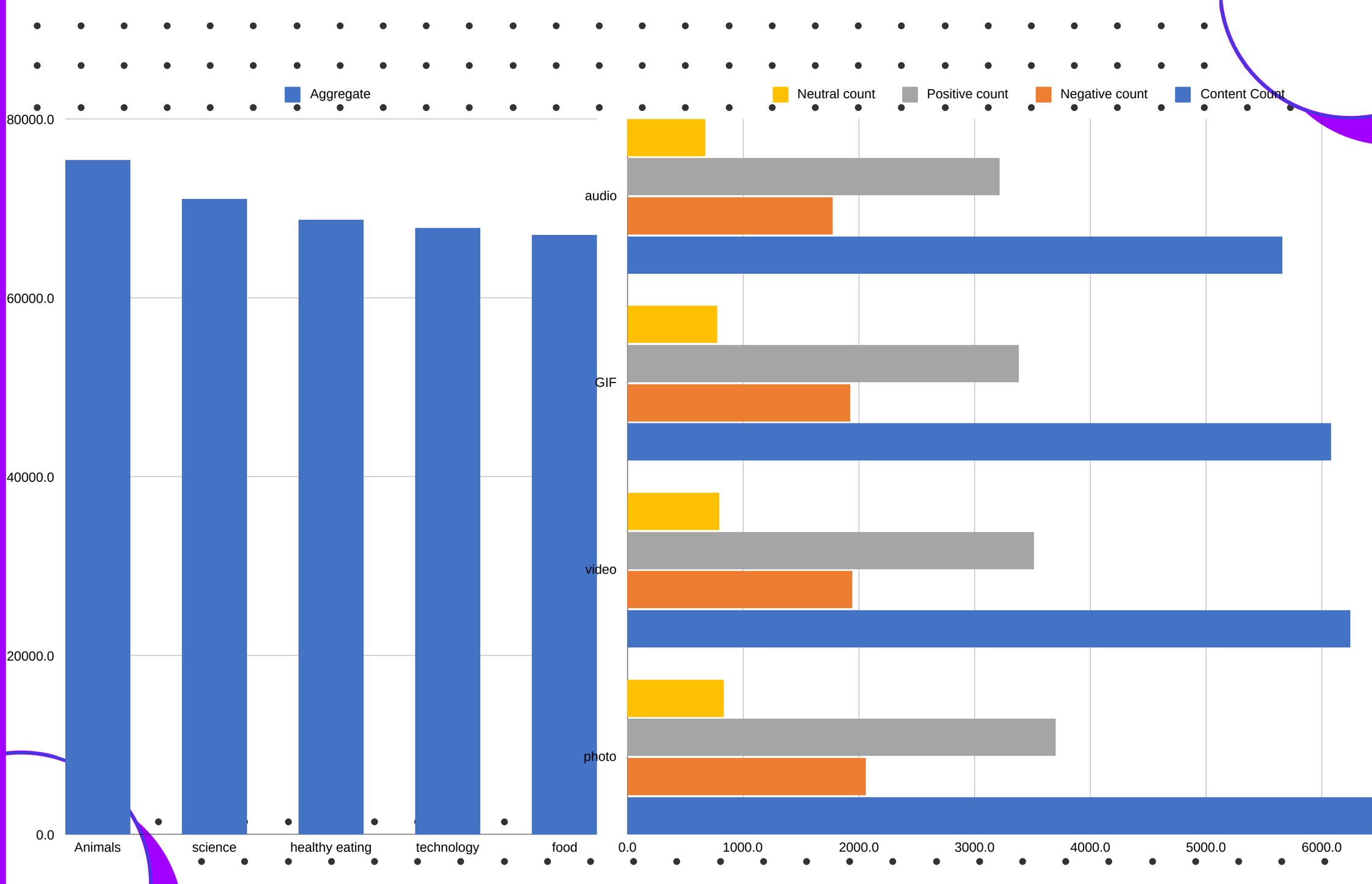
1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insights

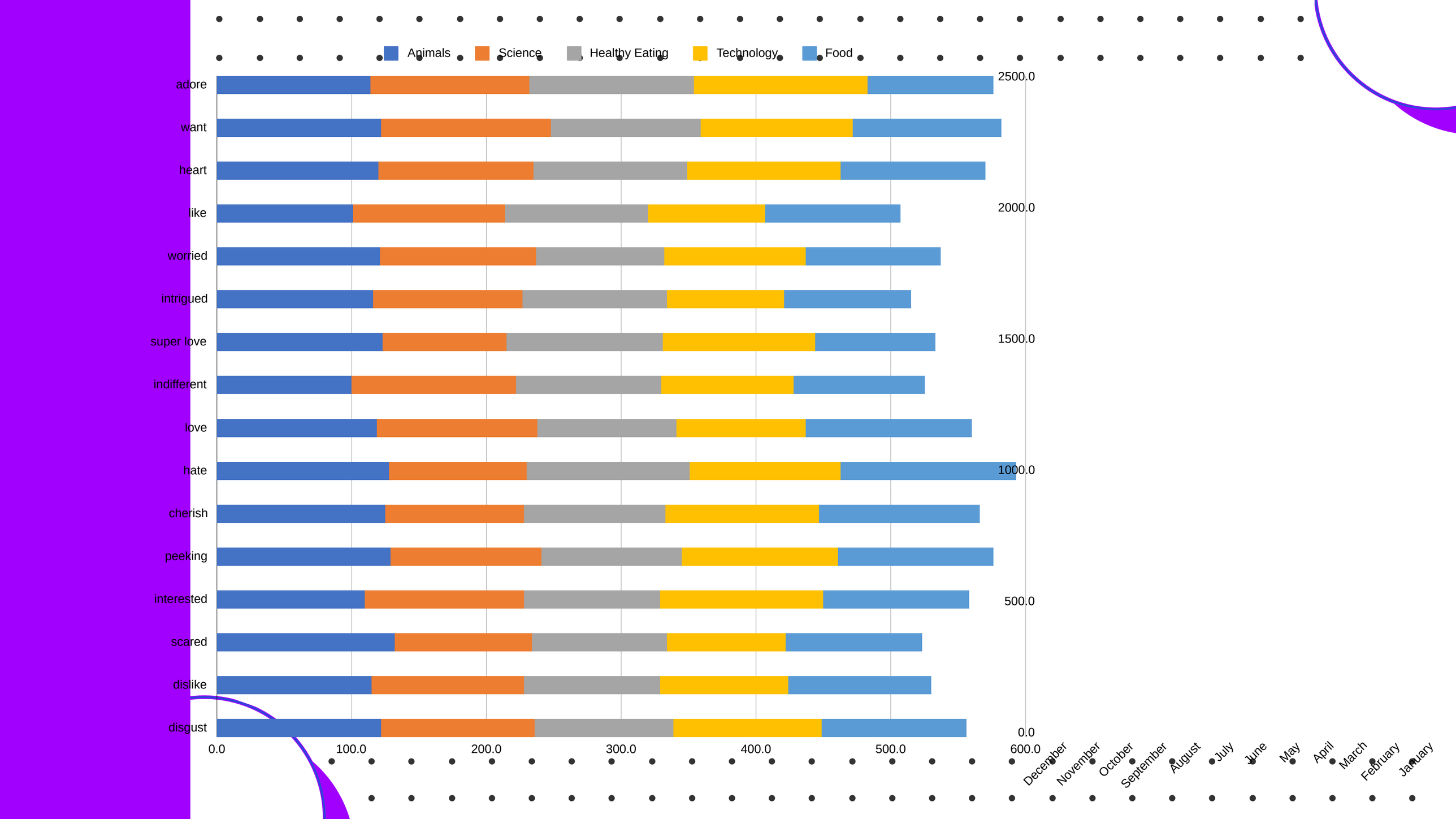
Insights

16
Unique content categories

Animal
Most Favourite category

May
Hightest Content Posts Month


Aggregate
80000.0
60000.0
40000.0
20000.0
0.0
Animals
science
healthy eating
technology
food
Neutral count
Positive count
Negative count
Content Count
audio
GIF
video
photo
0.0
1000.0
2000.0
3000.0
4000.0
5000.0
6000.0


Animals
Science
Healthy Eating
Technology
Food
adore
want
heart
like
worried
intrigued
super love
indifferent
love
hate
cherish
peeking
interested
scared
dislike
disgust
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100.0
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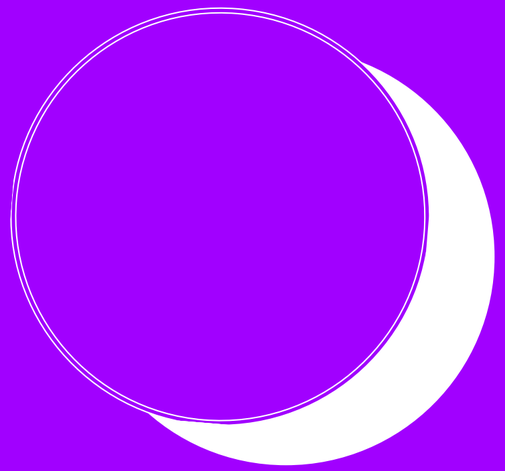
December
November
October
September
August
July
June
May
April
March
February
January

Summary

- There are a total of 16 content categories. Out of which Animal and Science categories are most popular one.
- 4 types of mode of content – Photo , Video, Audio and GIF . Out of which people prefer videos and photos the most.
- People use 16 types of reaction including adore, interested ,disgust , scared, love etc instead of traditional types(like ,dislike) on Posts.
- May month stands highest with 2138 Posts while February has 1914 Posts and become lowest in the category..

INSIGHTS

- Social Buzz should more precisely focus on top 5 categories of content, which is –Animal , Science , Technology , Healthy Eating and Food .They should target respective audience through campaign , ads etc.
- Social Buzz need to maximize publish posts in the month of January , May and August as the traffic engagement of these months are highest.



Thank you!

ANY QUESTIONS?