

Social Buzz Content Analysis

@Shreya_Sonal

accenture



Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

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Project Recap

Social Buzz was founded by two former engineers from a leading social media conglomerate, one from London and the other from San Francisco. Over the past five years, Social Buzz has experienced rapid growth, now boasting over 500 million active users each month and solidifying its status as a fast-growing tech unicorn.

Accenture has provided a helping hand to drive a 3 month initial project focusing on the 3 main tasks:

- An audit of Social Buzz's big data practice.
- Recommendations for a successful IPO.
- An analysis to find out the Top 5 categories with the largest aggregate popularity.

Problem

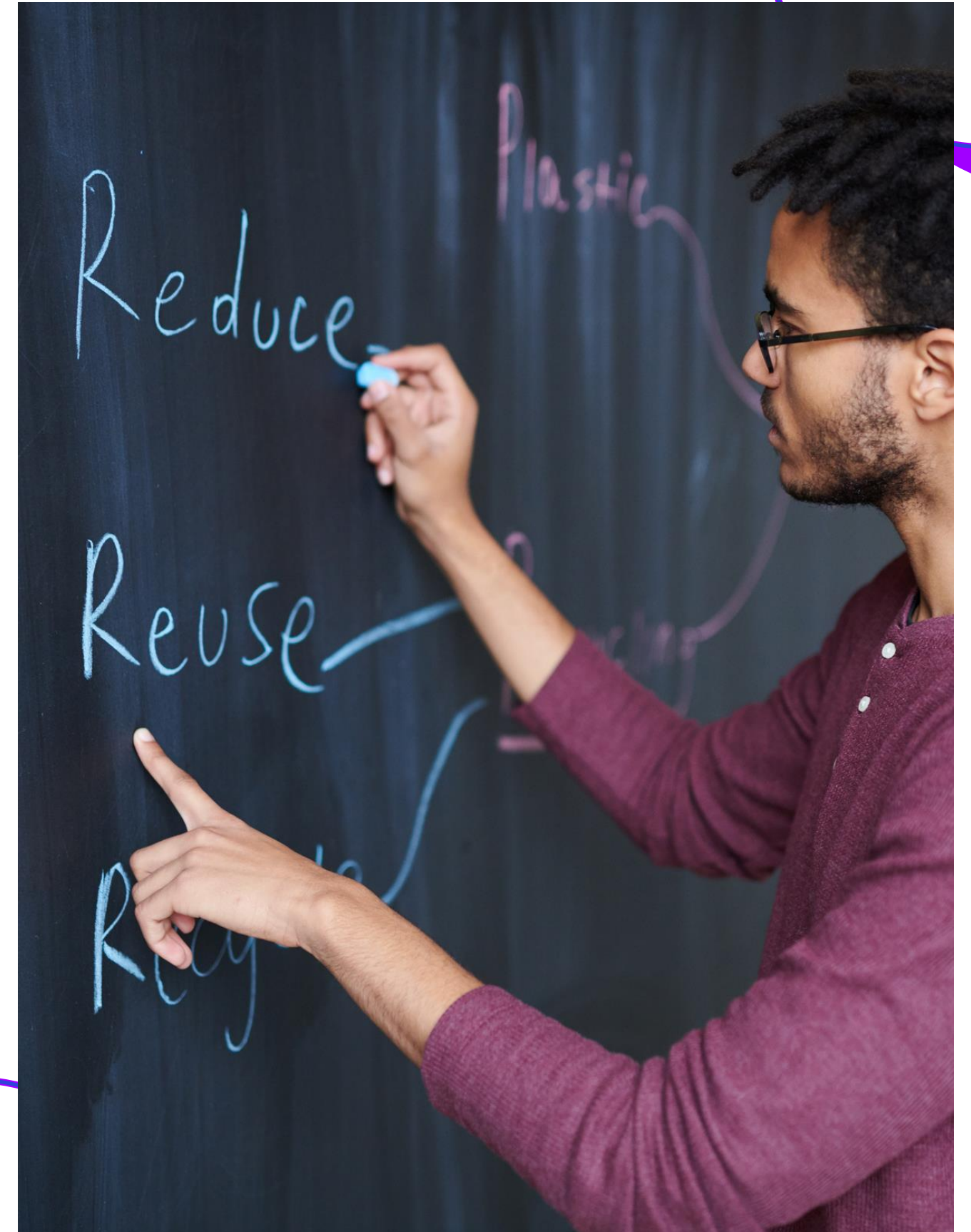
500 million active users each month from over 5 years

• 1.5 billion approx

Over 100,000 pieces of content per day

• 36,500,000 per year

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The Analytics team



Andrew Fleming
Chief Technology Architect



Marcus Rompton
Senior Principal



Myself: Shreya Sonal
Data Analyst

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Process

1

Data Clarification

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

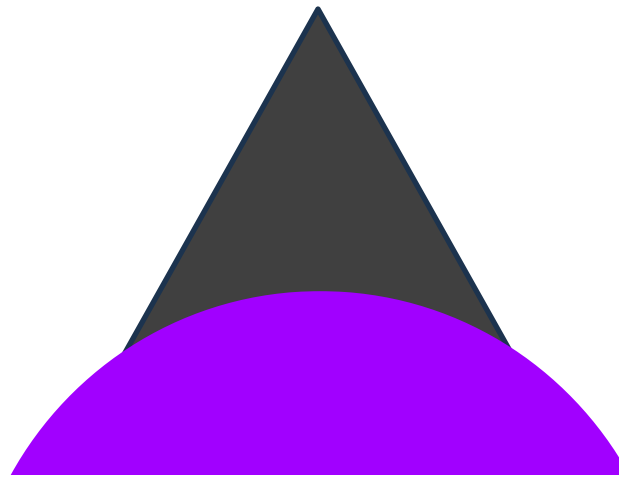
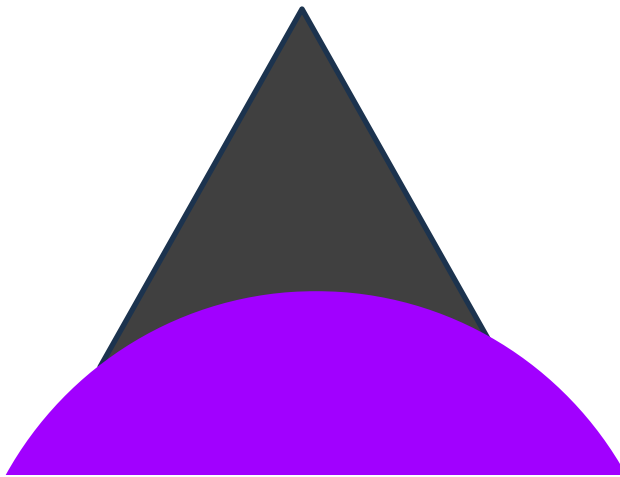
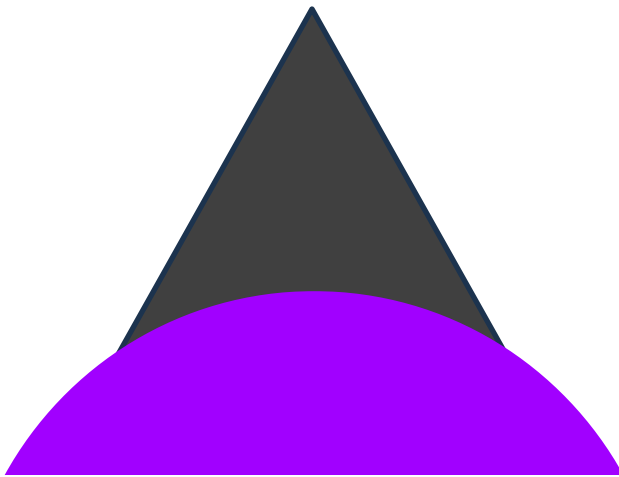
Insights Visualization

Insights

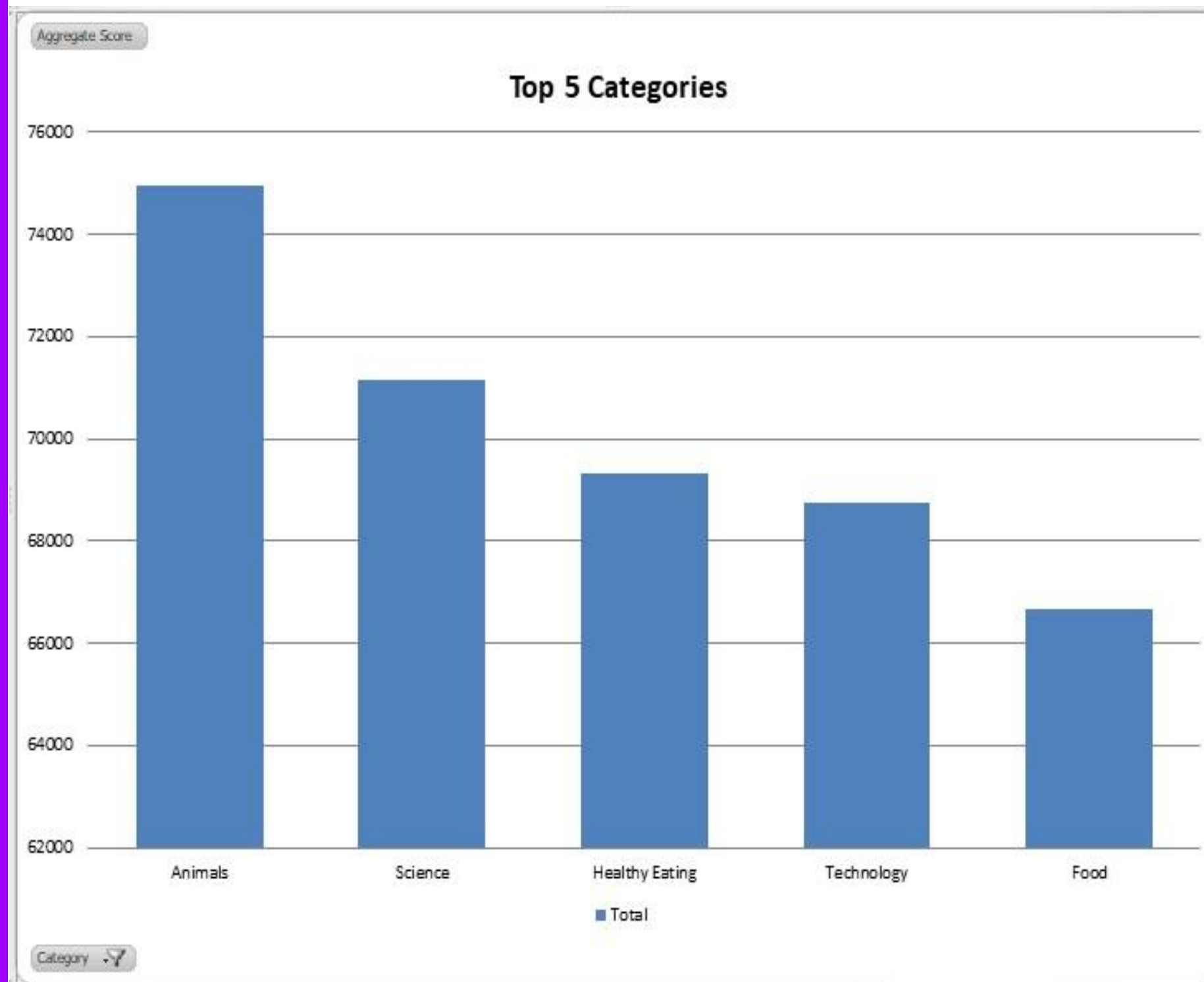
Categories
16

Least Reaction
Type content
Veganism

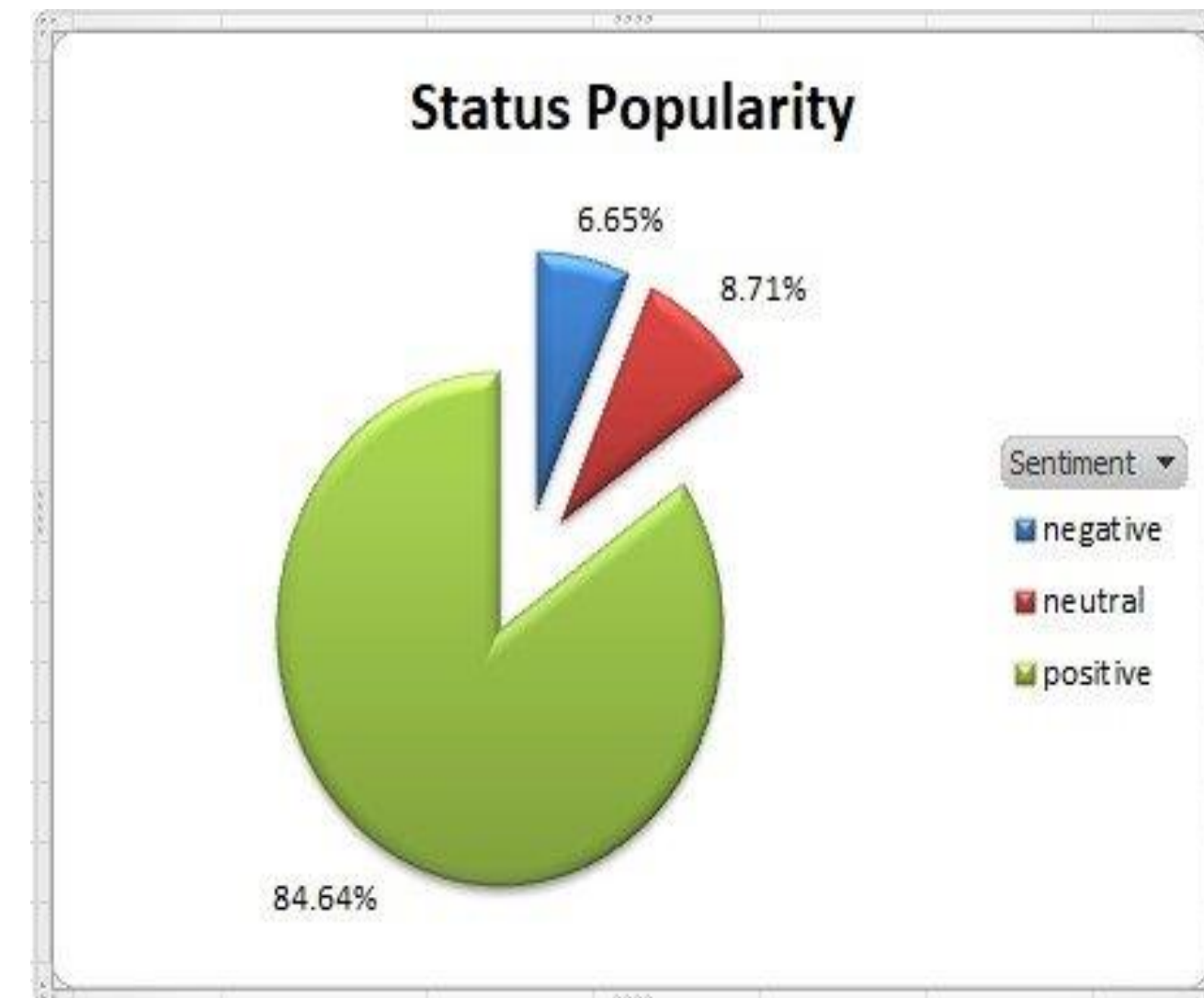
Month with most
posts
January



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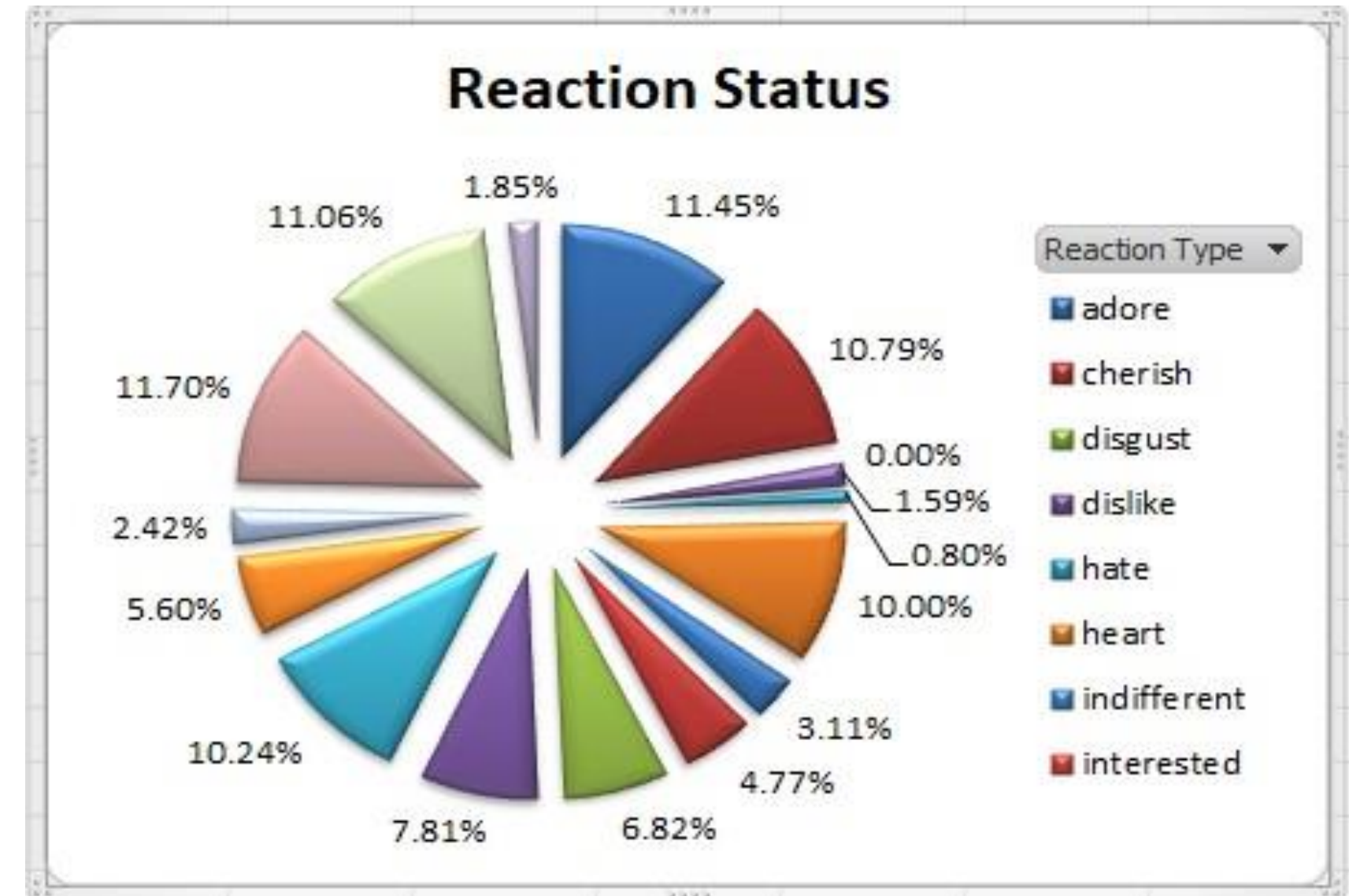
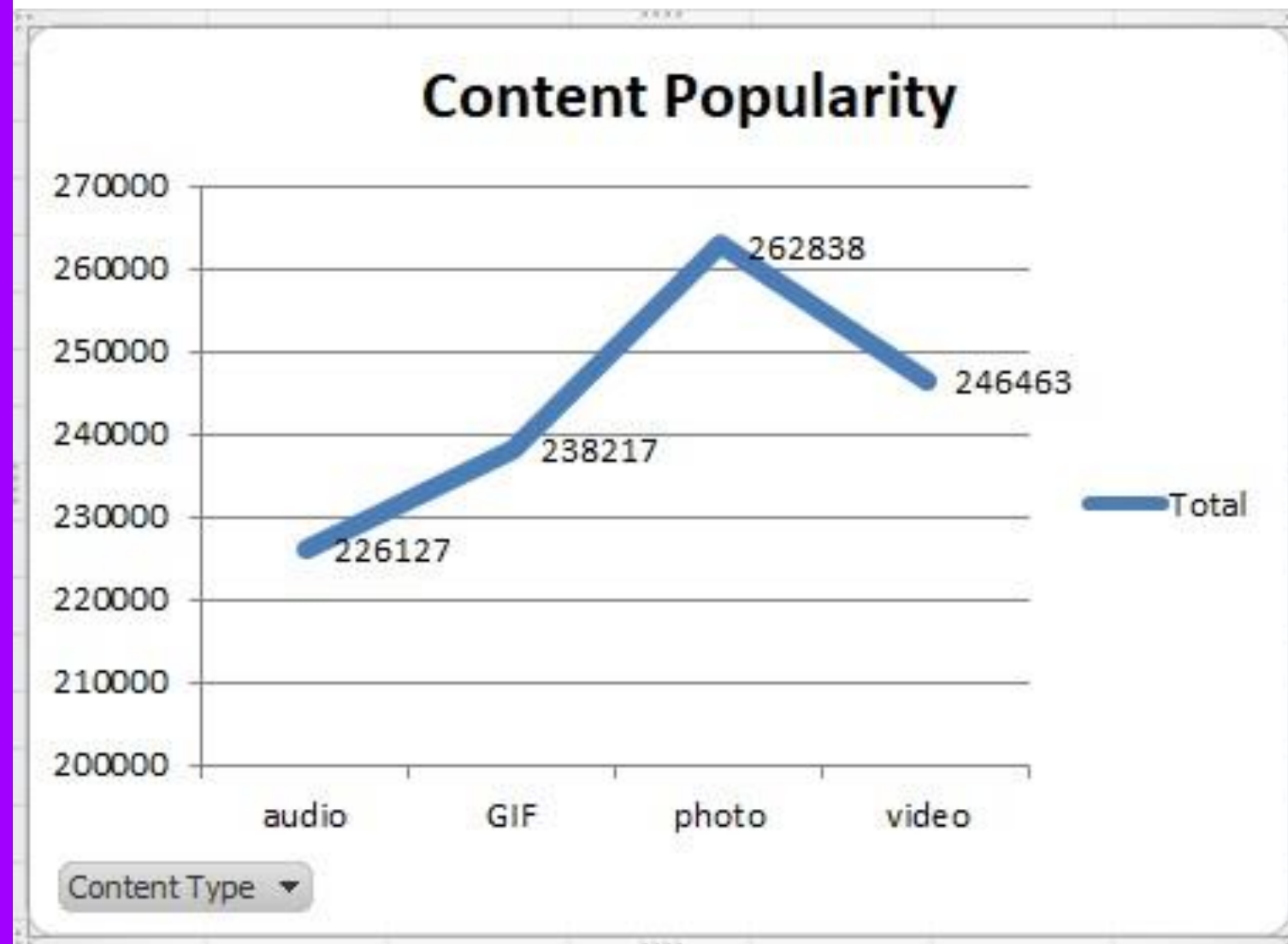
**Animal is the Top Category
with 74965 Score.**



**The Sentiments Status
shows Positive Results.**

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The Social media content shows maximum Photos posted as popularity.



The reactions differ in every aspect yet the most in use is Super Love following with adore and want with 11% approx respectively.

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Summary



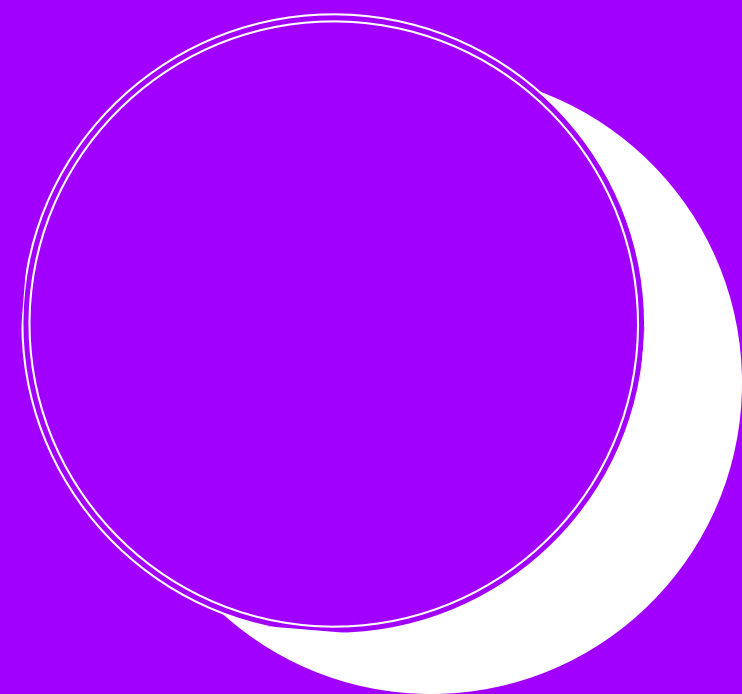
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According to the Analysis we may follow certain points:

- Animals are the most popular content following with science, healthy eating, technology and food contents in the Top 5 categories on Social Buzz.
- The sentiments is positive on Social Buzz mostly accessing to any of the contents.
- The Maximum number of Photos are posted by the maximum population connected with Social Buzz.
- The reaction type showing mostly people are showering with super love followed by adore and want with approximately 11%.

Conclusion:

After Analyzing this dataset, I can totally consider there is a great opportunity to globally assess this company having the high exploration by engaging with the big dataset as shown by our firm with a better management team we already inspire to have.



Thank you!

ANY QUESTIONS?

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Forage

Inspiring and empowering
future professionals

Shreya Sonal

Data Analytics and Visualization Job Simulation

Certificate of Completion
July 26th, 2024

Over the period of July 2024, Shreya Sonal has completed practical tasks in:

Project Understanding
Data Cleaning & Modeling
Data Visualization & Storytelling
Present to the Client

A handwritten signature in black ink, reading "Caroline Dudley".

Caroline Dudley
Managing Director
North America
Recruiting

A handwritten signature in black ink, reading "Tom Brunskill".

Tom Brunskill
CEO, Co-Founder of
Forage