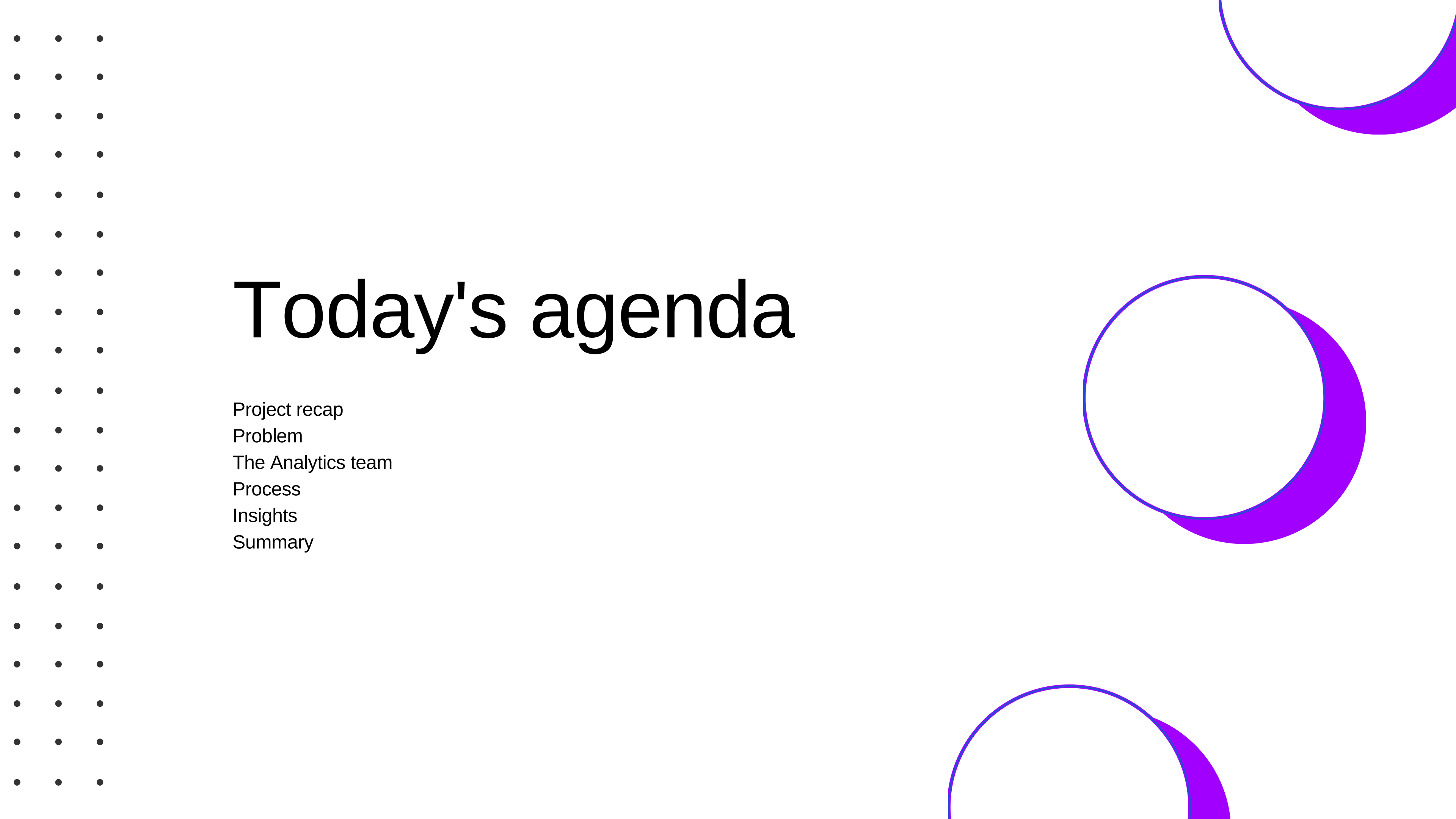




Data  
Analytics  
Social Buzz



# 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 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

# 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



# The Analytics team



Andrew Fleming  
Chief Technical Architect



Marcus Rompton  
Senior Principle



{Myself}  
Data Analyst



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

16

UNIQUE  
CATEGORIES



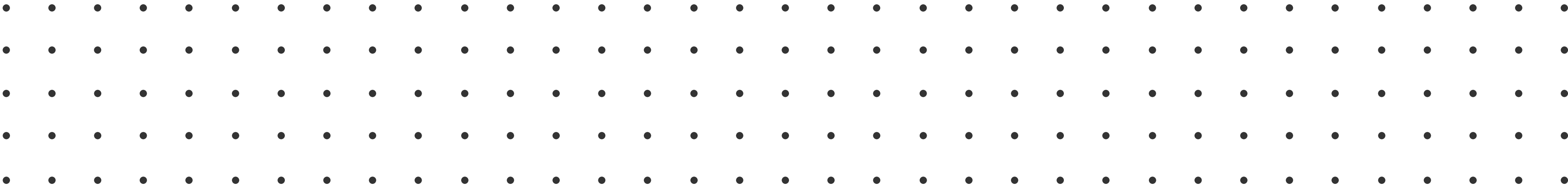
1897

REACTIONS TO "ANIMAL"  
POSTS

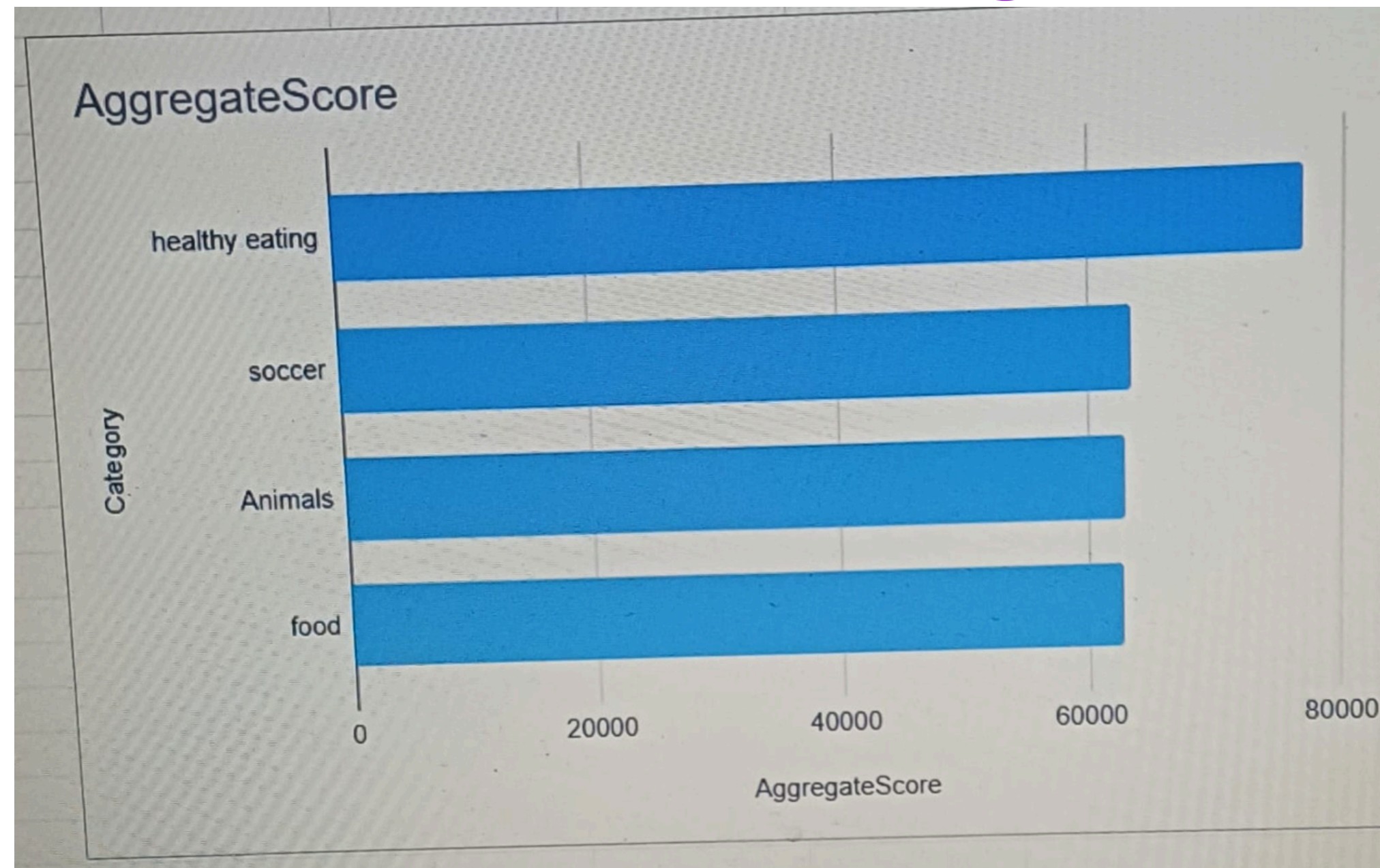


JANUARY

MONTH WITH  
MOST POSTS



# Uncover Insights





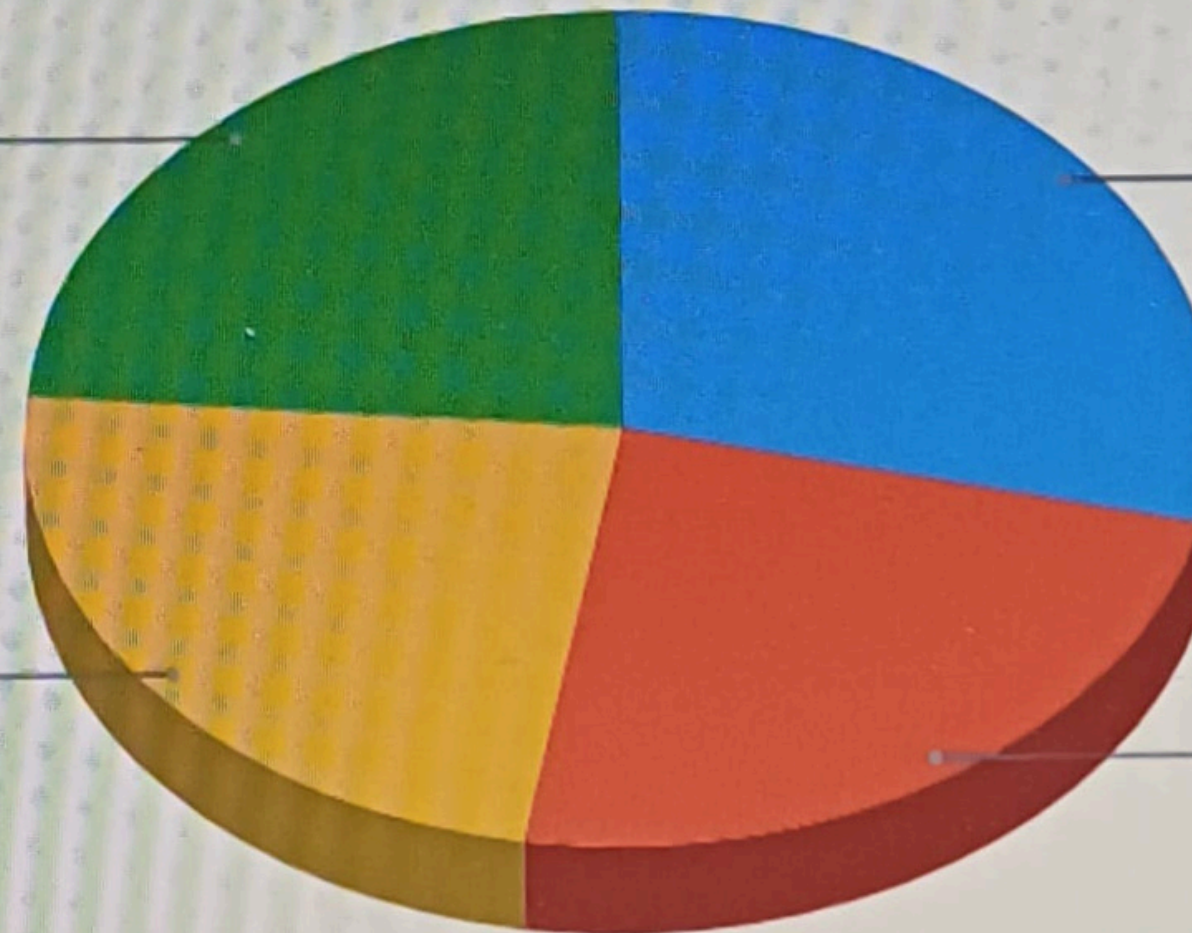
## AggregateScore

food  
23.6%

healthy eating  
28.9%

Animals  
23.7%

soccer  
23.9%



# Summary



## ANALYSIS

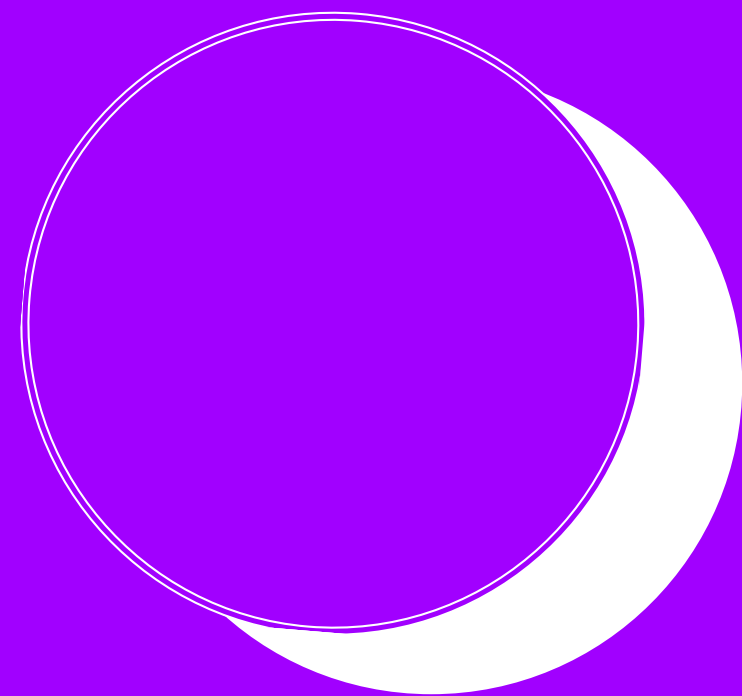
Animale and science popular categories of content, showing that people enjoy real-fe" and "Mactual content the most

## INSIGHT

Food is a com Theme 5 categories with "Healthy Esting ranking the highest. This may give an indication to the audience within your base You could use this insight to create campaign and work with healthy cating brands to bo engagement

## NEXT STEPS

This ad-hoc analysis is insightful, but if's time to take this analysis into large scale production for real-time understanding of your business.  
We how to do this.



# Thank you!

ANY QUESTIONS?