Decoding Social Buzz

Unveiling the Top 5 Content

Trends

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 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

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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

Bhavya Saini
Data Analyst

Marcus Rompton
Senior Principle

Andrew Fleming
Chief Technical Architect

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

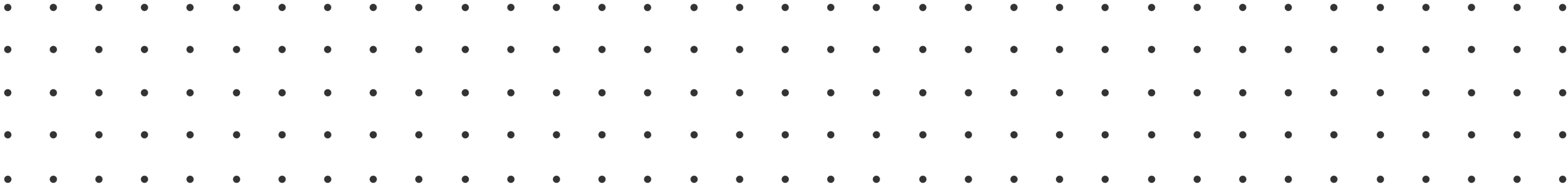**4** Data Analysis

5 Uncover Insights

Insights

Animal Content type is the most used one – 1.8k
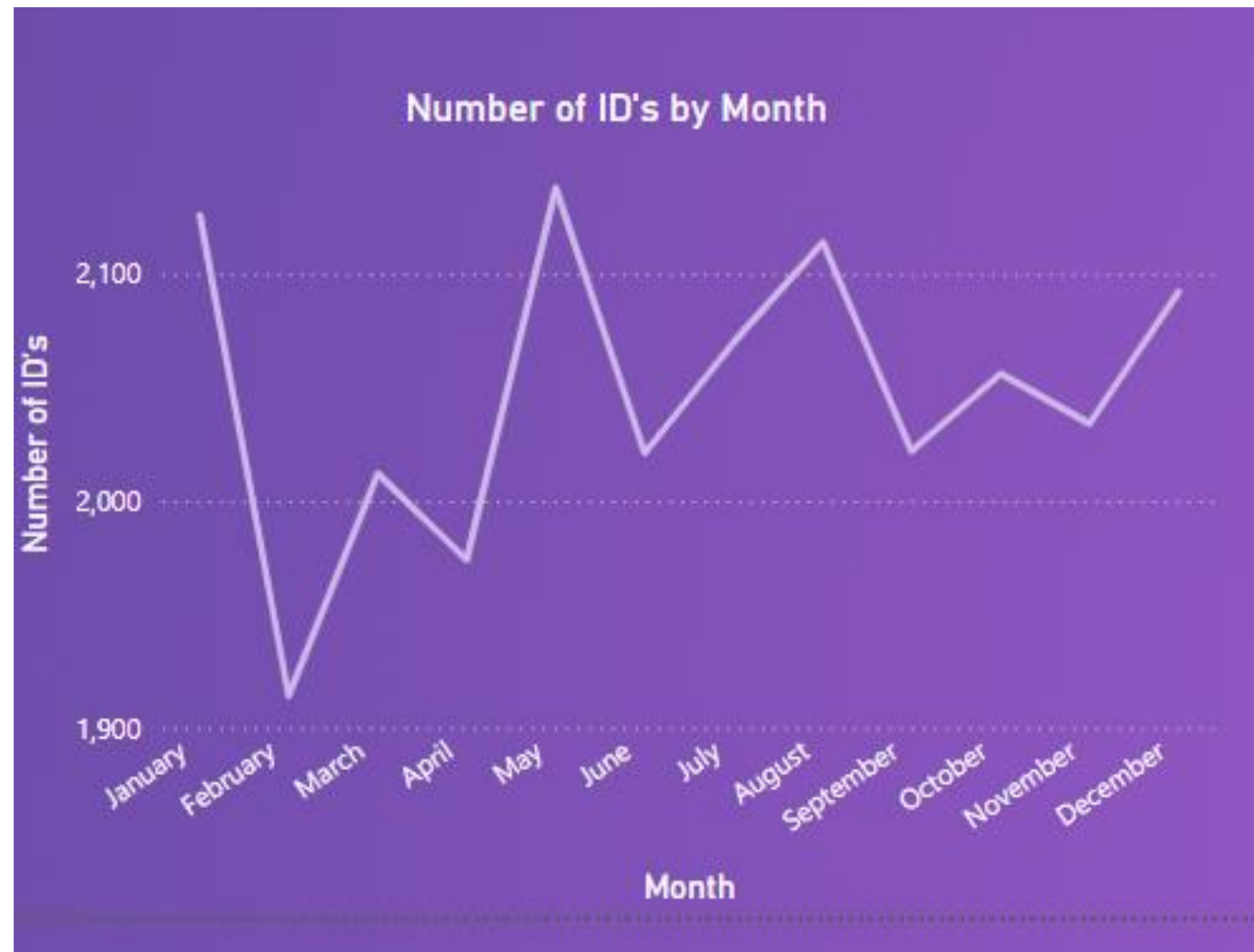
Photos is the most used content media – 26%
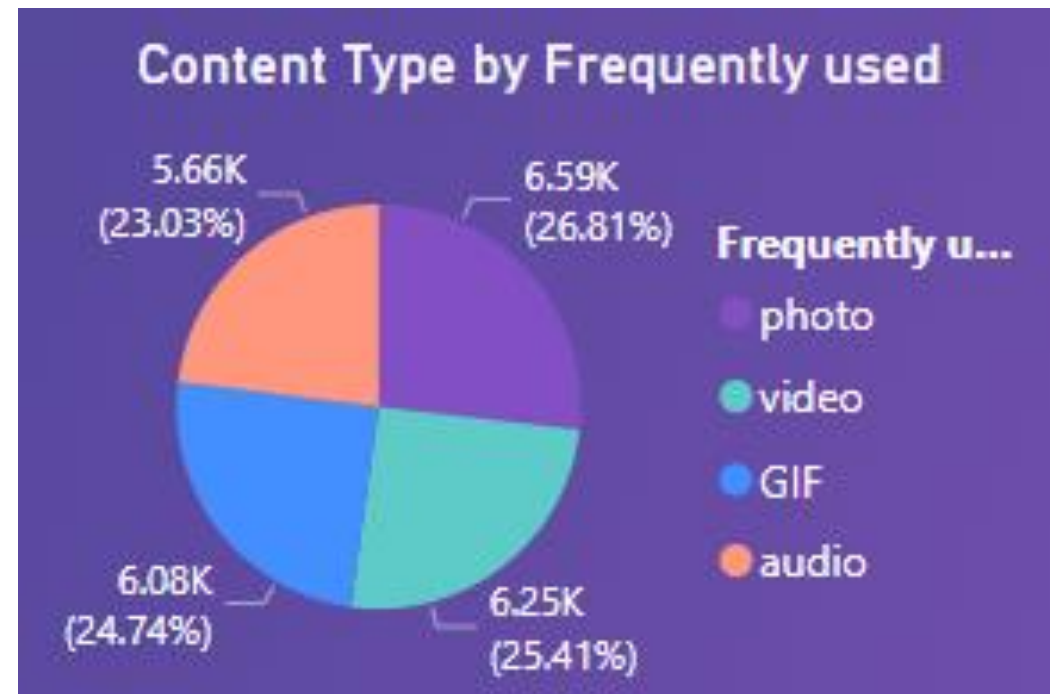
January and May are the peak months of activity

Number of ID's by Category

- **Animal**
- **Science**
- **Healthy Eating**
- **Food**
- **Technology**

These are the top content categories being used on the Social Buzz

Number of ID's by Month

January and May are the most active months of the year where users are most active.

Photos media is the most used media on the platform
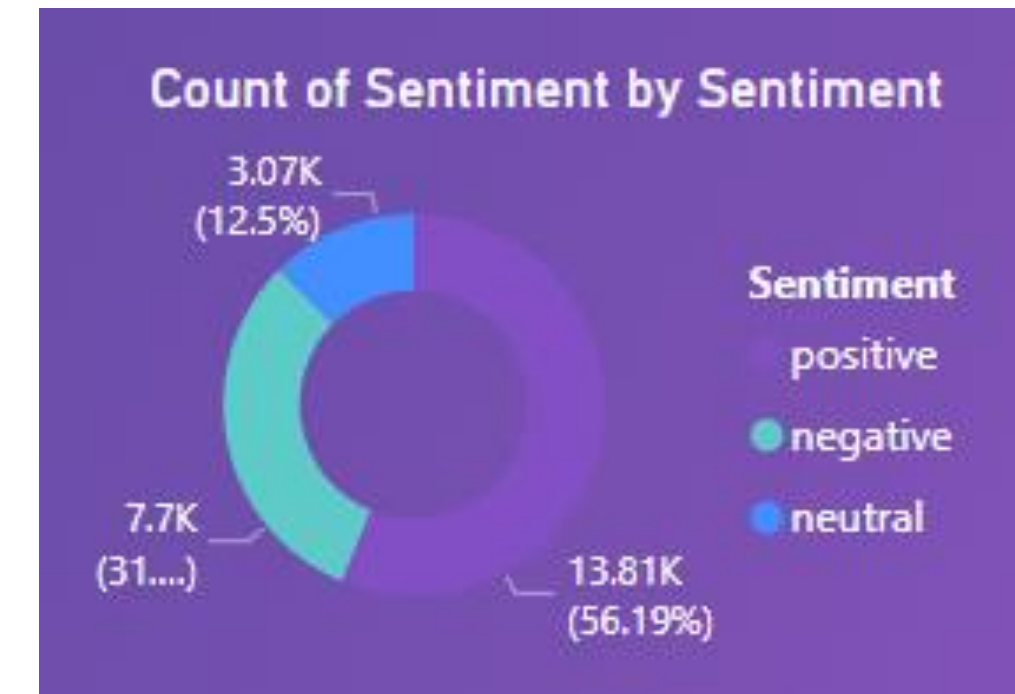
Overall sentiment analysis is positive

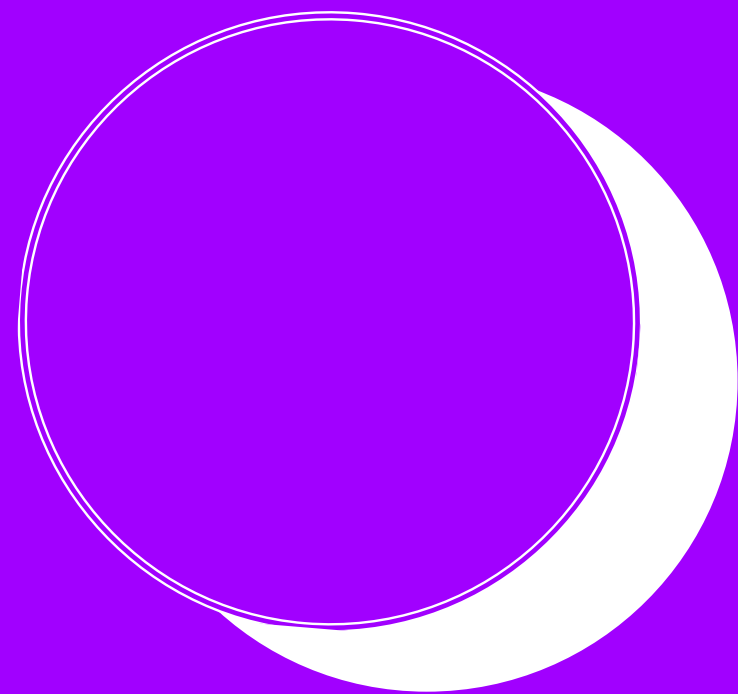# Dashboard

Summary

ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

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

Thank you!

ANY QUESTIONS?