
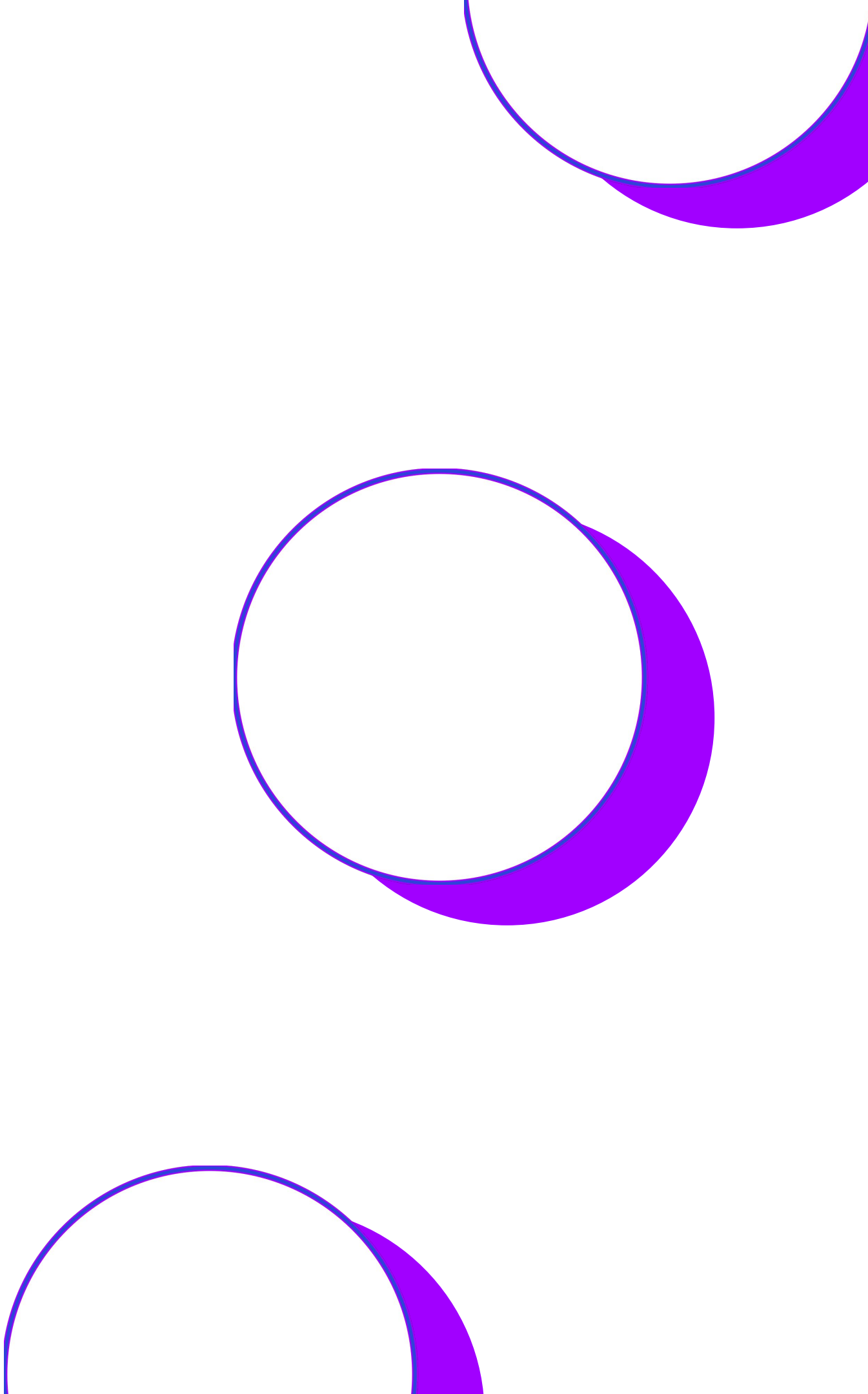


The graphic features a large, bright blue circle on the left side of the frame. Inside this circle, the words "Project Report" are written in a clean, white, sans-serif font, stacked vertically. The circle is set against a background of a solid purple color. To the right of the blue circle, there is a dark blue, semi-transparent circular shape that overlaps with the blue circle and the purple background. The entire background is covered with a grid of small, white dots, which are more densely packed in the purple area and become sparser towards the right edge.

# Project Report



# Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

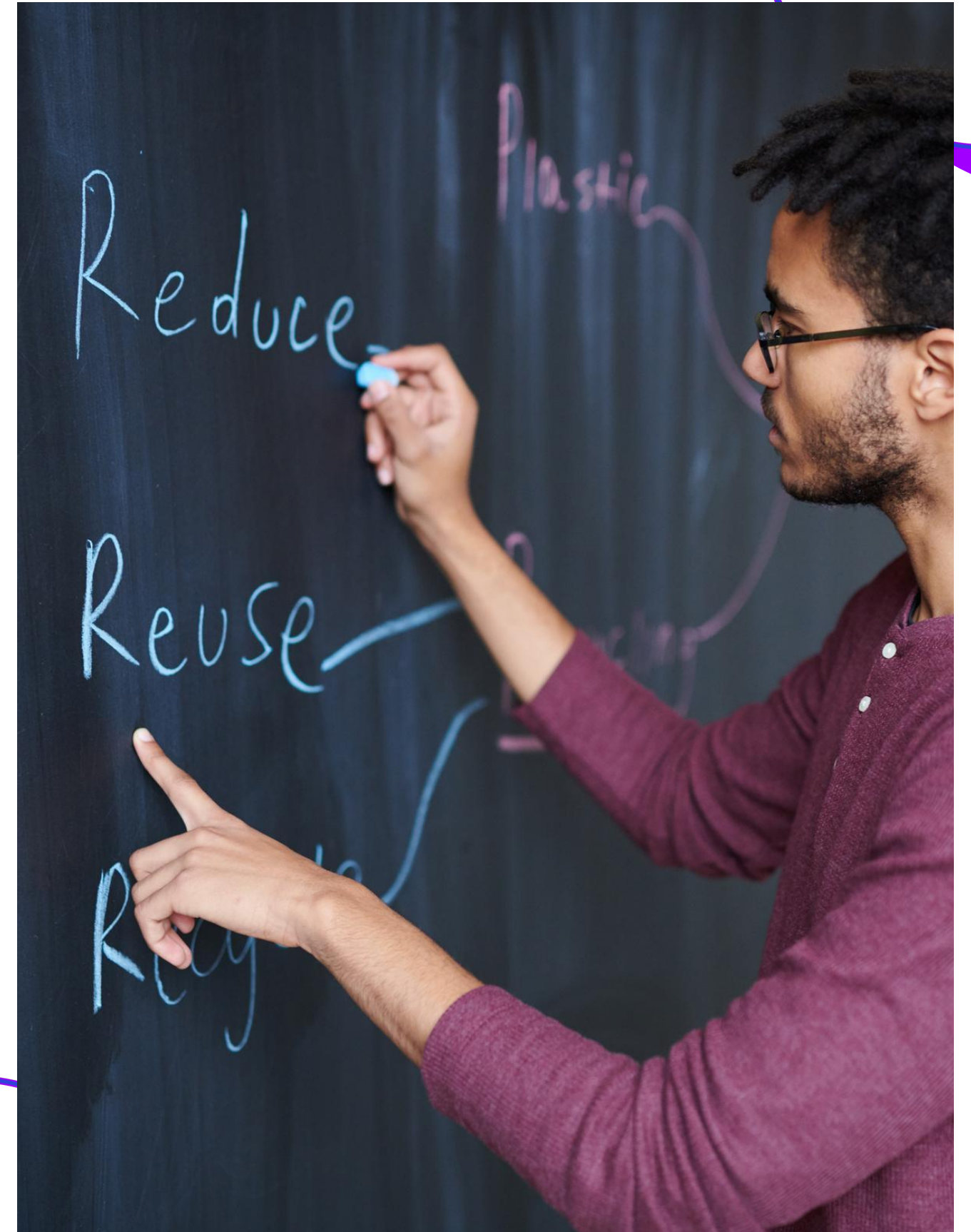
# Project Recap

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



Snigdha Mahajan  
-Data Analyst



# Process

1

Identification of Dataset

2

Data Cleaning

3

Merge the datasets

4

Figure out top 5 categories

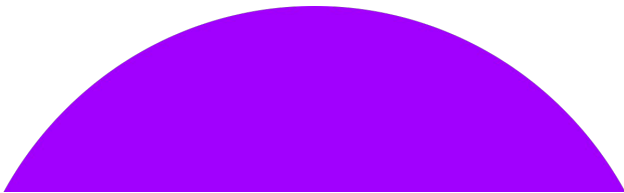
5

Make a spreadsheet for the same

# Insights

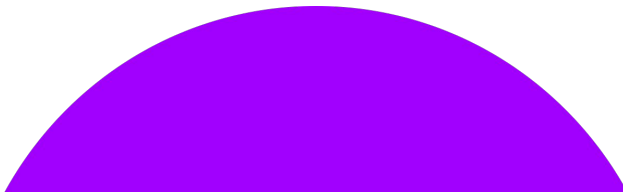
16

UNIQUE  
CATEGORIES



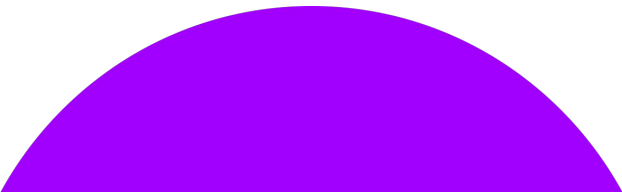
1905

REACTIONS TO "ANIMAL"  
POSTS

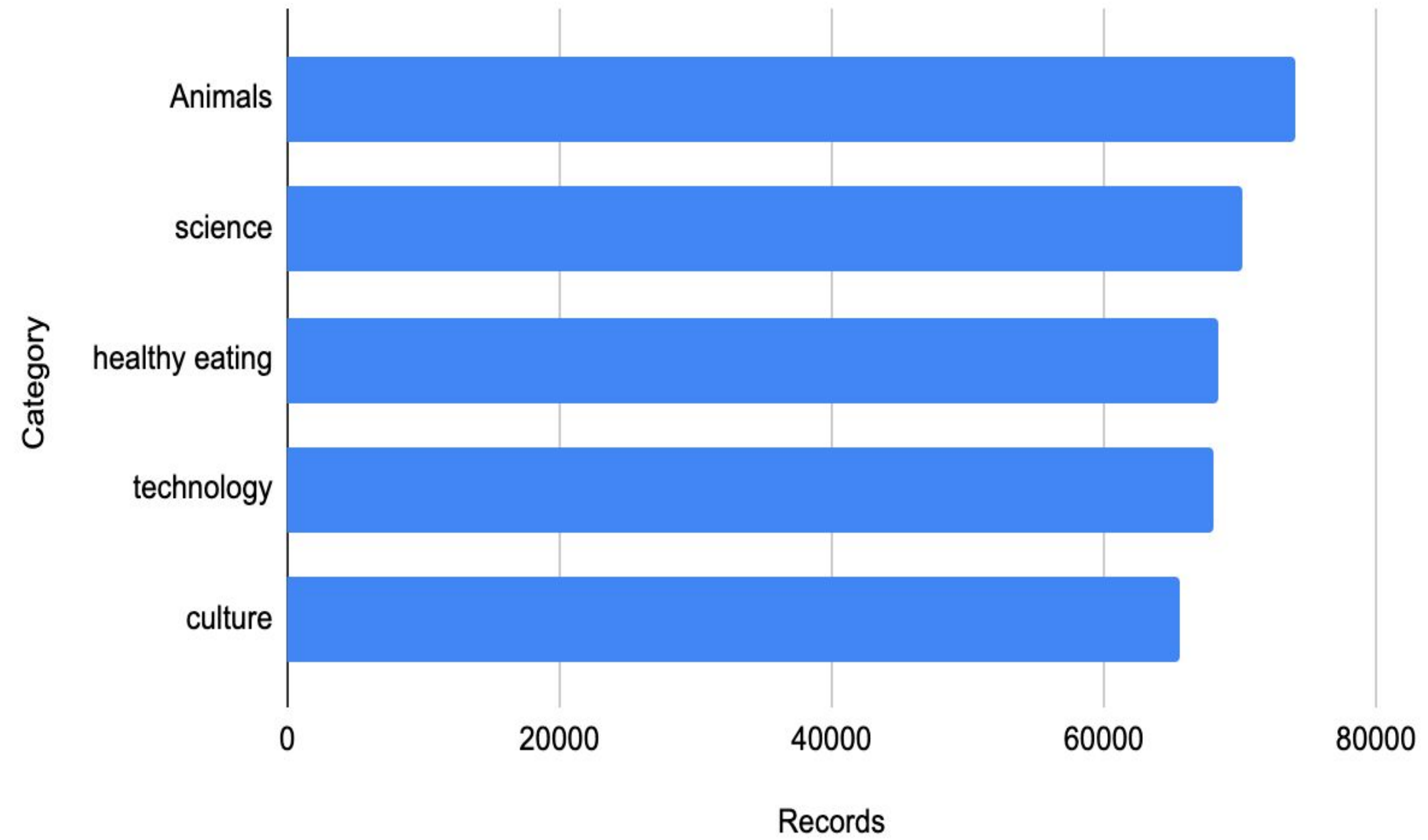


MAY

MONTH WITH  
MOST POSTS



## Records vs Category





## Popularity percentage share from top 5 categories

Records

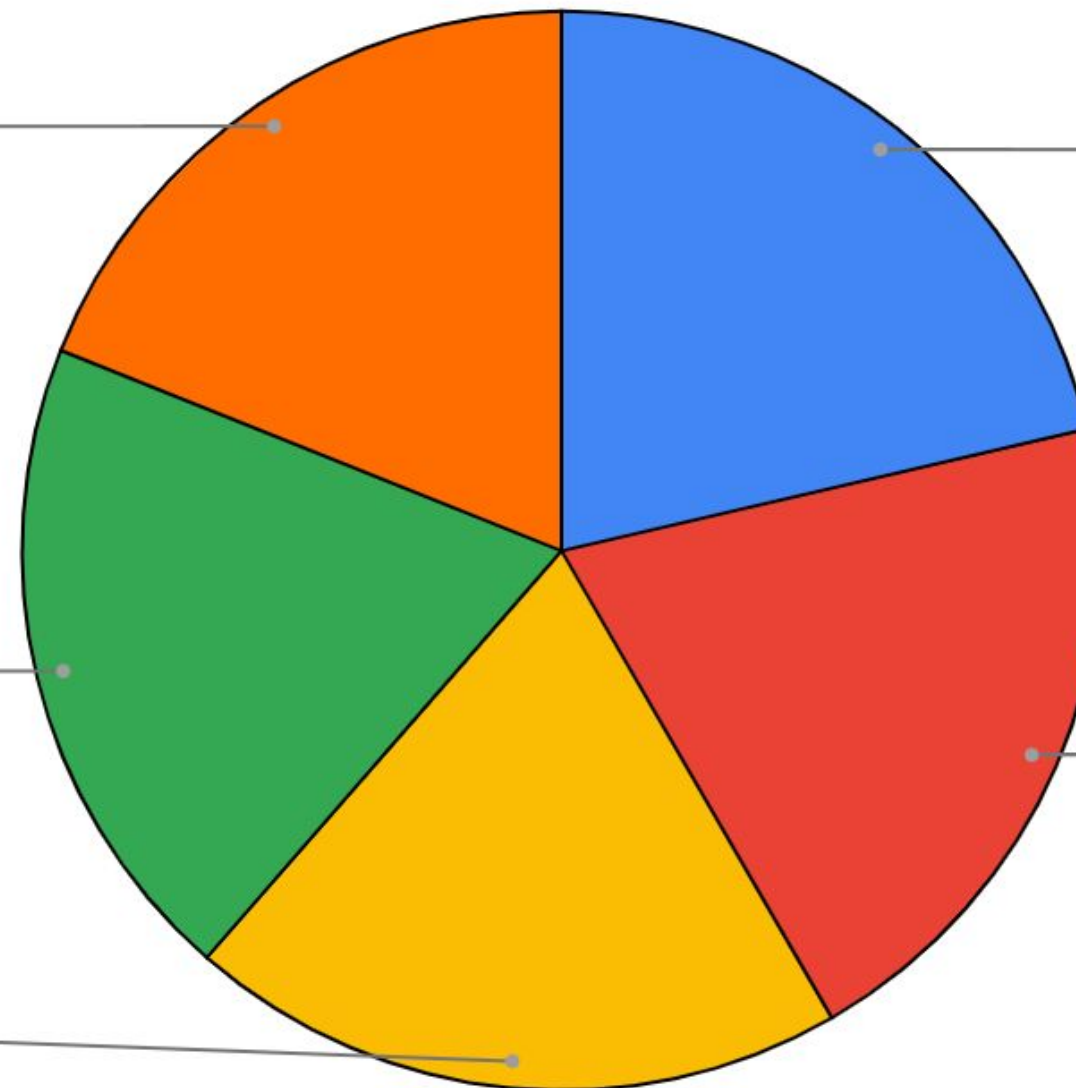
culture  
18.9%

Animals  
21.4%

technology  
19.6%

science  
20.3%

healthy eating  
19.8%



# Summary



## ANALYSIS

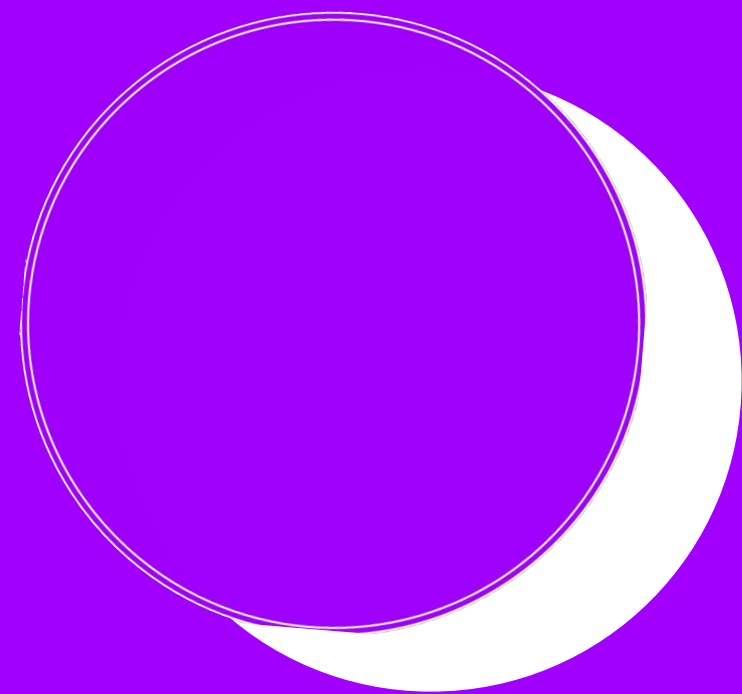
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

## 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?