A graphic featuring a large cyan circle on the left containing the text "Data Analytics". To its right is a dark blue circle, partially overlapping the cyan one. The background is a vibrant purple with a grid of small white dots. A white vertical bar is on the far right.

# Data Analytics



# 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:

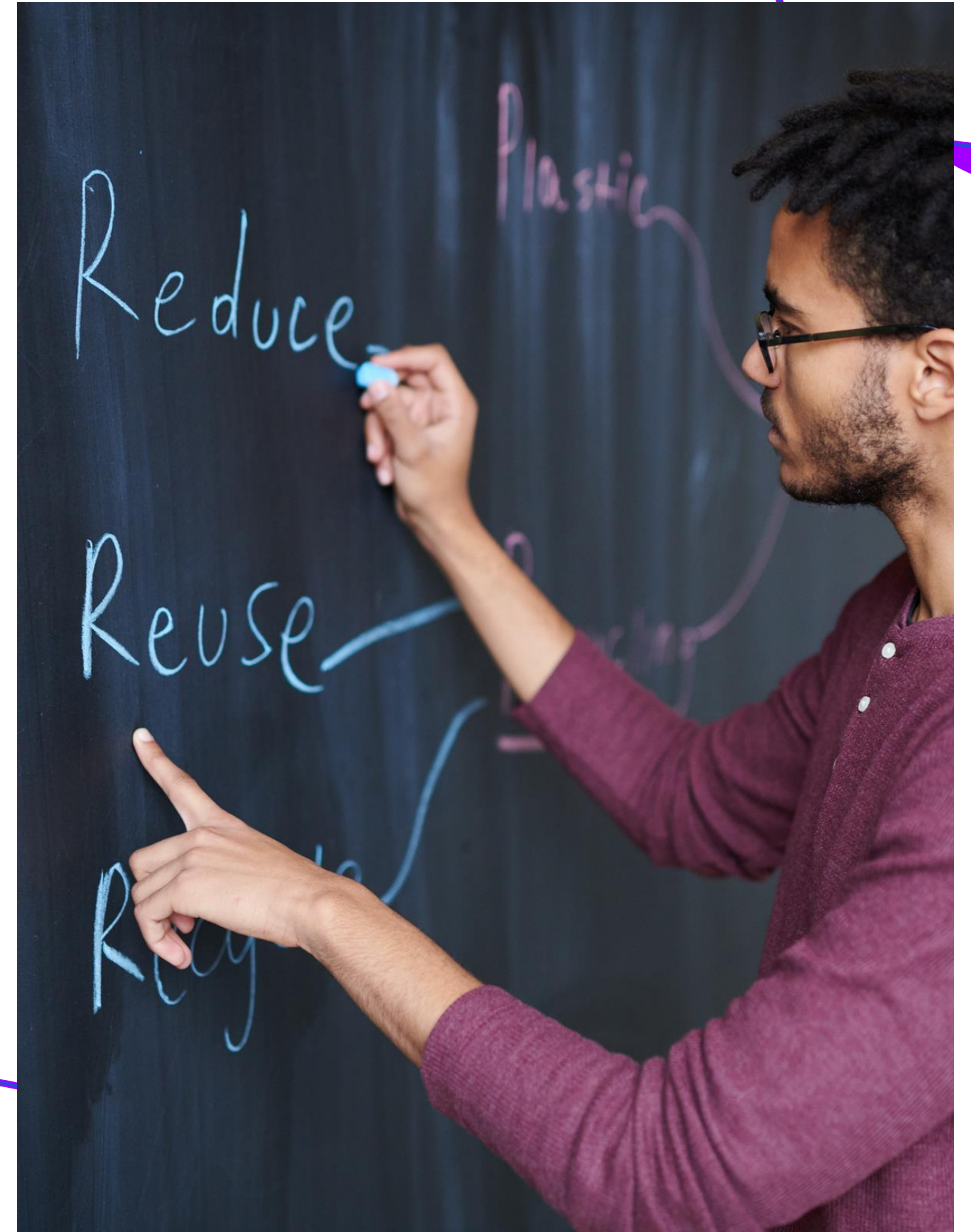
- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content.

# 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?



# The Analytics team



**Subhankar Roy**  
Data Analyst



**Marcus Rompton**  
Senior Principle



**Andrew Fleming**  
Chief Technical Architect

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

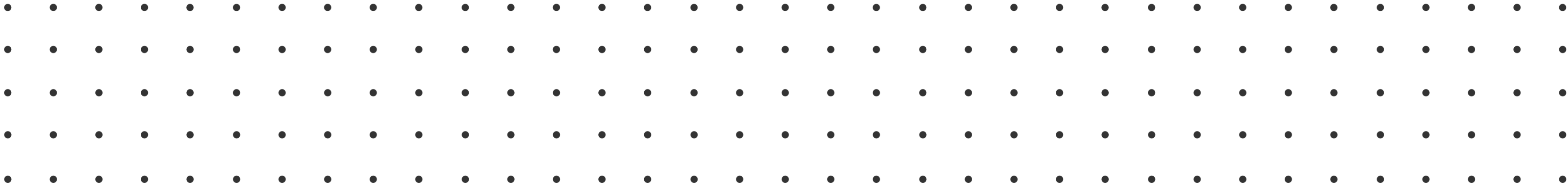
5

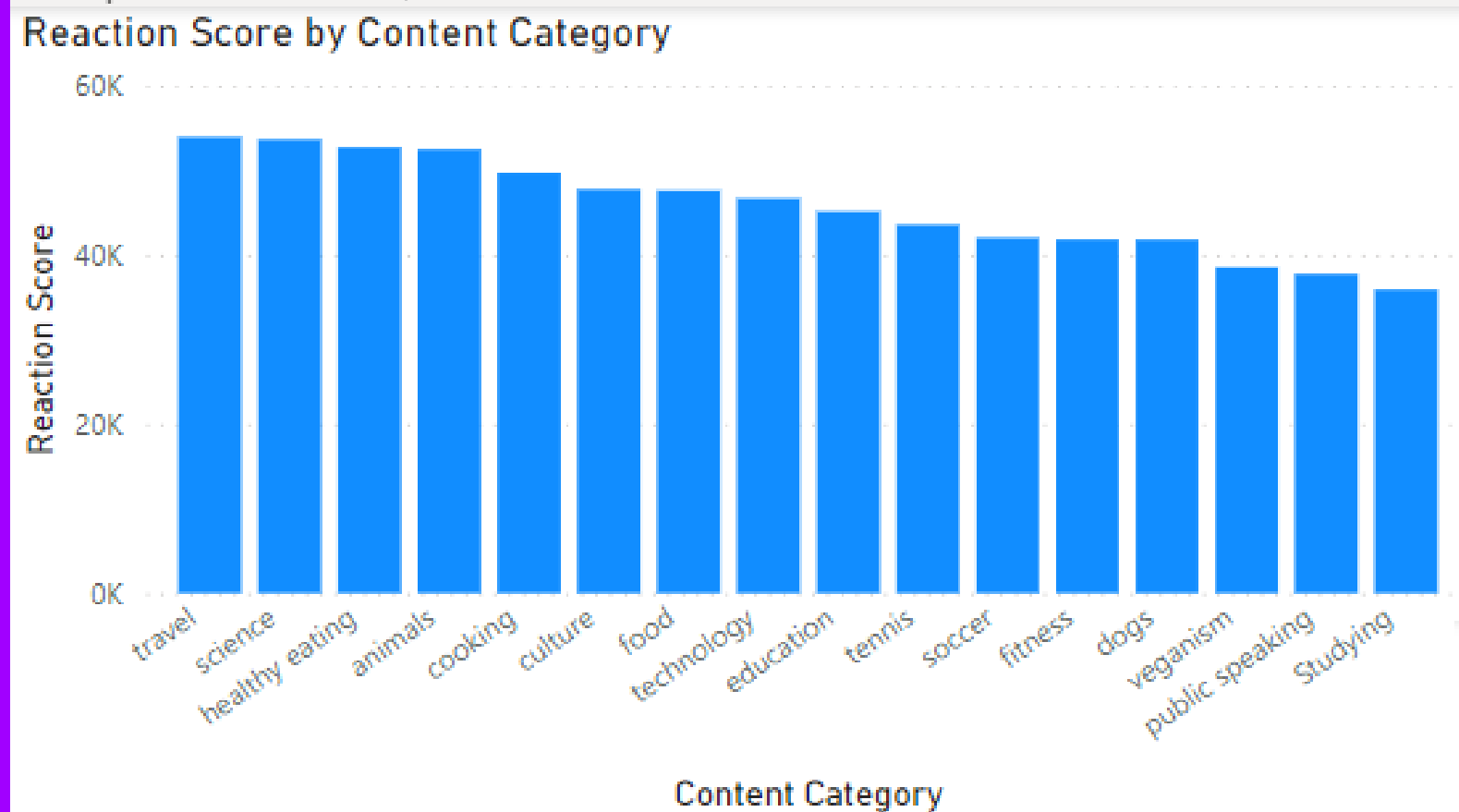
Uncover Insights

# Insights

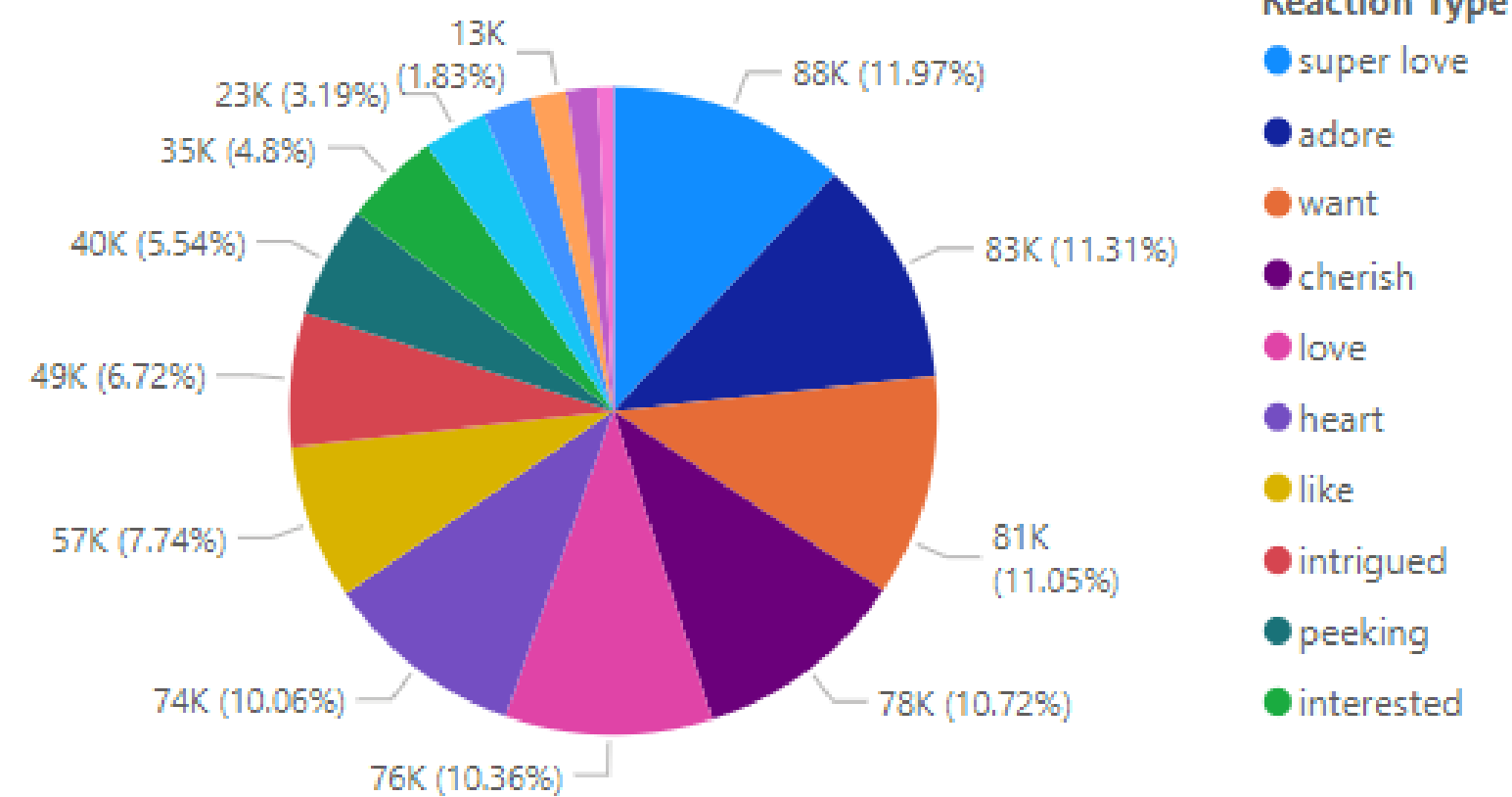
The top 5 content categories are:

- 1. Travel
- 2. Science
- 3. Healthy Eating
- 4. Animals
- 5. Cooking



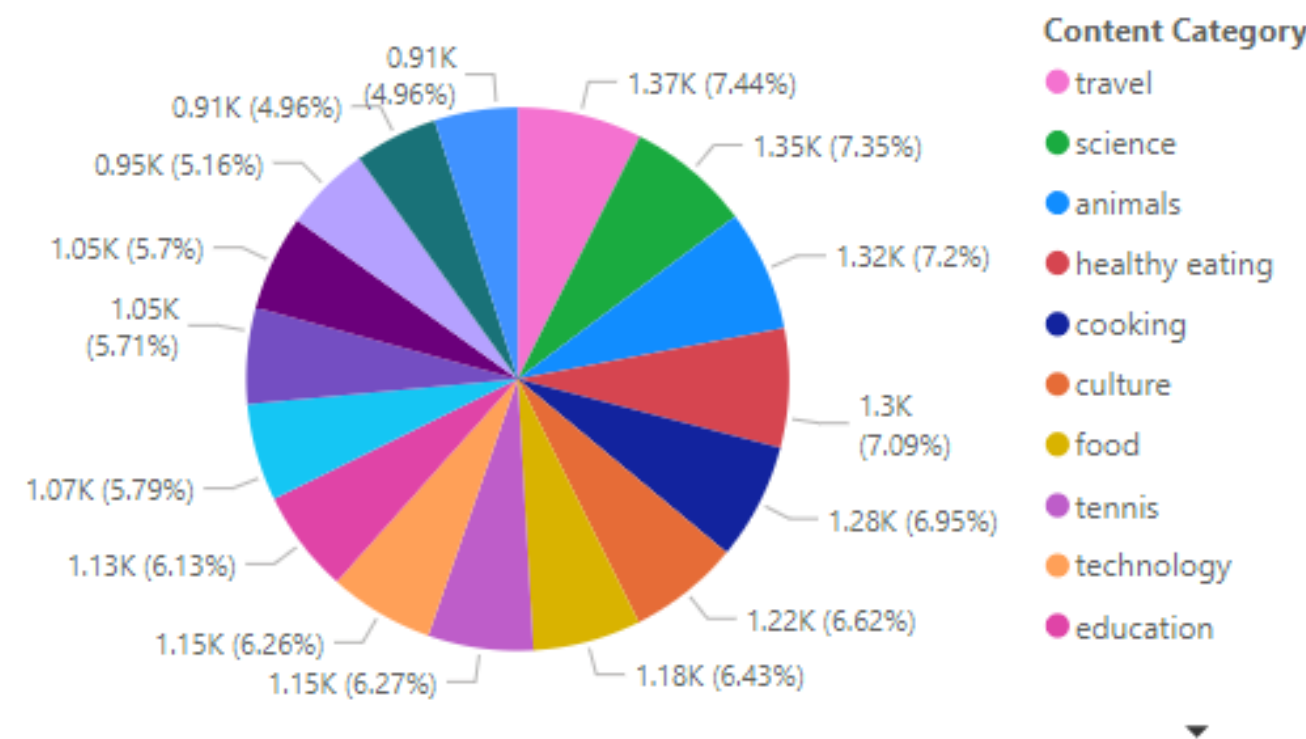


### Reaction Score by Reaction Type

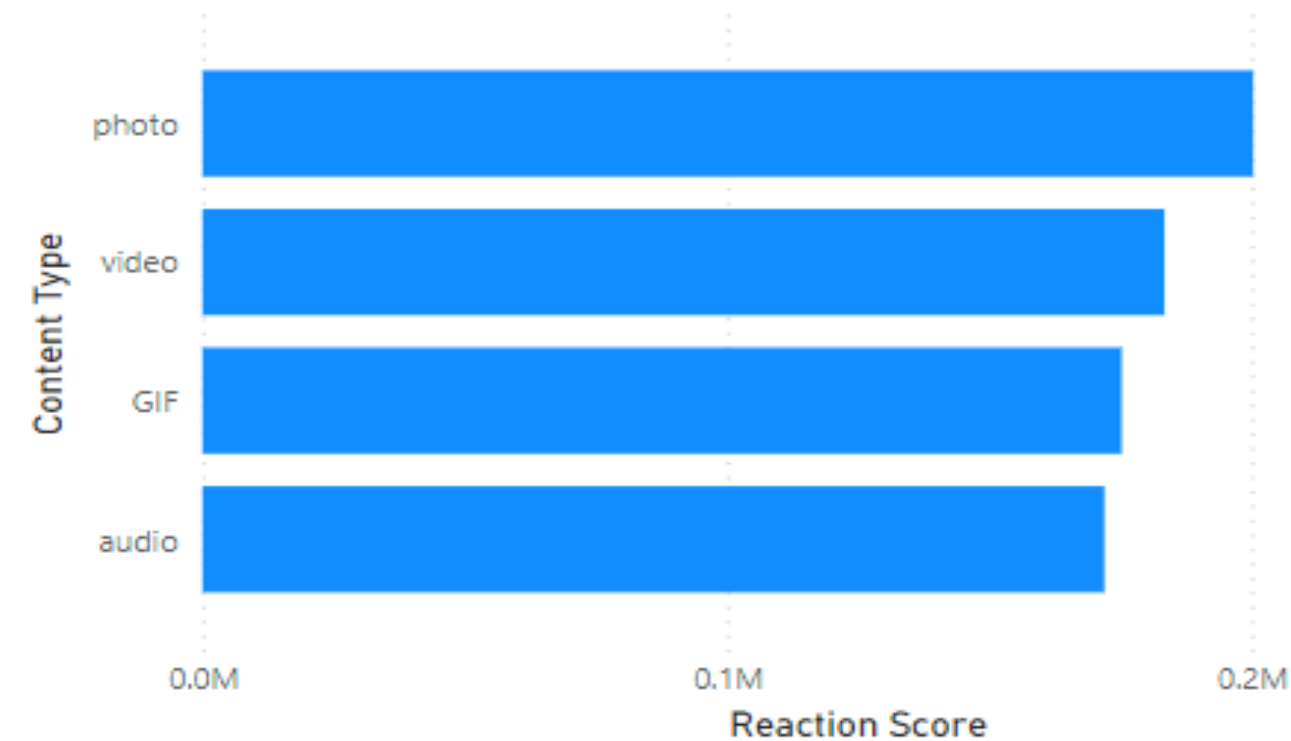




Content Type by Content Category




Reaction Score by Content Type

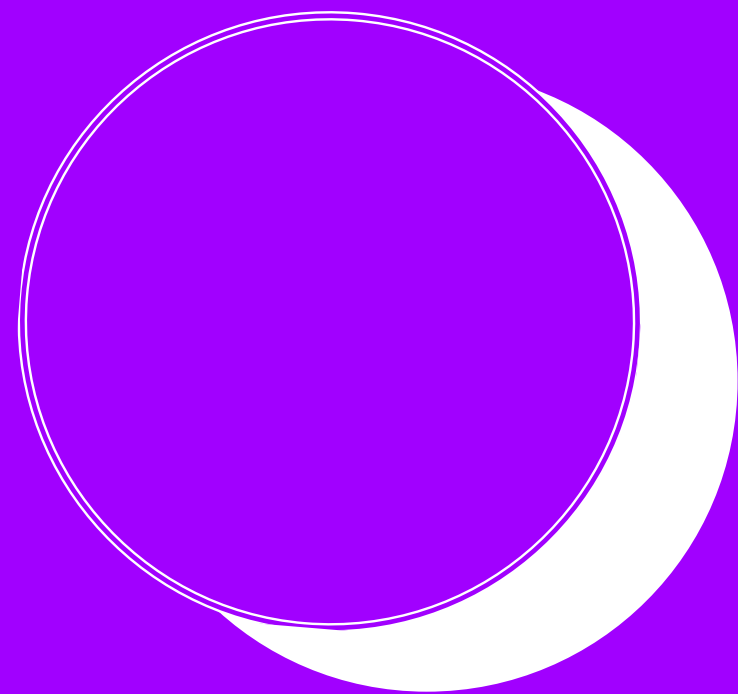




# Summary



Found the top 5 performing content categories.  
Created few visualizations for understanding the results better and using the visuals for better business decisions.



# Thank you!

ANY QUESTIONS?