Social Bizz

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing Technology unicorn that needs to adapt quickly to its 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 post per day.
- 36.50,000 piecers of content per year.
- But how to capitalize when there is so much?
- Analysis to find Social Buzz’s top 5 Most popular categories of content.

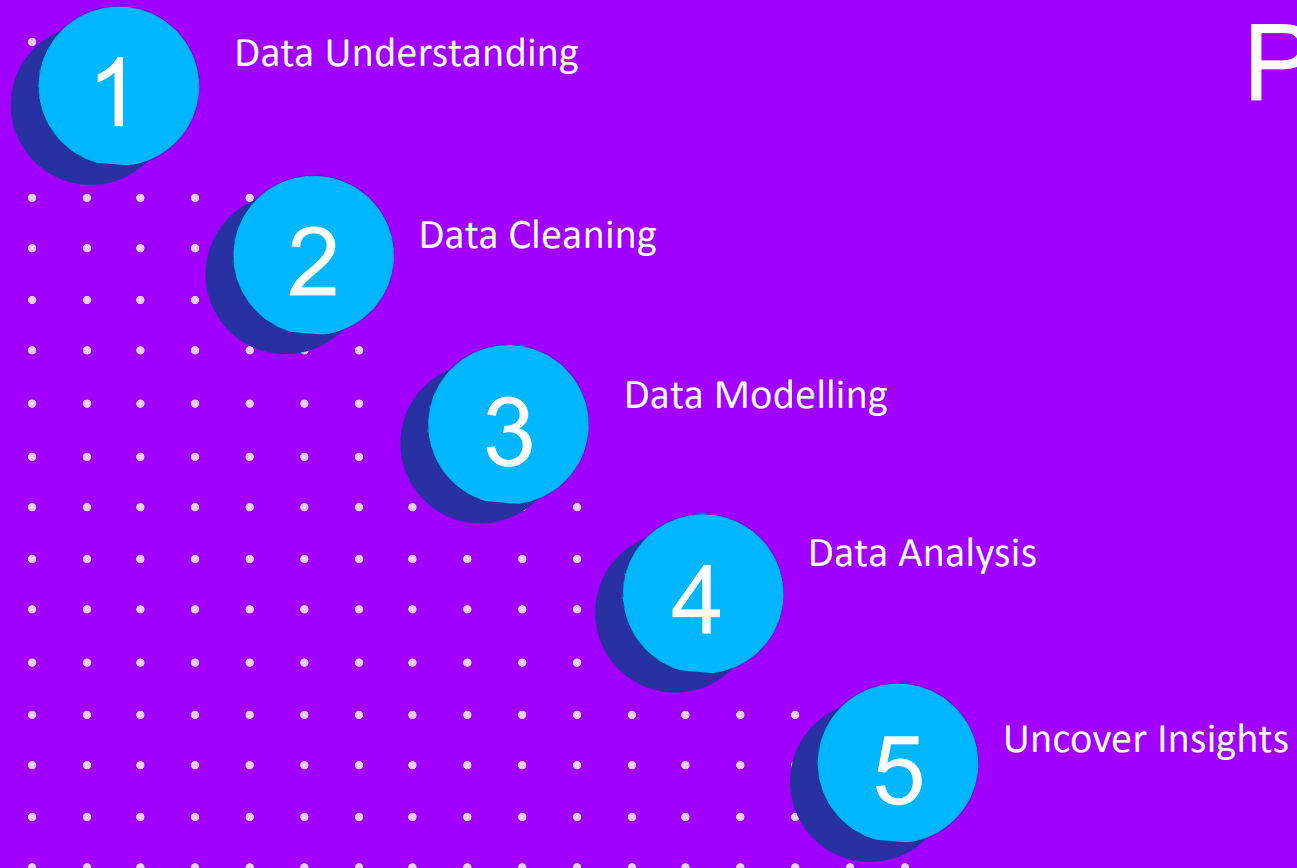
The Analytics team

Andrew Fleming
(Chief Technical Architect)

Marcus Rompton
(Senior Principle)

Swapnil Sheth
(Data Analyst)

Process


1
Data Understanding
2
Data Cleaning
3
Data Modelling
4
Data Analysis
5
Uncover Insights

Insights

16

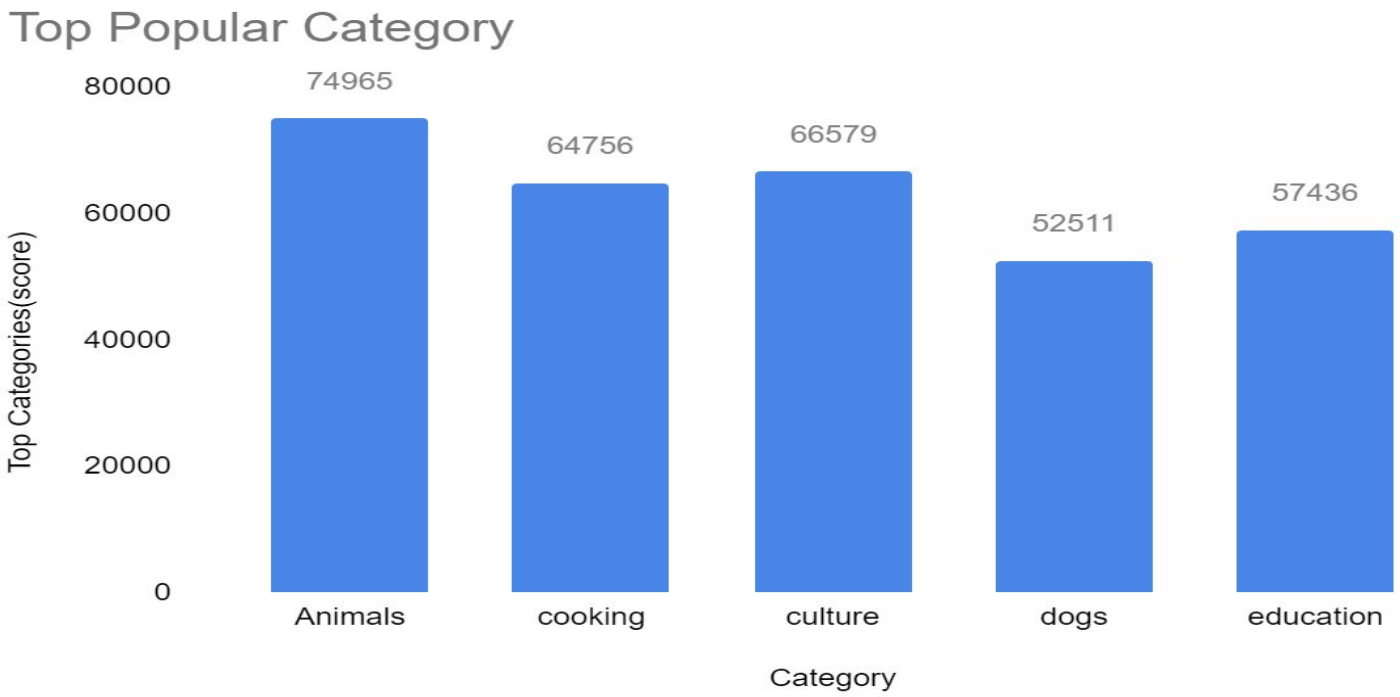
Unique Categories

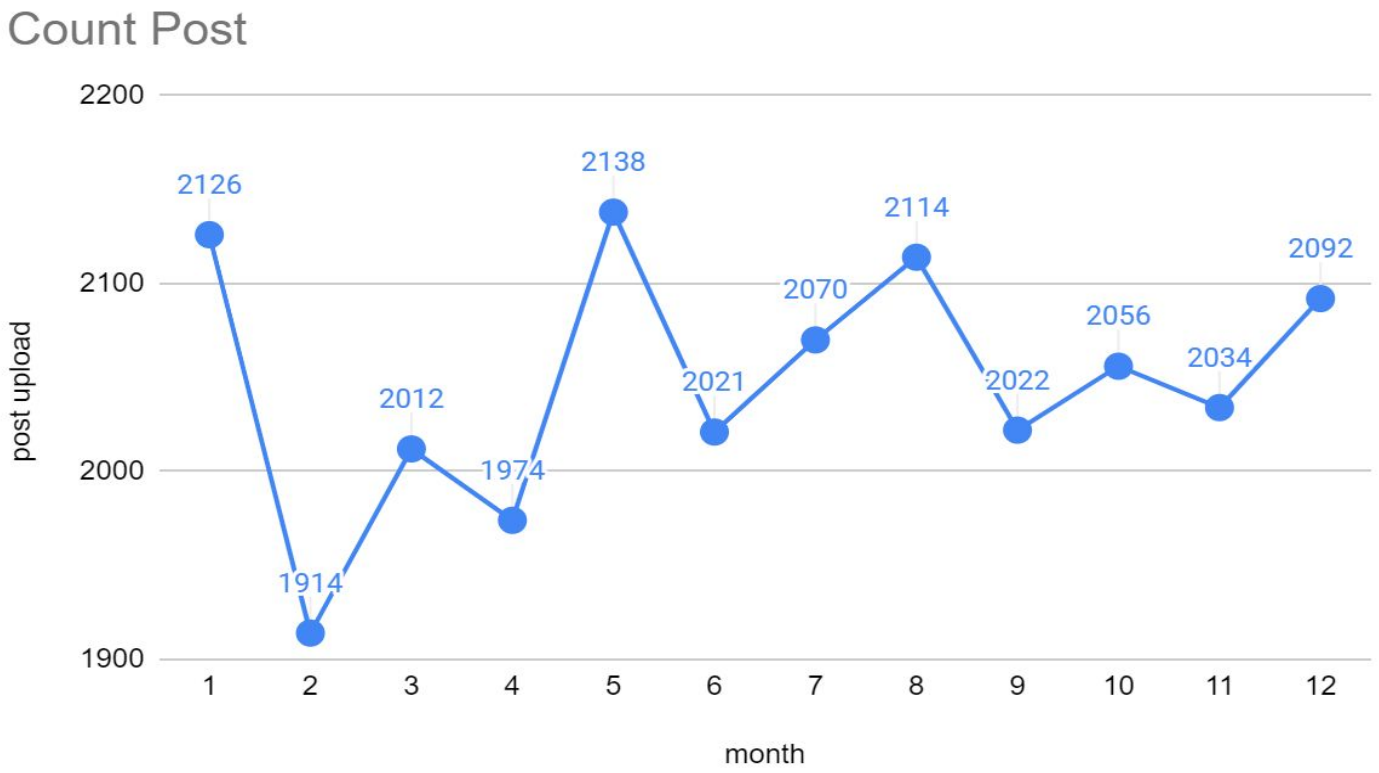
Animal

Most Categories

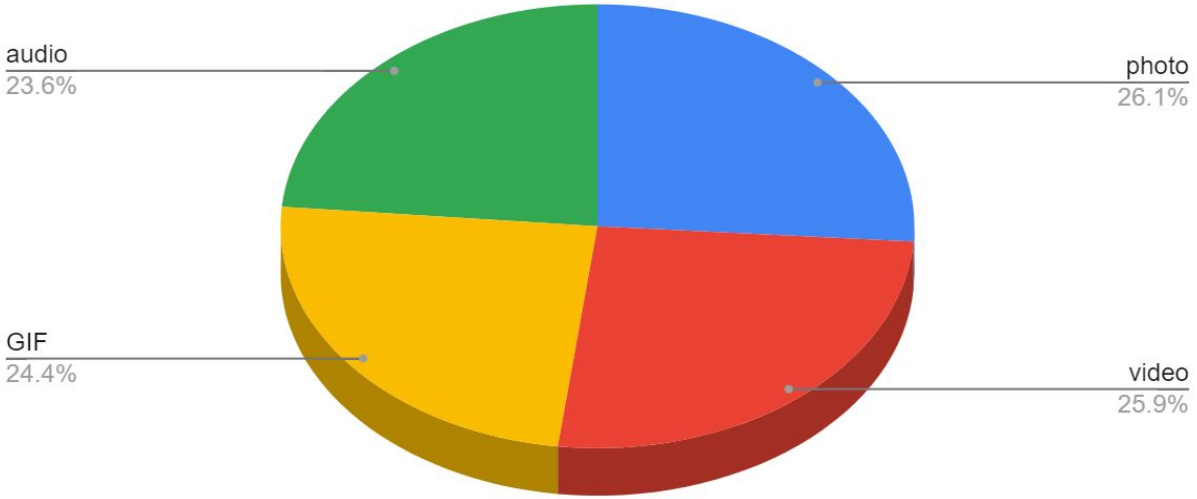
May

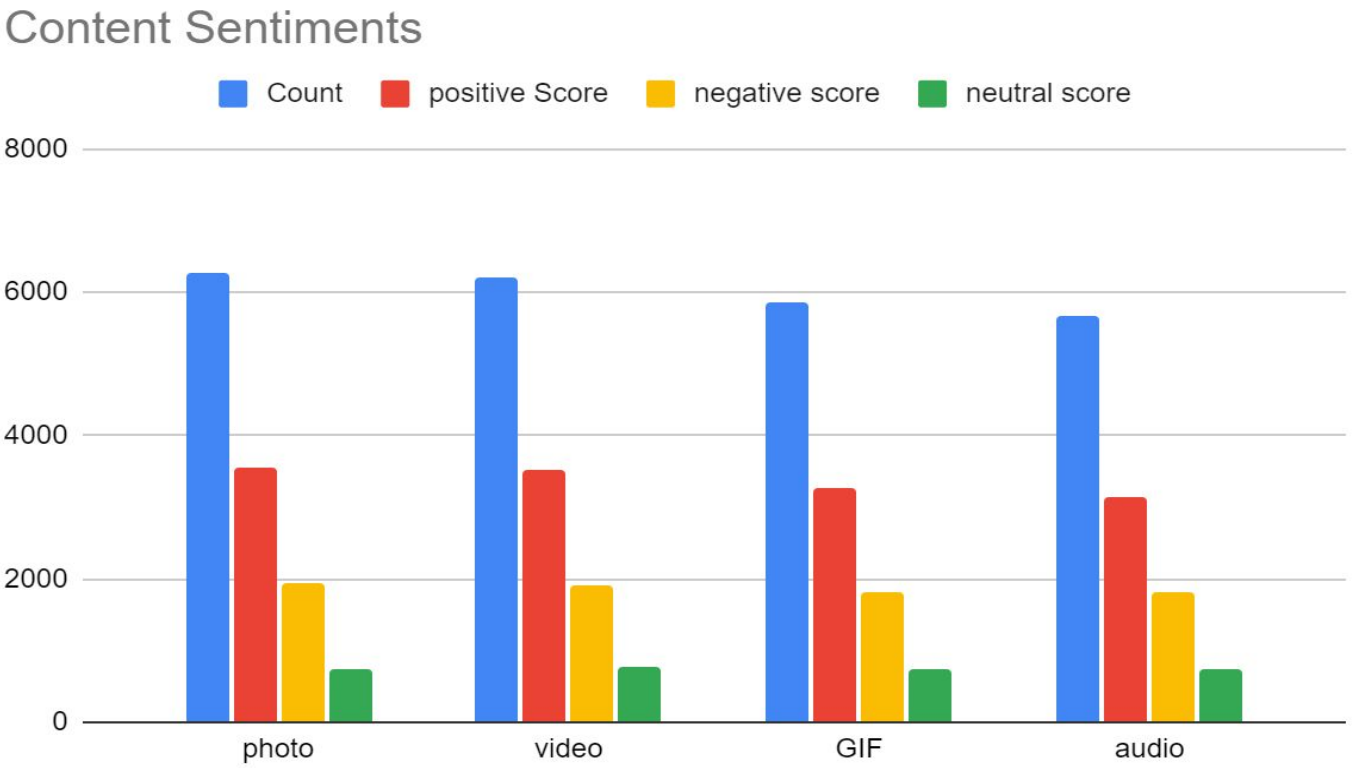
With Most no of Posts

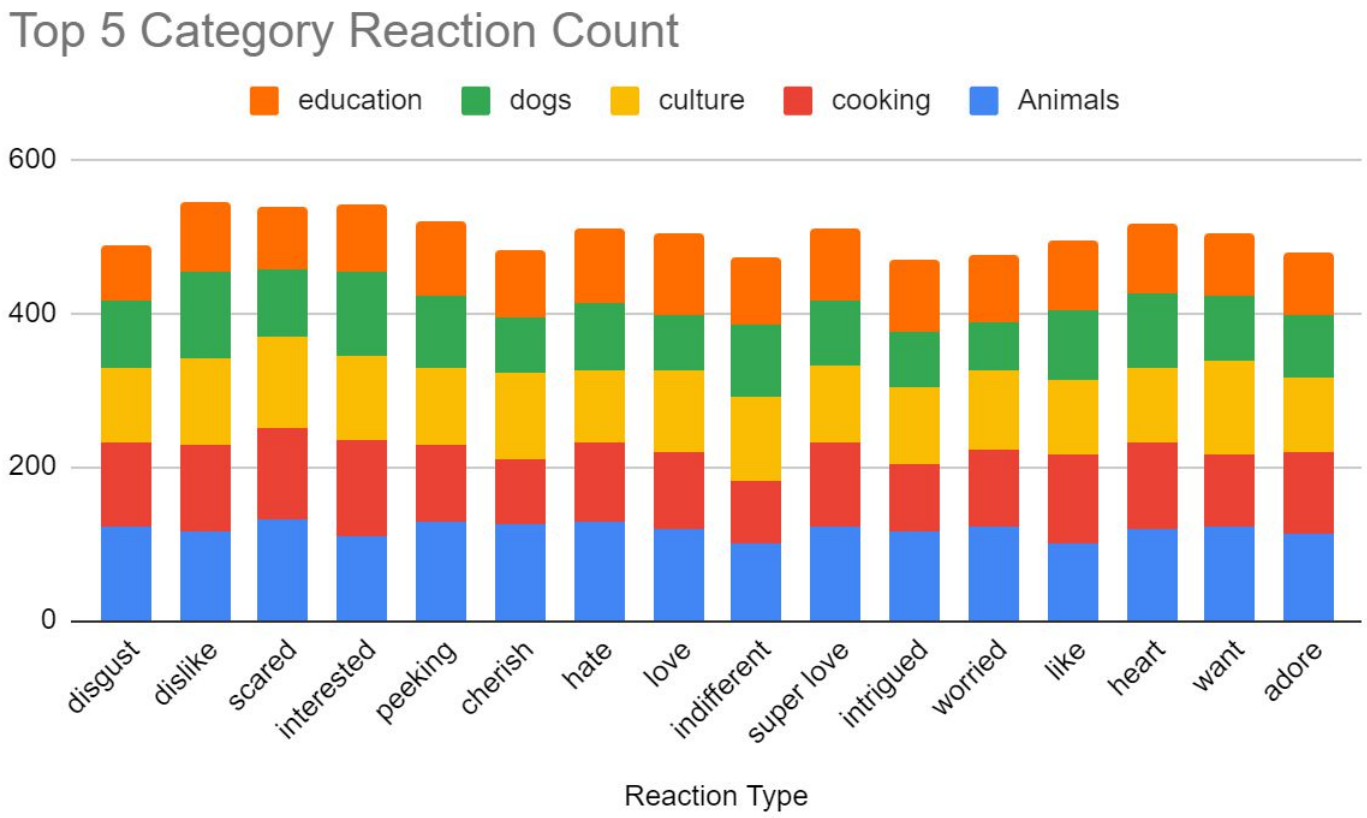

Top Popular Category
80000
60000
40000
20000
0
Top Categories(score)
74965
64756
66579
52511
57436
Animals
cooking
culture
dogs
education
Category


Count Post
2200
2100
2000
1900
post upload
2126
1914
2012
1974
2138
2021
2070
2114
2022
2056
2034
2092
1
2
3
4
5
6
7
8
9
10
11
12
month

Content Type




Content Sentiments
Count
positive Score
negative score
neutral score
8000
6000
4000
2000
0
photo
video
GIF
audio


Top 5 Category Reaction Count
education
dogs
culture
cooking
Animals
600
400
200
0
disgust
dislike
scared
interested
peeking
cherish
hate
love
indifferent
super love
intrigued
worried
like
heart
want
adore
Reaction Type

Summary

➢ There are a total of 16 distinct content categories. Out of which Animal and Cooking categories are the most popular one.

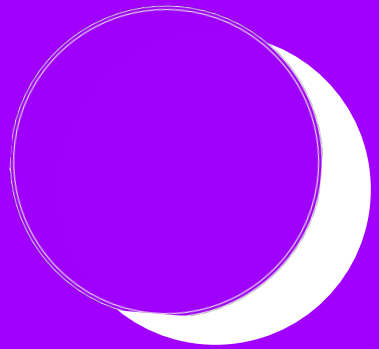
➢4 types of content- Photo, Video, GIF and Audio, out of which people prefer photo and video the most.

➢ May month has the highest number of posts and stands at 2138 posts, while February month has the lowest number of posts (1914 Posts).

Conclusion

➢ Social Buzz should focus more on the top 5 categories that's Animal, Cooking, Culture, Dogs and Education and can create campaign to specifically target those audiences .

➢ Social Buzz can need to maximize in the month of January, May and August as they number of posts in these months are the highest.



Thank you!

ANY QUESTIONS?