



# Social Buzz

Data Analysis



# 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:**

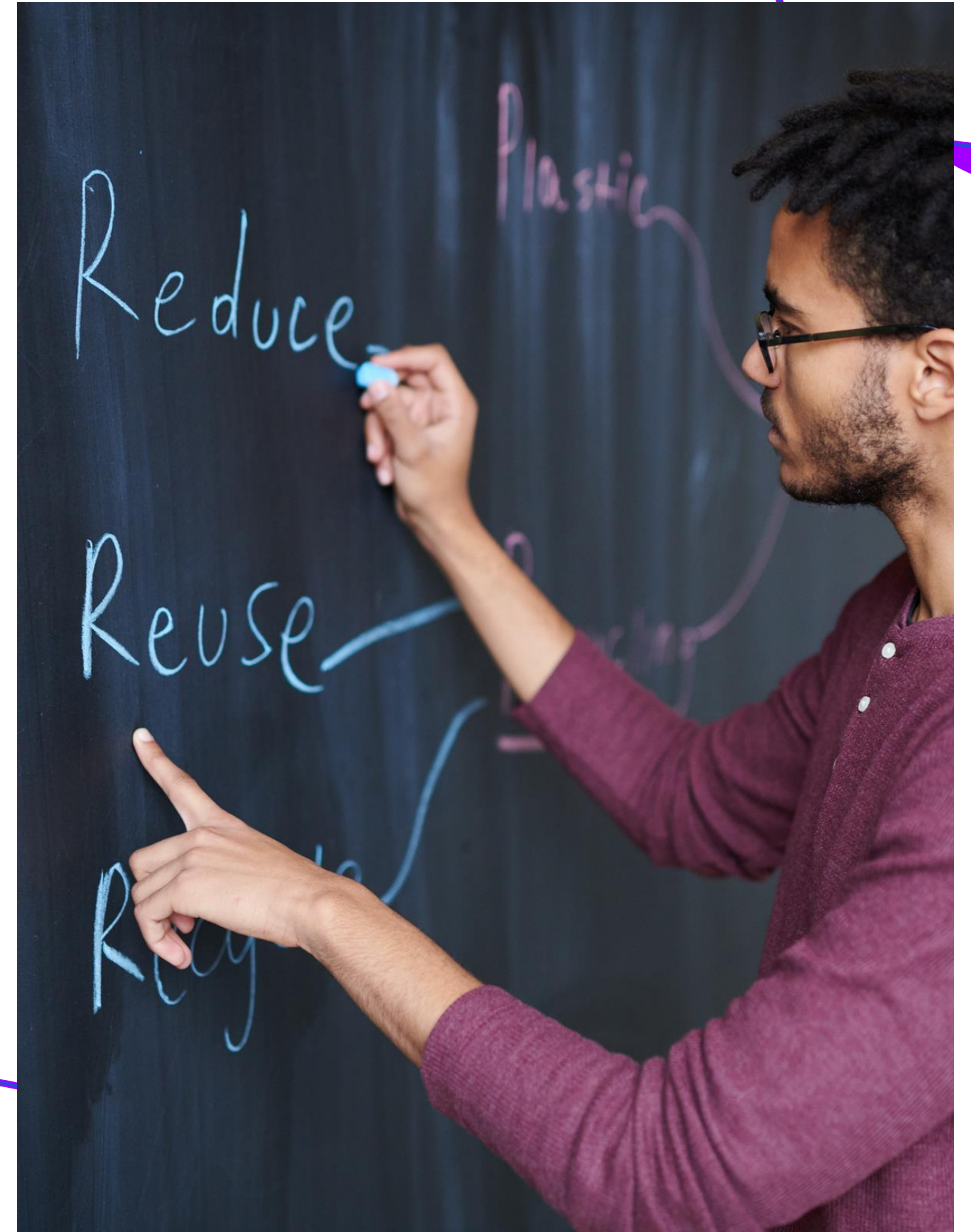
- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

# Problem

- Over 1,00,000 posts per day
- 36,500,000 pieces of content per year

But how to capitalize on it when there is so much ?

To highlight Social Buzz's Top 5 content categories with largest aggregate popularity



# The Analytics team



**Marcus Rompton**  
Senior Principal



**Michelle Grove**  
Data Scientist



**Swathi Maruboina**  
Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

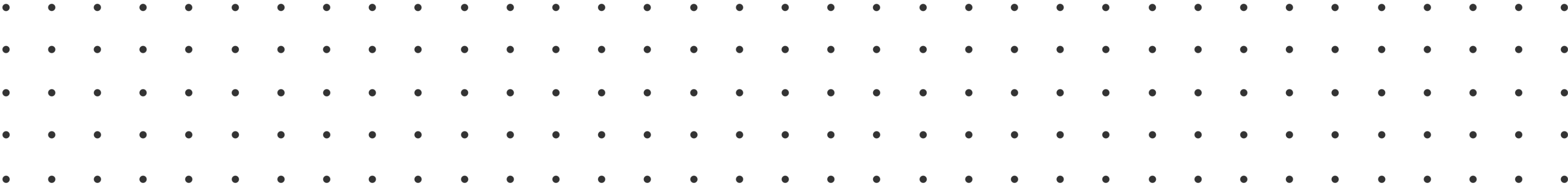
Driving Insights

# Insights

**16**  
Unique  
Categories

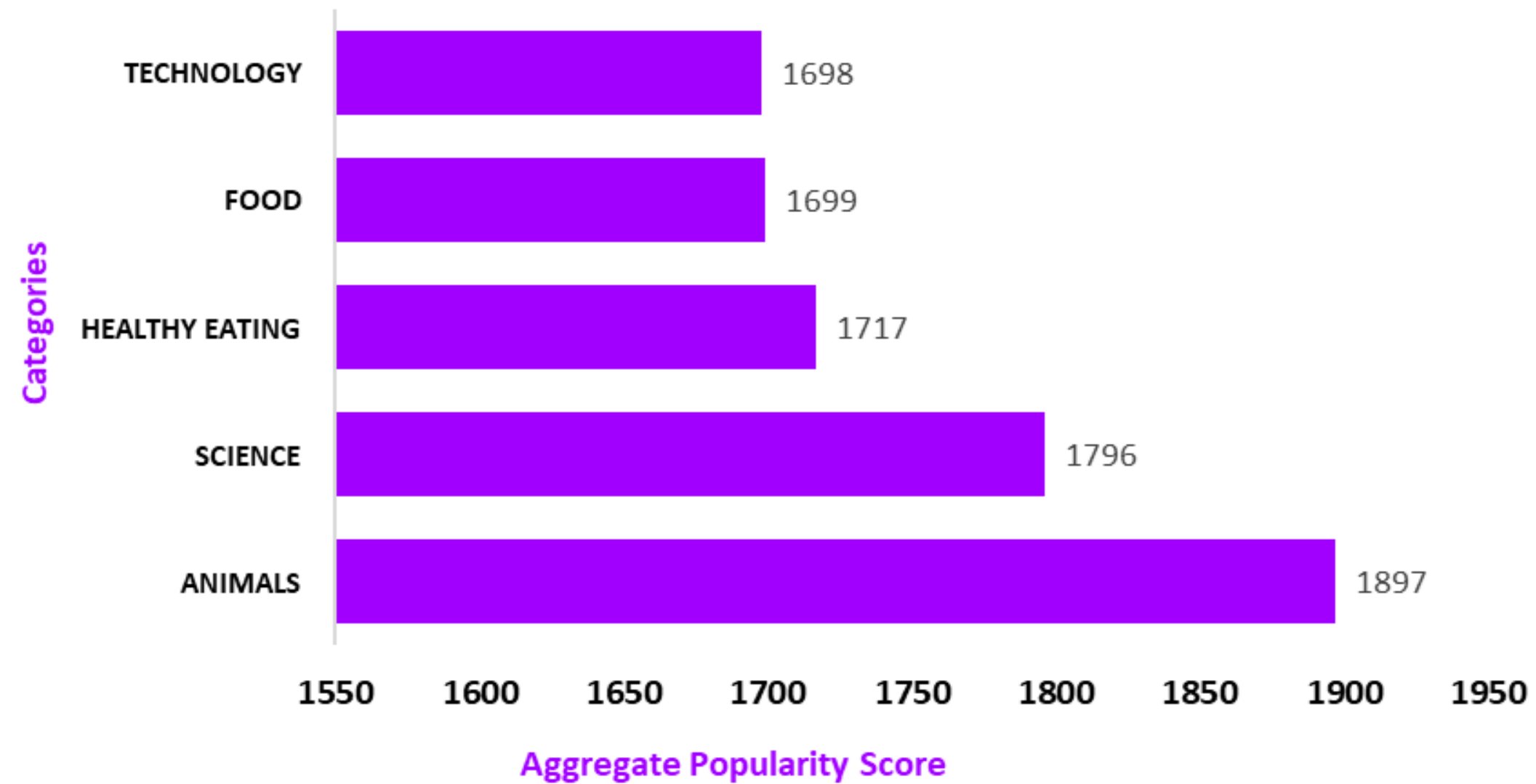
**1897**  
Reactions to  
“Animals” post

**Photos**  
are the  
popular  
content type



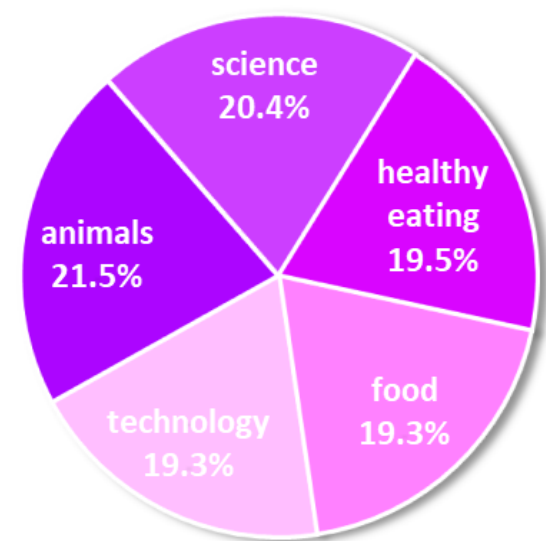


## Top 5 Categories by Aggregate Popularity Scores

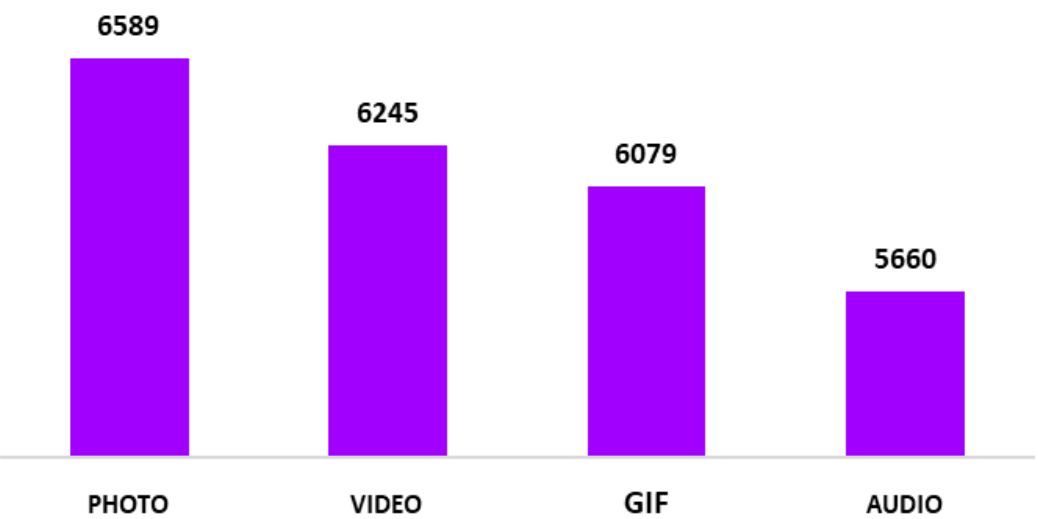




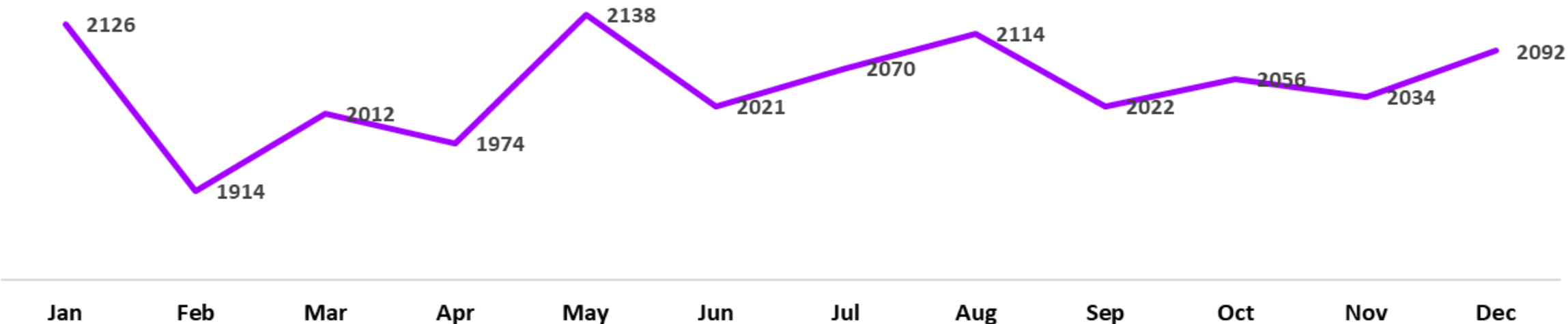
Top 5 Categories Popularity Percentage



Posts by Content Type

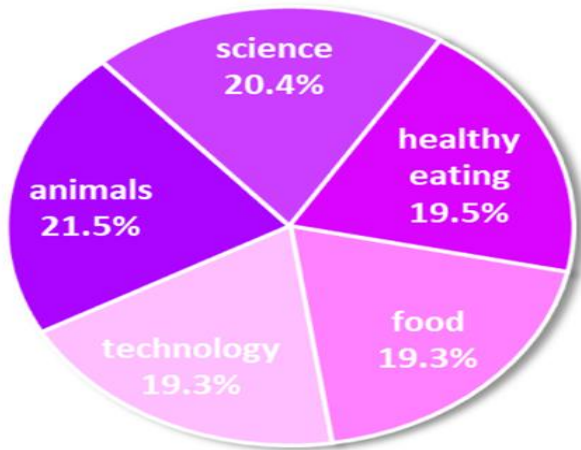


Posts by Months

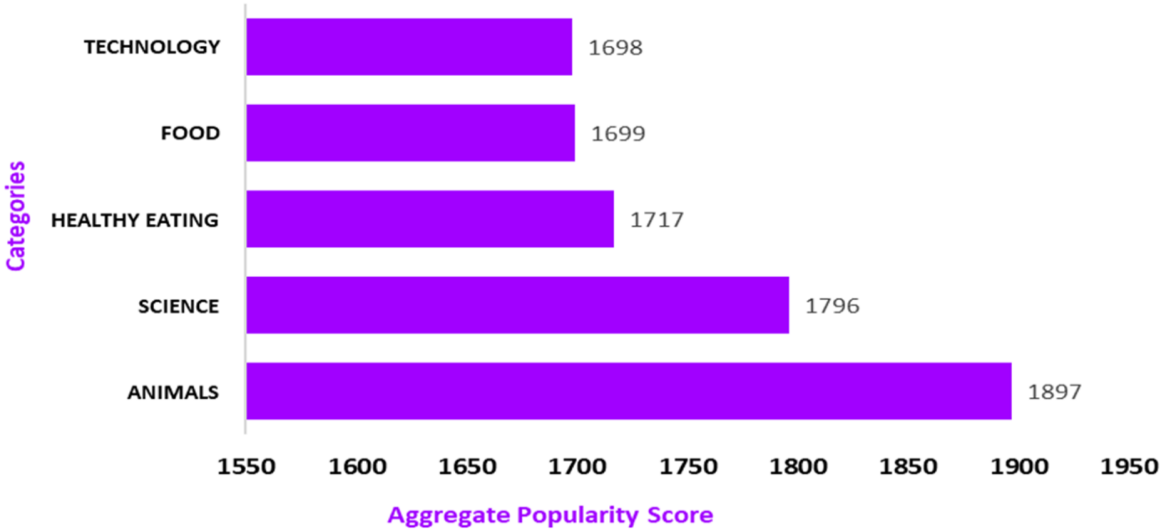


# Social Buzz's Content Posts Dashboard

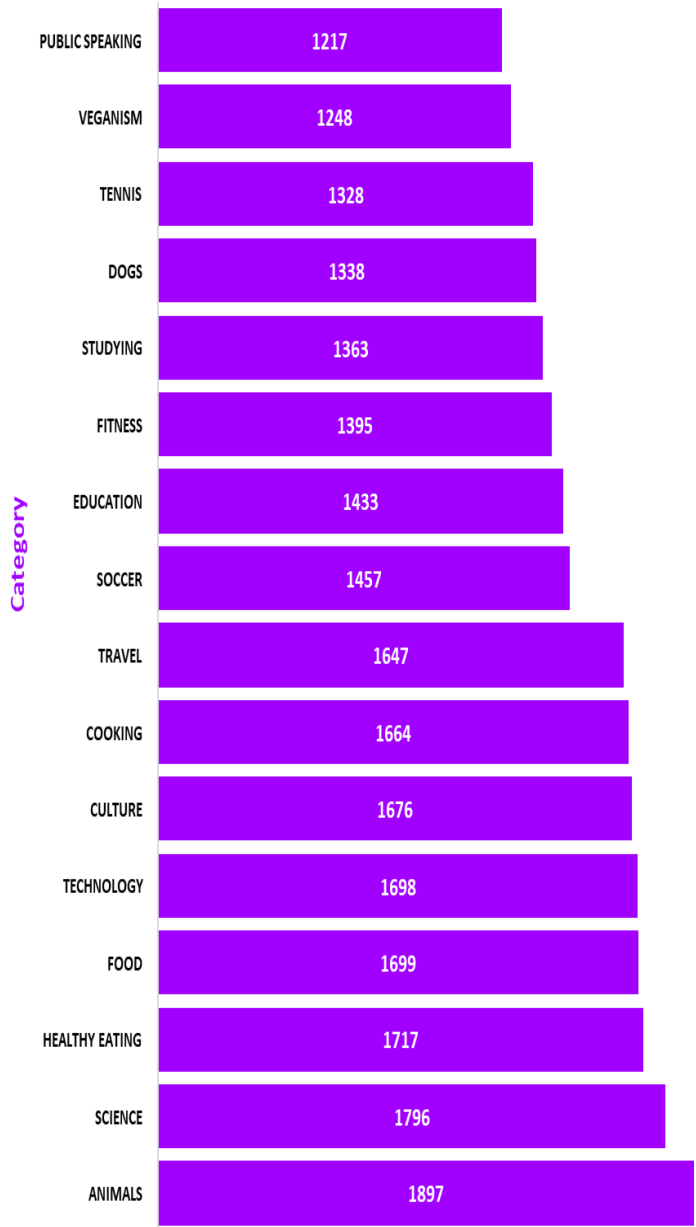
Top 5 Categories Popularity Percentage



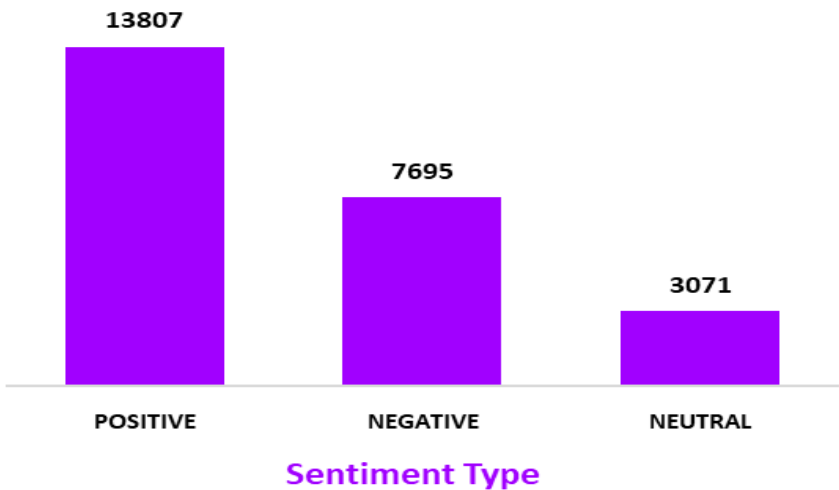
Top 5 Categories by Aggregate Popularity Scores



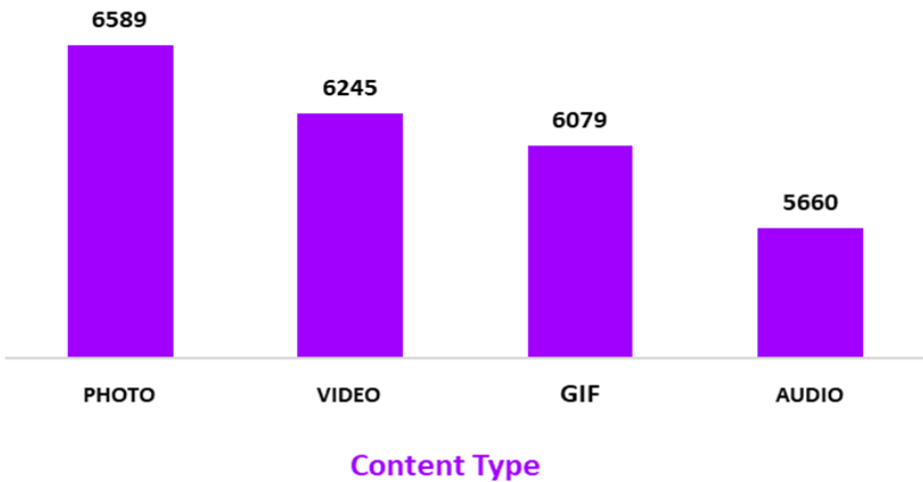
Posts by Categories



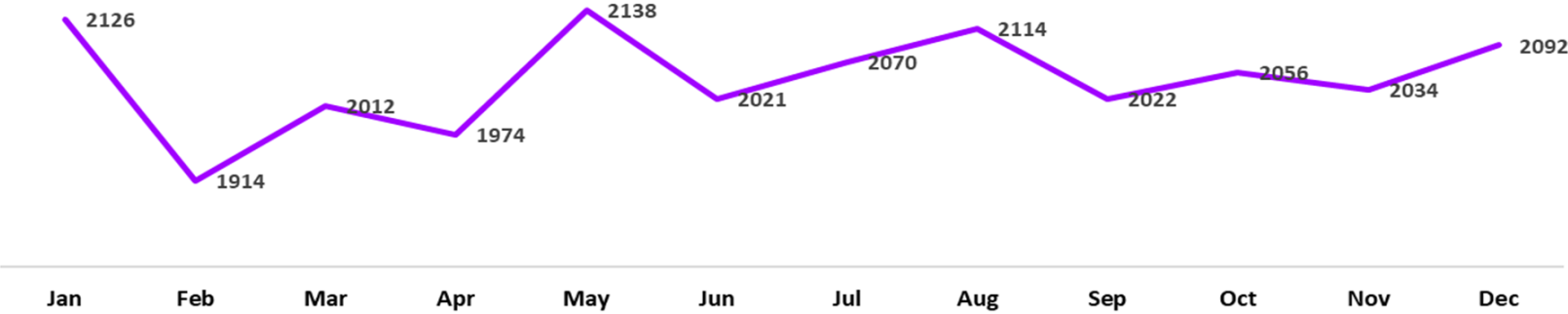
Posts by Sentiment Type



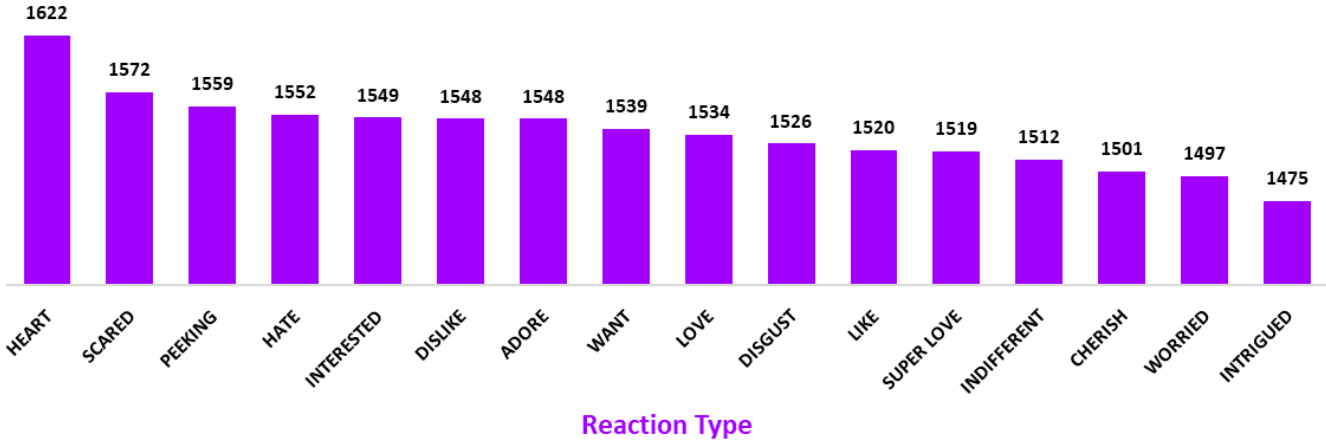
Posts by Content Type



Posts by Months



Posts by Reaction Type



# Summary

## Analysis:

As we see Animals and Science are the two most popular categories of content, It shows that people enjoying “Factual” and “Real life” content the most.

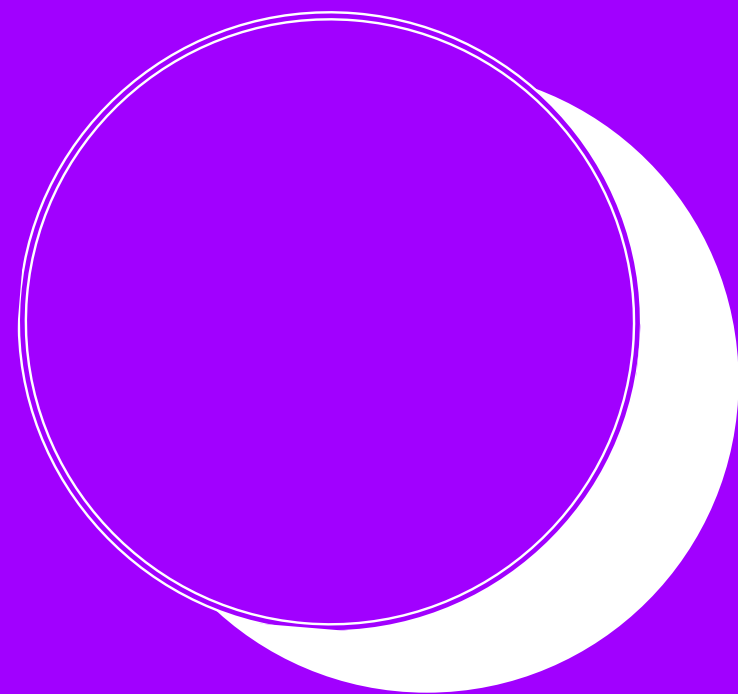
## Insight:

In the top 5 categories food is the common theme with ‘Healthy Eating’ ranking the highest. This is the indication to the audience within the user base. We suggest you could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

## Action:

This ad-hoc analysis is insightful, But it’s time to take action i.e., analysis into large scale production for real-time understanding of your business.





# Thank you!

ANY QUESTIONS?