Analysis - Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz, a rapidly expanding technology unicorn, requires swift adaptation to its worldwide reach. Accenture has initiated a 3-month program aimed at addressing these objectives:

- 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

Social Buzz receives an influx of more than 100.000 posts on a daily basis

How can one effectively leverage and take advantage of such a large volume of content?

Conducting an analysis to identify the five most popular content categories within Social Buzz.

The Analytics team

Myself

Data Analyst

Marcus Rompton

Senior Principle

Andrew Fleming

Chief Technical Architect

Process

1. Data Understanding
2. Data Cleaning
3. Data Modeling
4. Data Analysis
5. Uncover Insights

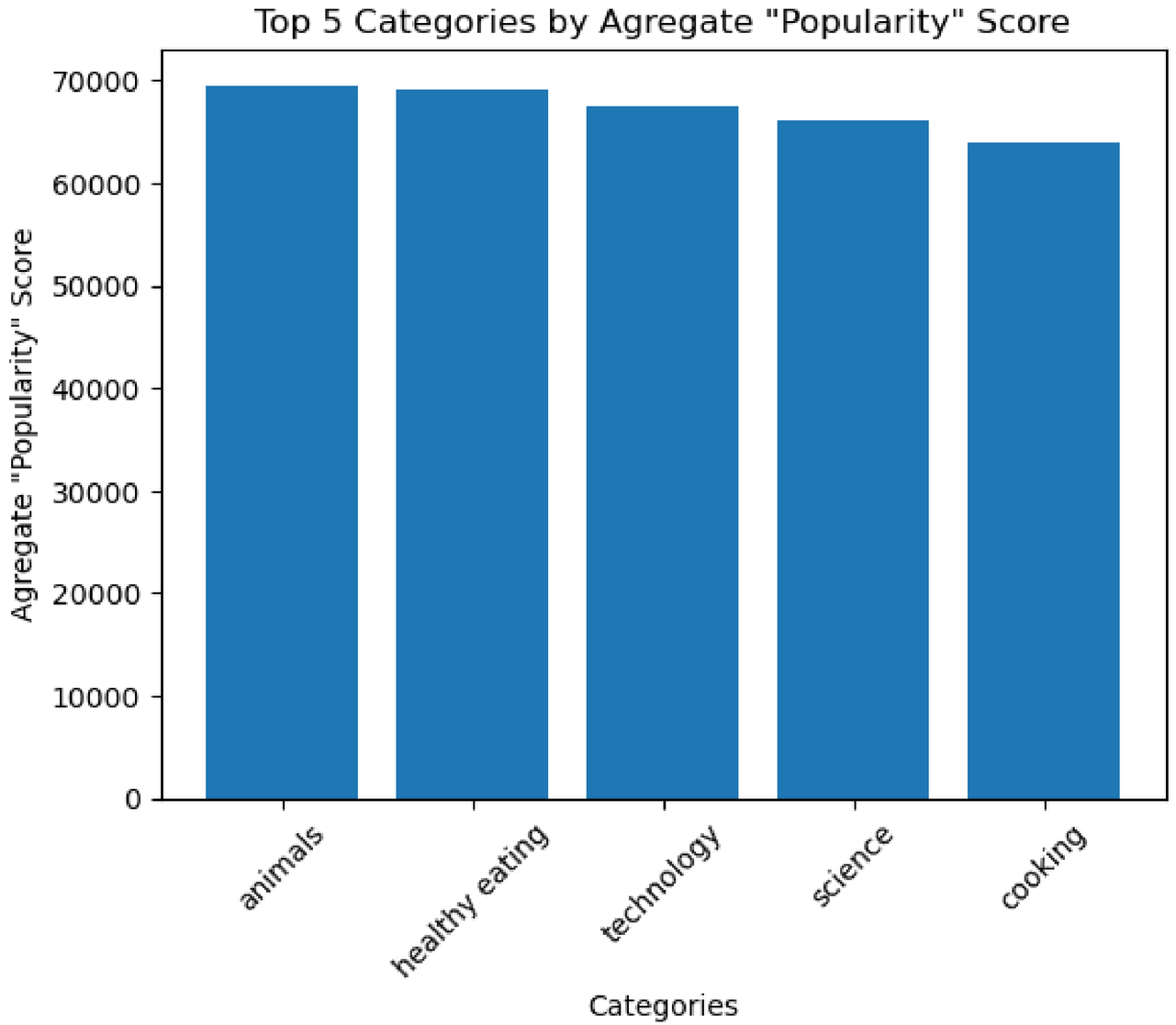
Insights

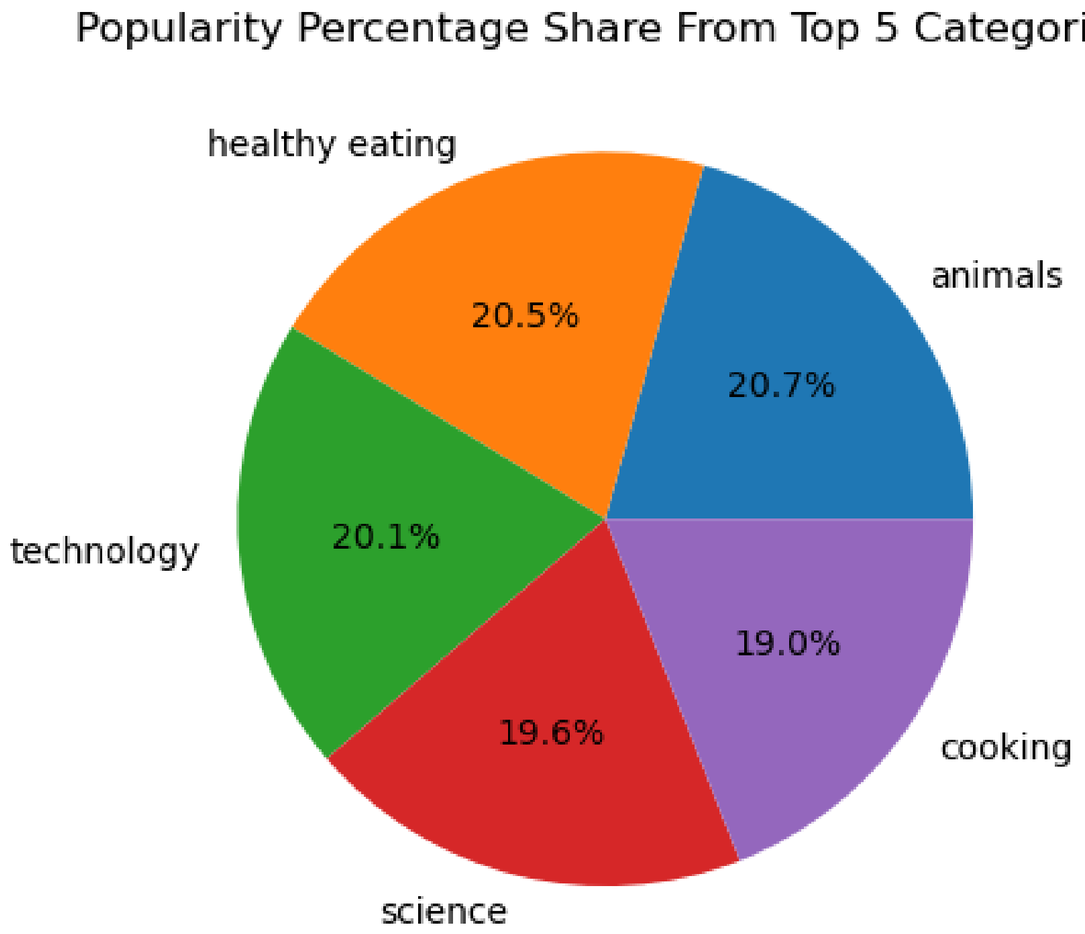
1765

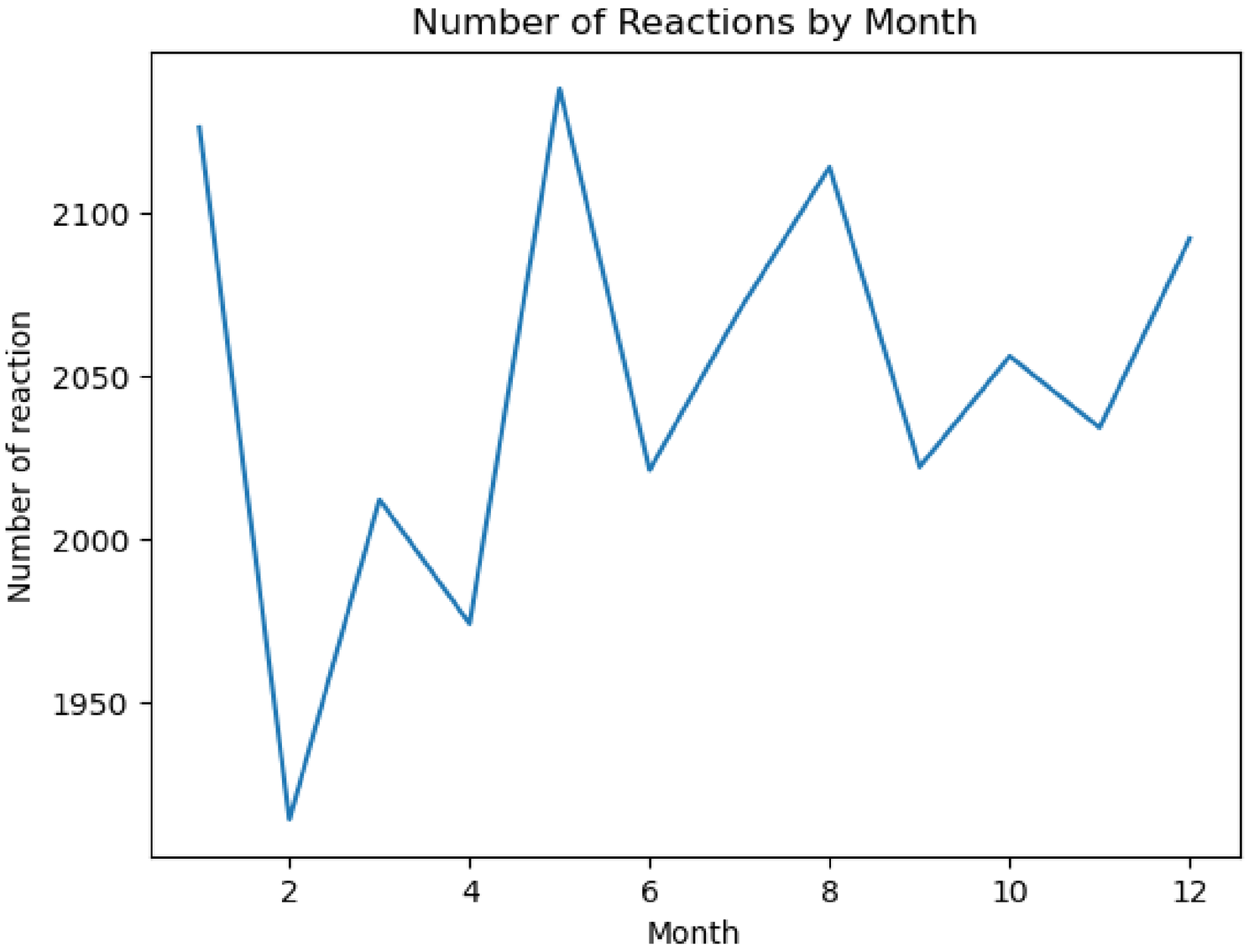
REACTIONS TO "ANIMAL" POSTS

MAY

MONTH WITH MOST POSTS


Top 5 Categories by Agregate "Popularity" Score
Agregate "Popularity" Score
70000
60000
50000
40000
30000
20000
10000
0
animals
healthy eating
technology
science
cooking
Categories


Popularity Percentage Share From Top 5 Categories
healthy eating
20.5%
animals
20.7%
technology
20.1%
19.0%
19.6%
cooking
science


Number of Reactions by Month
Number of reaction
2100
2050
2000
1950
2
4
6
8
10
12
Month

Summary

Analysis

The most widely sought-after content categories are healthy eating and animals.

Insight

Food is a common theme, evidenced by the most popular categories healthy eating and cooking. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

Thank you!

ANY QUESTIONS?