
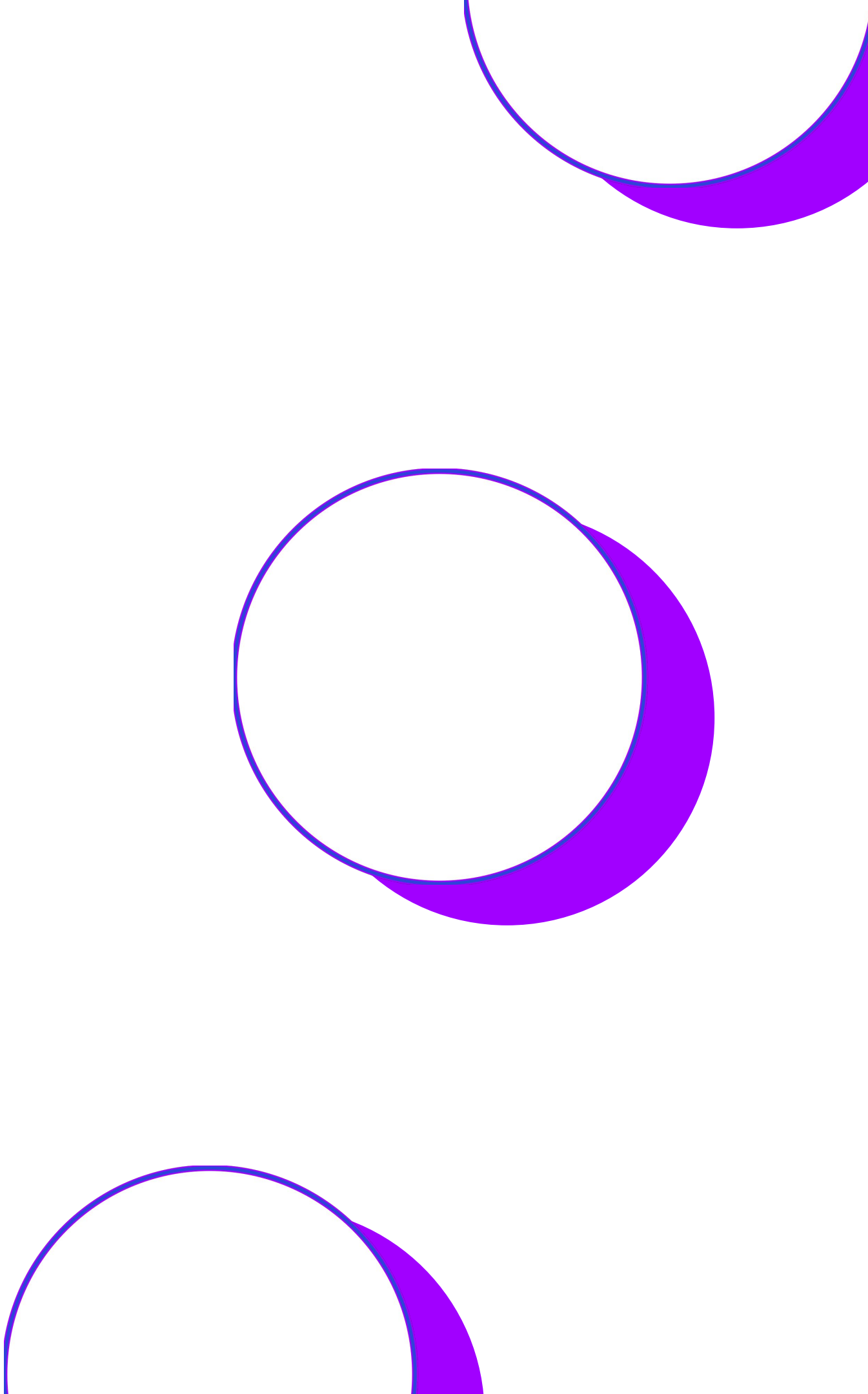


A graphic featuring a large, bright blue circle on the left side of a purple background. The circle contains the text "Social Buzz" in white. To the right of the blue circle is a dark blue, semi-transparent circle that overlaps with it. The purple background is covered with a grid of small white dots.

Social Buzz



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

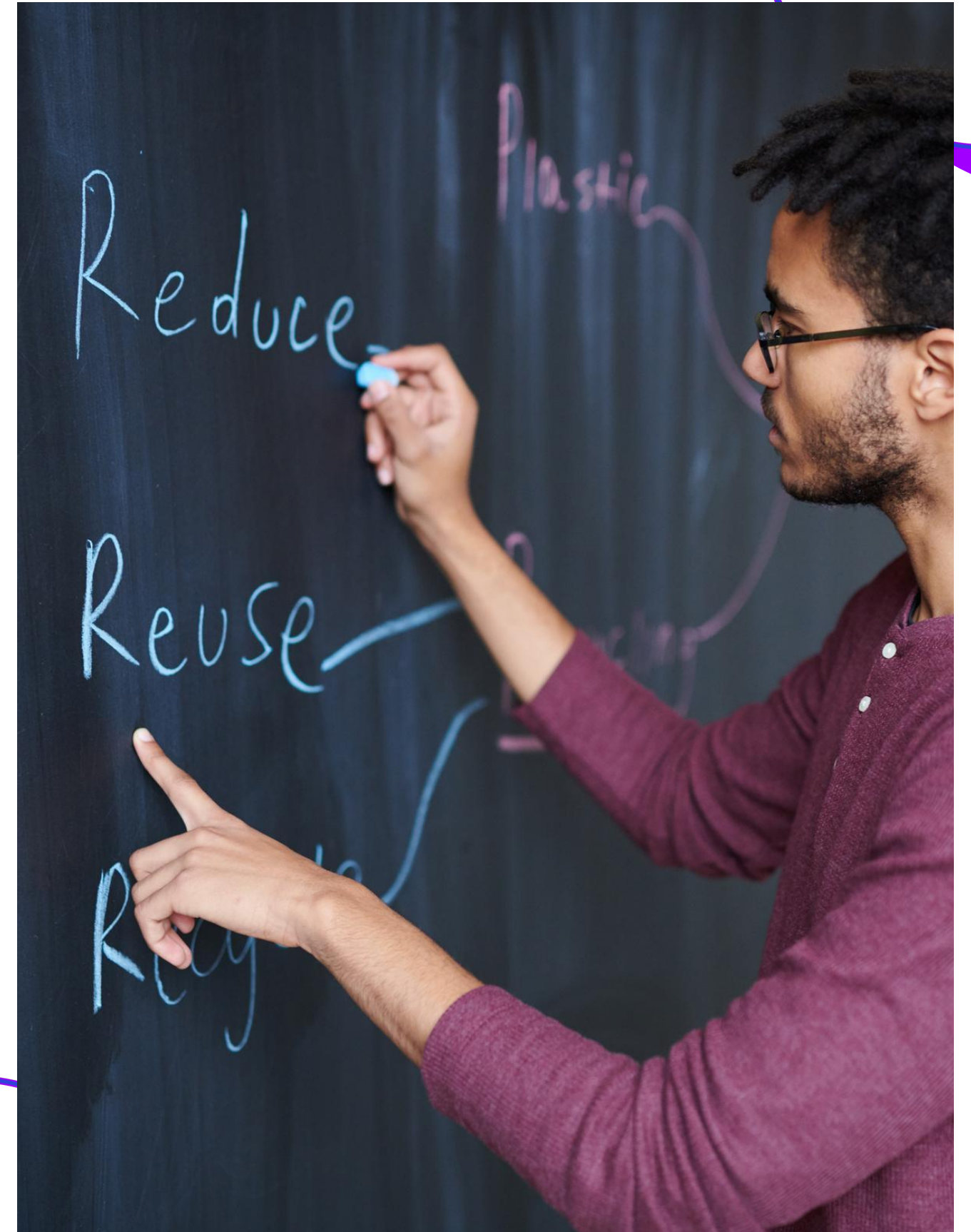
Project Recap

Social Buzz is a global unicorn technology company growing at an accelerated rate. Accenture has embarked in a 3 month work pilot to help tackle their biggest challenges which include:

- ✓ Audit of Social Buzz Big data practice
- ✓ Implementation of an IPO
- ✓ Analysis of top 5 popular categories content

Problem

- Social Buzz has reached over 100,000 posts per day which take us to 36,500,000 pieces of content per year!
- But how do we capitalize on it when there is so much?



The Analytics team



Andrew Fleming

Chef Technical Architect



Marcus Rompton

Senior Data Expert



Uday Mayank Dhodi

Data Analyst

Process

1

Understanding problem

2

Data Extraction

3

Data Cleaning

4

Data Analysis

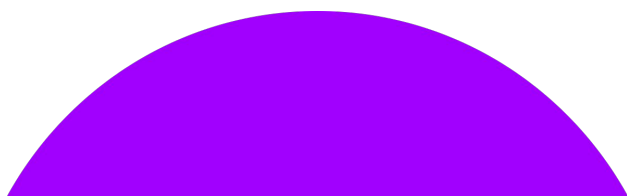
5

Data Visualization to
uncover insights

Insights

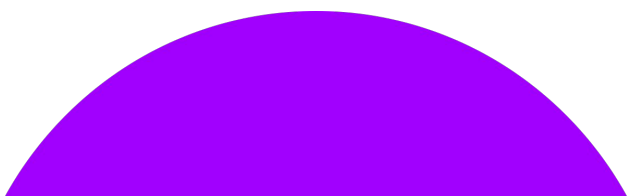
16

Unique
Category



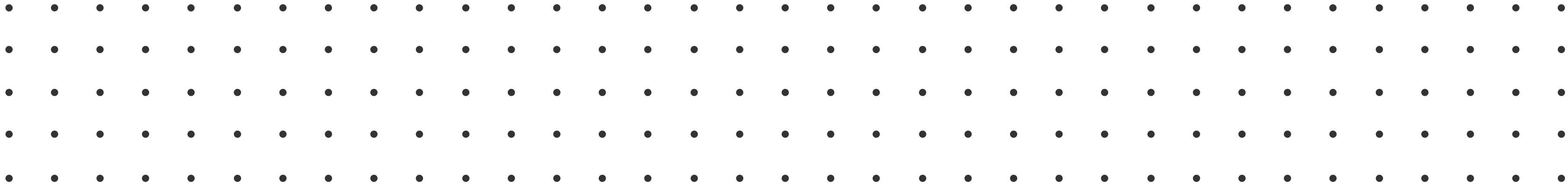
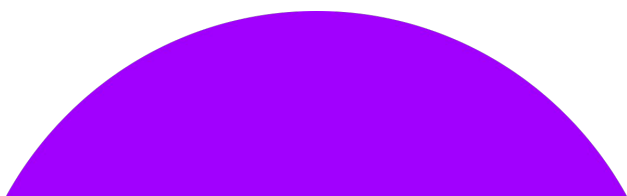
1969

Reactions
to "animals"



January

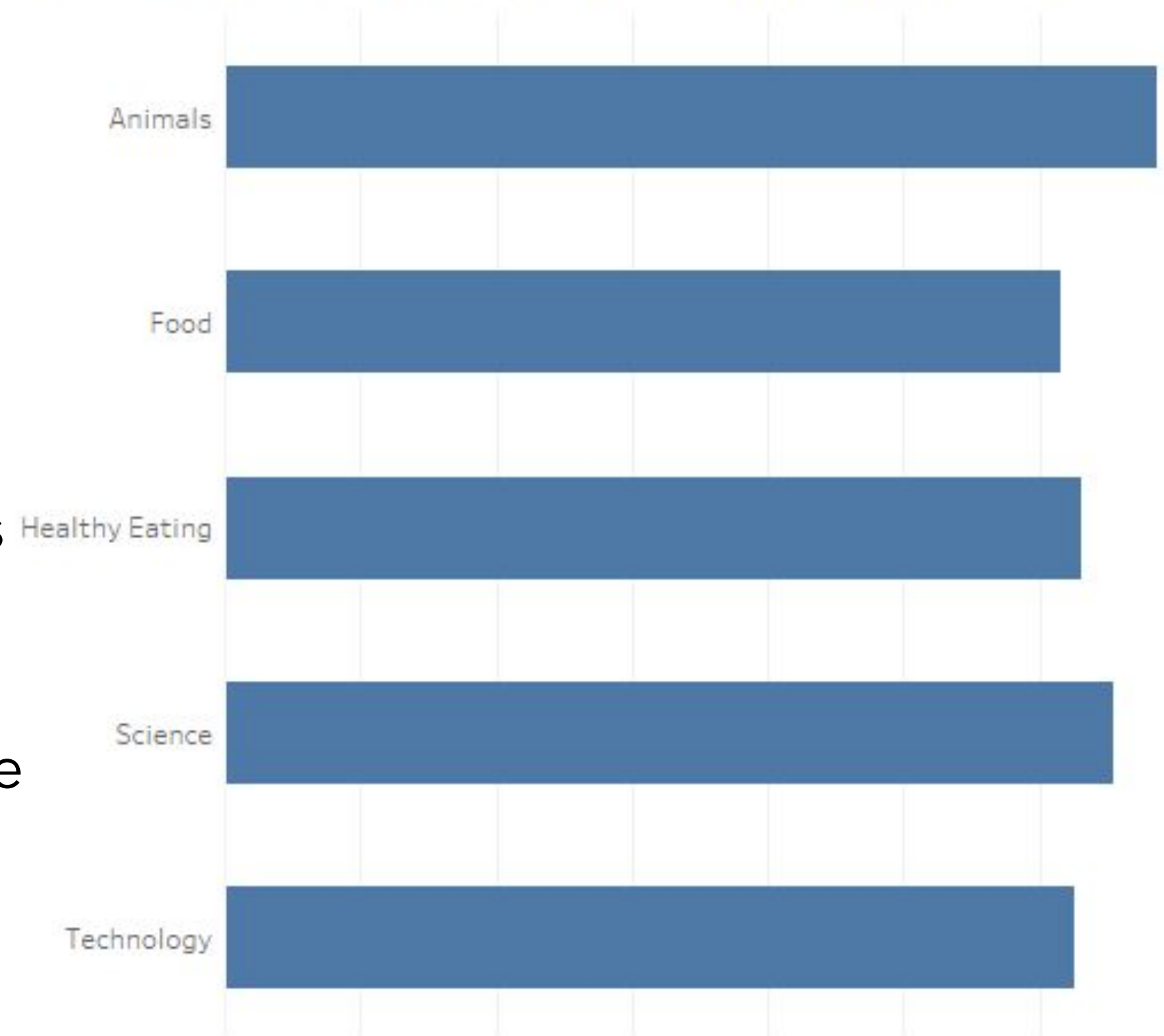
Month with
highest posts



The top 5 most popular categories of content were animals, science, healthy eating, technology, and food. Animals had an aggregate popularity score of 74,965.

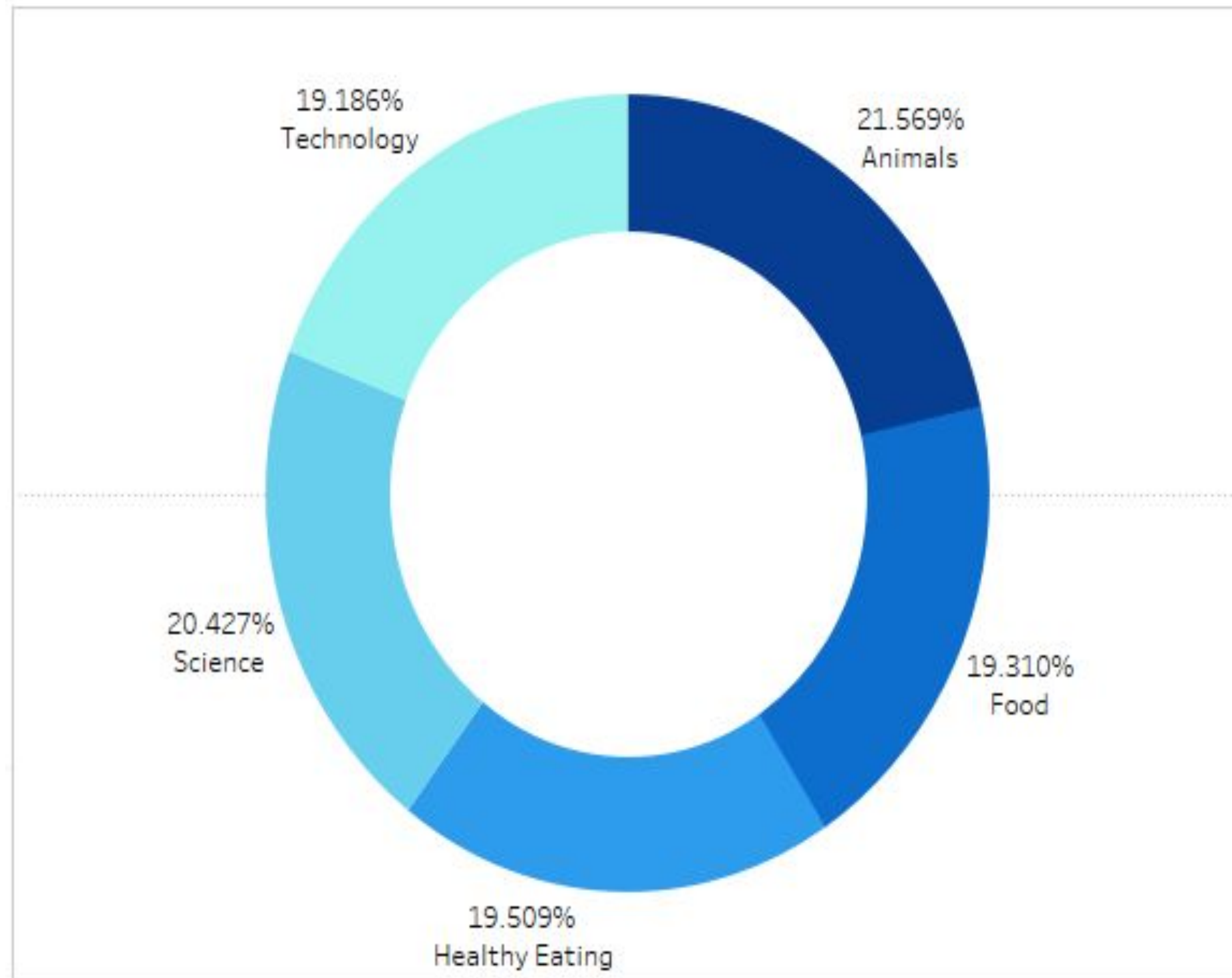
It's fascinating to see both animals and science within the top 5, this shows that people like seeing real-life content the most. No wonder healthy eating made it to the top 5 as many people are very keen when it comes to making healthy choices.

Top 5 Categories by Aggregate "Popylarilty" Score



We can see that there isn't a big difference from the chart split between popularity of the top 5 categories. The first largest percentage animals outperformed the second largest one science by 1.1%.

Top 5 Category %



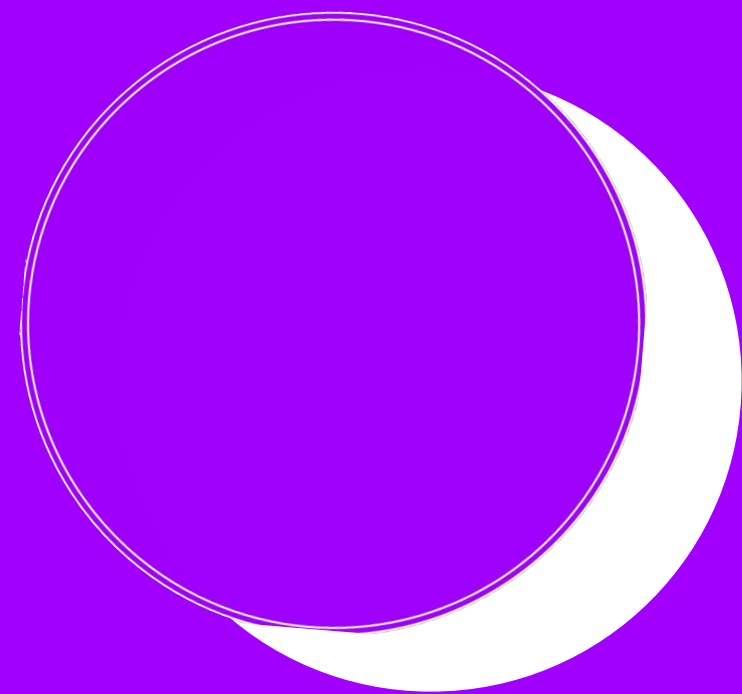
Summary



Animals and science were two of the most popular content categories with healthy eating ranking as the third one. We recommend creating more content related to those categories to boost user engagements.

Healthy eating can be placed in the same category as "food". We suggest collaborating with healthy food brands to help bring brand awareness and to reach wider audience.

With this technology age, there is no surprise to see technology in top 5 categories. It shows that users enjoy tech contents. Collaborating through brands partnership with tech companies will definitely increase engagement rates.



Thank you!

ANY QUESTIONS?