



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?

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



{Myself}
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

UNIQUE
CATEGORIES



1897

REACTIONS TO "ANIMAL"
POSTS

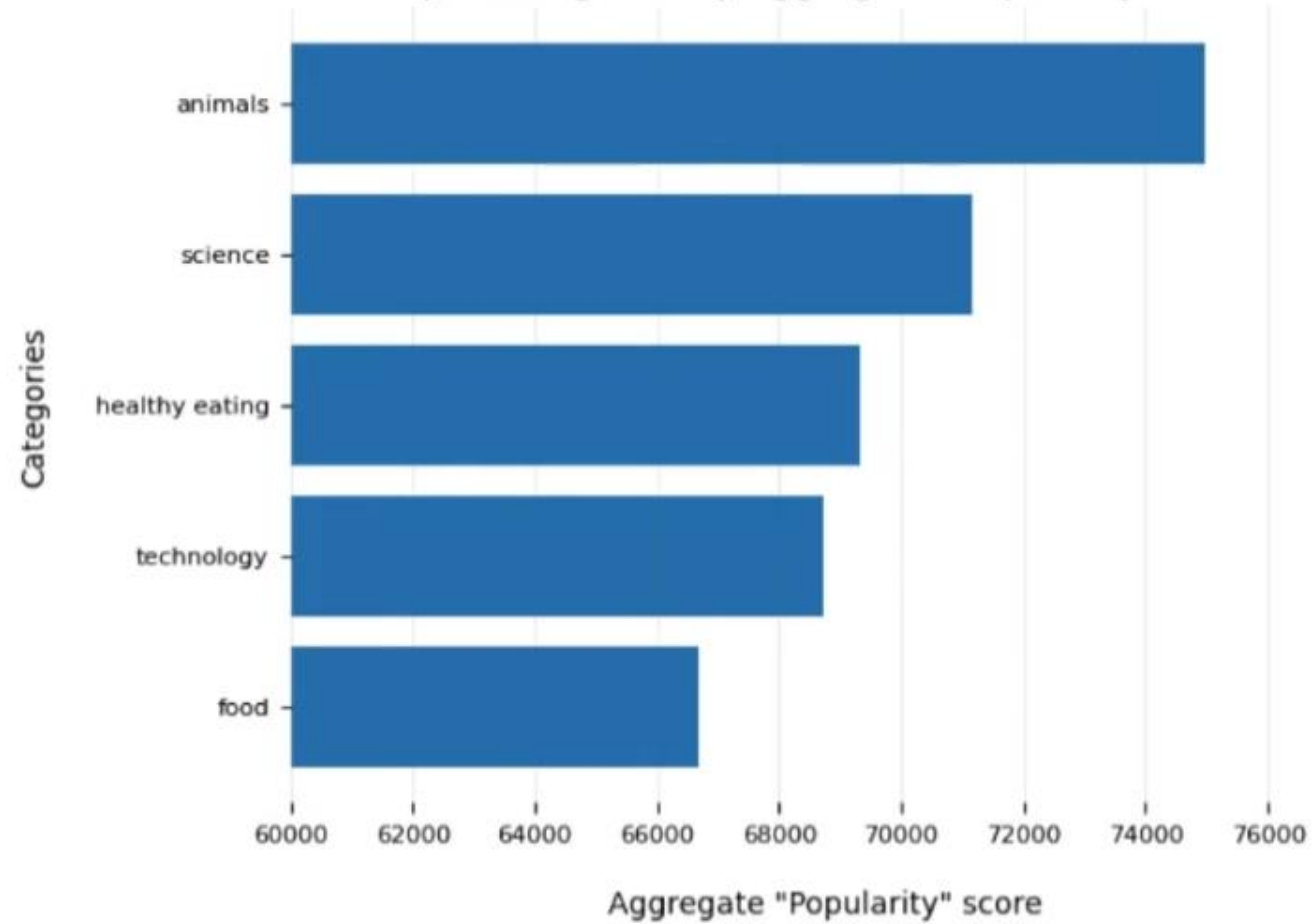


JANUARY

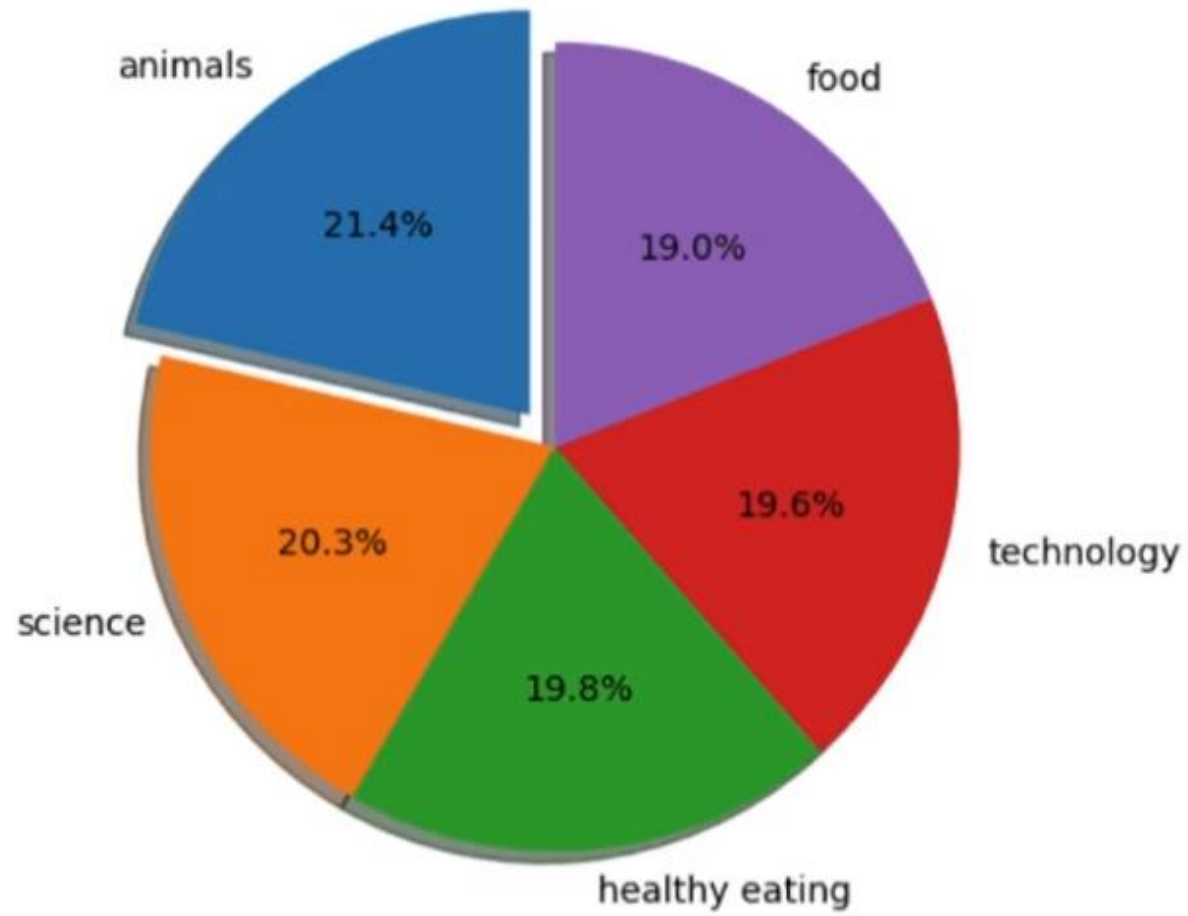
MONTH WITH
MOST POSTS



Top 5 Categories by aggregate "Popularity" score



Popularity percentage share from top 5 categories



Summary



ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.