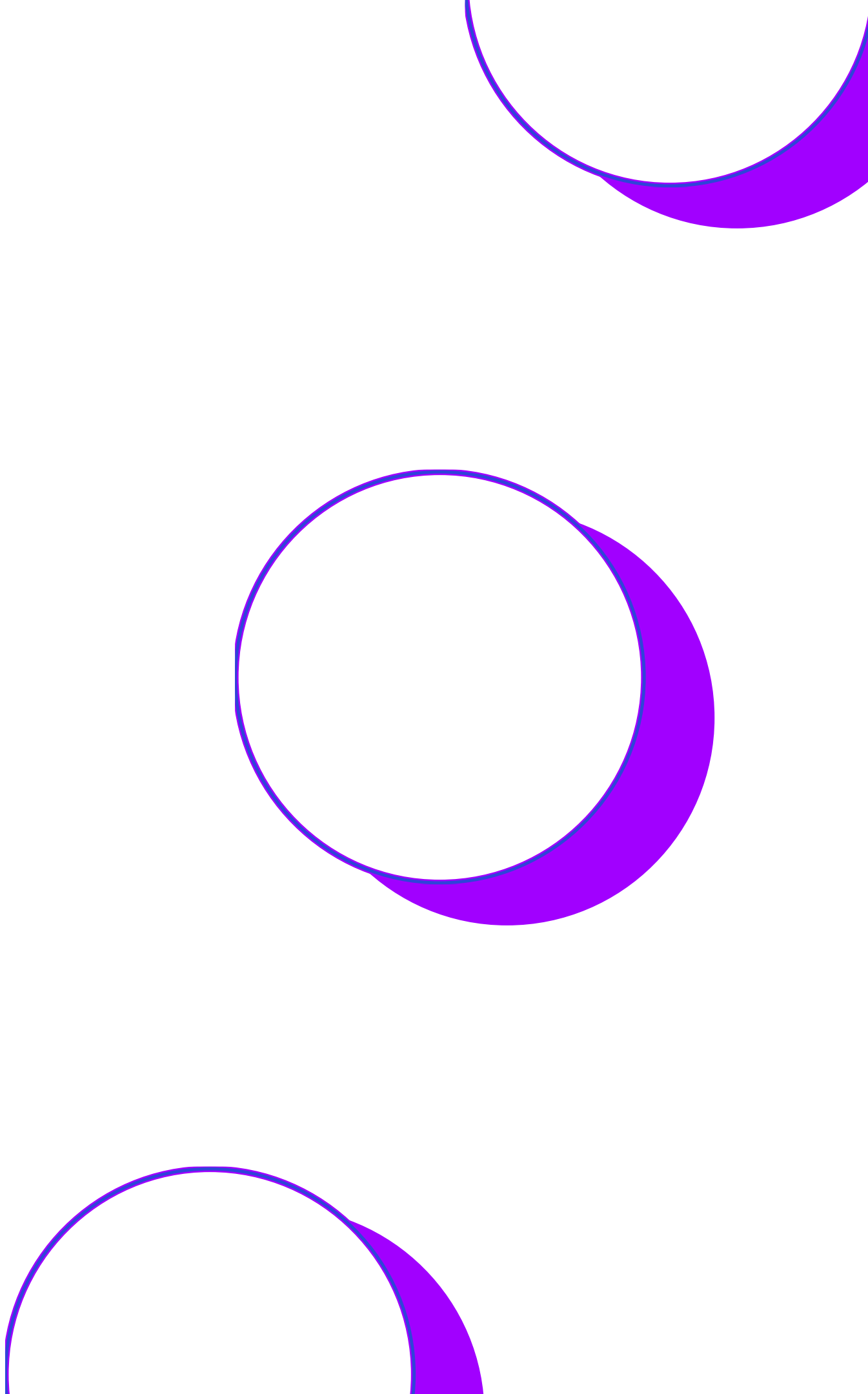


A graphic featuring a large cyan circle on the left containing the text 'Data Analysis'. To its right is a dark blue circle. The background is a purple gradient with a white dot grid pattern.

# 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 Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

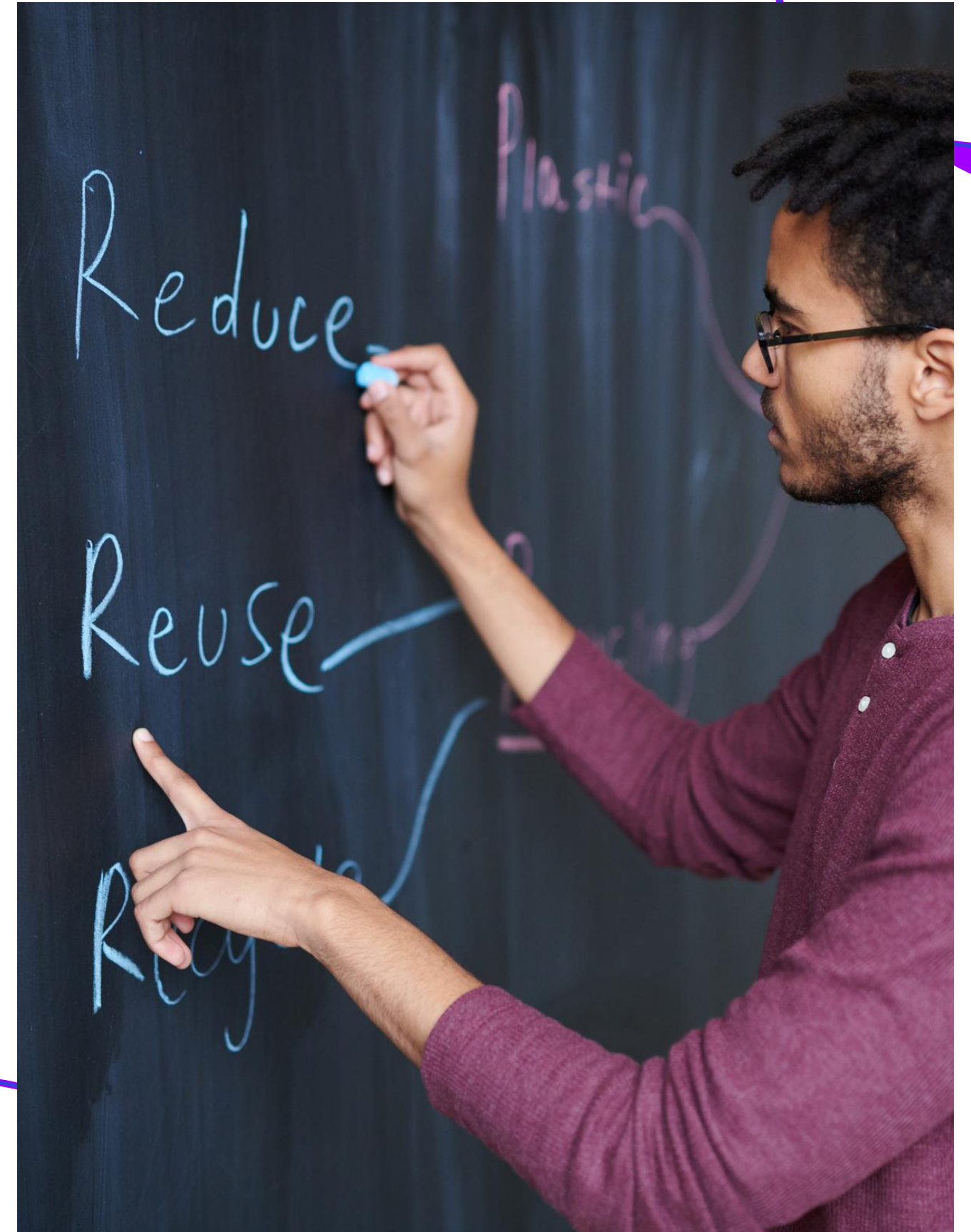
# Problem

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 Technology Architect



**MARCUS ROMPTON**  
Senior Principal



**YOU**  
Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

16

UNIQUE  
CATEGORIES



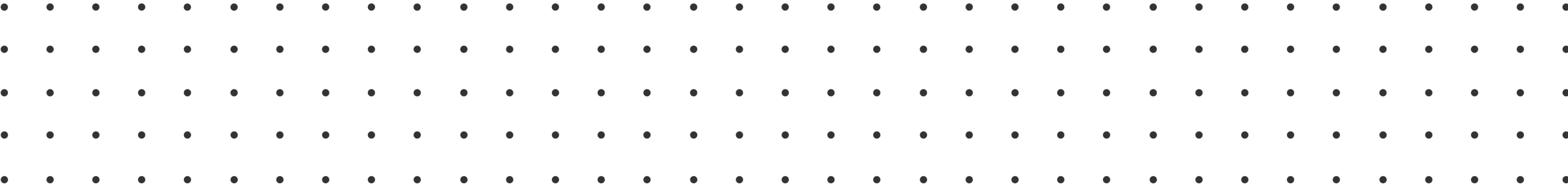
1897

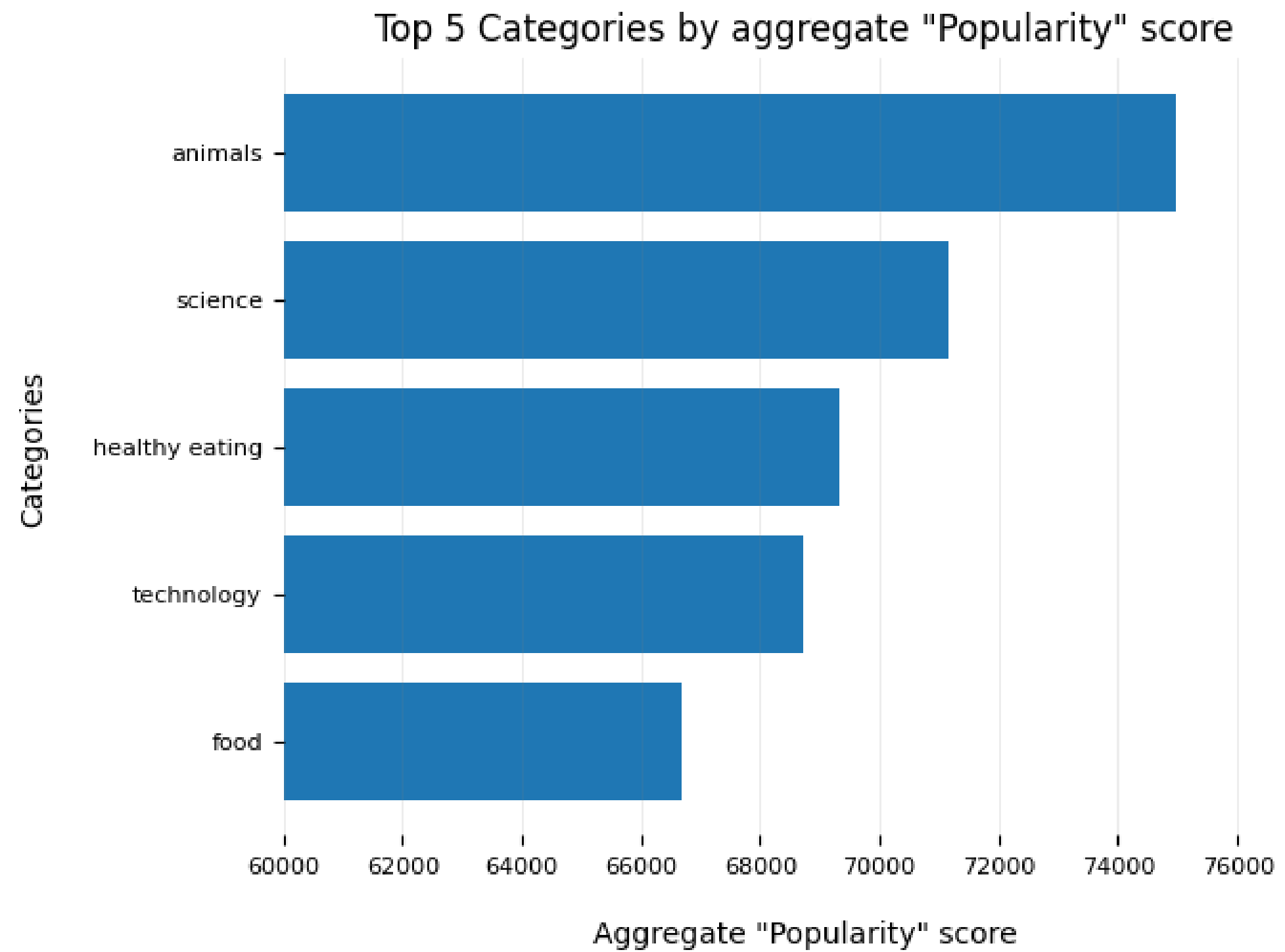
REACTIONS TO "ANIMAL"  
POSTS



JANUARY

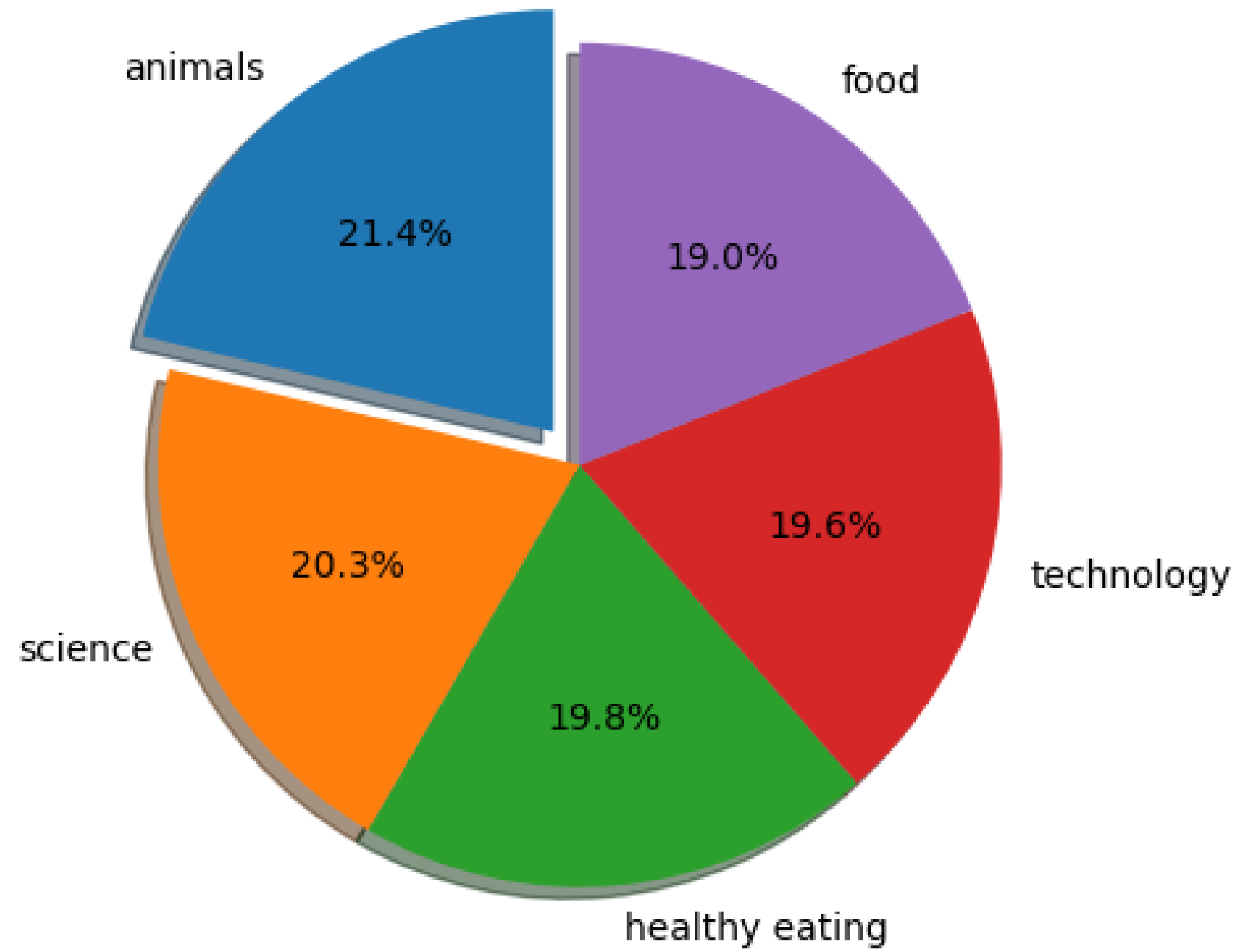
MONTH WITH  
MOST POSTS







Popularity percentage share from top 5 categories



# Summary



## ANALYSIS

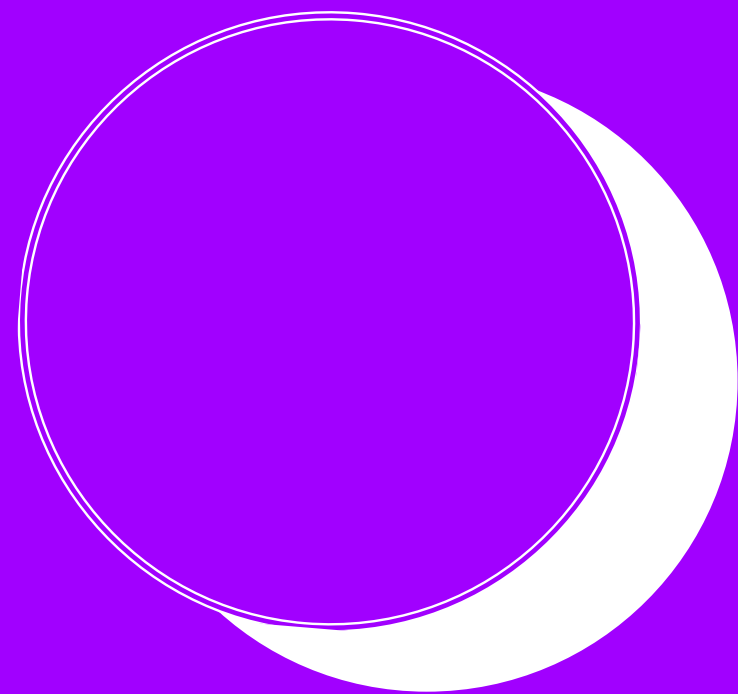
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

## 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.



# Thank you!

ANY QUESTIONS?