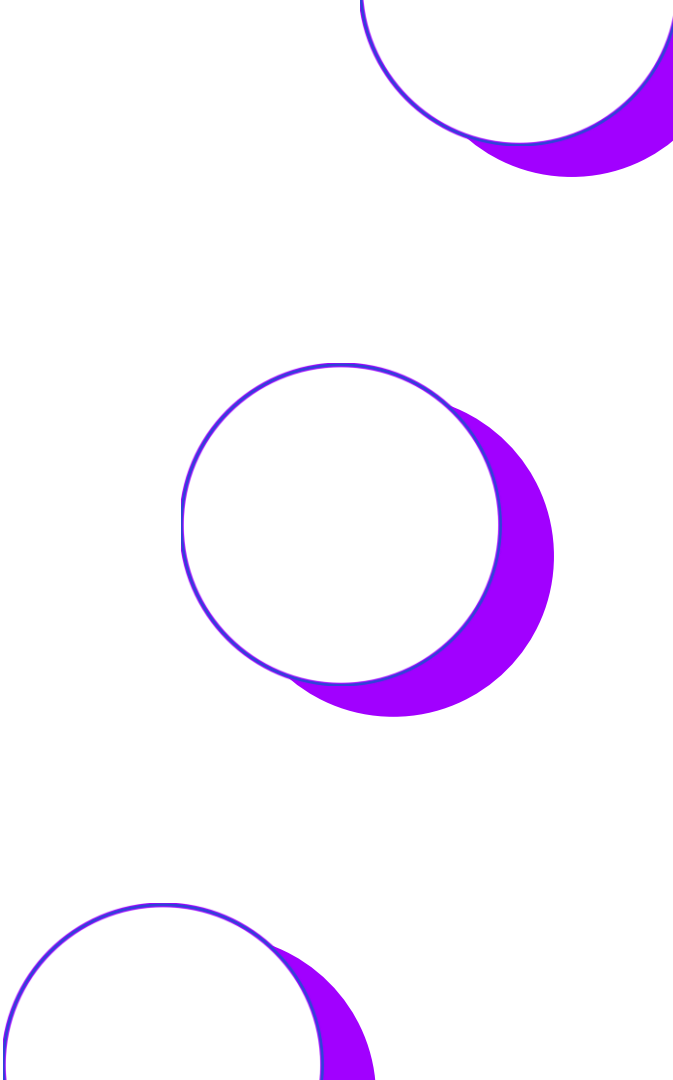


Strategy. Content. Buzz

Content Analysis Presentation



Today's agenda

- Project recap
 - Problem
 - The Analytics team
 - Process
 - Insights
 - Summary
- 

Project Recap

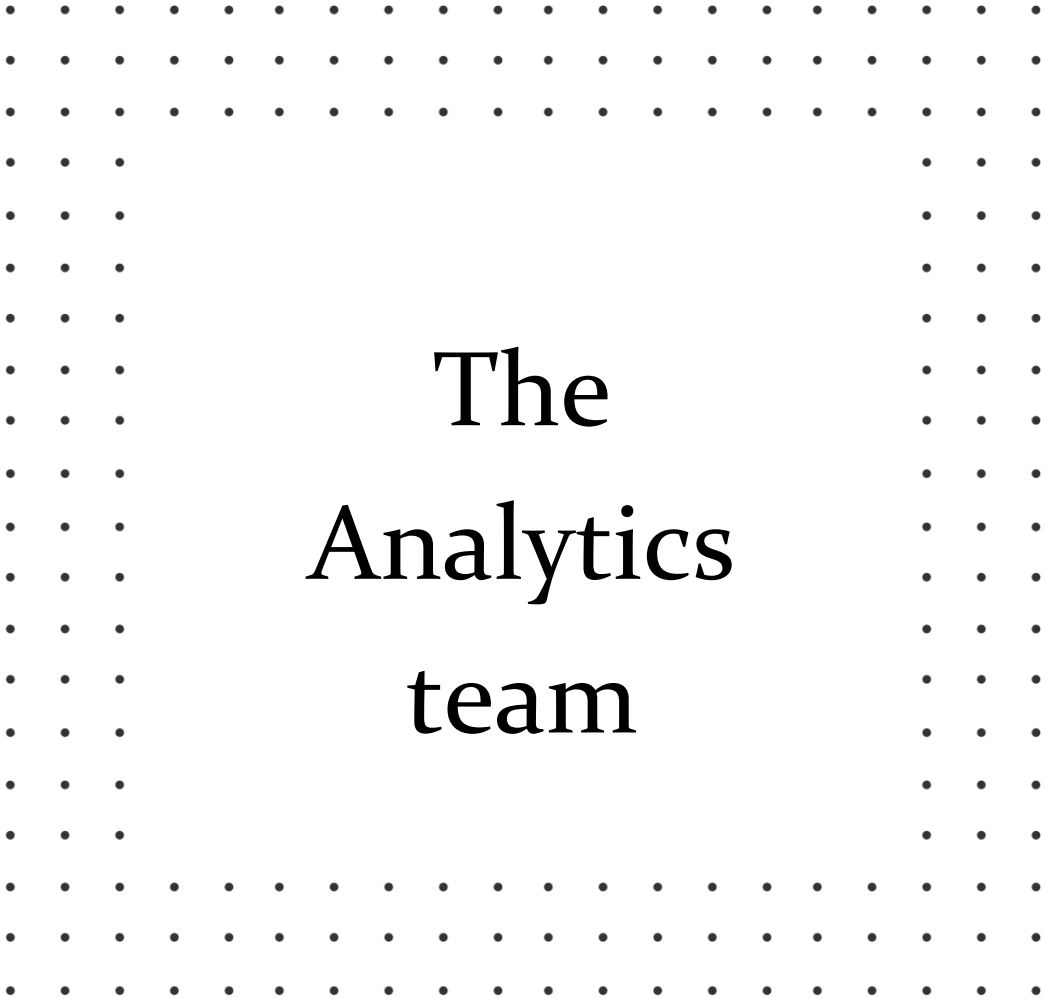
Social Buzz, a social media company focused on tracking users reactions- has rapidly expanded since its inception. To effectively oversee their massive scale within recent years, Social Buzz has engaged Accenture for 3 months with the following tasks;

- Audit Social Buzz big data practice
- Recommendation for a successful IPO
- **In-depth analysis of Social Buzz popular content with visualization – Focusing on the top 5 by aggregate popularity**



Problem

Social Buzz, a rapidly growing social media and content creation platform, is overcoming critical challenges. The company faces issues of managing immense data volumes, resource constraints despite its exponential growth, and the impending complexity of preparing for an Initial Public Offering (IPO). Founded in 2010 by former engineers from a prominent social media conglomerate, Social Buzz emphasizes content over individual user identity, garnering over 500 million active monthly users. With the majority of its workforce dedicated to technical operations, Social Buzz now seeks external expertise to navigate its scaling demands and ensure a successful transition to a publicly traded company.

A decorative grid of small black dots arranged in a rectangular pattern, framing the central text.

The Analytics team

1

Andrew Fleming
Chief Technical Architect

2

Marcus Rompton
Senior Principal

3

Vikant kumar
Data Analyst

Process

1

Understand Business Problem

2

Data Cleaning

3

Data Modeling

4

Data Exploration & Analysis

5

Data Visualization &
Recommendation

Key Insights

16

UNIQUE
CATEGORY



4

TYPES OF
CONTENT



1897

REACTIONS TO
“ANIMAL”
POSTS



May

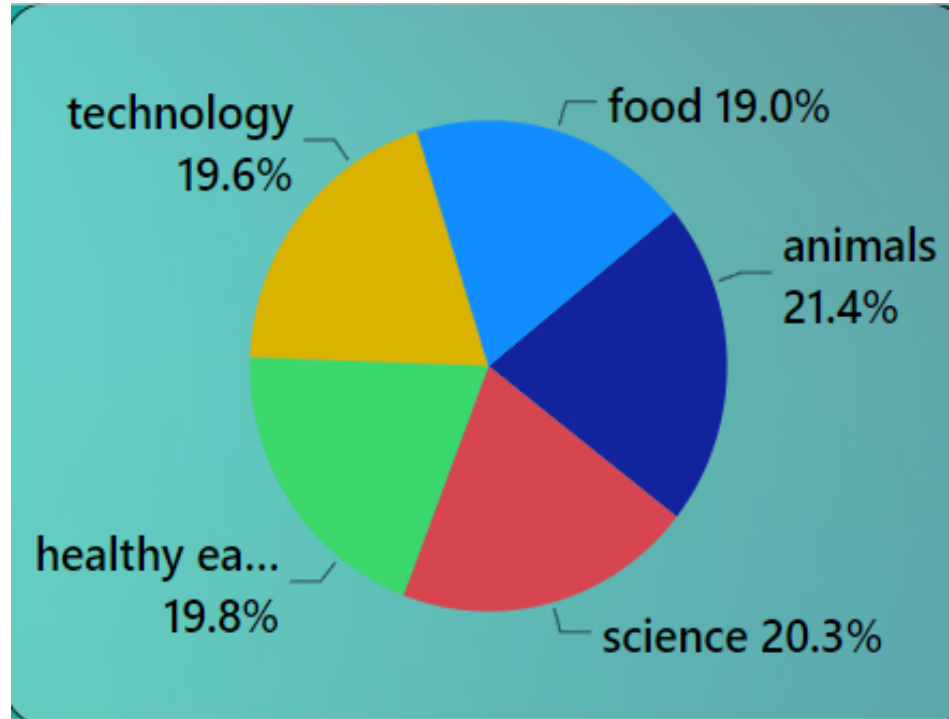
MONTH
WITH
HIGHEST
POSTS

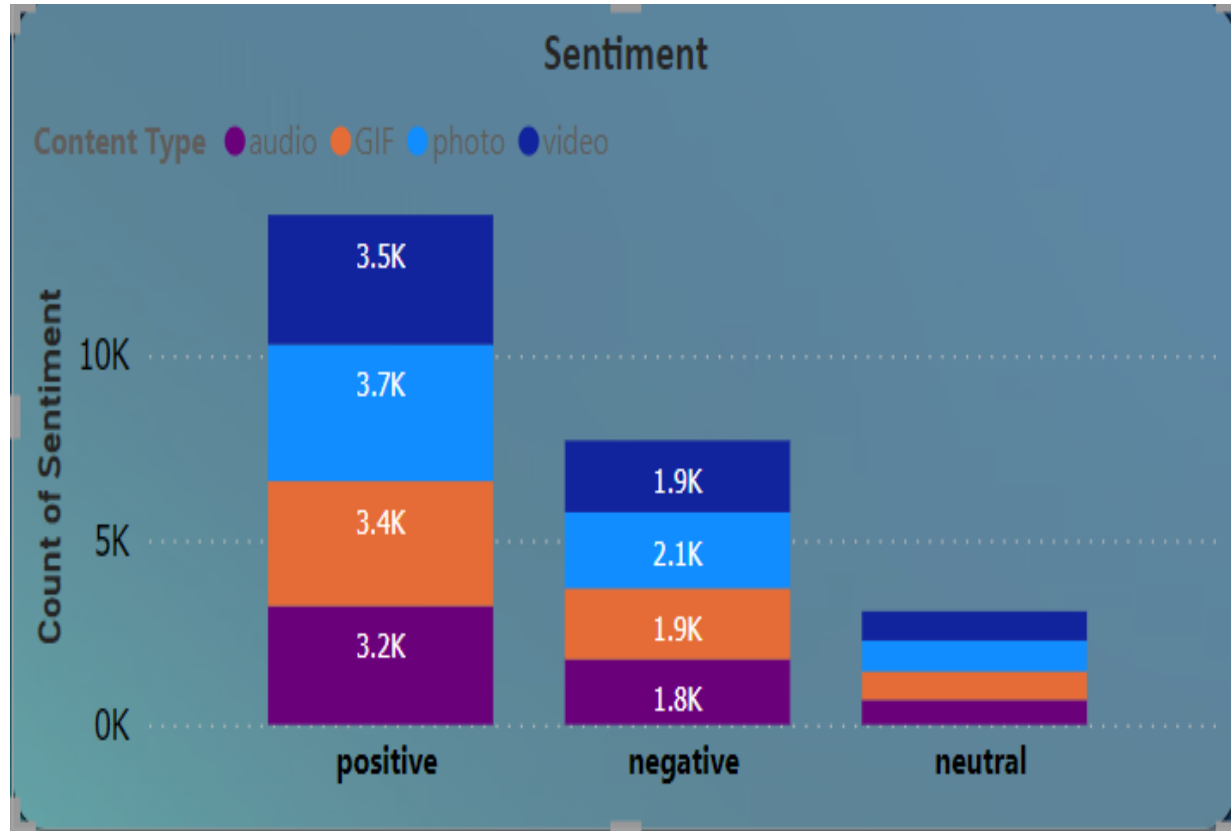


Key Findings

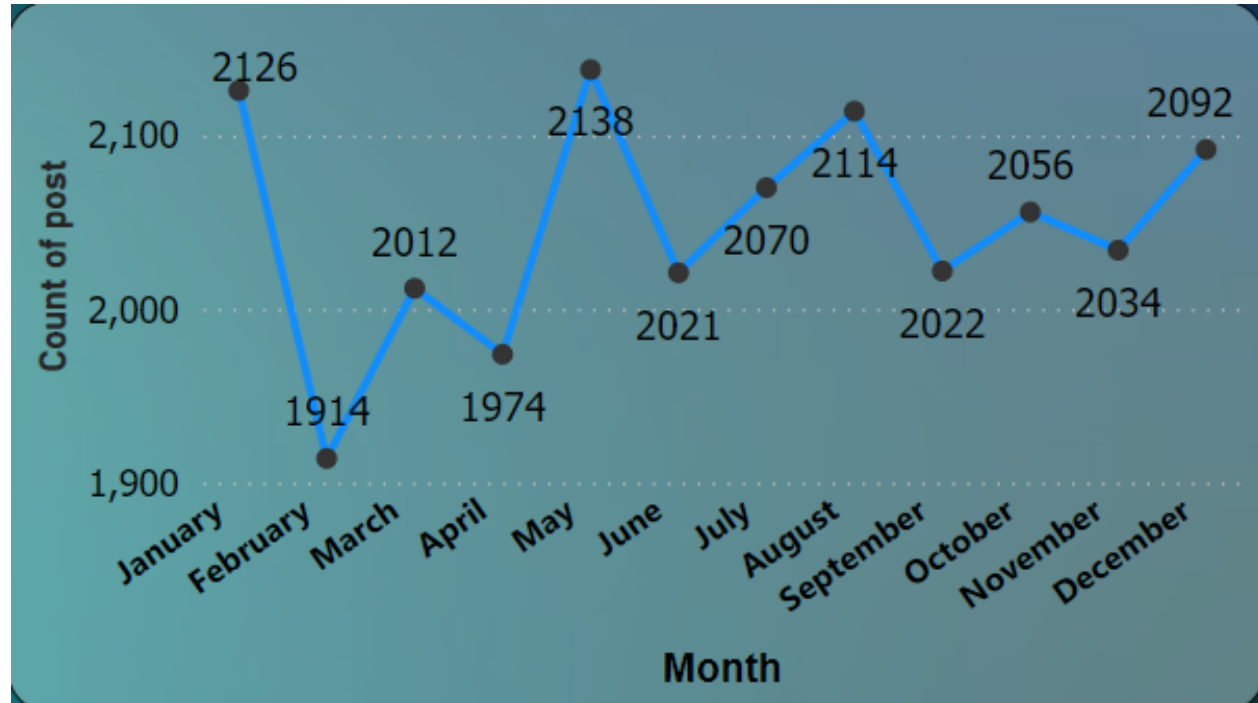


Top category by percentage






Total post by month

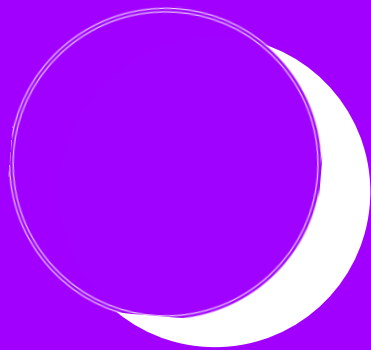




Summary



- 
- In summary, our analysis identified the top 5 content categories driving popularity on Social Buzz: Animals, Food, Healthy Eating, Science, and Technology. By understanding user sentiment and content preferences, Social Buzz can capitalize on these categories to enhance engagement and platform success. Implementing sentiment analysis tools and continuously monitoring content trends will be crucial for sustained growth and competitiveness in the social media landscape.



Thank you!

ANY QUESTIONS?

