

Social Buzz Data Analytics



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz, a technology unicorn is rapidly expanding its scale of growth. Accenture is conducting a 3-month POC to help them quickly adapt. The focus is on these 3 primary tasks –

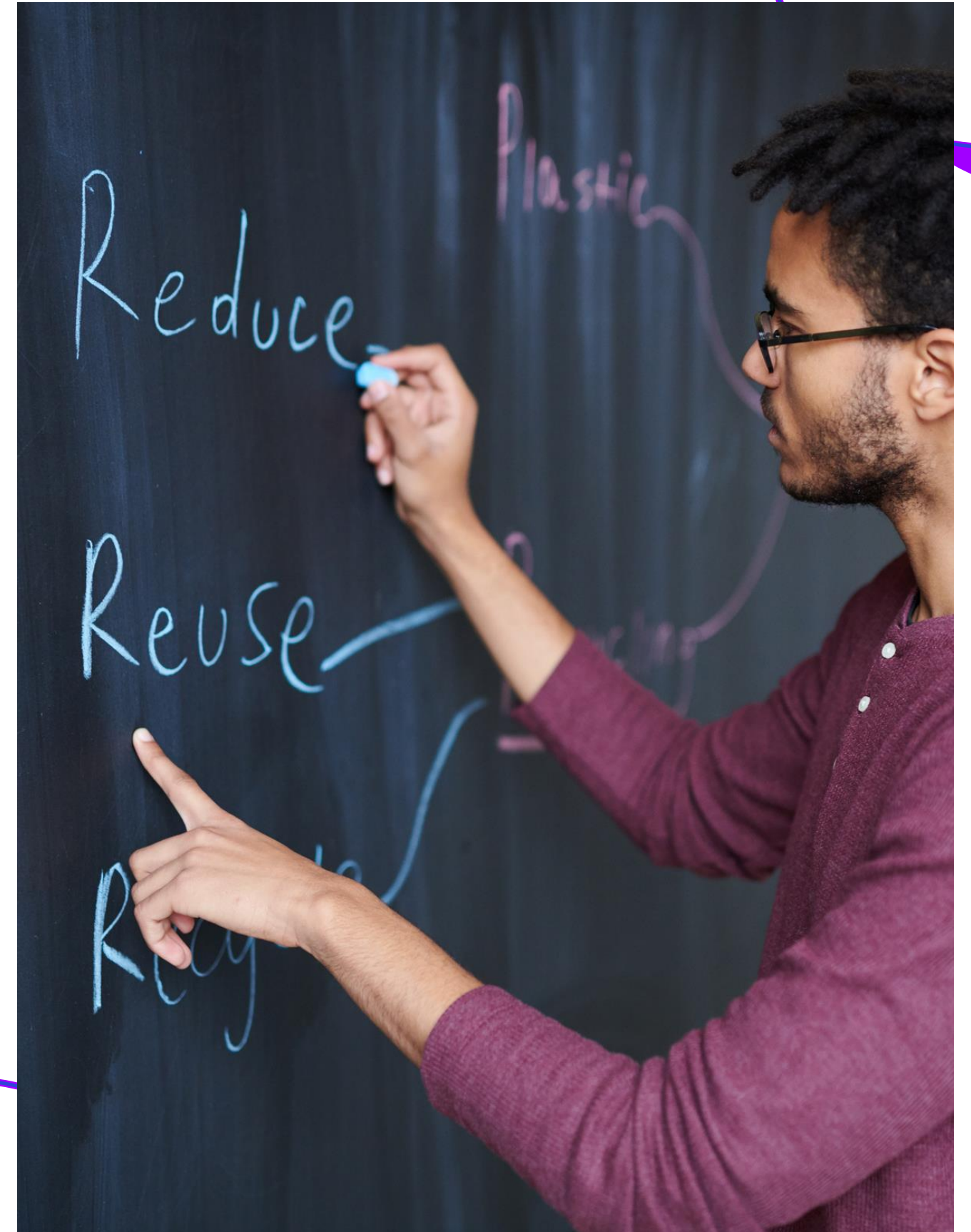
- An audit of Social Buzz's big data practice.
- Recommendations for a successful IPO.
- Analysis to find out Social Buzz's Top 5 content category.

Problem

100,000 pieces of content posted per day!

How to capitalize on this data?

**Analysis to find out Top 5
Category of content.**



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Vivek Kumar Rai
Data Analyst

Process

1

Data Understanding.

2

Data Cleaning.

3

Data Modelling.

4

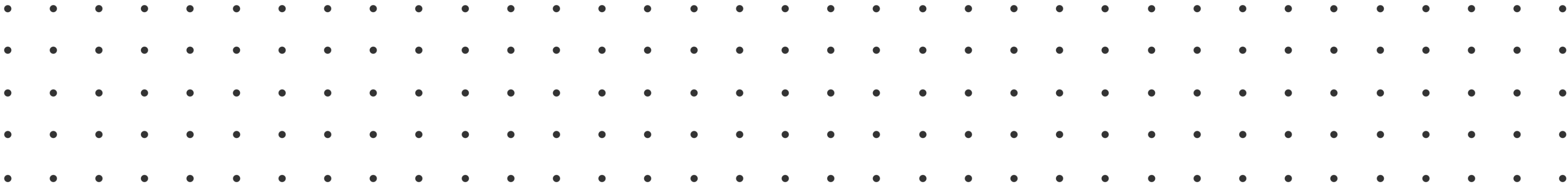
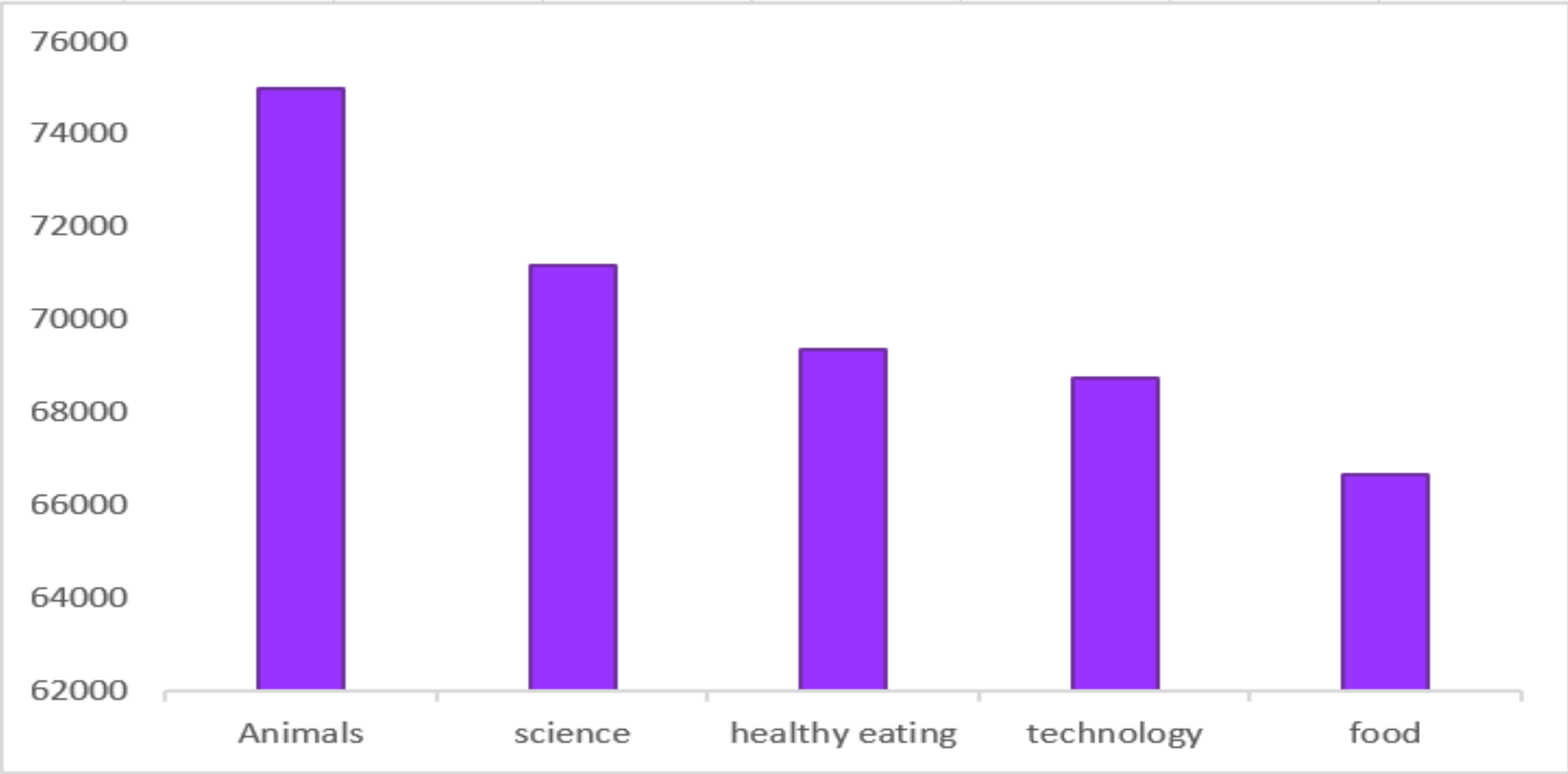
Data Analysis.

5

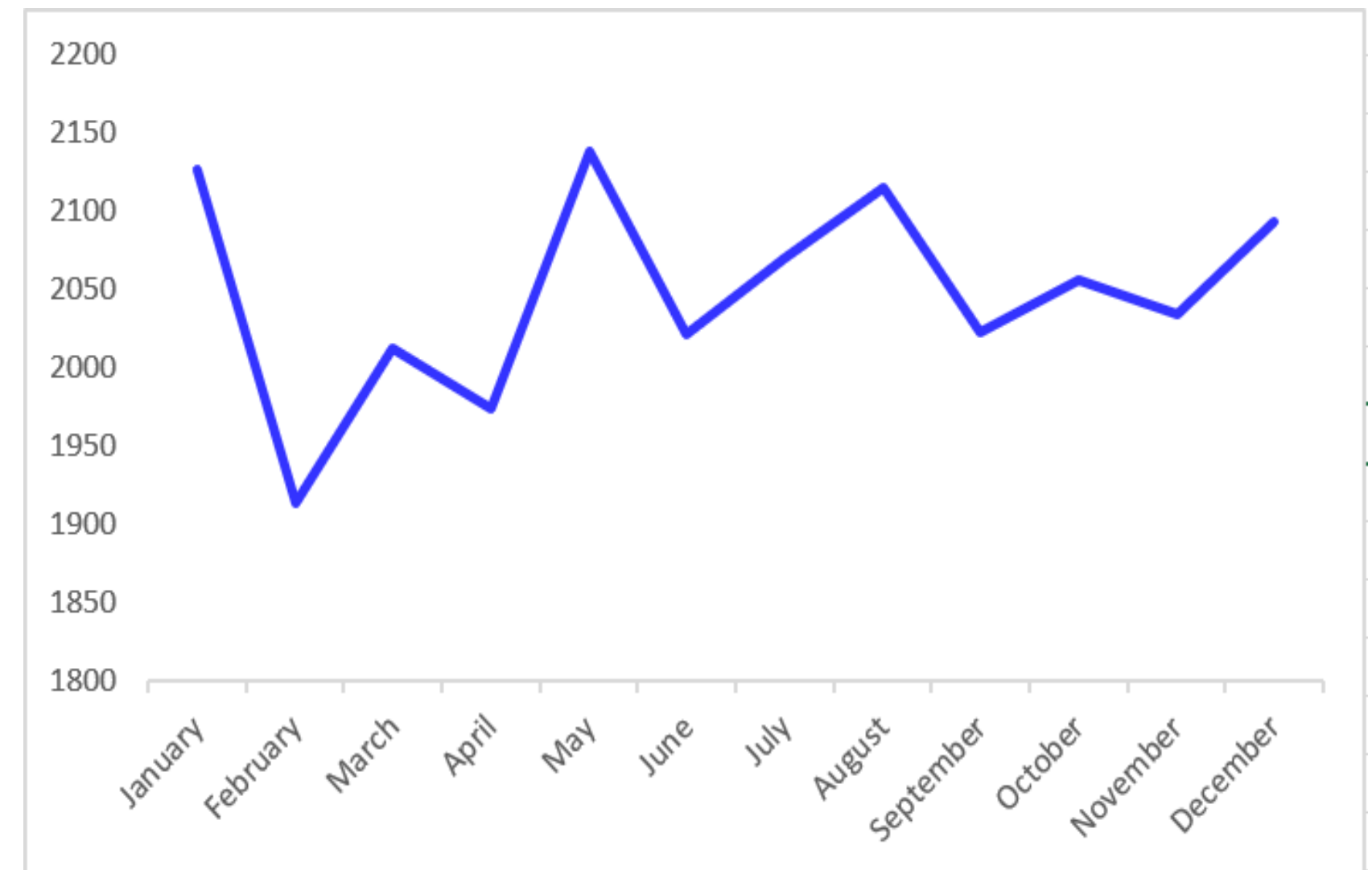
Uncovering Insights.

Insights

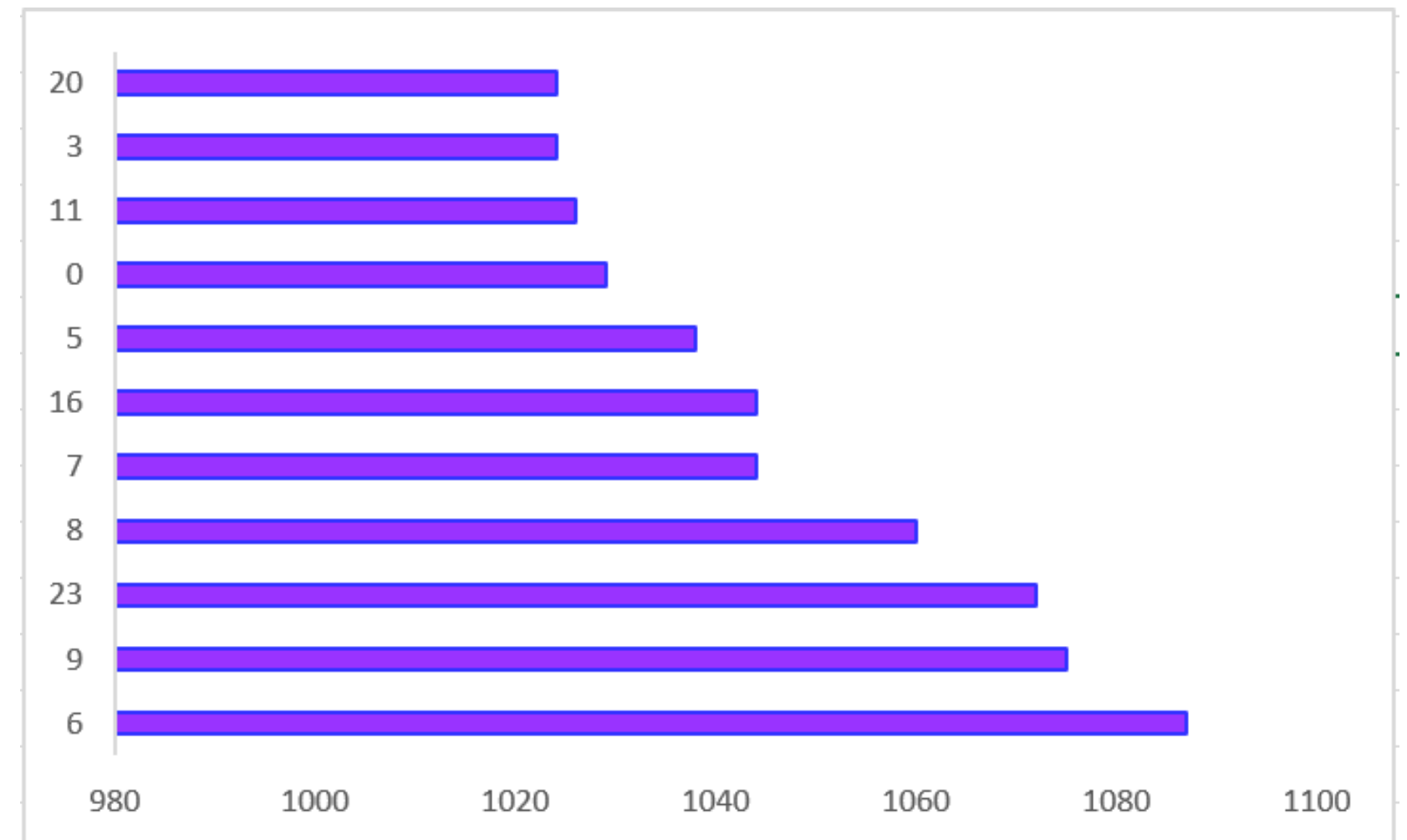
Top 5 Popular Category



May has the highest number of posts and **February** has the lowest number of posts.



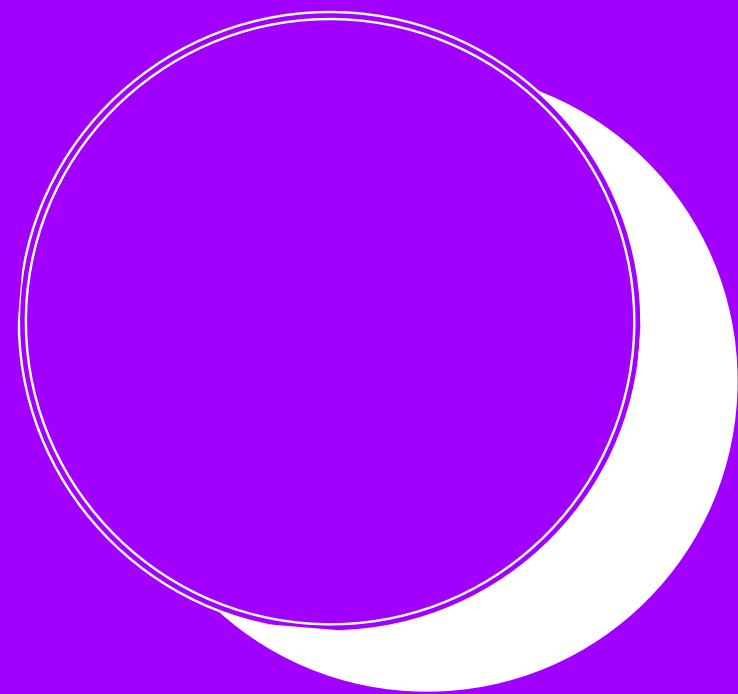
Hour between 6-7, 9-10 and 23-24 has the greatest number of posts.



Summary



- Animal, science, healthy eating, technology and food are the Top 5 popular category.
- May has the greatest number of posts and February has the least.
- 6-7 AM, 9-10 AM and 11 PM to 12 Midnight has the greatest number of posts.



Thank you!

ANY QUESTIONS?