



# Top 5 Categories



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



# Project Recap

Social Buzz a rapidly growing social media Unicorn occupying a niche where content, unlike users takes center stage. Accenture helping it to navigate to the next level by:

- Auditing its big data practices
- Planning for a successful IPO
- Analyze data to uncover Top 5 content categories

# Problem

- 500 million users monthly, generating 100,000 pieces of content daily.
- A massive 36,500,000 pieces of content annually
- The massive datasets hold insights critical to Social Buzz continuing success
- Capitalize by analyzing to find the Top 5 most popular content categories



# The Analytics team



**Andrew Fleming**  
Chief Technology Architect



**Marcus Rompton**  
Chief Principal



**Kinyua Muriithi**  
Data Analyst

# Process

1

Understanding the data

2

Data cleaning

3

Data Modelling

4

Analysis

5

Insights

# Insights

16

Unique  
Categories



1897

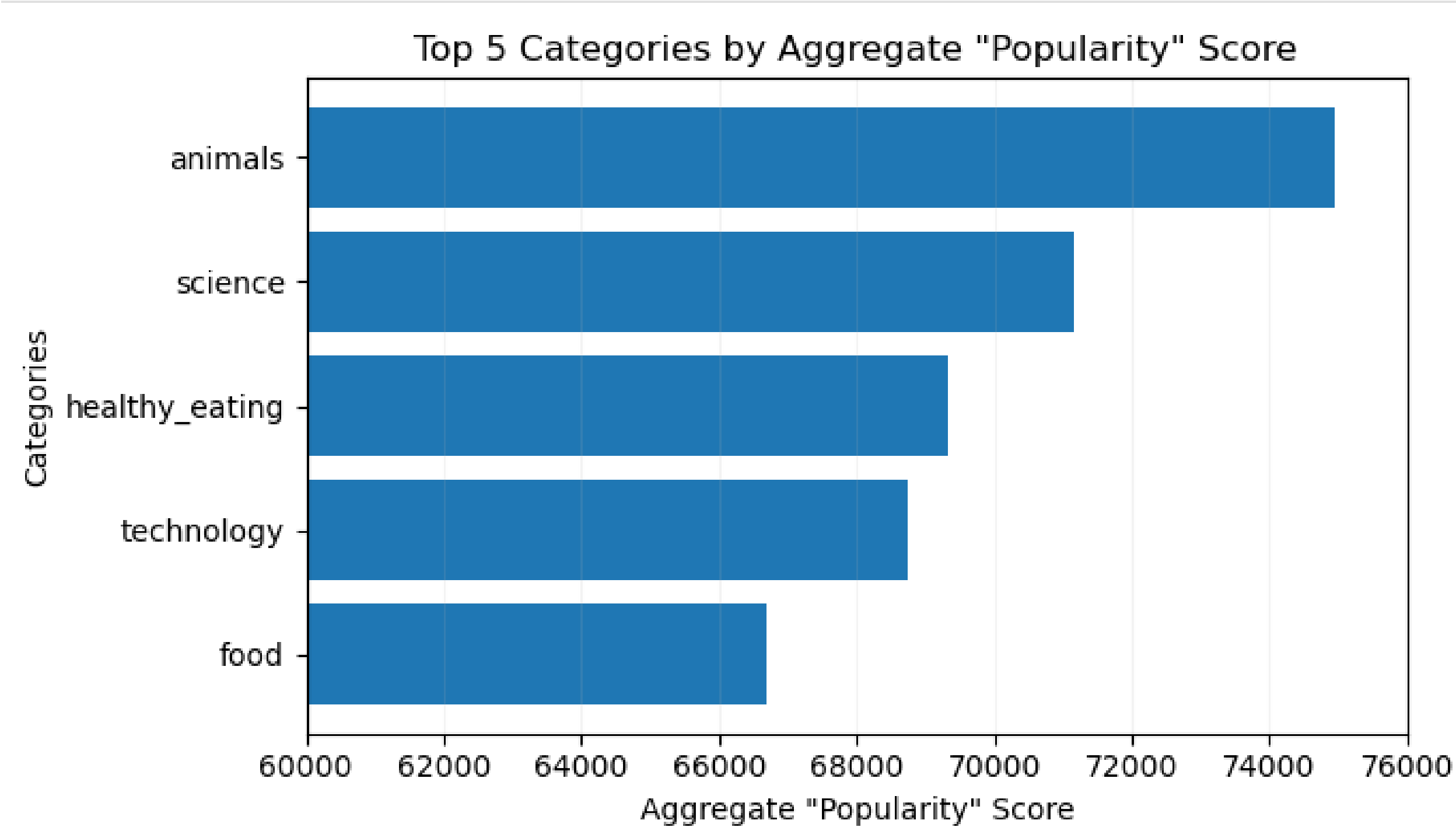
Reactions to  
'Animal' posts



January

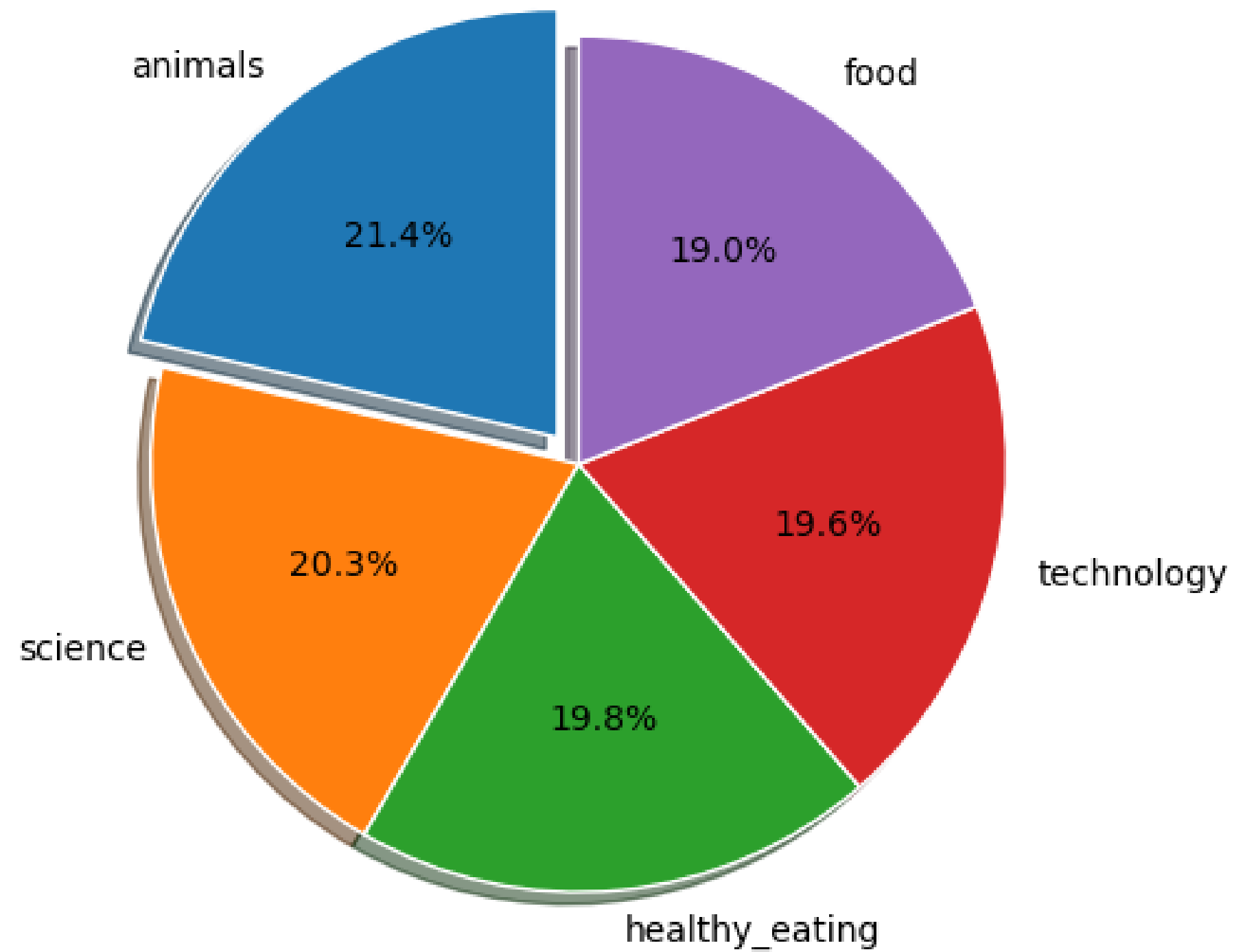
781 posts,  
highest month







Popularity percentage share for Top 5 categories



# Summary



## Findings

Animals and Science are the most popular categories, accounting for 40% of Top 5. May indicate a 'real', 'mature' audience

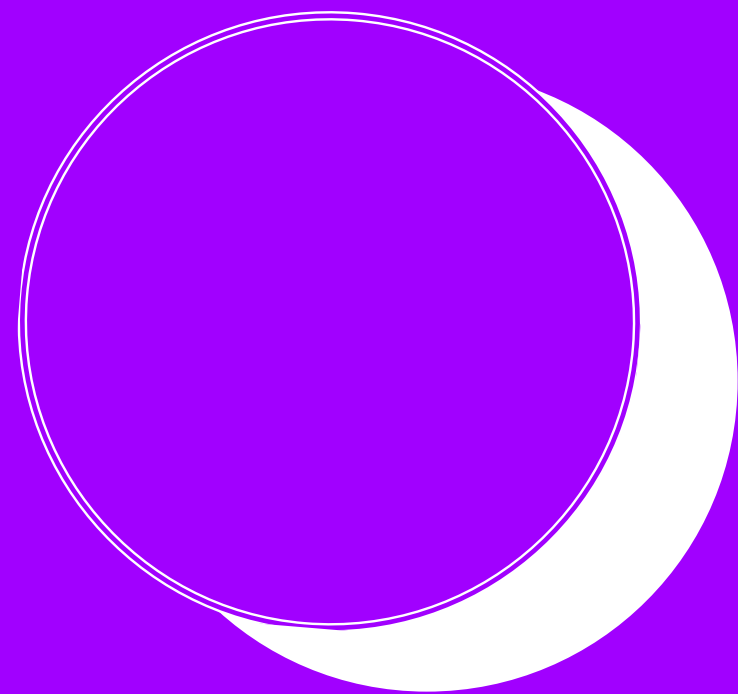
There were over 700 posts monthly in the year, the highest recorded in January

## Insights

The Top 5 categories indicate realist and health-conscious (healthy eating and food among the top 5) audience.

## Next Steps

Further analysis linking the findings to user profiles can uncover segments for partnerships with brands. Accenture possesses expertise in this area.



# Thank you!

ANY QUESTIONS?