Social Buzz's Content Categories Analysis

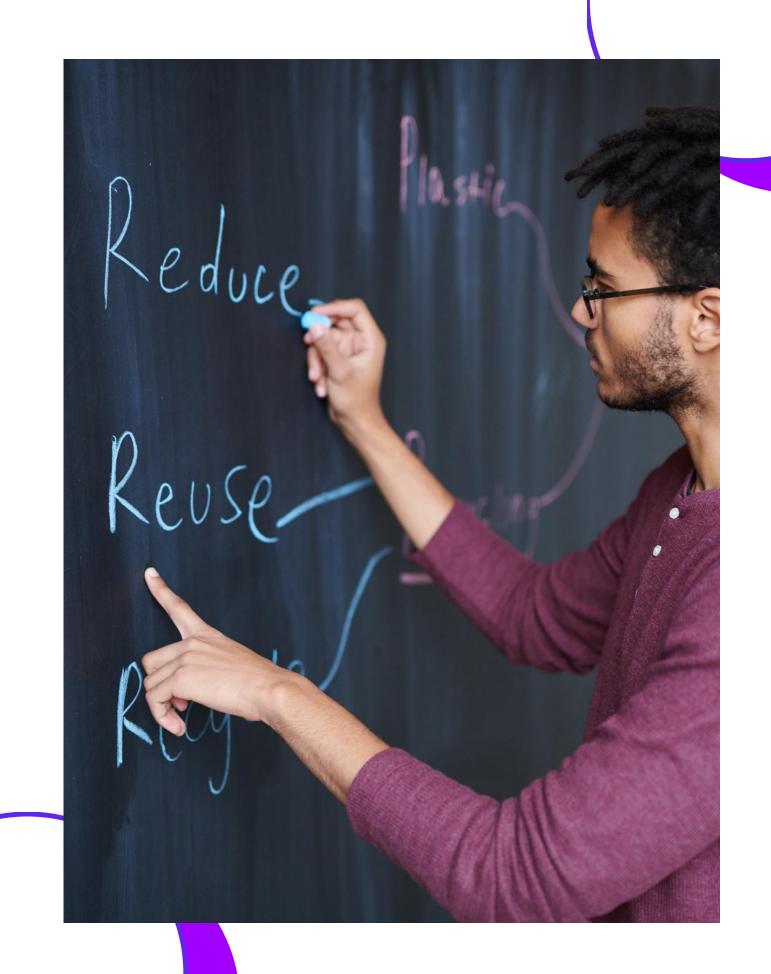


Social Buzz is fast growing technology unicorn that need to adapt quickly to its global scale. Accenture has begun a 3 months POC using these tasks:

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

Problem

- Over 10,000 posts per day
- 36,500,000 pieces of content per year
- How to capitalize on it when there is so much?



Data Understanding: Understand the data model and domain of your business

Process

Data Extraction: Architected what an ideal dataset should look like for this problem and extracted it from the relevant data sources

Data Modelling: Process and model the data into a dataset that can precisely answer the business questions and produce analytics.

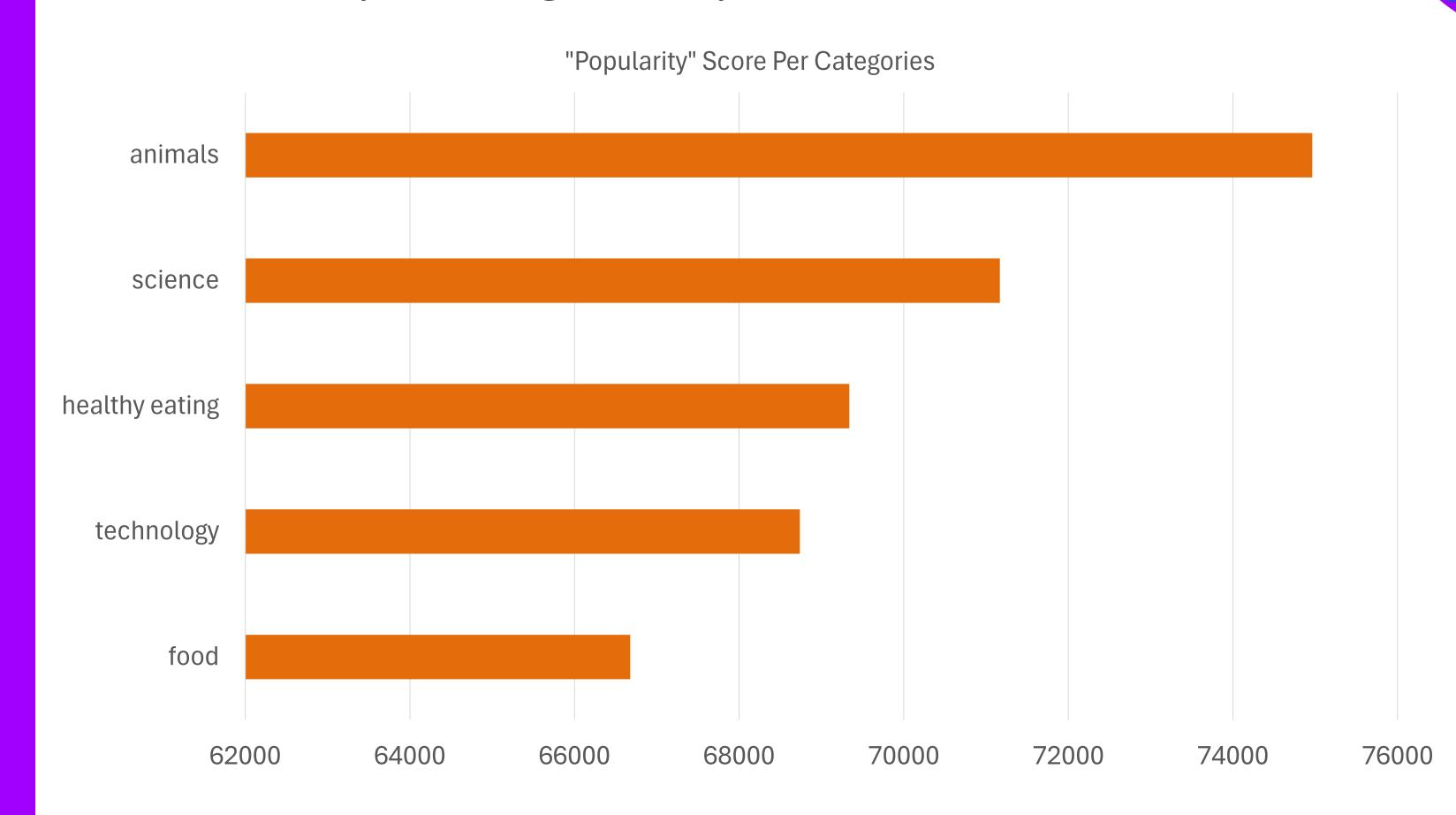
Data Analysis: Use analytical expertise to uncover insights from the dataset and to produce visualizations to describe the insights.

Recommendations: Use insights to unlock business decisions and make recommendations on next steps

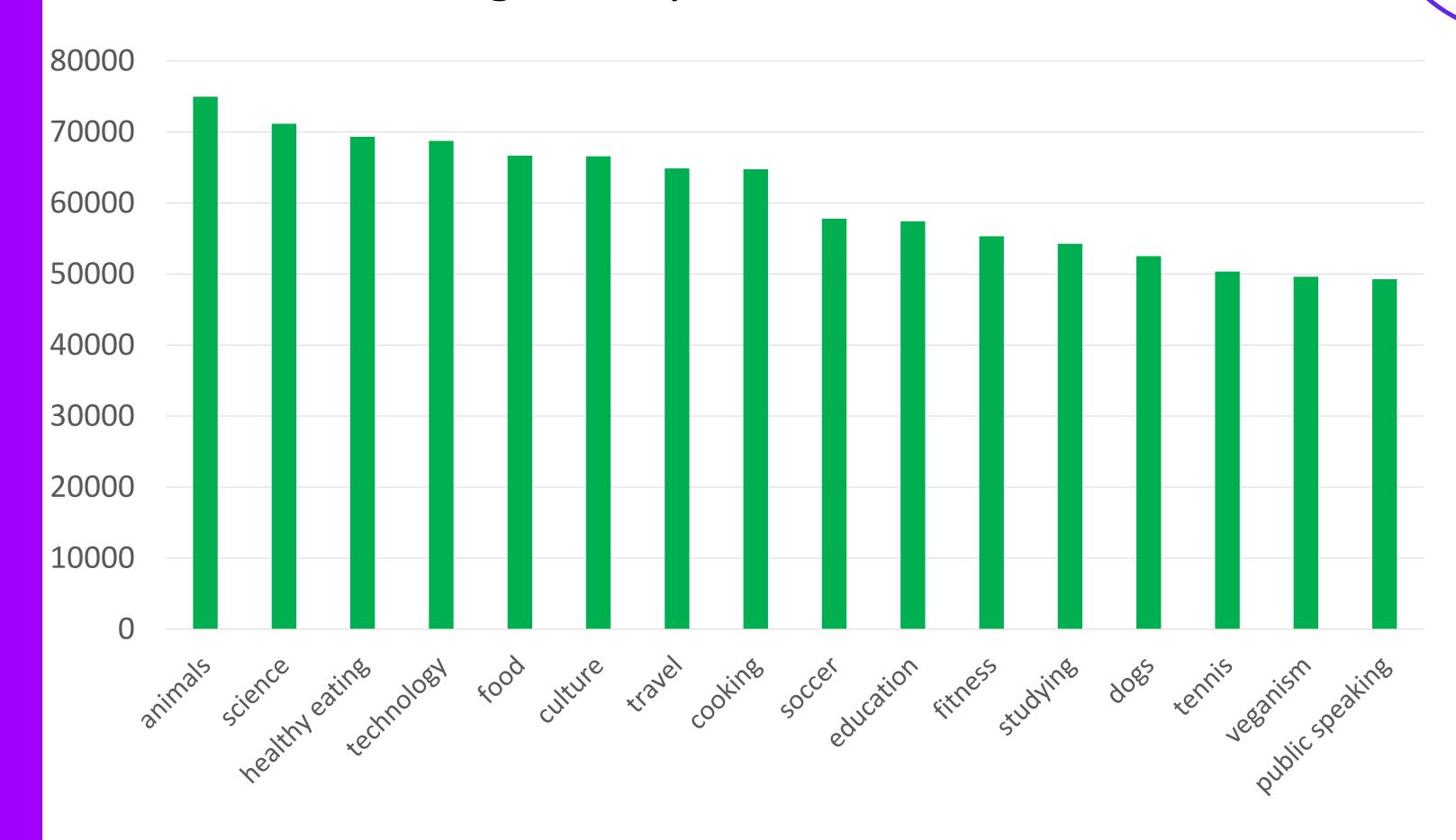
Summary

- Animals, Science, and Healthy Eating are the three highest reaction score content, indicating that people enjoy "real-life" and "factual" content the most.
- Food is the 5th most popular content, followed by culture, travel, and cooking.
- Healthy eating and food fall in the top 5 category. This indicates a possibility to boost user engagement through healthy food content/campaign.

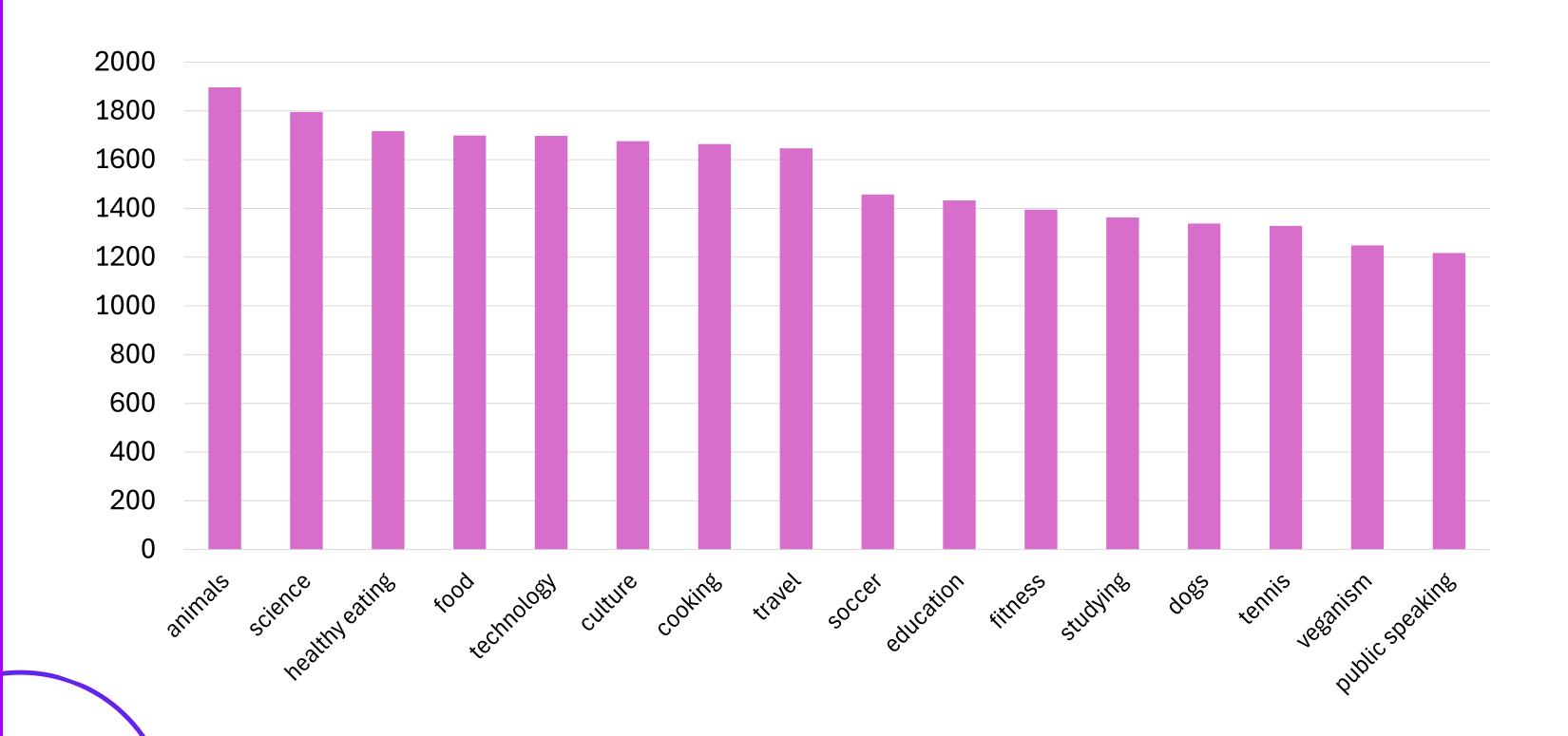
Top 5 Categories By Reaction Score

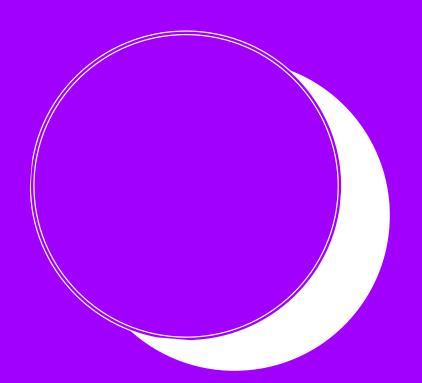


Categories By Reaction Score



Number of Contents Per Category





Thank you!

ANY QUESTIONS?