




Analyzing Social Buzz



Today's agenda

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

Project Recap

Social Buzz is an emerging technology unicorn that needs assistance to adapt quickly to it's global scale.

Accenture with their expertise is assisting them with these tasks:

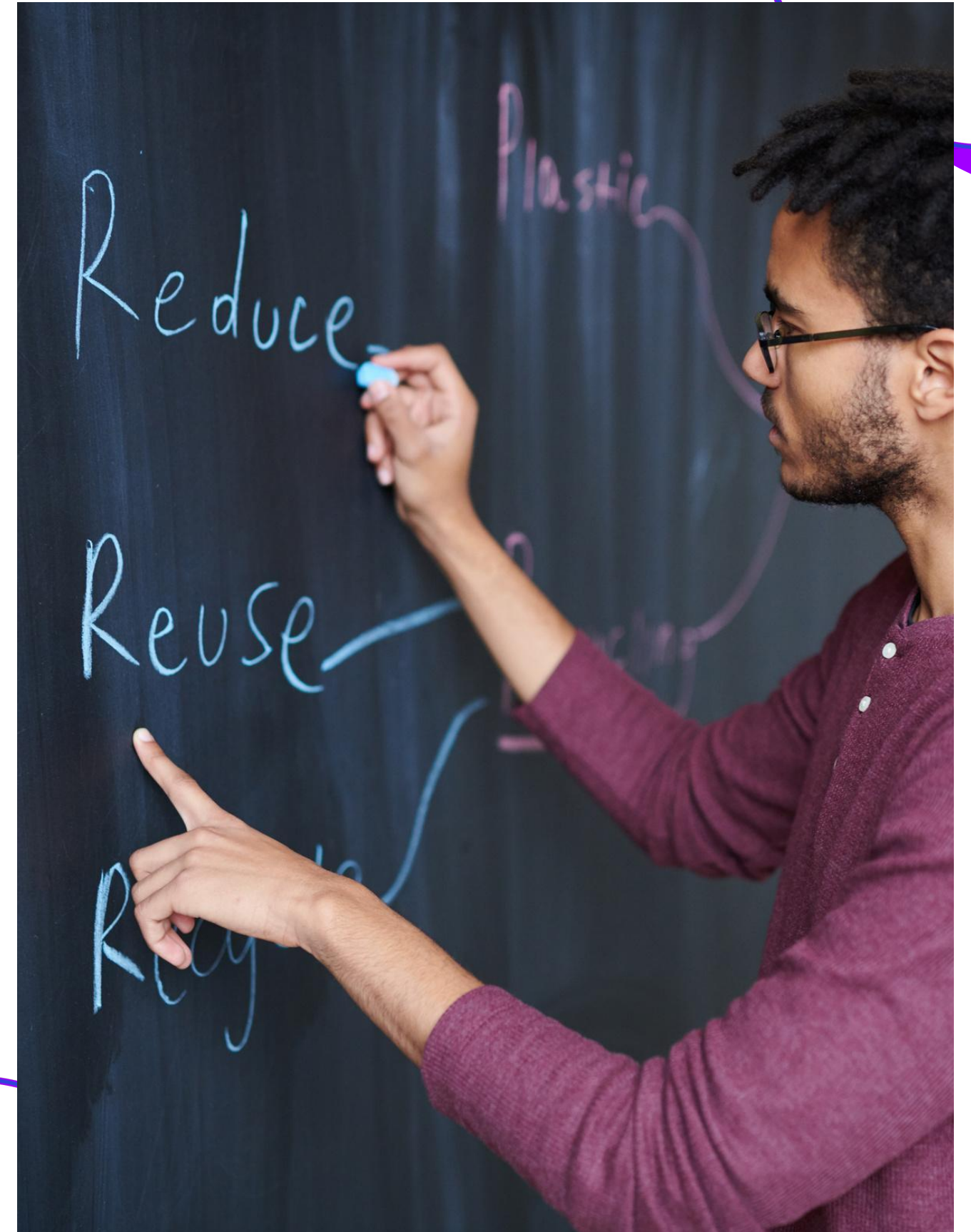
- An audit of their big data practice
- Recommendation for a successful IPO
- Analysis of data to evaluate Social Buzz's Top 5 content category

Problem

Social Buzz has
100000 posts per day...
...365000000 posts per year

How to monetize with such huge numbers?

Analysis to identify the Top 5 categories that trend in their platform



The Analytics team



Andrew Fleming
(Chief Technical Architect)



Marcus Rompton
(Senior Principle)



Pritam Chakraborty
(Data Analyst)

Process

1

Data Collection

2

Data Understanding

3

Data cleaning and modelling

4

Analysis and Visualization

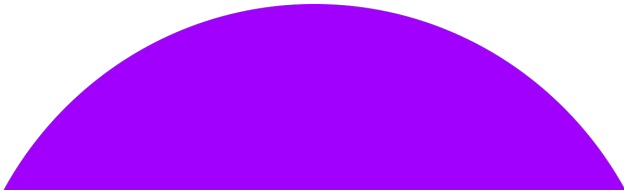
5

Insights Extraction

Insights

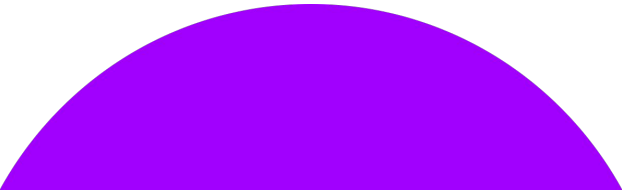
16

Unique Categories



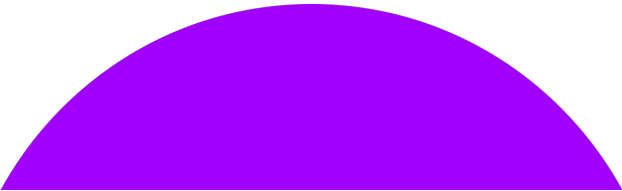
24573

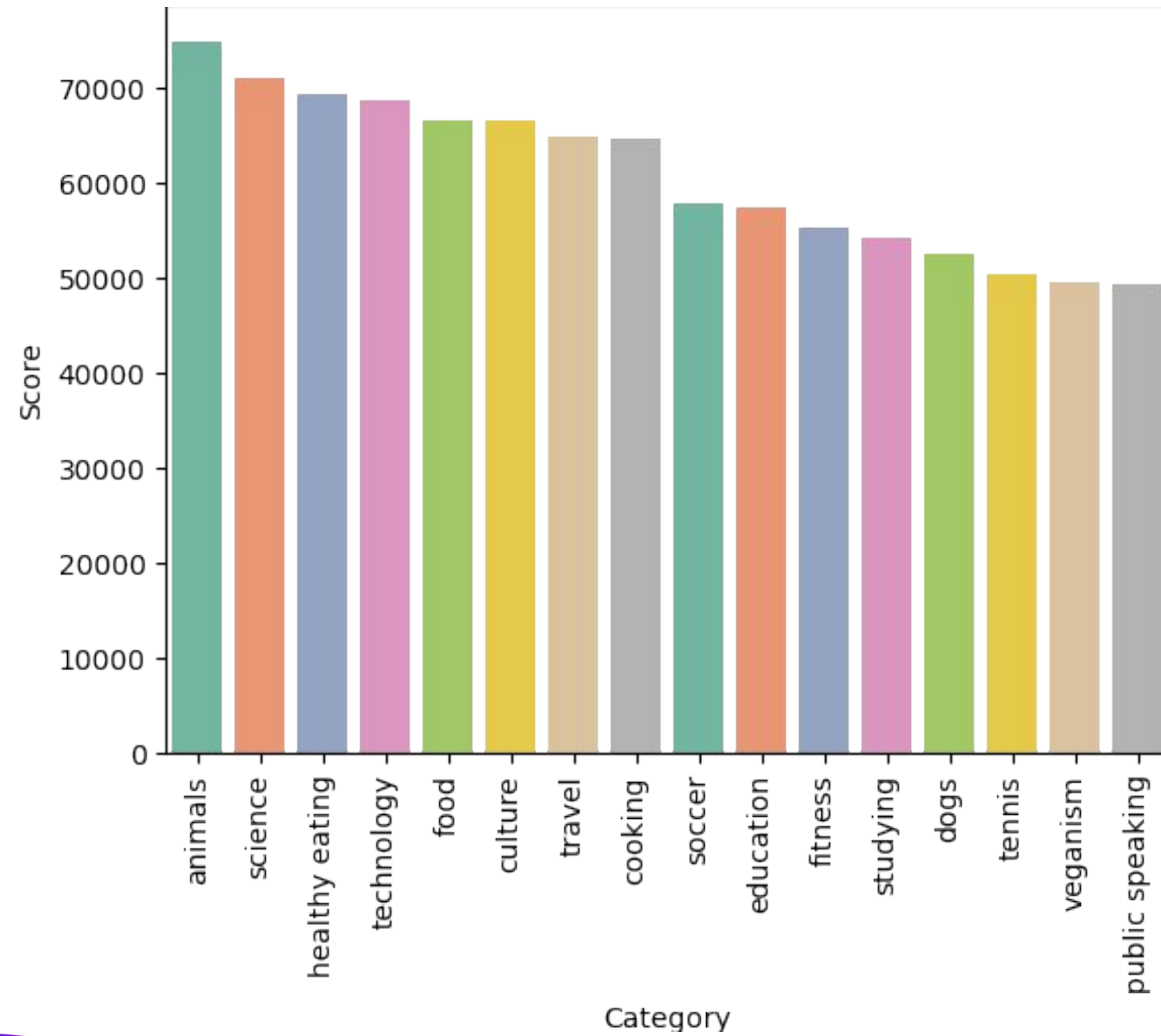
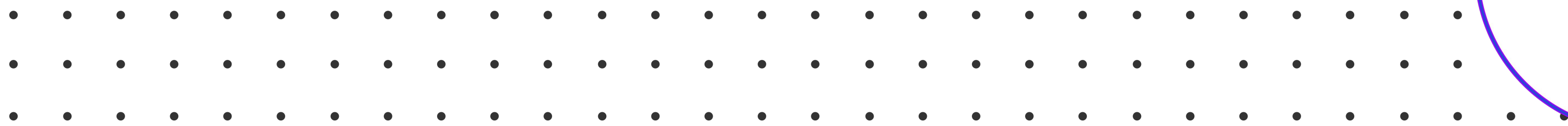
Number of reactions



962

Number of posts





Top 5 Categories based on Scores

Animals

Science

Healthy eating

Technology

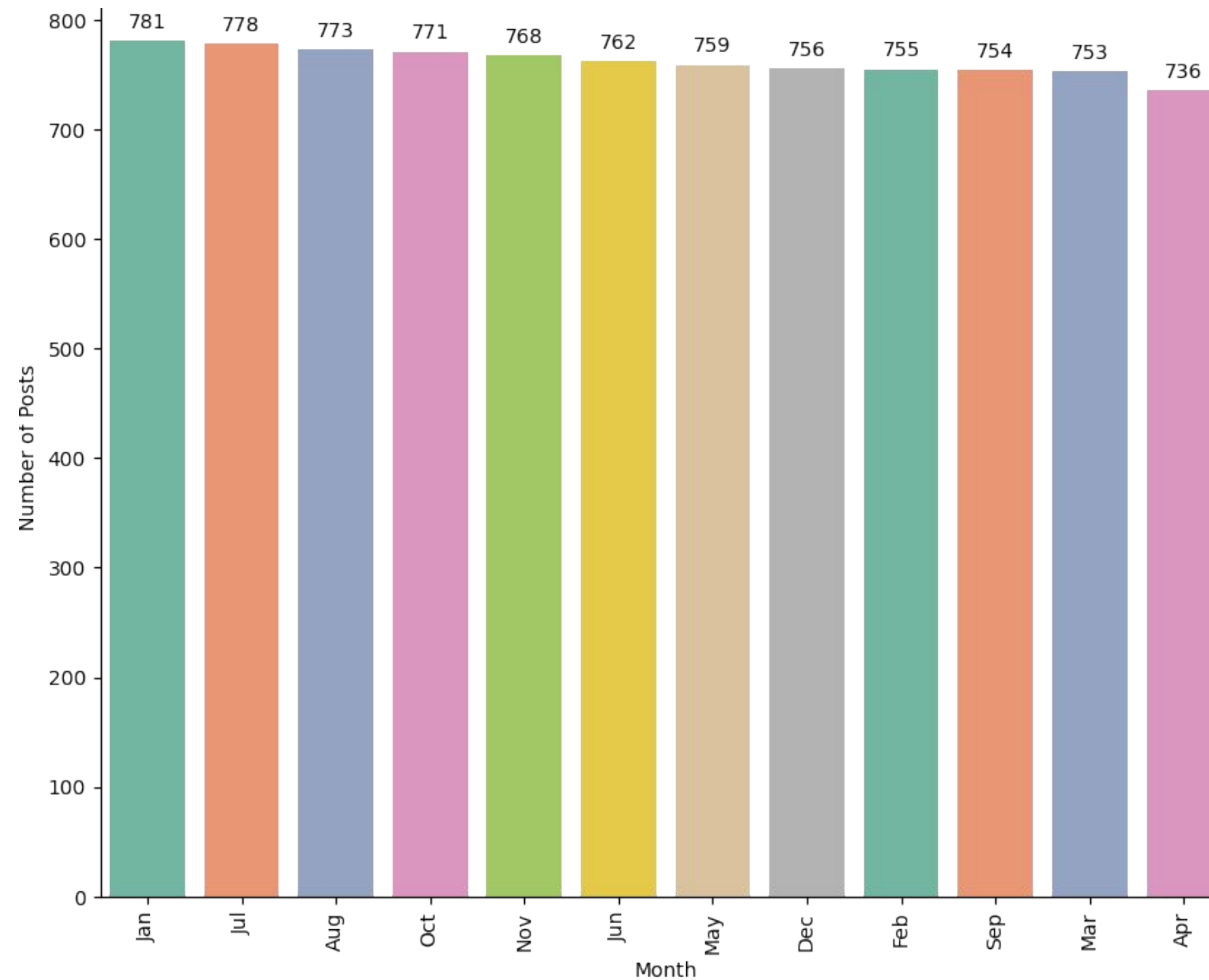
Food

Animals category also has the

- Highest number of Reactions... **1897**

- Highest number of Posts... **69**





- The highest number of posts were made on the month of January
- But the difference in number of posts is not that pronounced indicating almost an uniform activity of users throughout the months

Summary

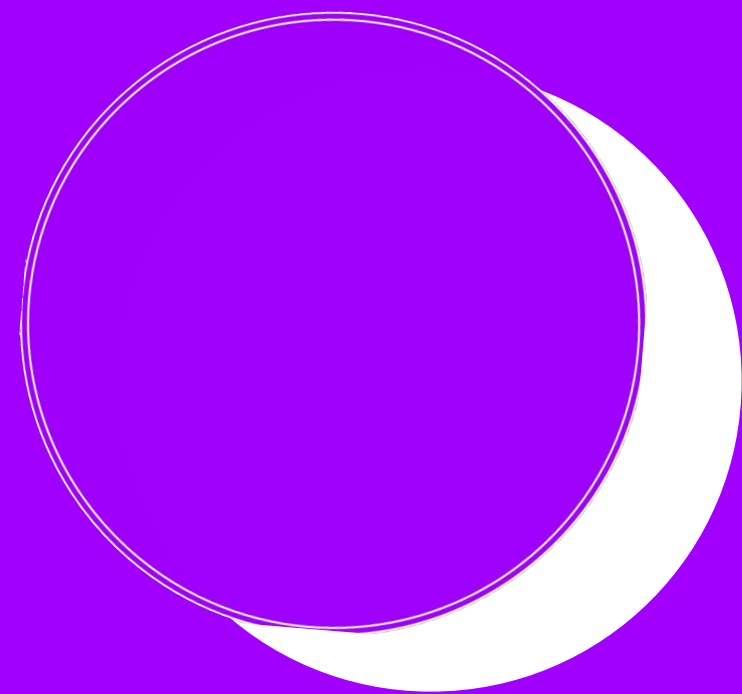


Animals, Science and Technology are some of the popular categories, indicating the user base consume more of “real-life”, “factual” and “application based” content.

Two of popular categories, “Healthy eating” and “Food”, are related, and with healthy eating ranking highest indicates users are conscious in their lifestyle. This insight can be used to target ads for products or campaigns with health brands to boost engagement.

Future steps

This analysis provide a stepping stone to the global market. It’s time to take the analysis to large scale production for real time evaluation and understanding of the business. The Accenture team are here to show you how to do this.



Thank you!

ANY QUESTIONS?