SOCIAL BUZZ

Today's agenda

Project Recap

Social buzz being a fastest growing platform placing content as the center piece to track user reactions. Accenture has decided to run a 3 month project with these goals:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the
largest aggregate popularity

Problem

-Every day pieces of content is over 100,000
-Highly unstructured data

The Analytics team

Myself
Data Analyst

Marcus Rompton
Senior Principle

Andrew Fleming
Chief Technical Architect

Process

1 DATA INSIGHTS

2 DATA CLEANING

3 DATA MODELLING

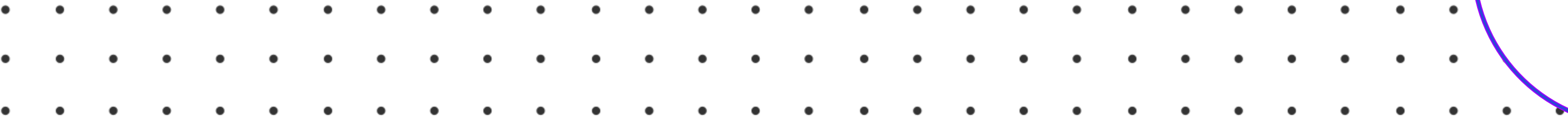**4** DATA ANALYSIS

5 UNHIDING THE INSIGHTS
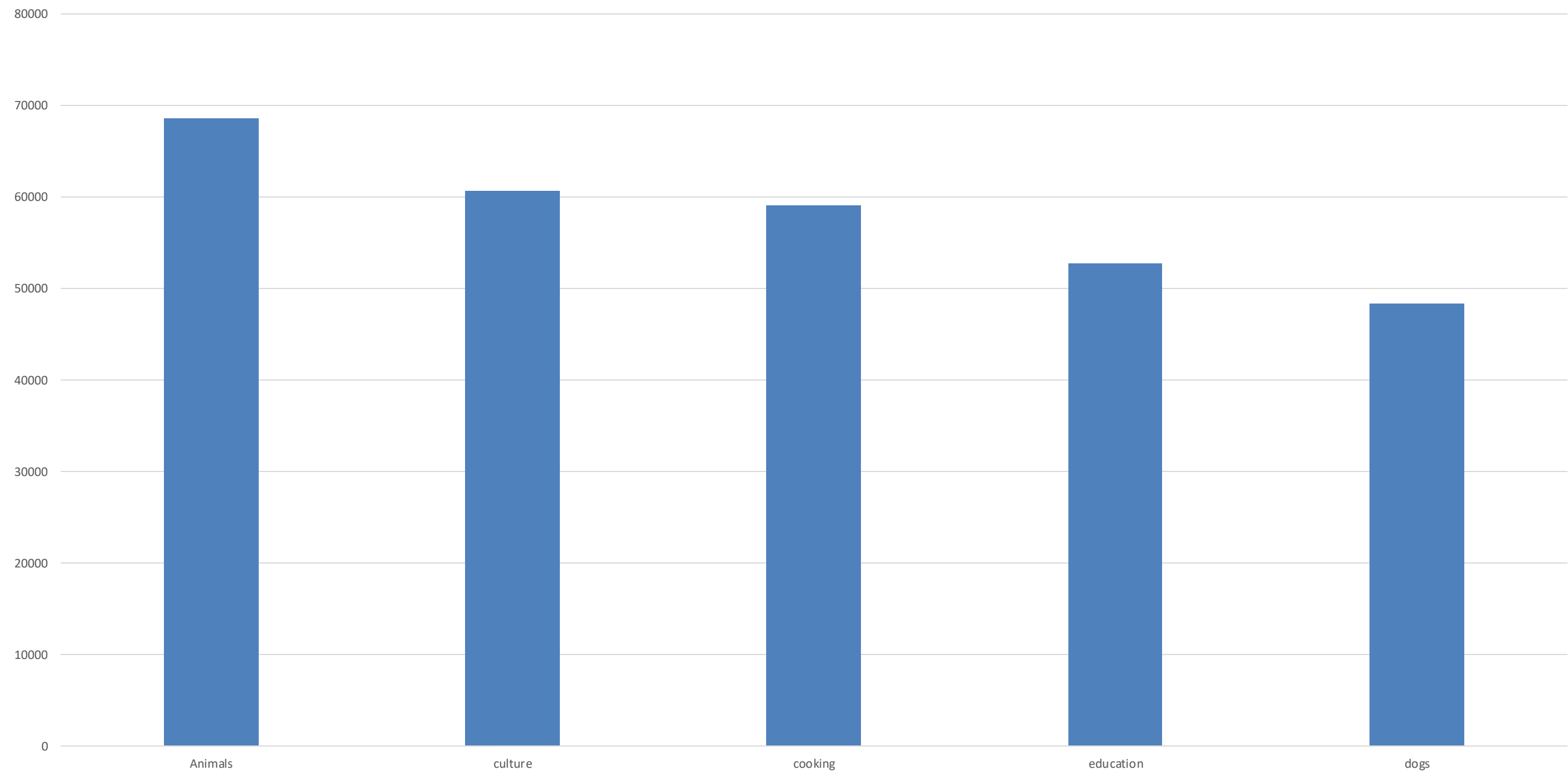
Insights

16 UNIQUE CATEGORIES

1897 REACTIONS TO ANIMALS
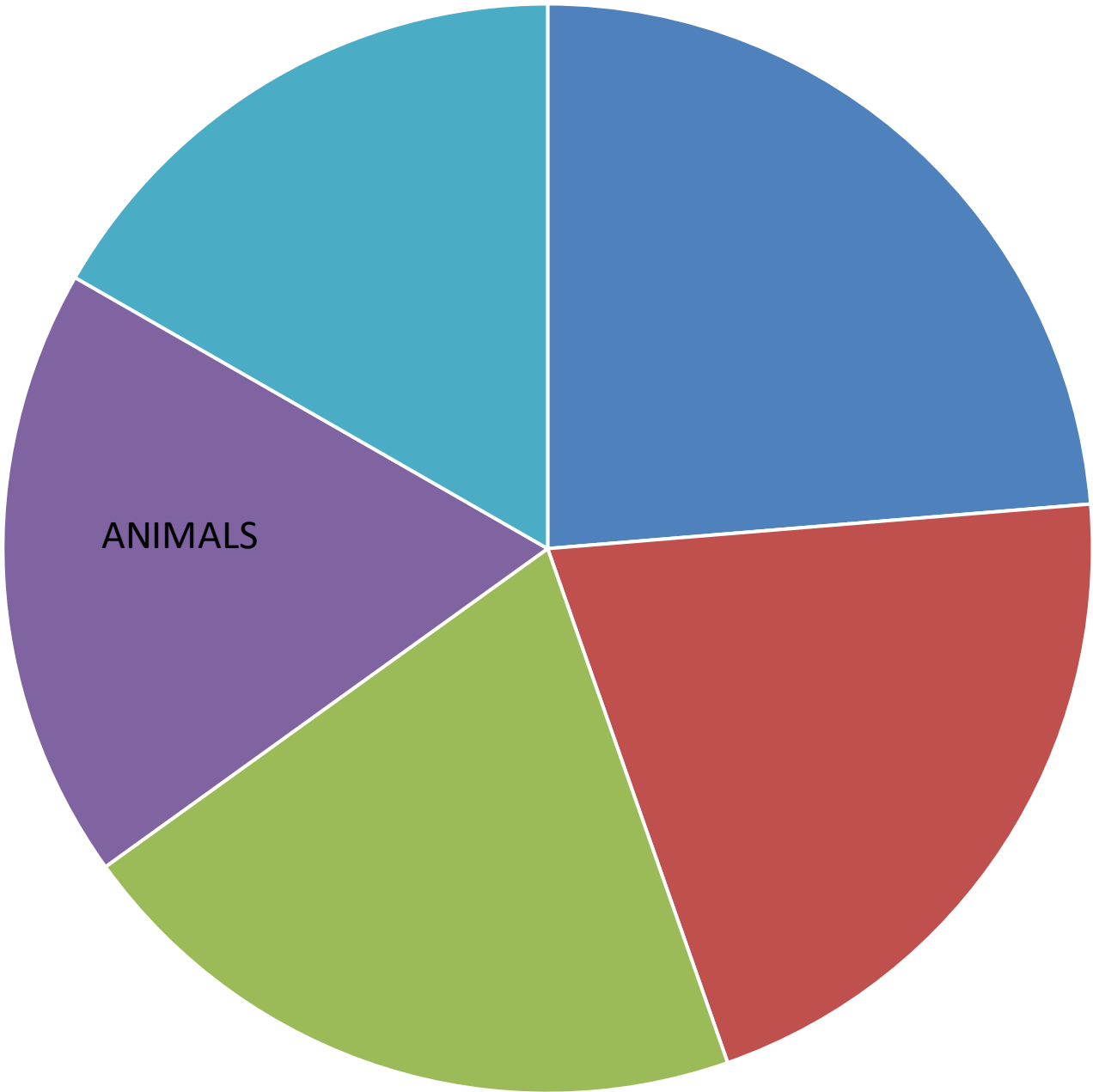
JANUARY IS THE MAXIMUM MONTH

TOP 5 CATEGORIES
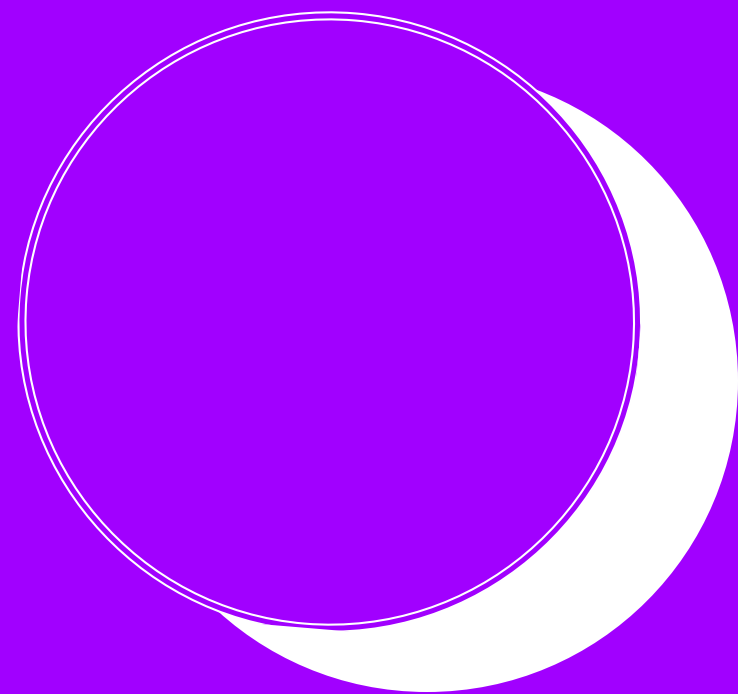
PIE CHART

ANIMALS

Animals ■ culture ■ cooking ■ education ■ dogs

Summary

Animals are the most popular categories of content with different facial reactions with 16 unique categories. This is providing a great insights in social media domain to analyze the sentiment, type of content with January being the maximum posts.

Thank you!

ANY QUESTIONS?