A graphic featuring a large cyan circle on the left containing the text "Data Analytics". To its right is a dark blue circle. The background is a purple gradient with a white dot grid pattern.

# Data Analytics



**Project Recap**

To provide a high-level overview of the business problem we're tackling and with precision. We will provide a summary of the entire project.

**Problem**

We will get into the particular issue that the Data analytics team has been concentrating on and provide some context for why this such a big issue.

**The Analytics Team**

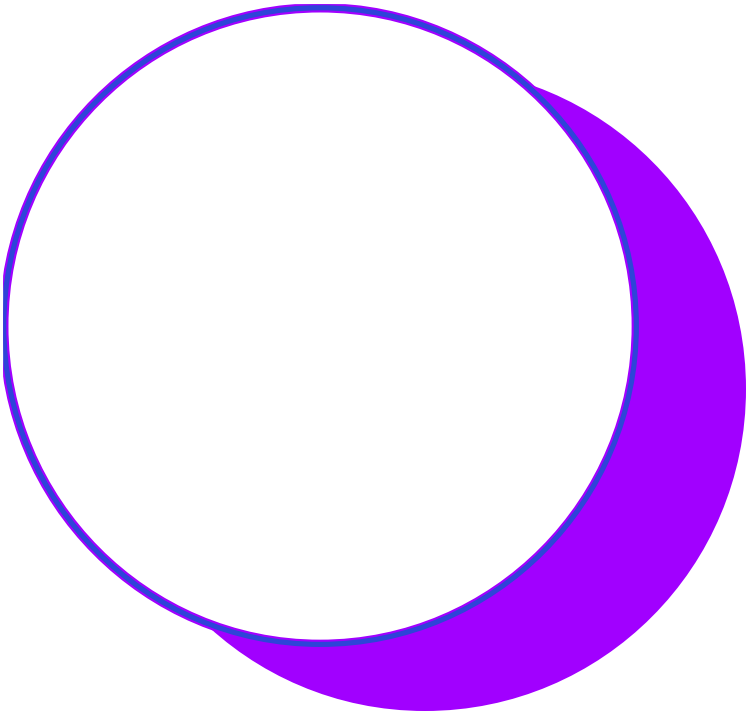
I'll start by outlining the issue then discuss the team that is in charge of handling this assignment on our end.

**Process**

After all, I'll go into the general steps we took to do this assignment to you fully understand how we approached tasks of this nature.

**Insights and Summary**

Lastly, I will review all significant findings and offer them as a collection of understanding and illustrators from our side.



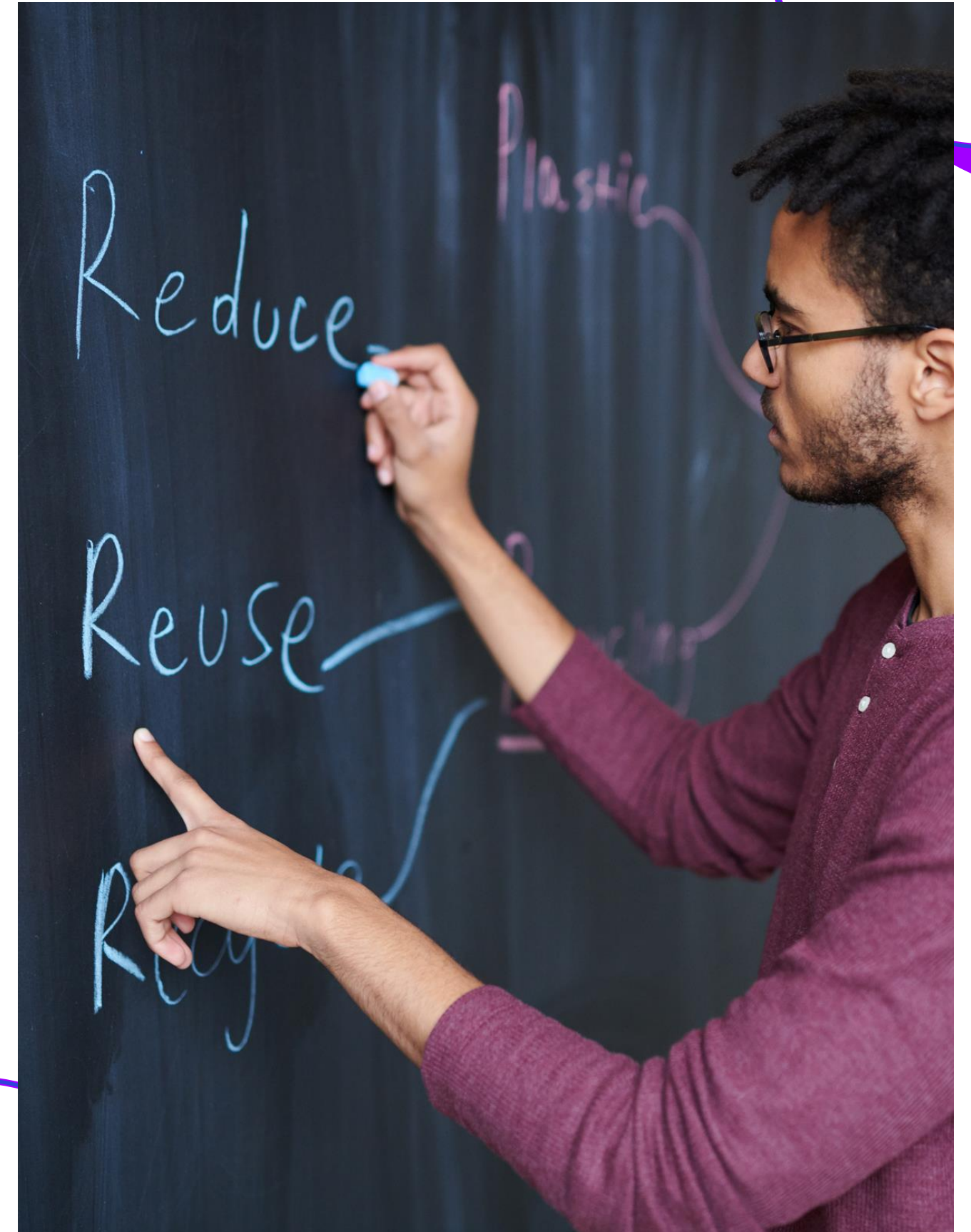
# Project Recap

**"Social Buzz" is a fast growing technology unicorn that need to adapt quickly to its global scale. Accenture has begun a 3 month POC focusing on these tasks:**

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

# Problem

- In the recent years, the customer has grown to an enormous extent, and they lack the internal resources to manage it.
- Every day, Social Buzz receives over 100,000 posts, totaling 365,500,000 posts annually. Since all of the Content is unstructured, it might be challenging to make sense of it all.
- Combining tables from the sample dataset.
- An analysis of their content categories that identifies the Top five with the highest total popularity.



# The Analytics team



**{Myself}**  
Data analyst



**Marcus Rompton**  
Senior Principle



**Andrew Fleming**  
Chief Technical Architecture

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

Unique  
Categories

16



Category with  
Highest Score  
*Animals*

74.9k

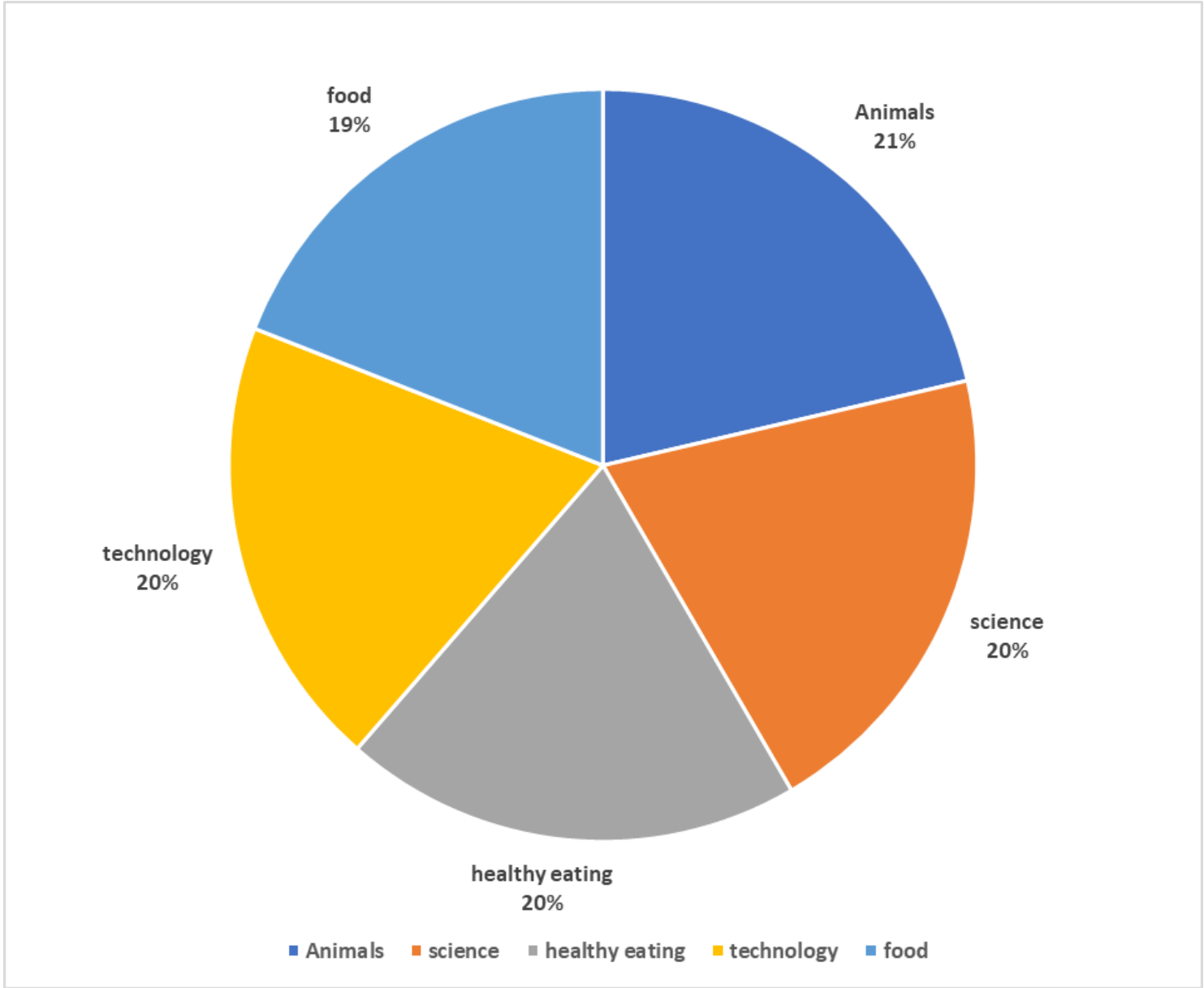
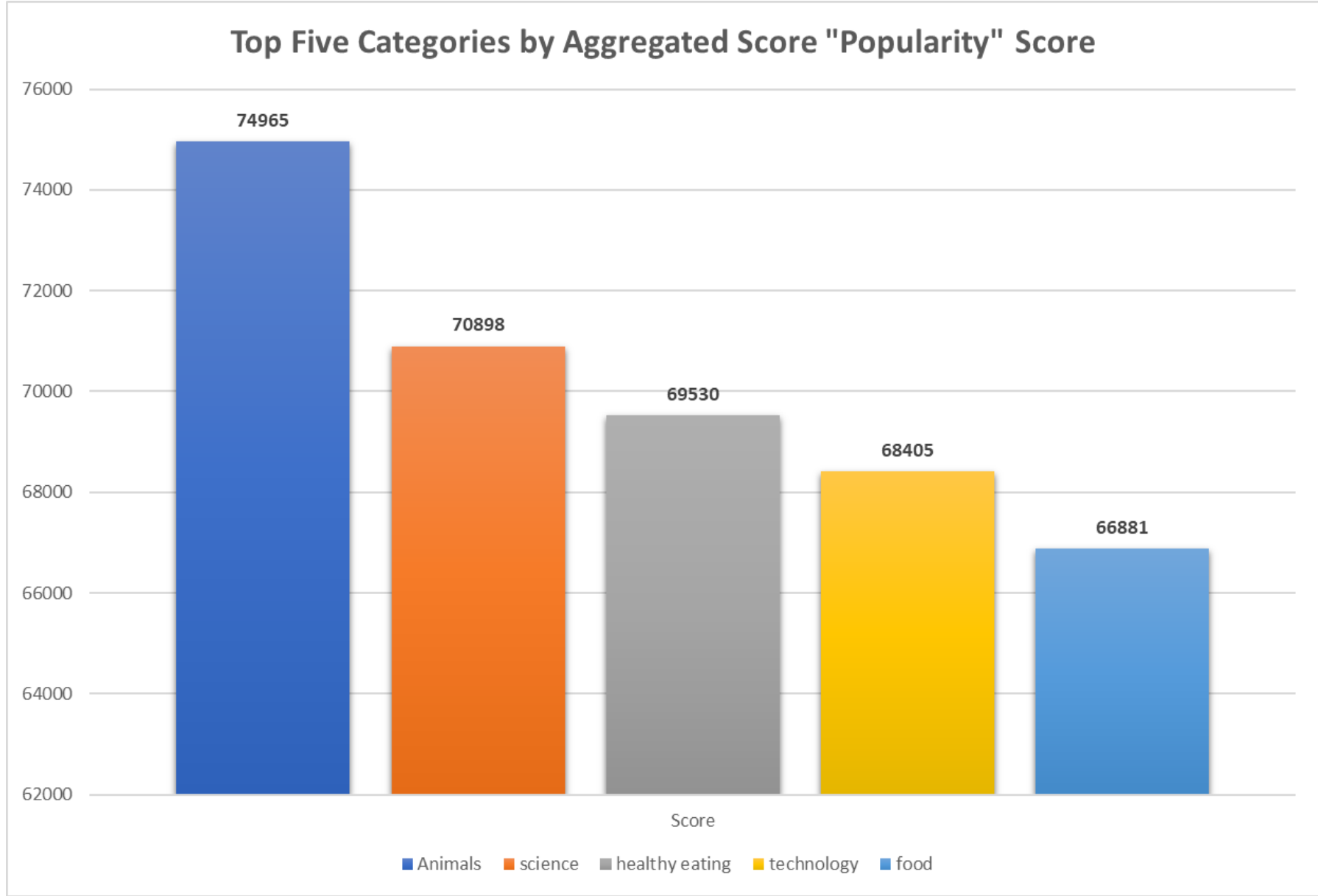


Month  
with  
most posts

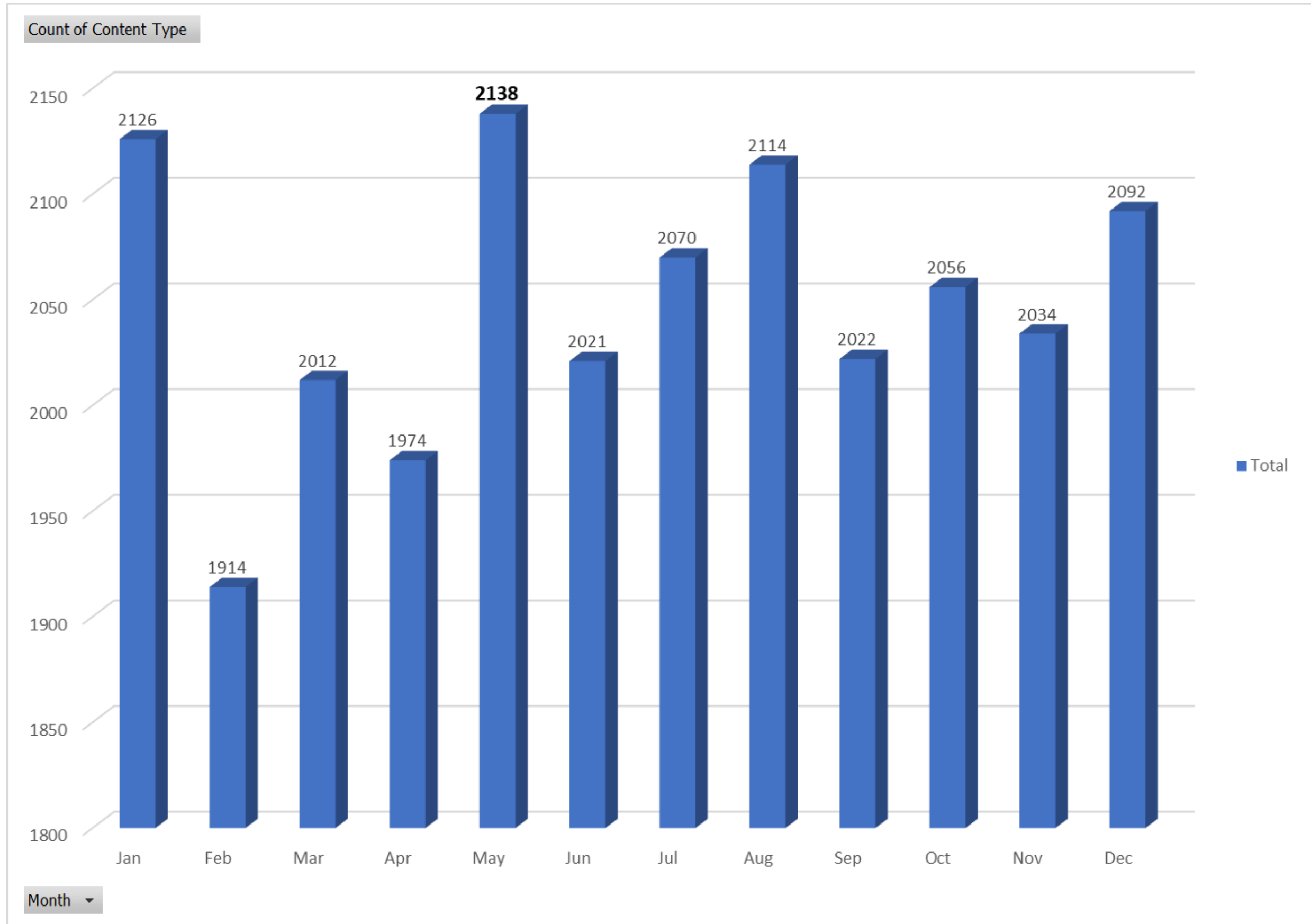
MAY











# Summary



## Analysis

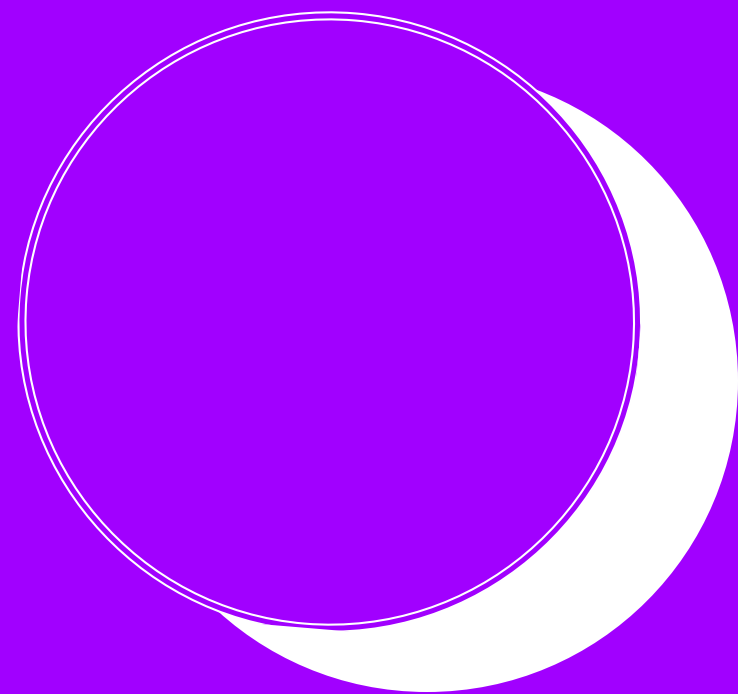
"Animals" and "Science" are two of the most popular content categories, this shows that the people love watching the content that is related to "Real-Life" and contents based on Facts. So, I would recommend that you keep creating contents that is related to these categories.

## Insights

Food is a common theme with the top 5 Categories with "Healthy Eating" as one of the highest. This may give you an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

## Next Step

It should come as no surprise that technological content is among the top categories given the advancement of technology. It indicates that users like your "technological material". Working with some of the biggest digital companies in the world is something I would suggest doing because it would undoubtedly increase user base.



# Thank you!

ANY QUESTIONS?