Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's 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

Over 100000 posts per day

36500000 pieces of content per year!

But how to capitalize on it when there is so much?

Analysis to find Social Buzz's top 5 most popular categories of content

The Analytics team

Marcus Rompton
Senior Principle

Marcus Rompton
Senior Principle

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Senior Principle

Process

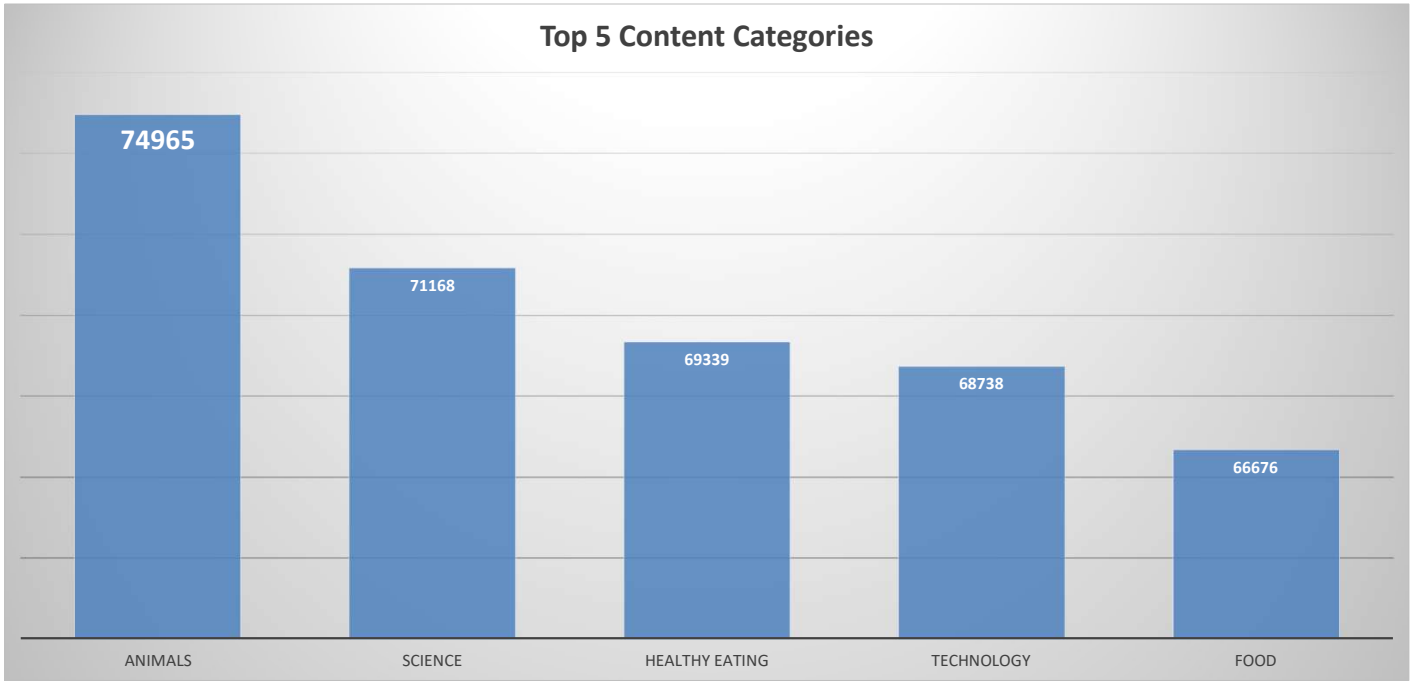

1
Data Understanding
2
Data Cleaning
3
Data Modelling
4
Data Analysis
5
Uncover Insights

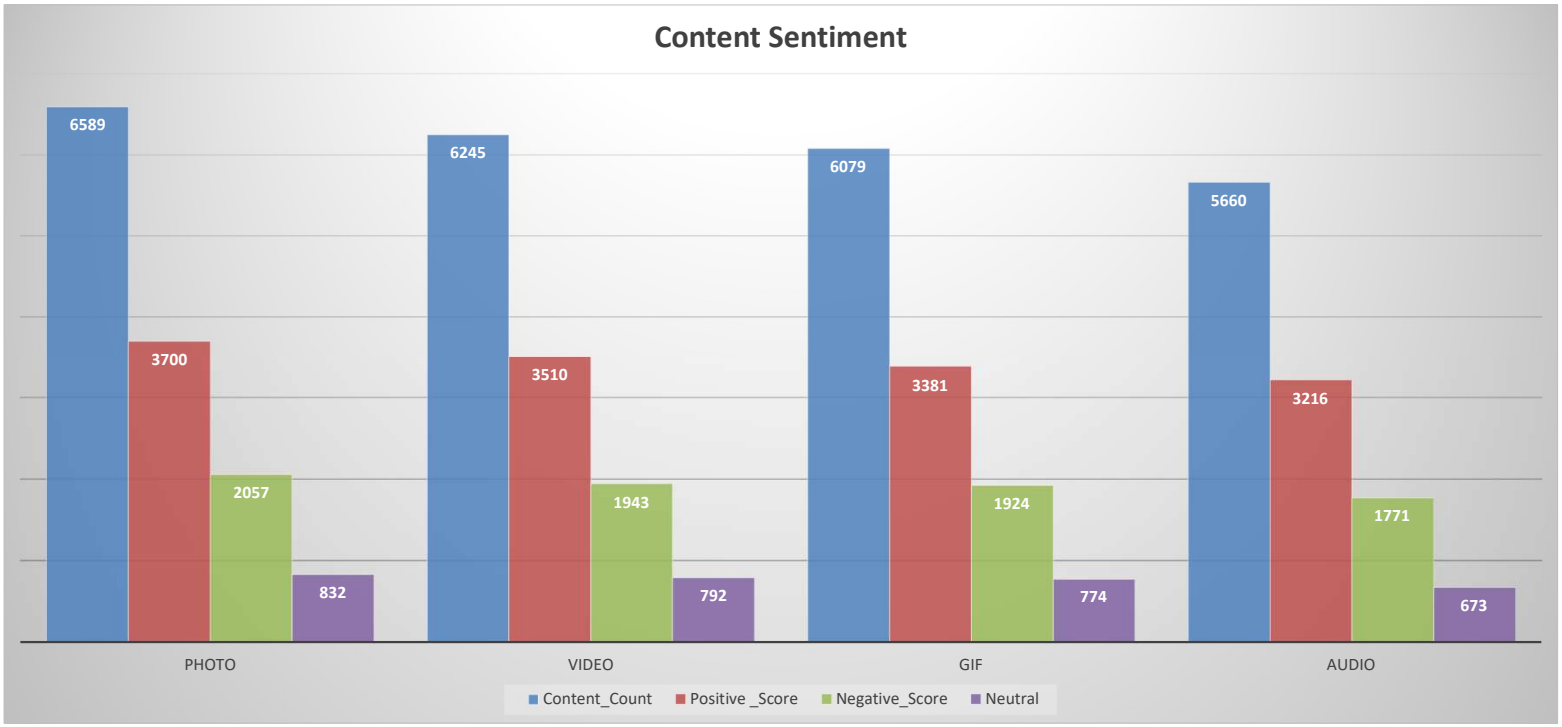
Insights

16 unique categories

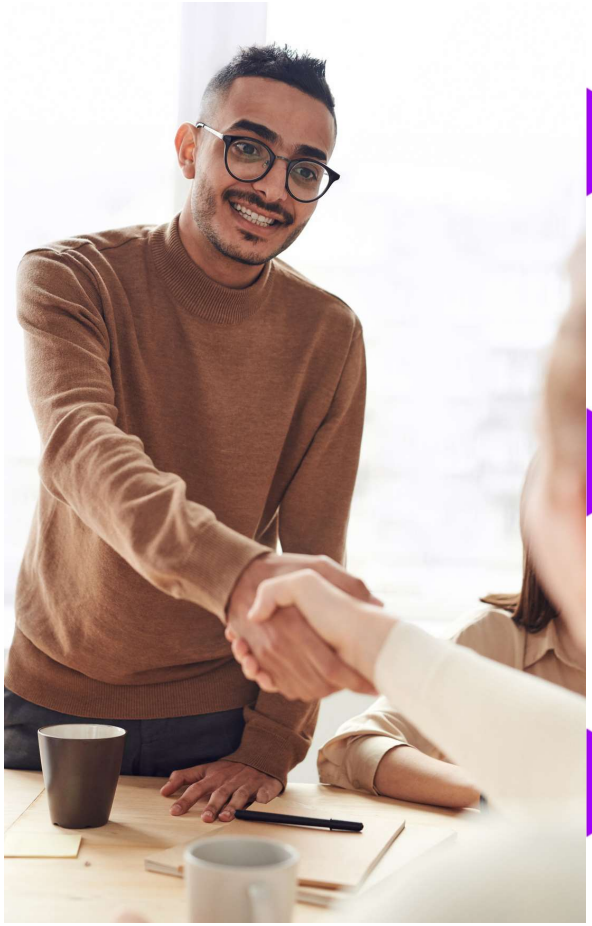
Animal is the most popular category

May has the most posts


Top 5 Content Categories
74965
71168
69339
68738
66676
ANIMALS
SCIENCE
HEALTHY EATING
TECHNOLOGY
FOOD


Content Sentiment
6589
3700
2057
832
6245
3510
1943
792
6079
3381
1924
774
5660
3216
1771
673
PHOTO
VIDEO
GIF
AUDIO
Content_Count
Positive _Score
Negative_Score
Neutral

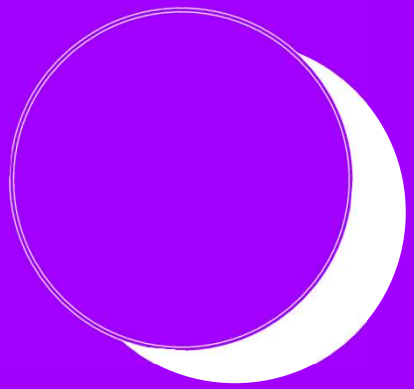
Summary



- There are total 16 unique categories with 4 types of Content
- Animal and Science are the top most popular categories
- Out of 4 types of content users prefer photo and video
- May is the month when the number of posts is maximum

Conclusion

- It is important to more attentive towards the top 5 most popular categories viz. Animal, Science, Healthy Eating, Technology and Food
- Campaign should be designed specifically for the month of May, January and August
- Users posting contents on these months with the top 5 most popular categories should be taken into consideration for creating campaigns.



Thank you!

ANY QUESTIONS?