

# **Social Buzz Business Tasks**





# Objectives

Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

Social Buzz is looking to complete an IPO by the end of 2025 as they are a fast growing tech unicorn needing to stand out from competitors.

1. Social Buzz is still small and does not have the resources to manage the scale of growing.
2. Accenture needs to run an audit of Social Buzz's big data practice
3. Recommendations for a successful IPO and analysis to find their top 5 most popular categories of content

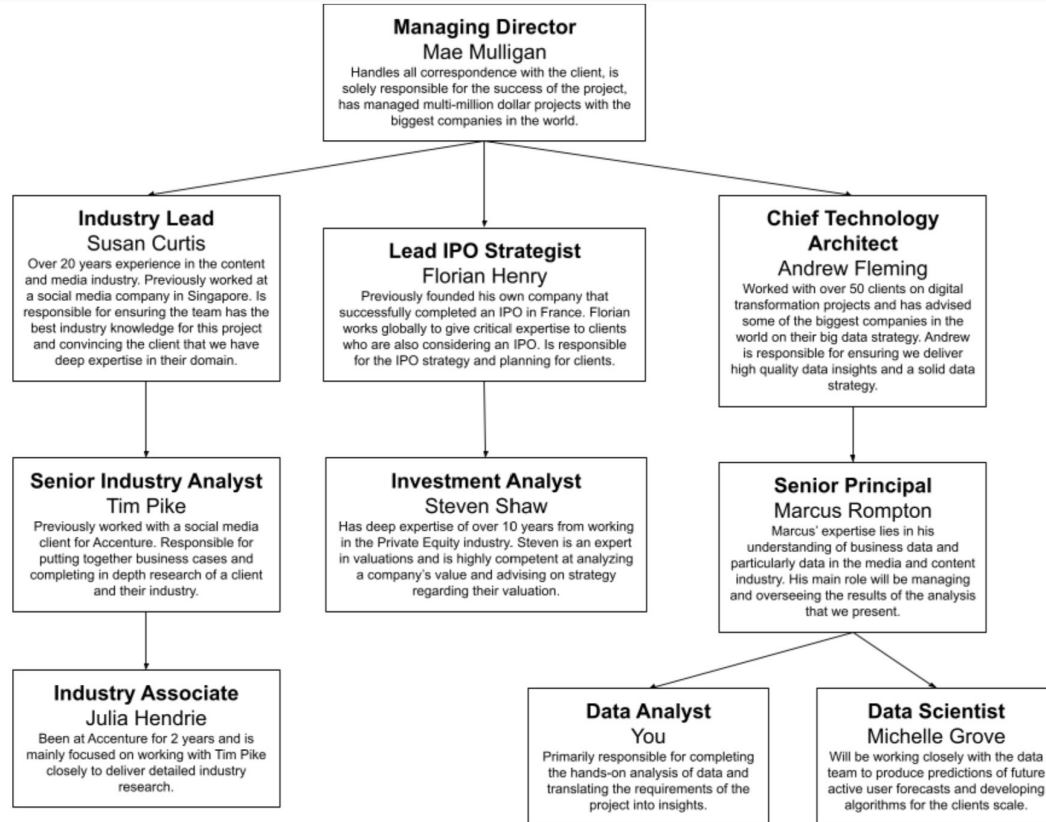


# Problem

**The client has reached a massive scale within recent years and does not have the resources internally the scale it has amassed; they require data analysts to manage their accounts.**

- Over 1,000,000 posts per day are generated = 36,500,000 pieces of content per year

# Accenture Analytics Team





# Process



Data Understanding



Data Cleaning



Data Modelling



Data Analysis



Insights



# Top Categories

- 16 categories; **Top 5 are: studying, healthy eating, technology, food, cooking**
- There were 2065 reactions in the most popular category
- January 2021 had the highest posts.

Category	Aggregate Score
Studying	74965
healthy eating	71168
technology	69339
food	68738
cooking	66676
dogs	66579
soccer	64880
public speaking	64756
science	57783
tennis	57436
travel	55323
fitness	54269
education	52511
veganism	50339
Animals	49619
culture	49264

	A	B	C	D	E	F	G
1	Datetime	Month	Post Count		Month	Max Posts	
2	2021-04-22 15:1	2021-04	2065		2021-01	2218	
3	2020-11-07 9:43	2020-11	2111				
4	2021-06-17 12:2	2021-06	1178				
5	2021-04-18 5:13	2021-04	2065				
6	2021-01-06 19:1	2021-01	2218				
7	2020-08-23 12:2	2020-08	2181				
8	2020-12-07 6:27	2020-12	2178				
9	2021-04-11 17:3	2021-04	2065				
10	2021-01-27 8:32	2021-01	2218				
11	2021-04-01 22:5	2021-04	2065				
12	2020-08-04 5:05	2020-08	2181				
13	2020-11-07 8:36	2020-11	2111				
14	2020-11-02 6:28	2020-11	2111				
15	2020-11-01 1:16	2020-11	2111				
16	2020-10-07 18:3	2020-10	2145				
17	2020-09-03 18:5	2020-09	2102				
18	2021-02-24 5:09	2021-02	1980				
19	2020-09-23 6:24	2020-09	2102				
20	2021-02-24 11:3	2021-02	1980				
21	2021-05-22 19:4	2021-05	2217				
22	2021-01-31 16:0	2021-01	2218				



# Summary

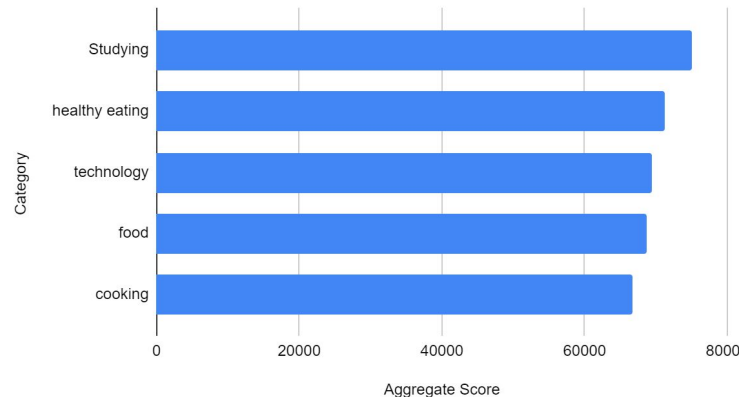
## ANALYSIS

Studying and Healthy eating are the two most popular categories of content on this platform, showing that users may opt for a co-tandem or wellness/success lifestyle the most.

## INSIGHT

How-to's, recipes, be it a recipe for success is a common theme with the first 2 categories; technology, food, and cooking spotlight that the audience of Social Buzz may be of college-age, needing tips, communities, and how-to's navigating scholastic duties. With this initial analysis of company metrics, scaling strategies could be discussed to capitalize on the consumer base as well as content.

Top 5 Categories of Content on Social Buzz



Category Popularity

