Social Buzz Business Tasks

Objectives

Project recap

Problem

The Analytics team

Process

Insights

Summary



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

research.

Managing Director Mae Mulligan Handles all correspondence with the client, is solely responsible for the success of the project. has managed multi-million dollar projects with the biggest companies in the world. **Industry Lead** Chief Technology **Architect** Susan Curtis **Lead IPO Strategist** Over 20 years experience in the content Andrew Fleming Florian Henry and media industry. Previously worked at Worked with over 50 clients on digital a social media company in Singapore. Is Previously founded his own company that transformation projects and has advised responsible for ensuring the team has the successfully completed an IPO in France. Florian some of the biggest companies in the best industry knowledge for this project works globally to give critical expertise to clients world on their big data strategy. Andrew and convincing the client that we have who are also considering an IPO. Is responsible is responsible for ensuring we deliver deep expertise in their domain. for the IPO strategy and planning for clients. high quality data insights and a solid data strategy. **Senior Industry Analyst Investment Analyst** Senior Principal Tim Pike Steven Shaw Marcus Rompton Previously worked with a social media Has deep expertise of over 10 years from working Marcus' expertise lies in his client for Accenture. Responsible for in the Private Equity industry. Steven is an expert understanding of business data and putting together business cases and in valuations and is highly competent at analyzing particularly data in the media and content a company's value and advising on strategy completing in depth research of a client industry. His main role will be managing and their industry. regarding their valuation. and overseeing the results of the analysis that we present. **Industry Associate Data Analyst Data Scientist** Julia Hendrie Michelle Grove Been at Accenture for 2 years and is mainly focused on working with Tim Pike Primarily responsible for completing Will be working closely with the data closely to deliver detailed industry the hands-on analysis of data and team to produce predictions of future

translating the requirements of the

project into insights.

active user forecasts and developing

algorithms for the clients scale.

Process











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	Ŧ	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	В	С	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, beit 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



