Social Buzz

Accenture Data Visualization and Story Telling
Task 3

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

36,500,000 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

Aditi Shekhawat
Data Analyst

Marcus Rompton
Senior Principle

Andrew Flamming
Chief Technical Architect

Process

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

16
Unique Categories

Animal
Most Favorite Categories

May
With Most Number of Post

VISUALISATION

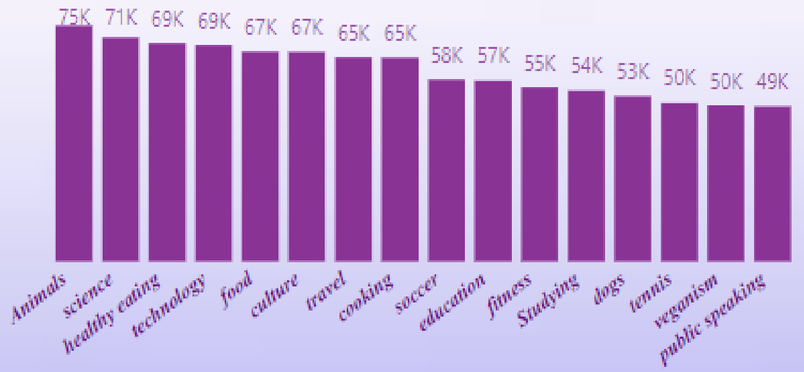
SOCIAL BUZZ

Unique Categories
16

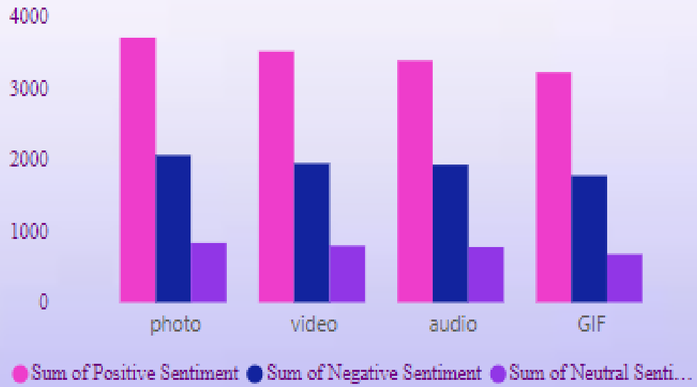
Most Favorite Category
Animal

Maximum Posts in Month MAY

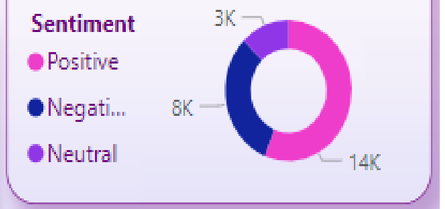
Category wise Scores



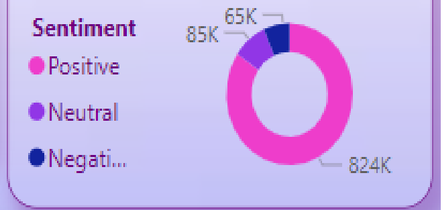
Content Type wise Sentiment



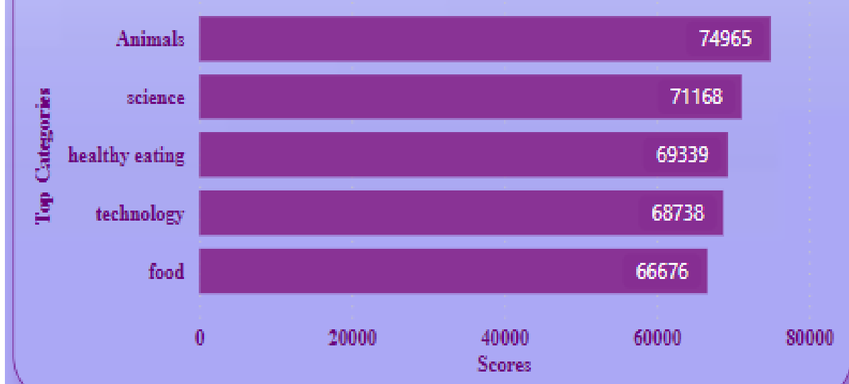
Sentiment Count



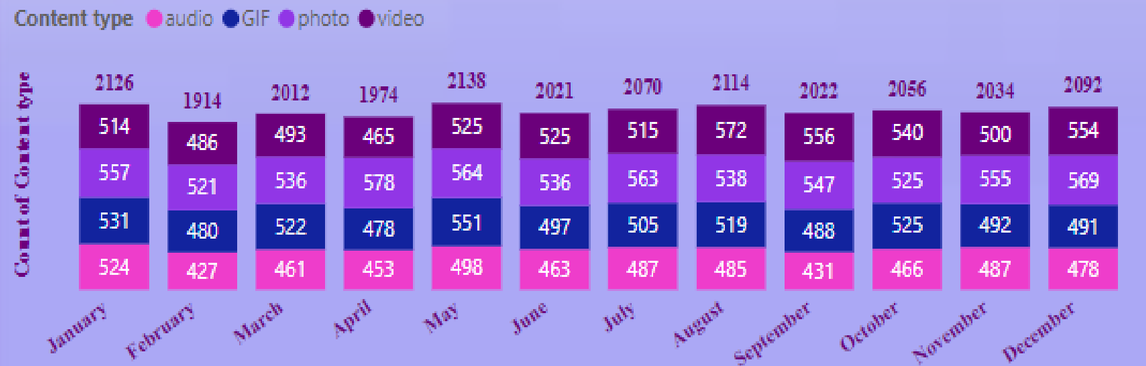
Sentiment wise Scores



Most Popular Categories



Month wise No of Posts

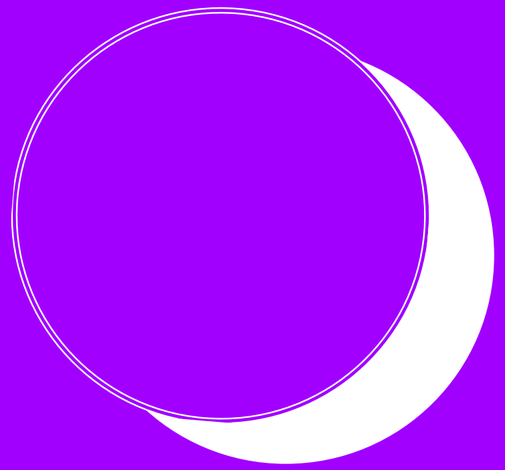


Summary

- There are a total of 16 distinct content categories. Out of which Animal and Science categories are the most popular one.
- 4 types of content- Photo, Video, GIF and Audio, out of which people prefer photo and video the most.
- May month has the highest number of posts and stands at 2138 posts, while February month has the lowest number of posts (1914 Posts)

Conclusion

- Social Buzz should focus more on the top 5 categories that's Animal, Technology, Science, Healthy eating and food and can create campaign to specifically target those audiences.
- Social Buzz can need to maximize in the month of January, May and August as they number of posts in these months are the highest.



Thank you!

ANY QUESTIONS?