



ACCENTURE PROJECT

- PowerPoint Presentation -

AGENDA

- Project Description
- Problem statement
- Process
- Insights
- Summary



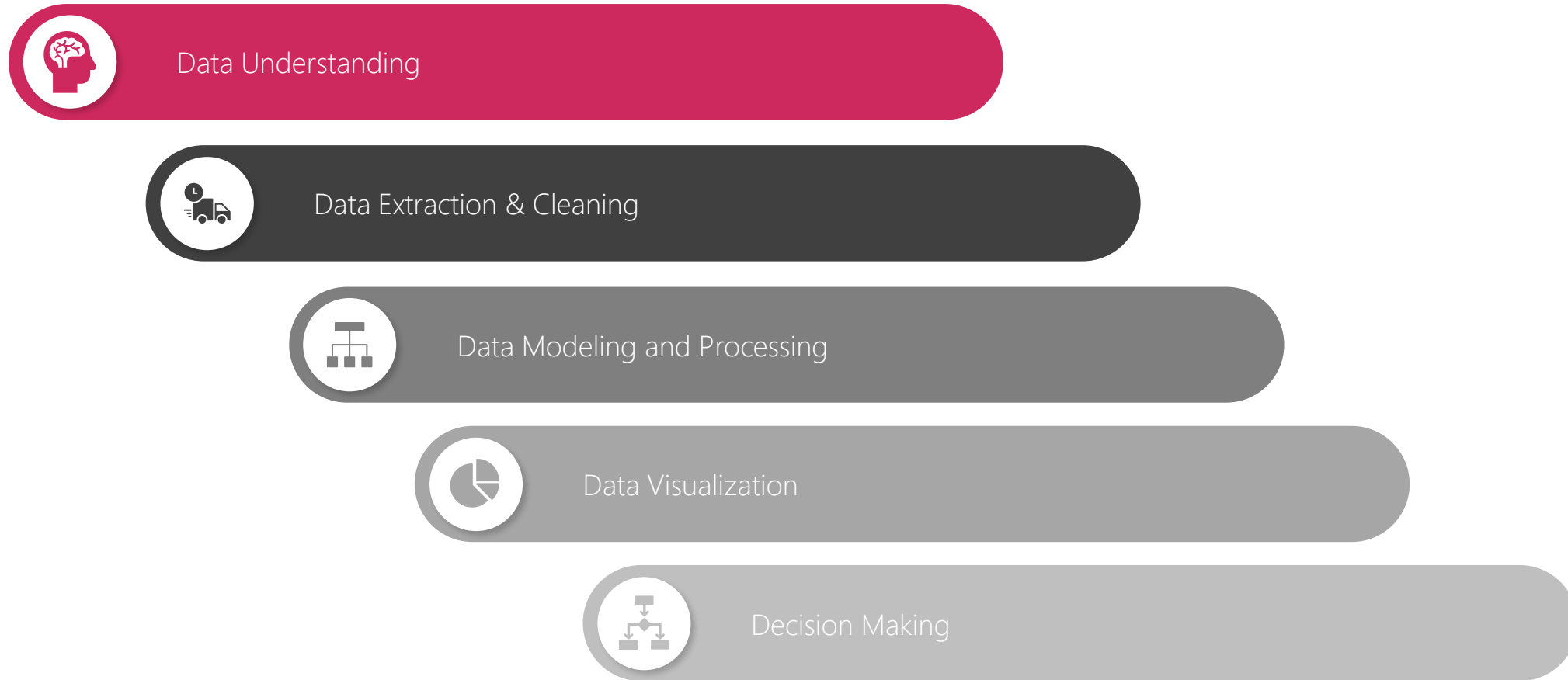
PROJECT DESCRIPTION

3



Social Buzz has scaled massively over the couple of months reaching about 500 million active users monthly. Therefore, the project was initiated to oversee the scaling process and examine its data management practices

PROCESS

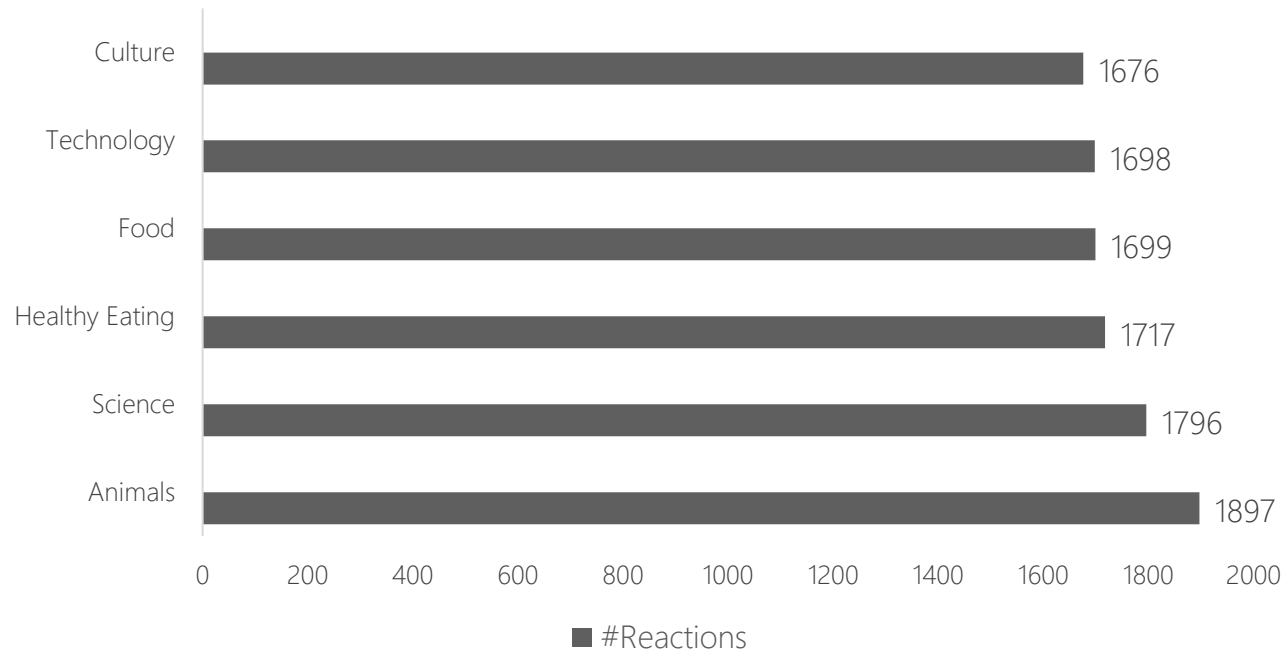


INSIGHTS

5



Top 5 Content Categories



Animals had the largest percentage of posts and reactions



Animals

21.5%



Science

20.4%



Healthy Eating

19.5%



Food

19.3%



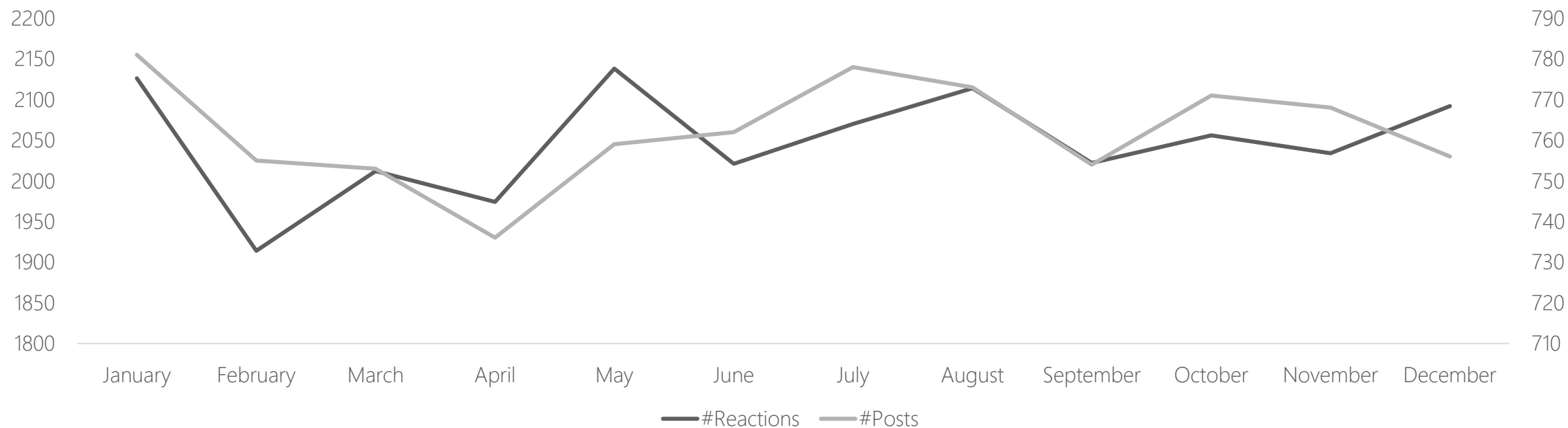
Technology

19.3%



Your Logo Here

MONTHLY TRENDS



May had the highest number of posts while January had the highest number of reactions

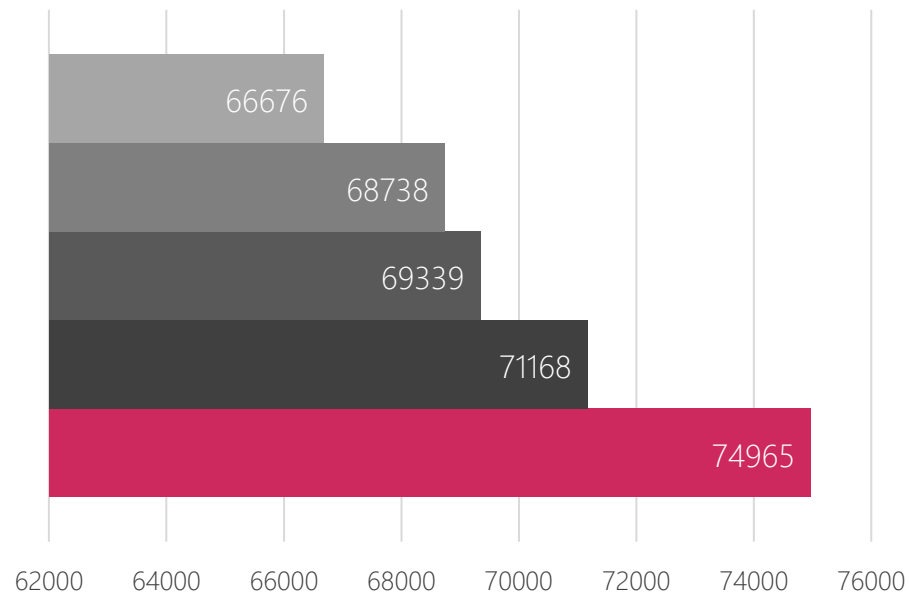
56.2%

Reactions were positive

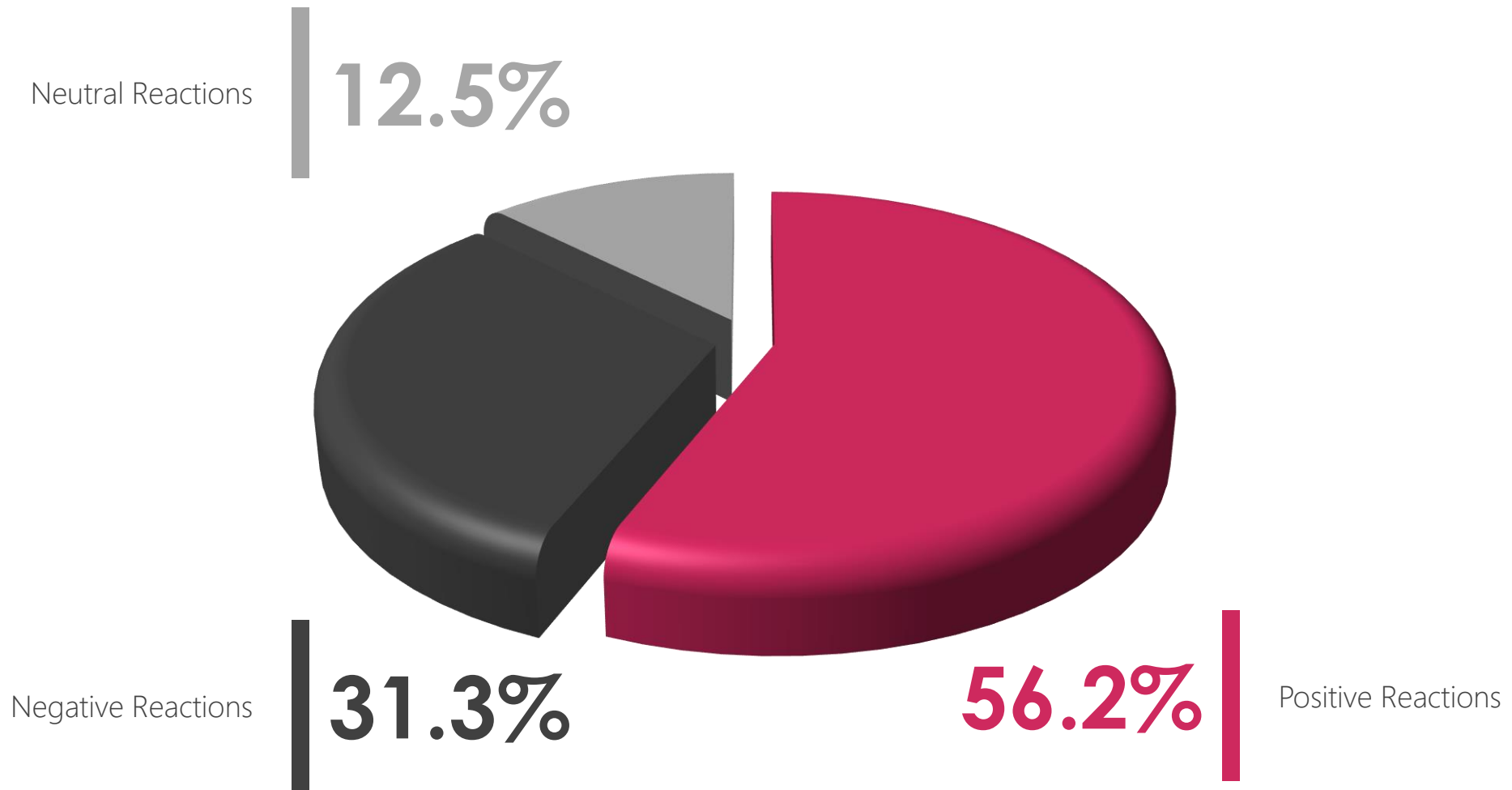


SENTIMENT SCORE

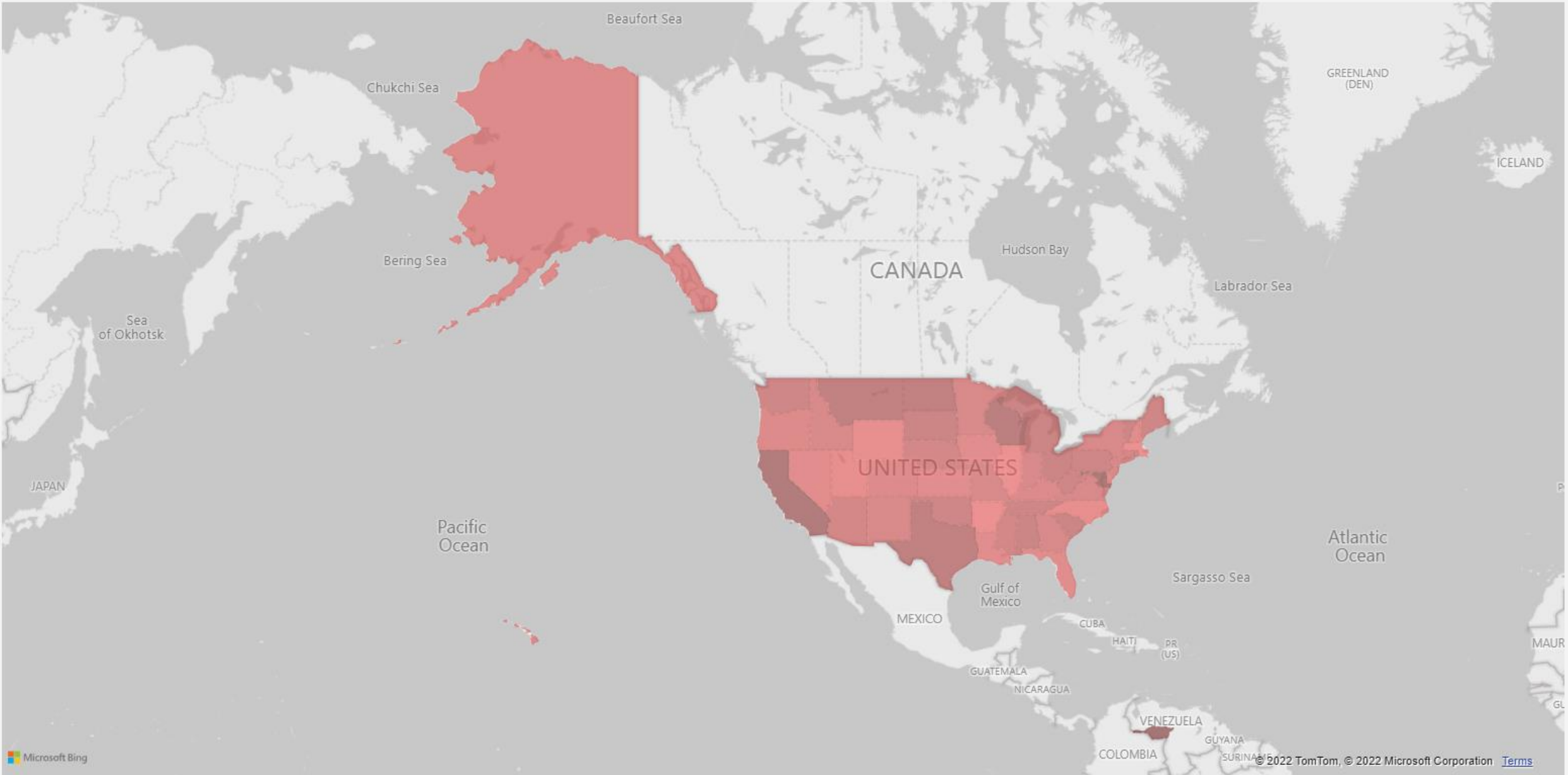
Animals had the highest sentiment total score of 74965



REACTIONS



USER DISTRIBUTION



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SUMMARY

We tackled this task and found the top 5 most popular categories as asked, but we also went one step further.

- Animals and Science are the most popular categories
- Healthy eating, Technology and Food are next most popular items.
- As much as this analysis was insightful, we are ready to take it to the next stage and we have the expertise within Accenture to help you realize these kinds of insights in production across your organization and in real time. We would love to help you with this.



Social Buzz Content Analysis

Prepared by Adunoluwa Olutola

16

Categories

962

of Posts

14K

Positive

7695

Negative

3071

Neutral

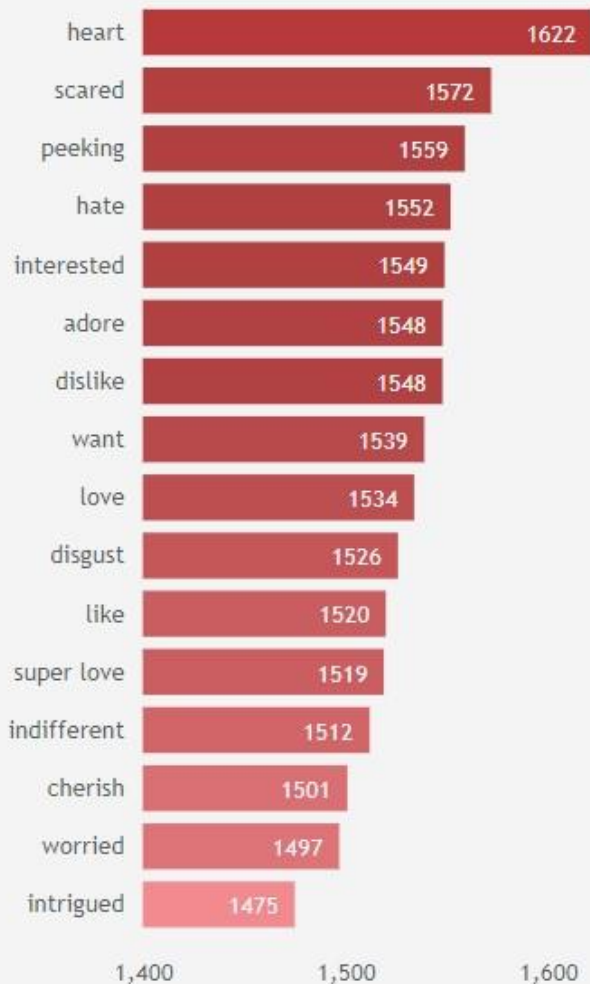


Year

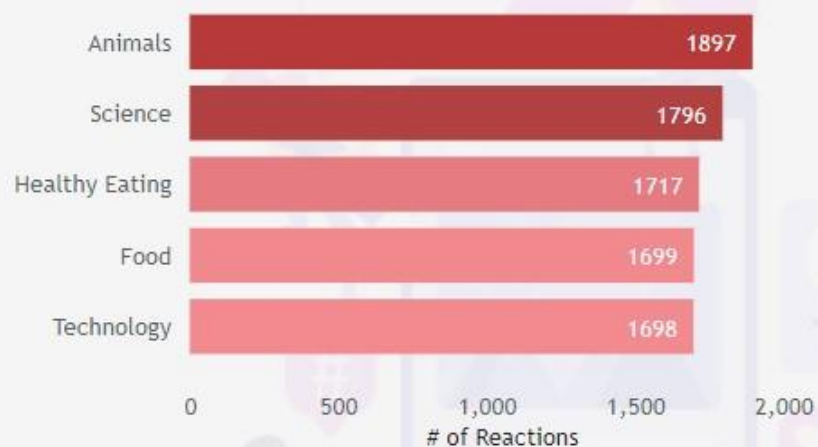
All



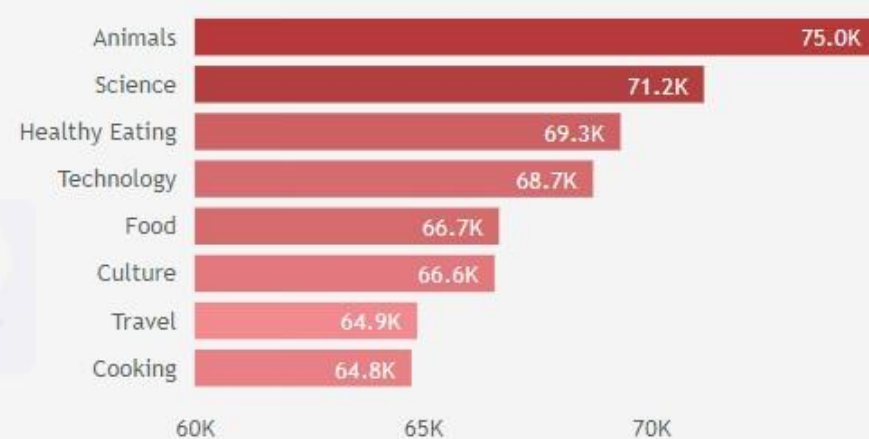
Reaction Types



Reactions by Category



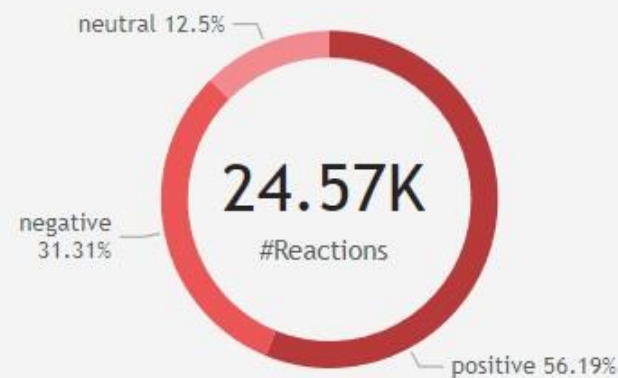
Sentiment Score



Reactions & Posts per Month



Reactions per Sentiment





Social Buzz Content Analysis

Prepared by Adunoluwa Olutola

3071

Neutral

7695

Negative

14K

Positive

24.6K

of Reactions

962

of Posts

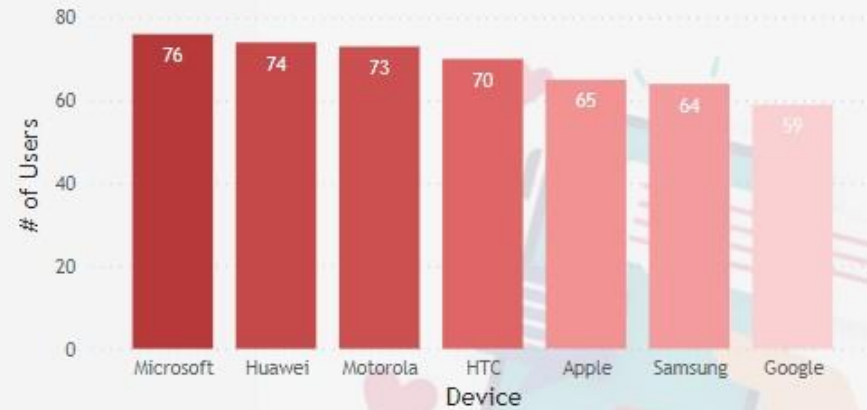
487

of Users



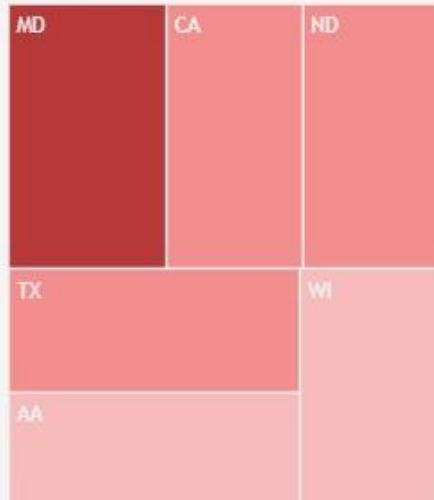
Device Type

of Users by Device



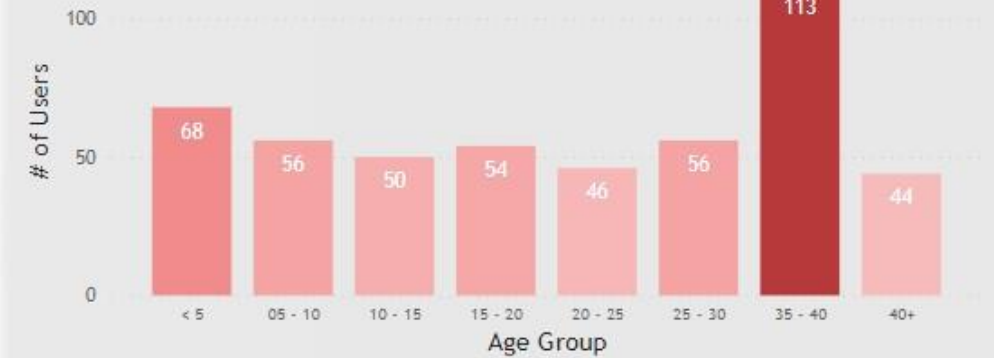
Location

#Users by State

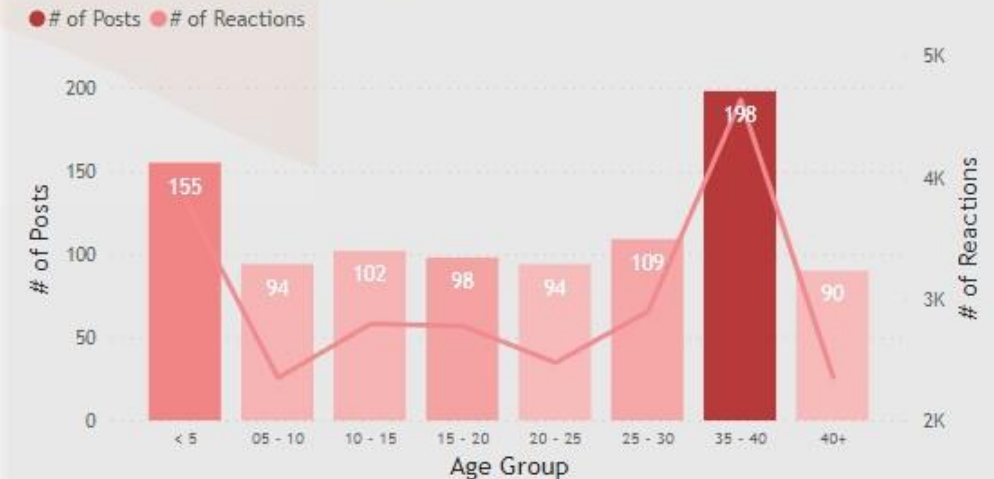


Demographics

of Users



of Posts VS # of Reactions





*THANK
YOU*