



Analytics on content of Social Buzz



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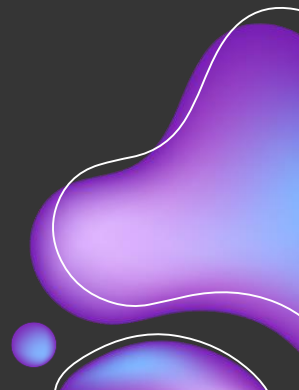
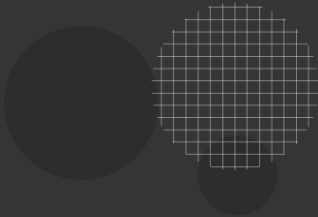


About Company & Project



Social Buzz is fast growing Social media & content creation company that need to adapt quickly to its global scale. In this project, Accenture has 3 months project which focus on following 3 tasks:

1. An audit of their big data practice.
2. Recommendations for a successful IPO.
3. An analysis of their content categories that highlights the top categories with the largest aggregate popularity.



Problem Statement

Company has 500 MN active users per month. Over 100,000 pieces of data getting produced every day. But how to capitalize on it when there is so much?

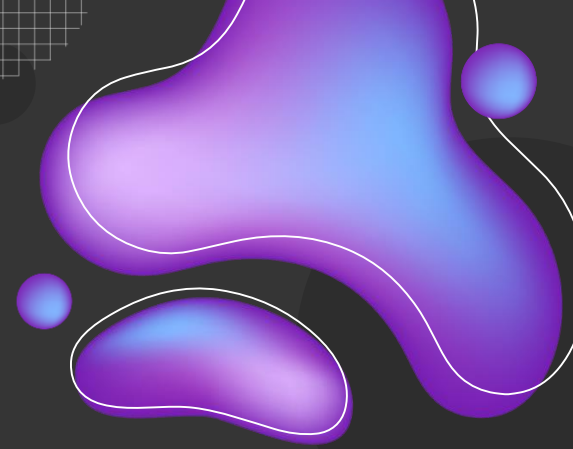


The Analytics Team

1. Andrew Fleming (CTO)
2. Marcus Rompton (Senior Principal)
3. Ajay Joshi (Data analyst)
4. Michelle Grove (Data analyst)

Steps to complete Project

1. Understand data
2. Cleaning organizing data
3. Creating a model view in Power bi
4. Creating dashboard
5. Summarize the conclusion and give suggestions as per the findings.



Insights

Top 5 categories:

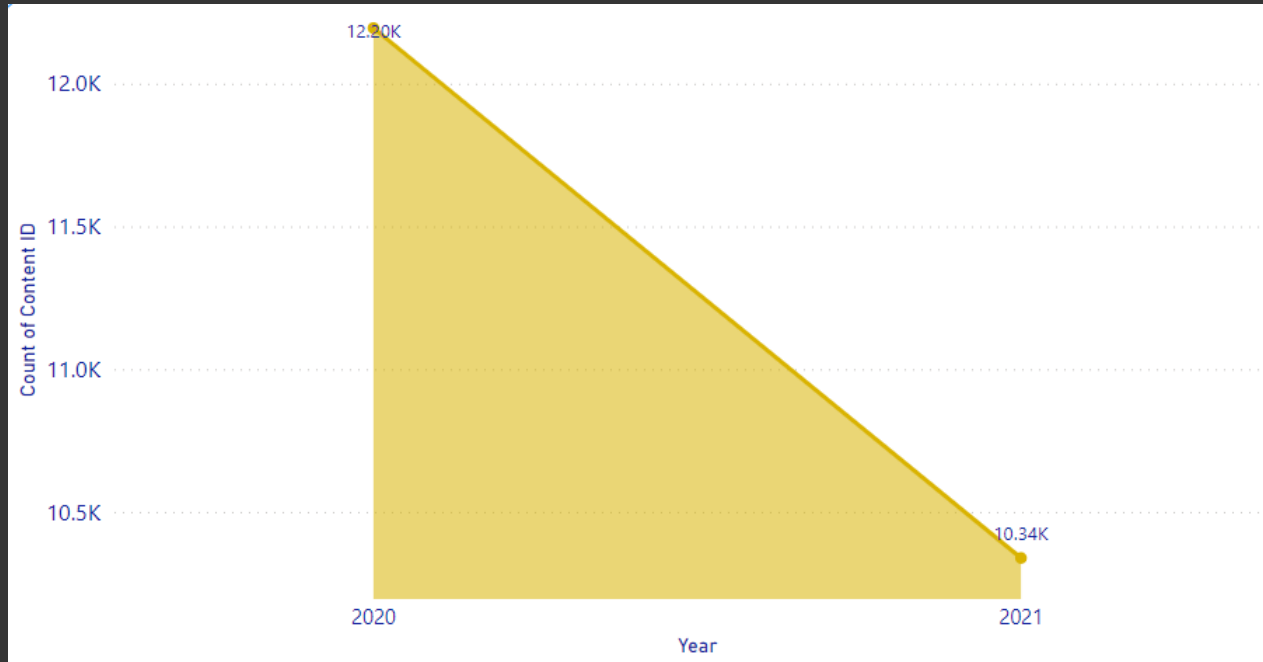
1. Animal
2. Science
3. Health Eating
4. Technology
5. Food

Bottom 5 categories:

1. Studying
2. Dogs
3. Tennis
4. Veganism
5. Public speaking

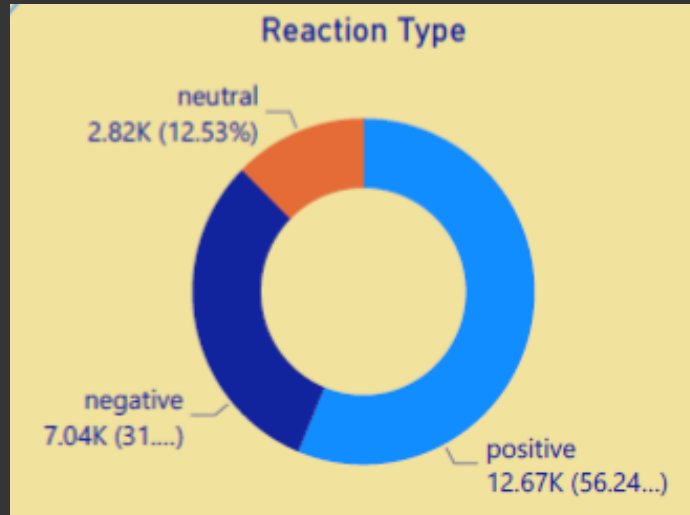
Insights

1. Total no. of content upload has decreased by 15.21% from 2020 to 2021.



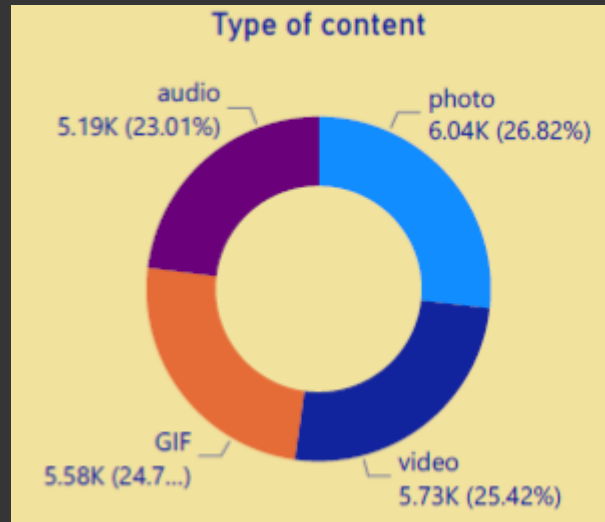
Insights

2.. 56.24% reactions are recorded in positive category, whereas share of negative and neutral reactions are 31.23% and 12.53% respectively.



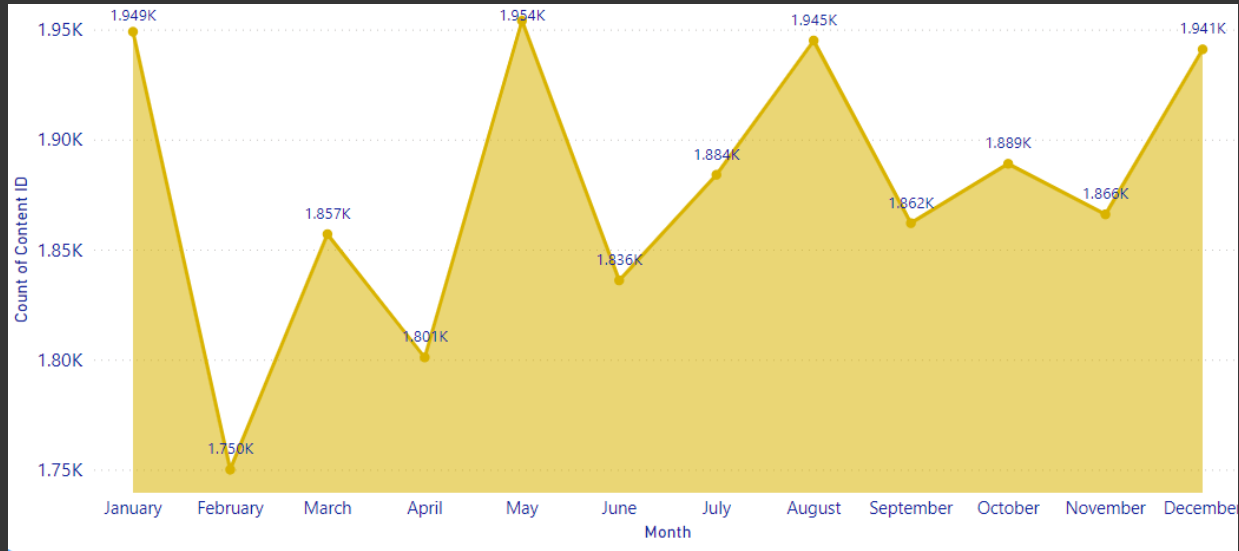
Insights

3. Although each four types of content upload is approx. equal, photos has highest percentage of 26.82%



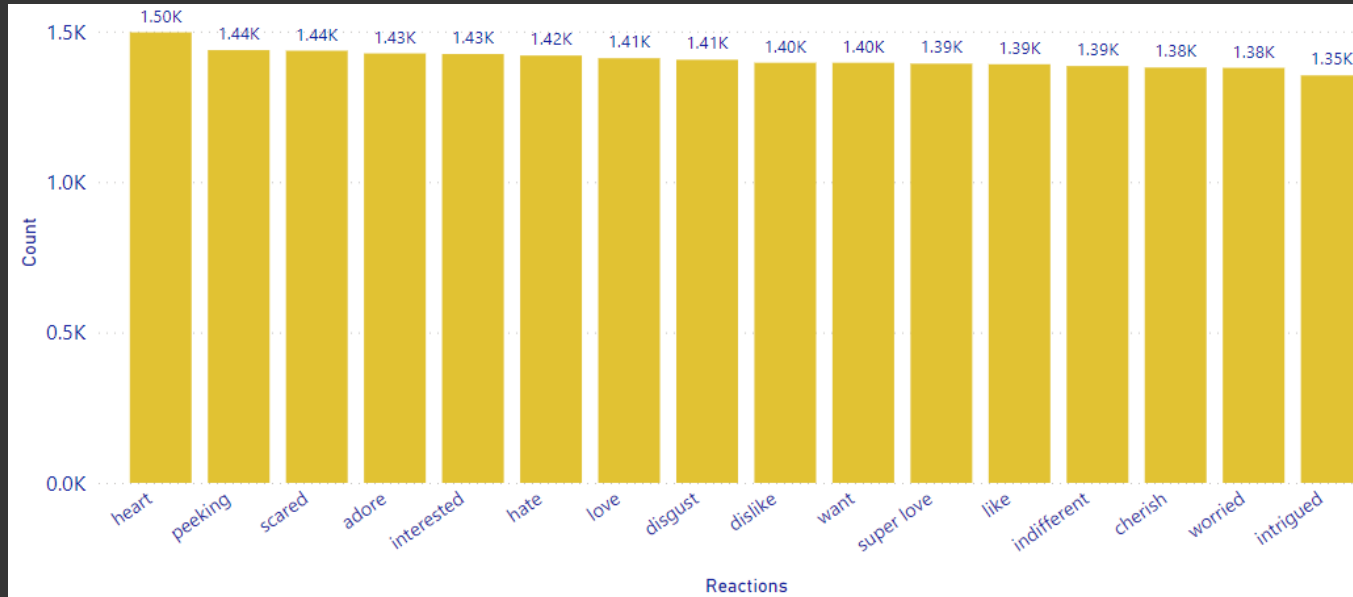
Insights

4. May month has Highest engagement whereas February month has lowest engagement.



Insights

5. Although distribution of type of reactions are equal heart, peeking and scared are most used reactions respectively.



Suggestions

1. Company should run more ads in month of May, August and December to draw more engagement.
2. Among top 5 contents, company should focus on creating more content in Science and Technology category as their engagement has decreased in last quarter.
3. More content should be made in bottom 5 category specially in Studying, dogs and Tennis category as their engagement is increasing significantly.

Thank You

See dashboard here:

<https://app.powerbi.com/view?r=eyJrljoiZmQ4MWM0NTQtZjRiOC00OTQzLWEwZjctY2Y1ODQ5NzI5ODY5IiwidCI6ImVlODIwMjYzLWQzNDgtNDU1NiIhYzdmLTRkMzcyNmI4MDE4ZSJ9>