Data Analytics and Visualization
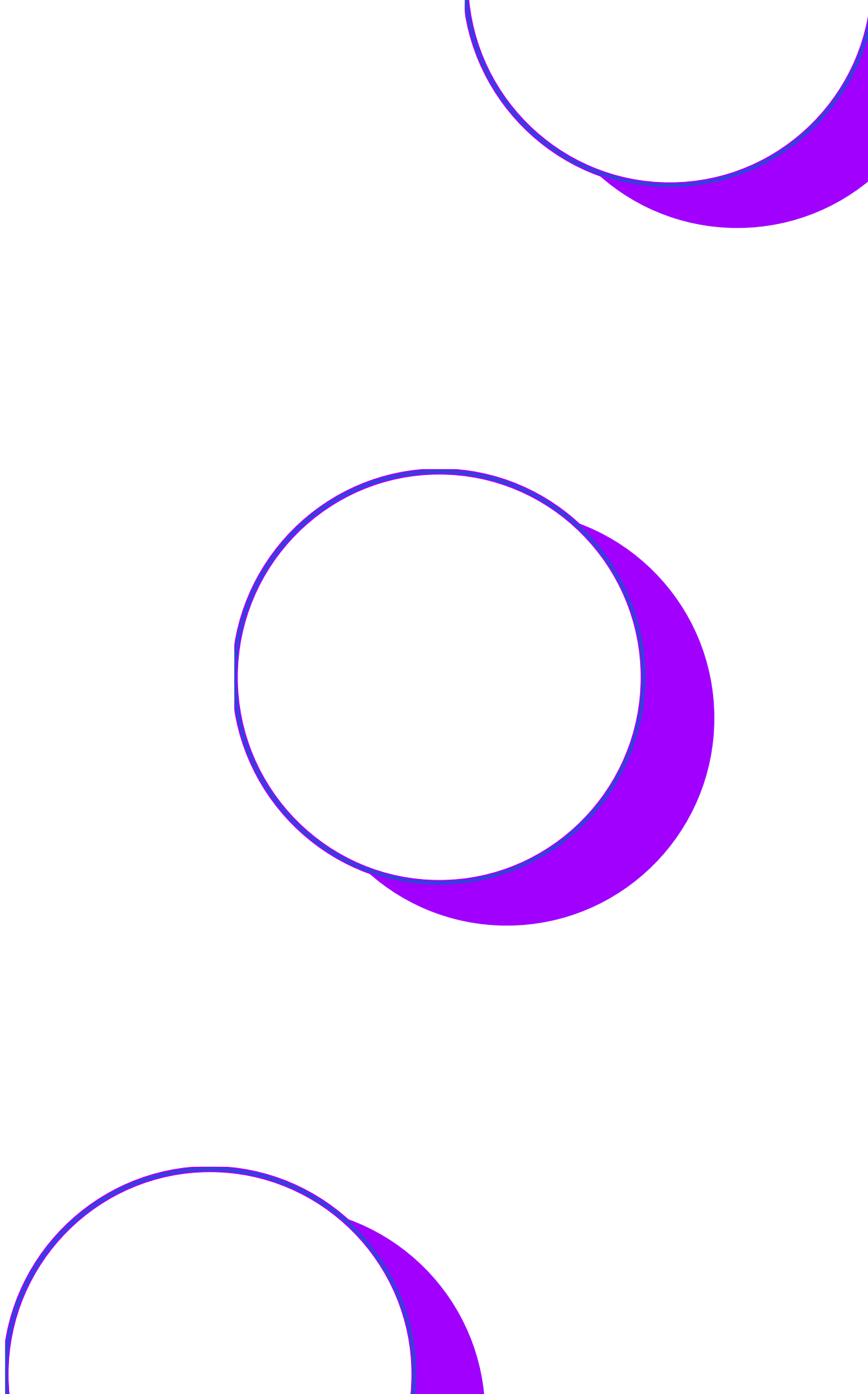
Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Today's agenda is to list the key headings in the presentation

Project Recap

Social Buzz is a fast growing technology unicorn that needs to adapt quickly to it's global scale. Accenture has begin 3 months POC focusing on three tasks.
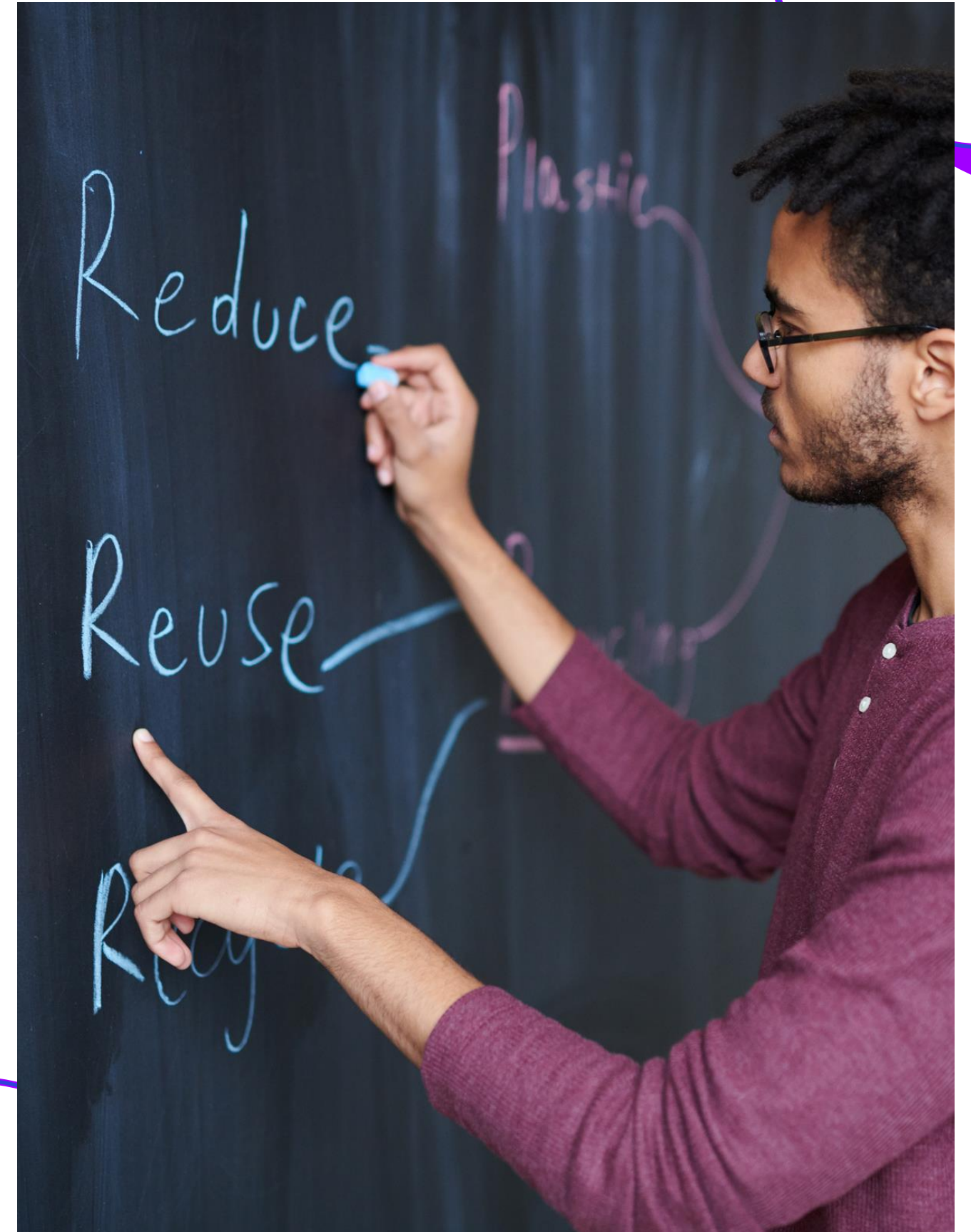
➢ Recommendation of a successful IPO.
➢ An Audit of social Buzz big data practice
➢ Analysis to find top 5 categories to content.

Problem

- Over 10,000 posts per day
- 36,500,000 pieces of content per year

But how to capitalize on it when there is so much?

Analyze to find Social Buzz's top 5 popular categories of content

The Analytics team

{Akshit Sharma}
Data Analyst

{Marcus Rompton}
Senior Principle

{Andrew Fleming}
Chief Technical Architect

Process

1 Data Understanding

2 Data Cleansing

3 Data Modeling

4 Data Analysis

5 Uncover Insights

Insights

UNIQUE CATEGORIES

16

REACTION TO "ANIMAL" POSTS

1897

MONTHS WITH MOST POSTS

JANUARY

Top 5 categories by aggregate "Popularity" score
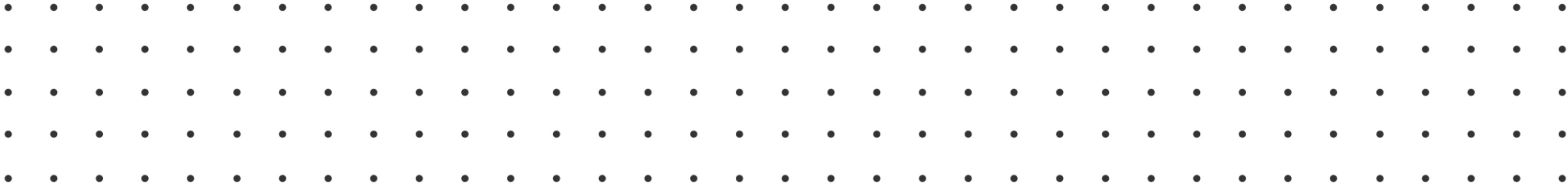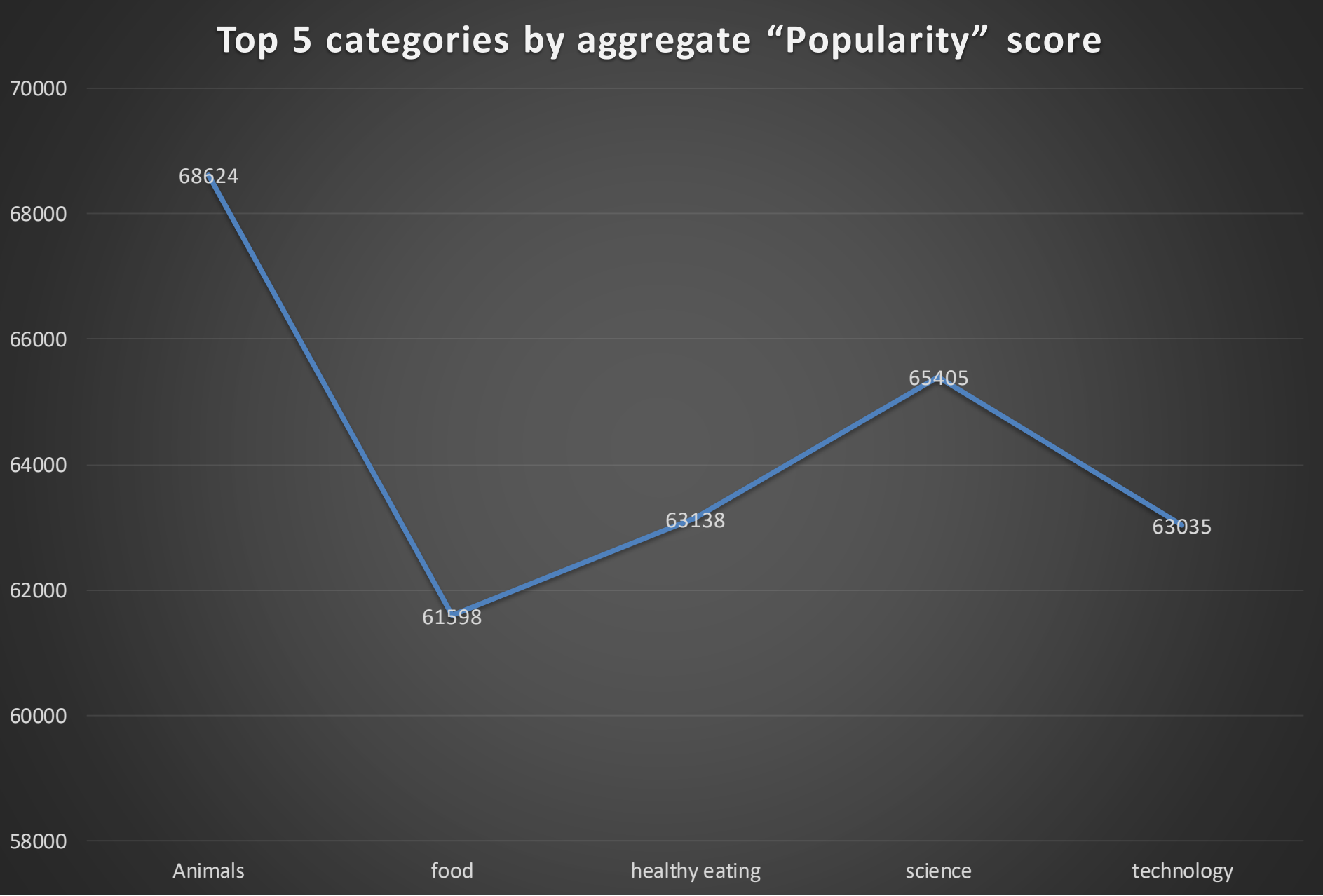
Popularity percentage share from top 5 categories.

- 63035, 20%
- 68624, 21%
- 65405, 20%
- 61598, 19%
- 63138, 20%

Legend:
- Animals
- food
- healthy eating
- science
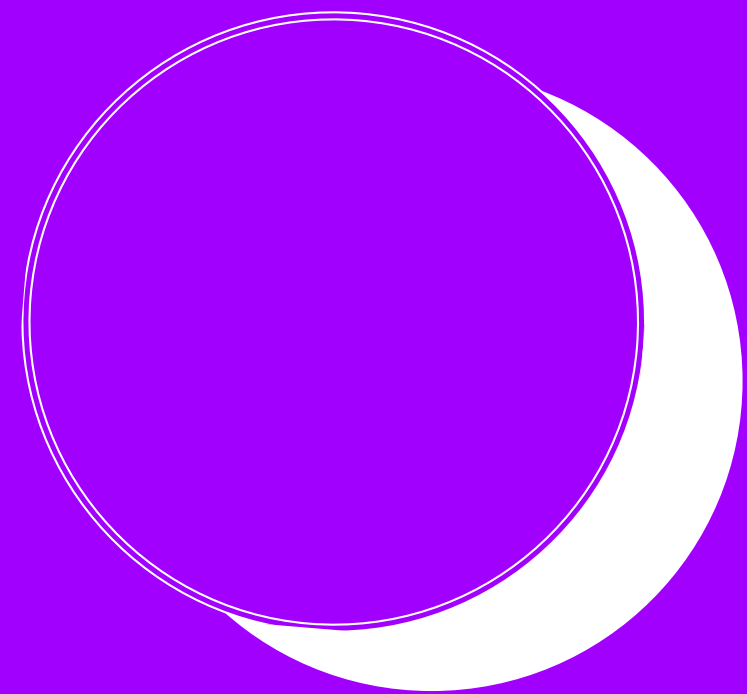- technology
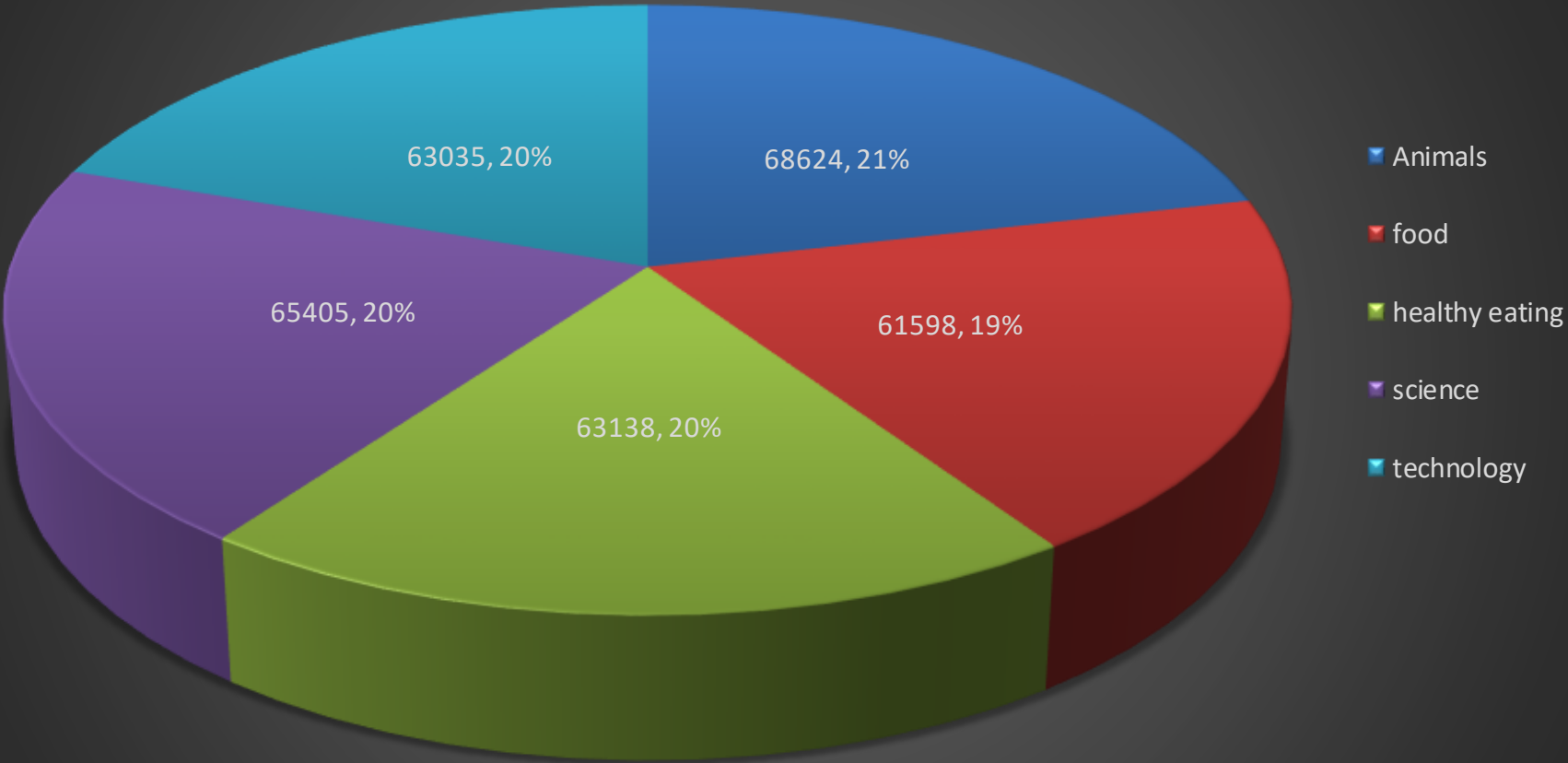
Summary

ANALYSIS
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT
Food is the common thing between top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS
This ad-hoc analysis is insightful, but it's time to take this analysis into large production for real-time understanding of your business. We can show you how to do this.

Thank you!