

VIRTUAL EXPERIENCE INTERN

SOCIAL BUZZ CONTENT ANALYSIS

DATA ANALYTICS AND VISUALIZATION
BY ANA AZZAHRA



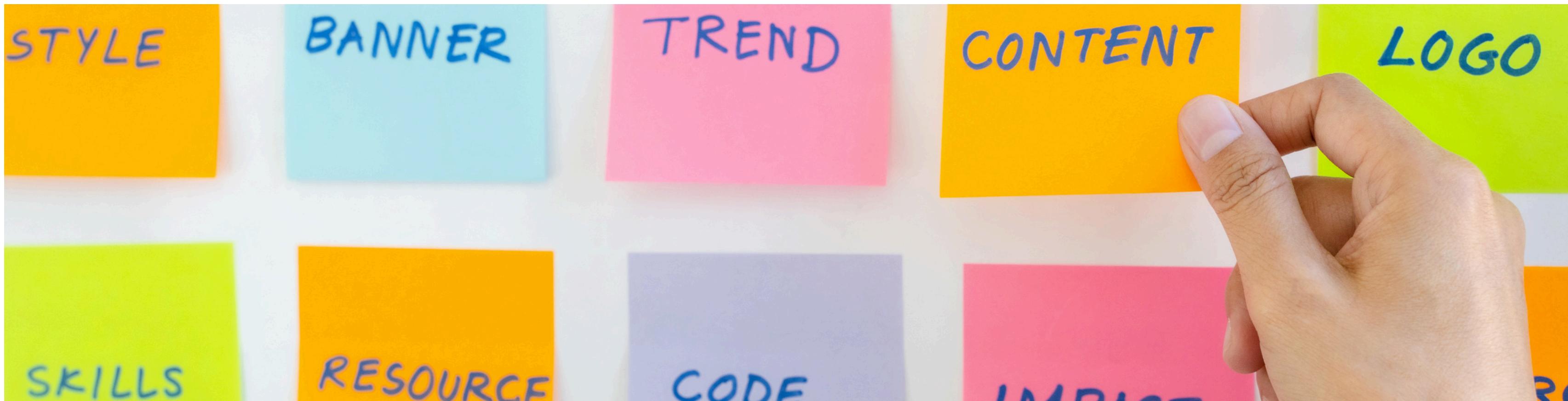
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Content Table Today

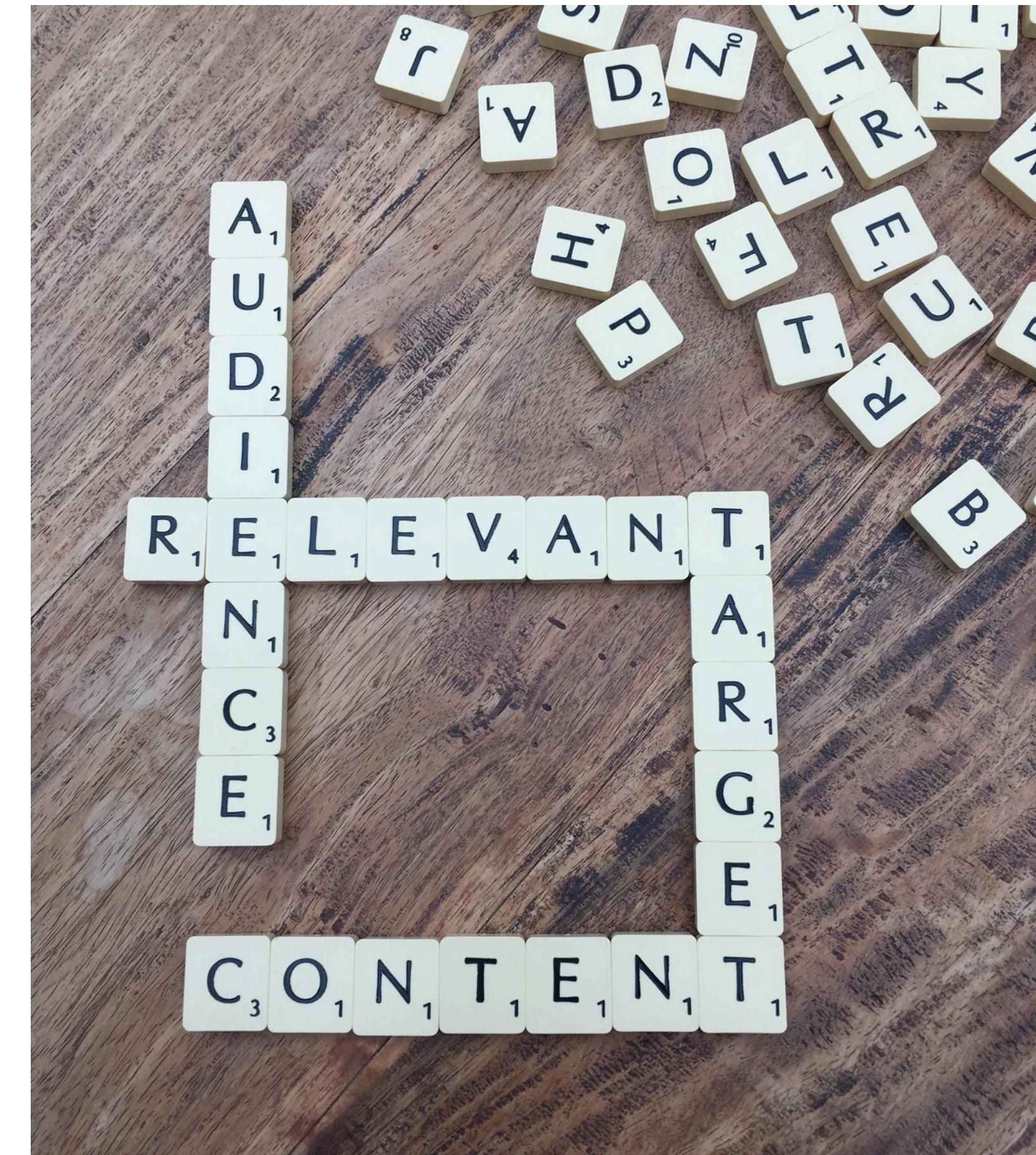
- Project Recap
- Problem Statement
- The Analytics Team
- Process
- Insights
- Summary

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:

1. An audit of Social Buzz's big data practice
 2. Recommendations for successful IPO
 3. Analysis to find Social Buzz's top 5 most popular categories of content



Problem Statement

100.000 posts/day

36.500.000 posts/year

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

Analysis to find Social Buzz's top 5 most popular categories of content.

The Analytics Team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Ana Azzahra
Data Analyst

Process



Data Understanding

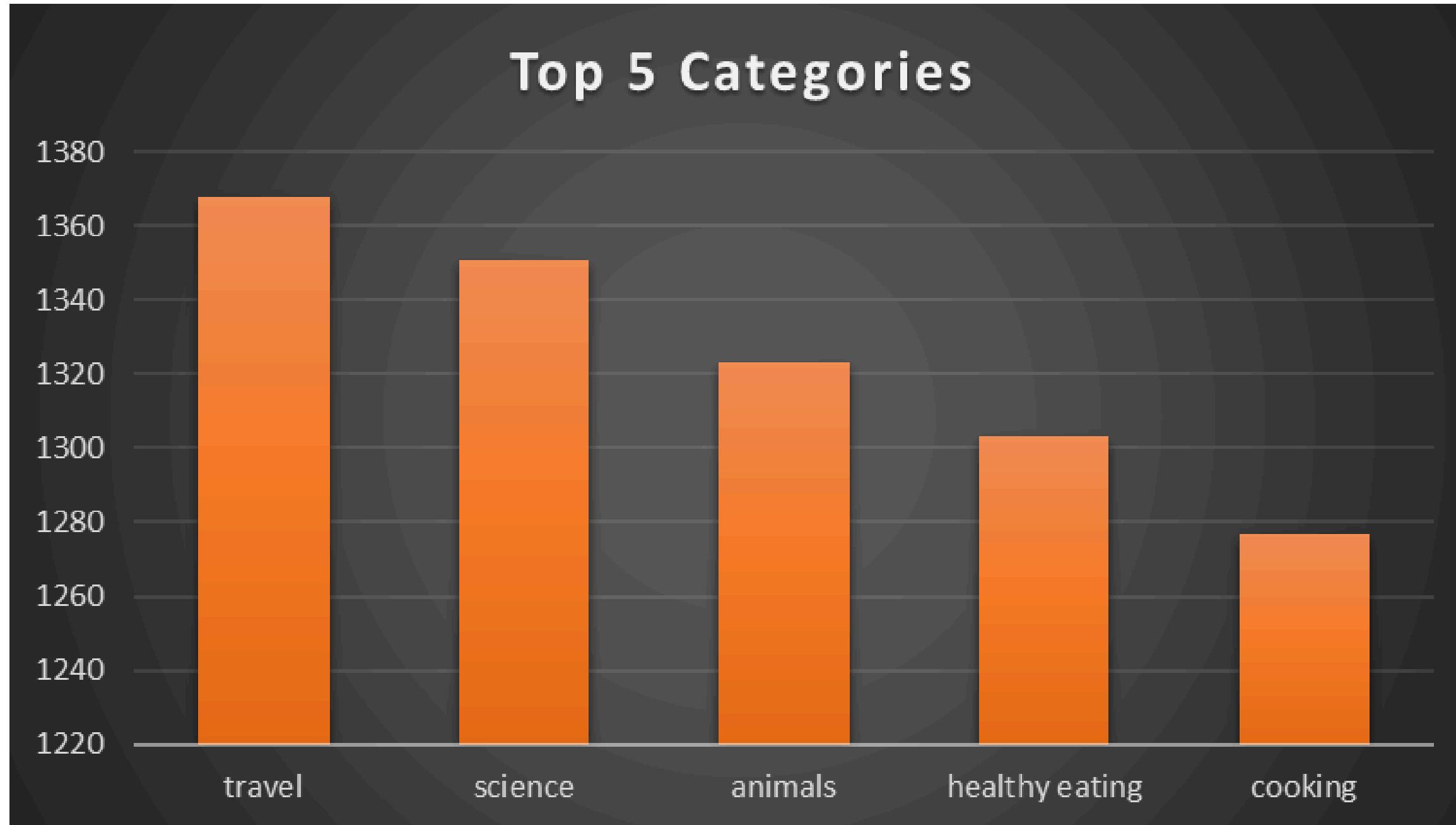
Data Cleaning

Data Modeling

Data Analysis

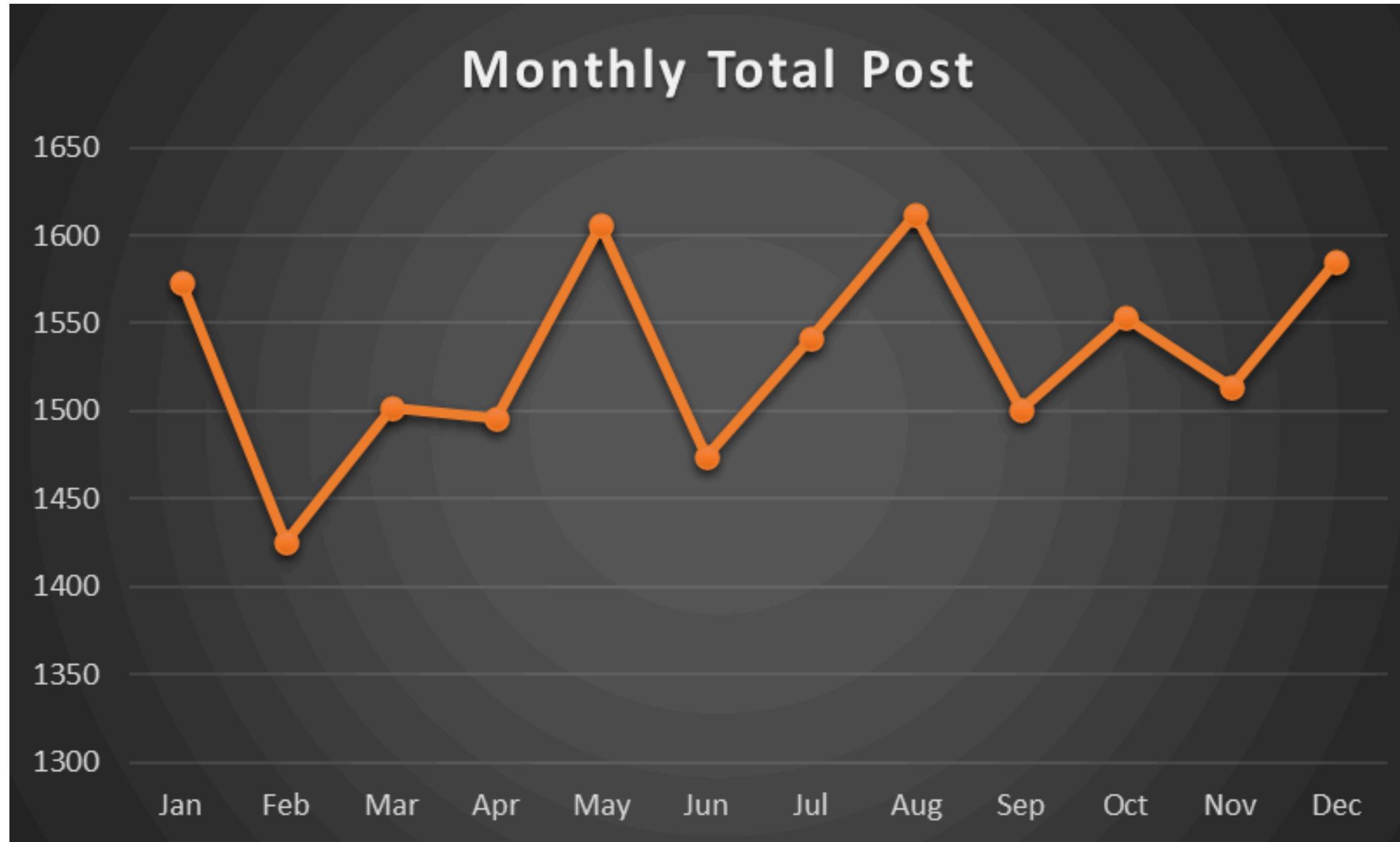
Uncover Insights

Insights



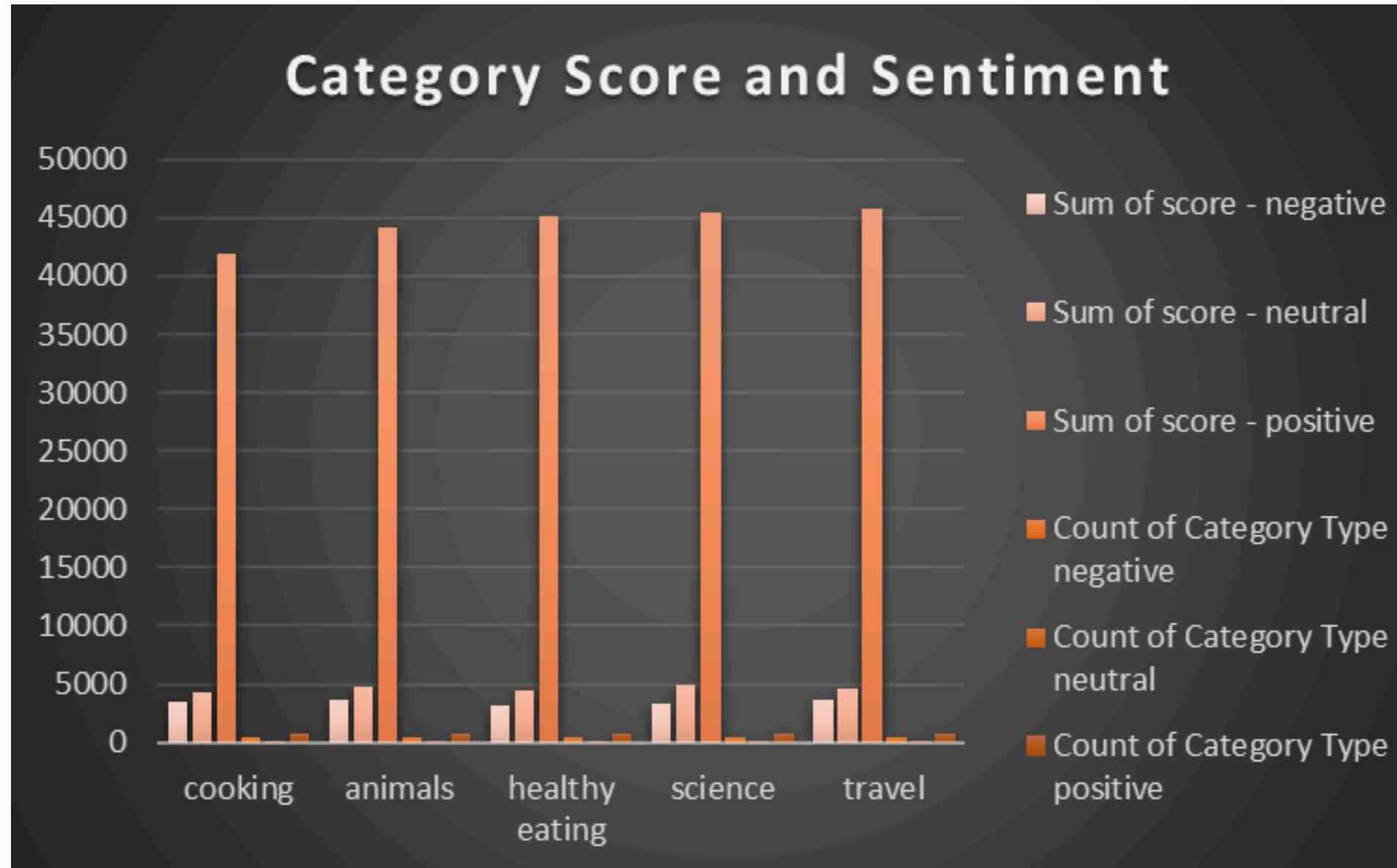
In general, the most popular category was related to lifestyle, such as foods and animals. The first popular content category was travel, indicating a strong interest in exploring new places, cultures, and experiences. It suggests that people are highly engaged with content related to travel, such as tips, destinations, and travel stories. The popularity of this category may also reflect an increasing trend toward adventure and global exploration, as well as the rise of travel influencers and blogs.

Insights



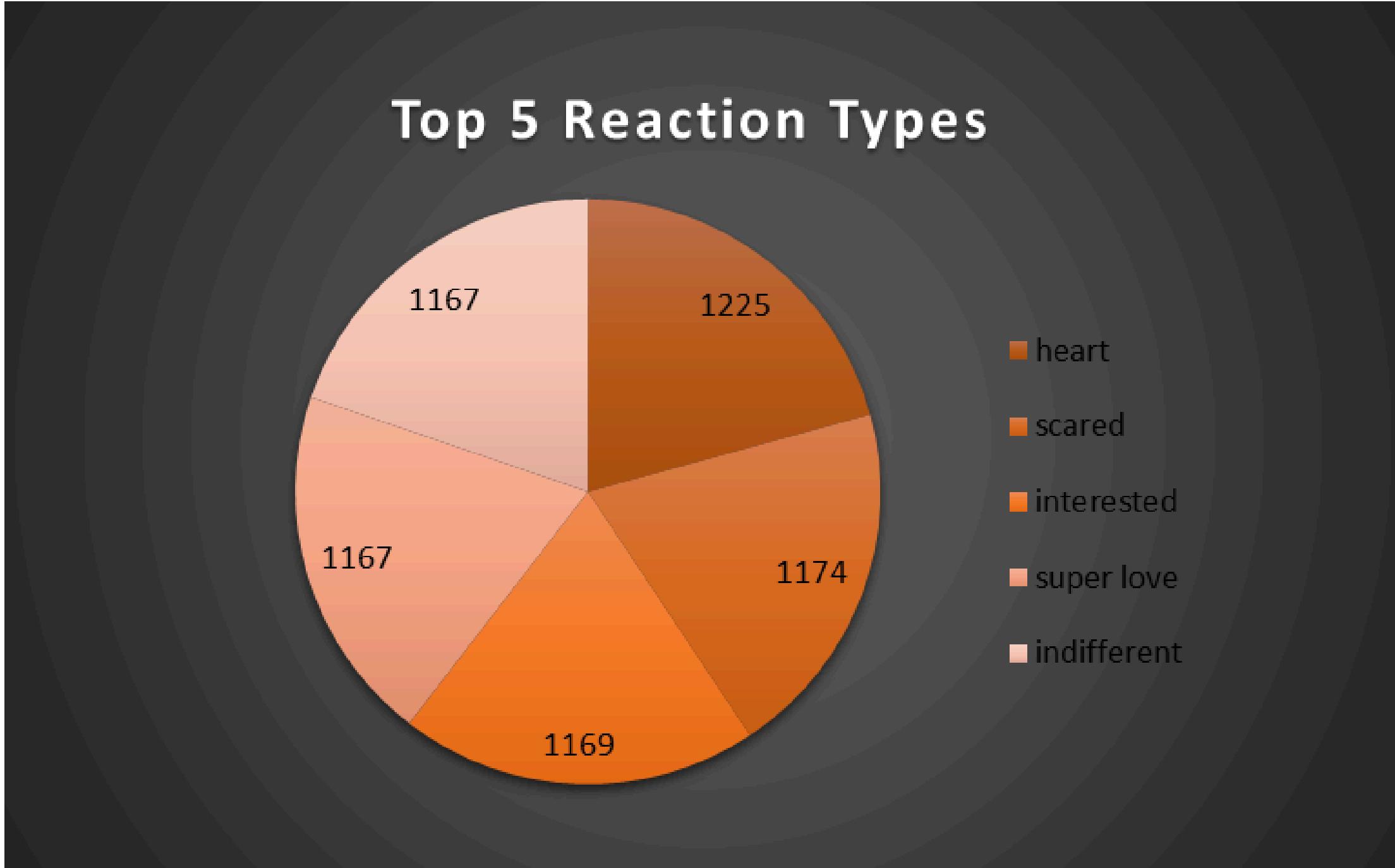
The data shows a fluctuating yet generally consistent pattern of content creation throughout the year, with higher activity in the summer months (May-August) and around the holiday season (December). February is the lowest due to its shorter duration, while August has the highest content count, likely influenced by summer-related themes.

Insights



This trend shows that while all categories elicit certain topics, particularly animals and travel, may also involve some emotional or controversial elements that lead to negative responses.

Insights



- Positive reactions ("heart" and "super love") are prevalent, suggesting that the majority of the audience reacts favorably or emotionally to the content.
- Negative or neutral reactions ("scared" and "indifferent") also make up a significant portion, indicating that certain content may trigger fear or disengagement for some users.
- The "interested" reaction shows consistent engagement, reflecting curiosity or intrigue across various topics.

Summary

- **Positive Engagement:** Content generally elicits positive reactions and sentiments, with topics like travel, science, and lifestyle drawing enthusiastic responses.
- **Varied Emotional Reactions:** Though positive responses dominate, certain content also triggers fear, concern, or neutrality, particularly in categories like animals and travel, where sensitive issues may be involved.
- **Consistent Content Creation:** Content creation is fairly consistent throughout the year, with peaks in summer and holiday seasons, driven by travel, seasonal events, and lifestyle trends.
- The data reflects a diverse set of audience interests and emotional responses, with a clear preference for positive and engaging content.



THANK YOU