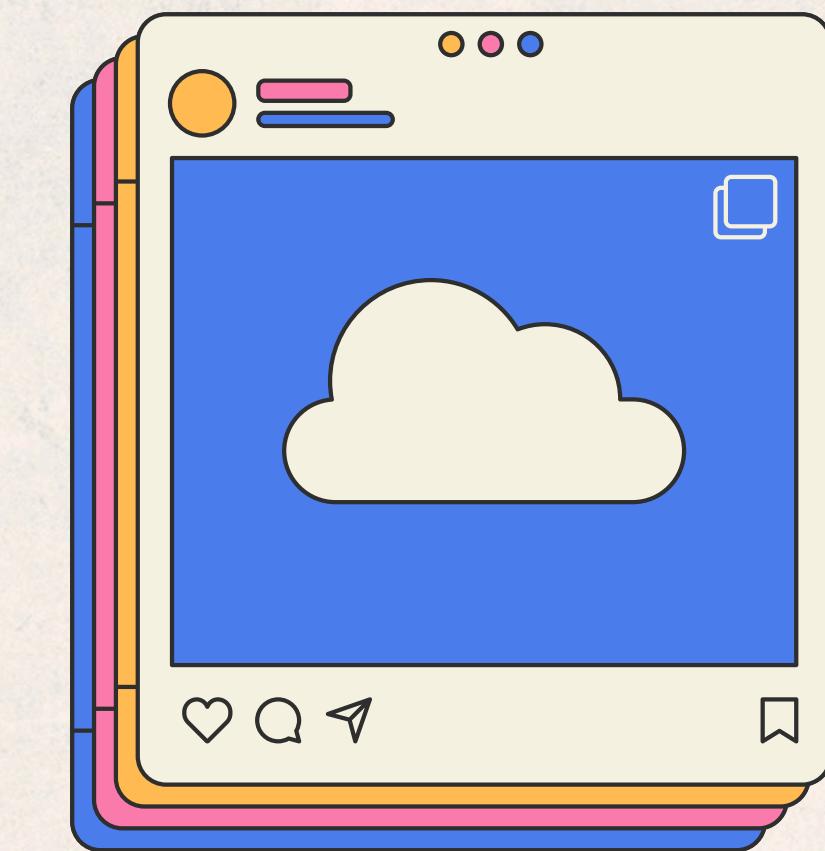
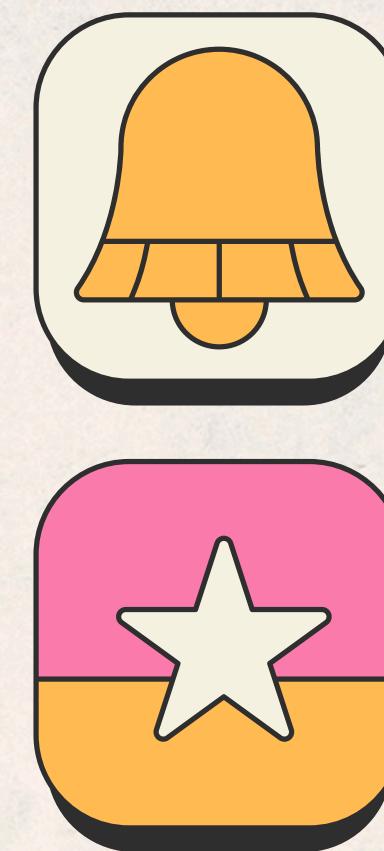
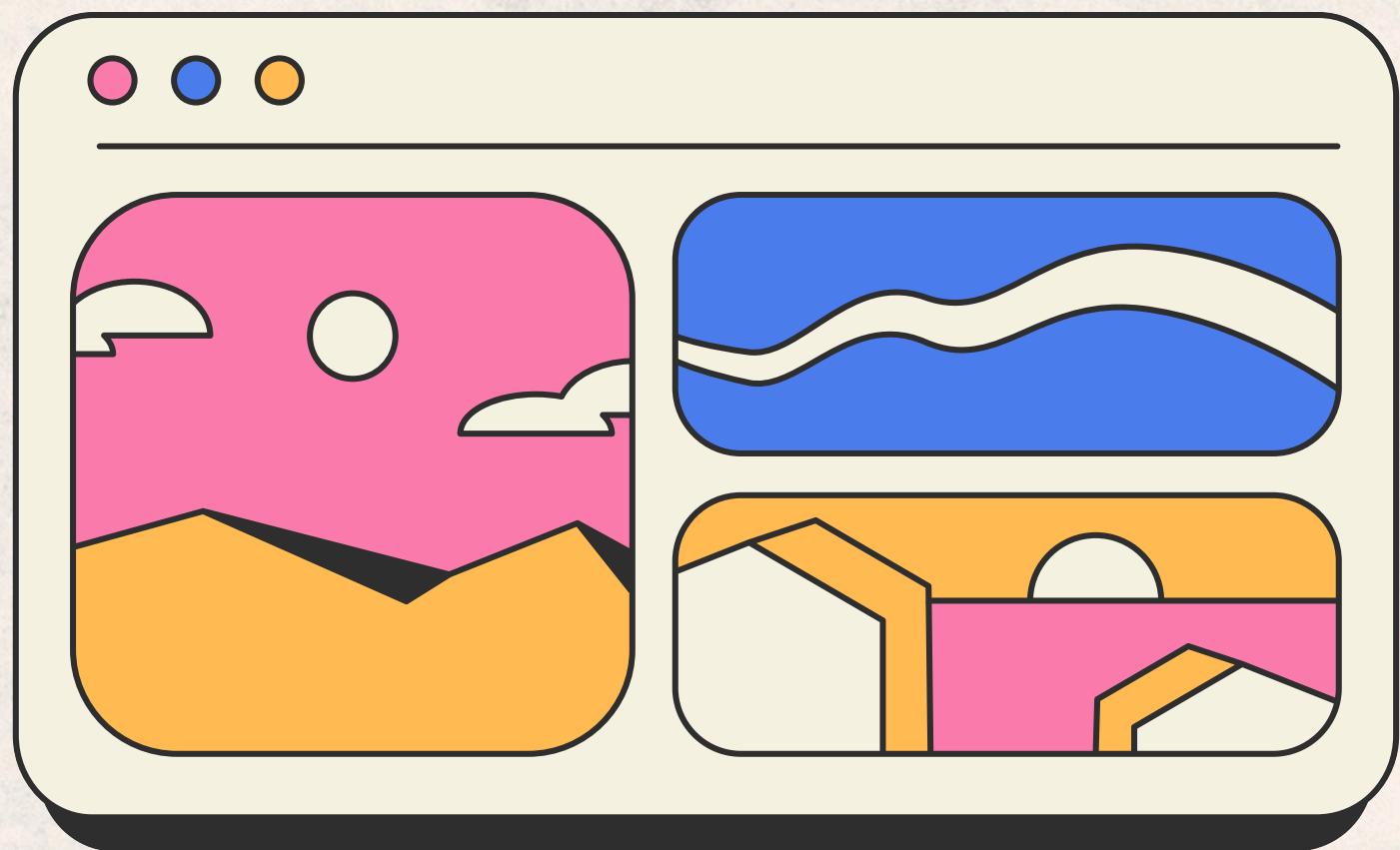
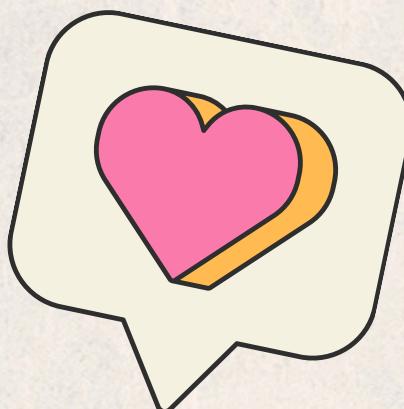


Social Buzz

Social Media Analysis



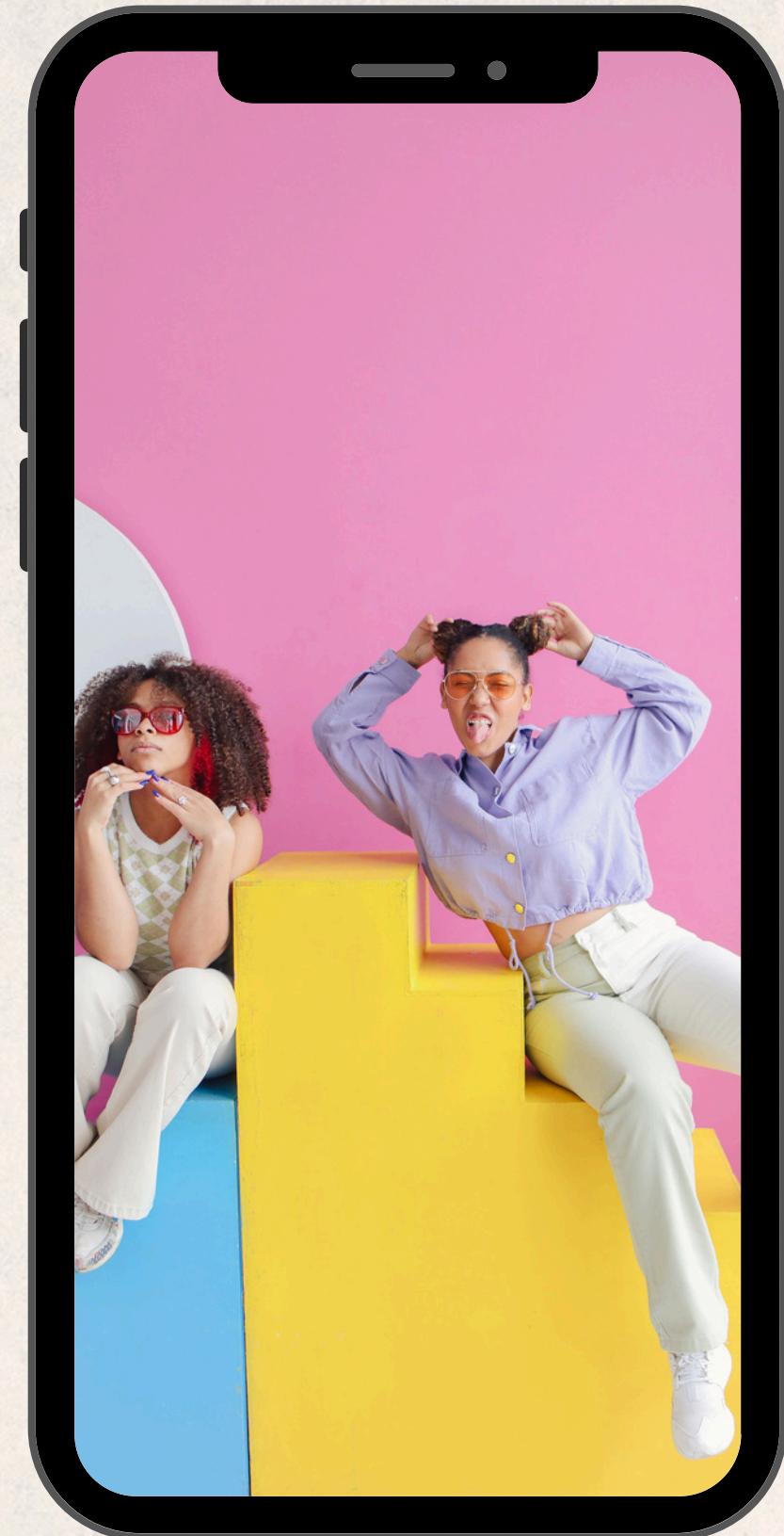
Agenda

- ✓ Project Recap
- ✓ Problem & Target
- ✓ The Team
- ✓ Process
- ✓ The Tools
- ✓ Insights
- ✓ Conclusion

Project Recap

Social Buzz is a fast growing technology company and sought Accenture assistance in three tasks:

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



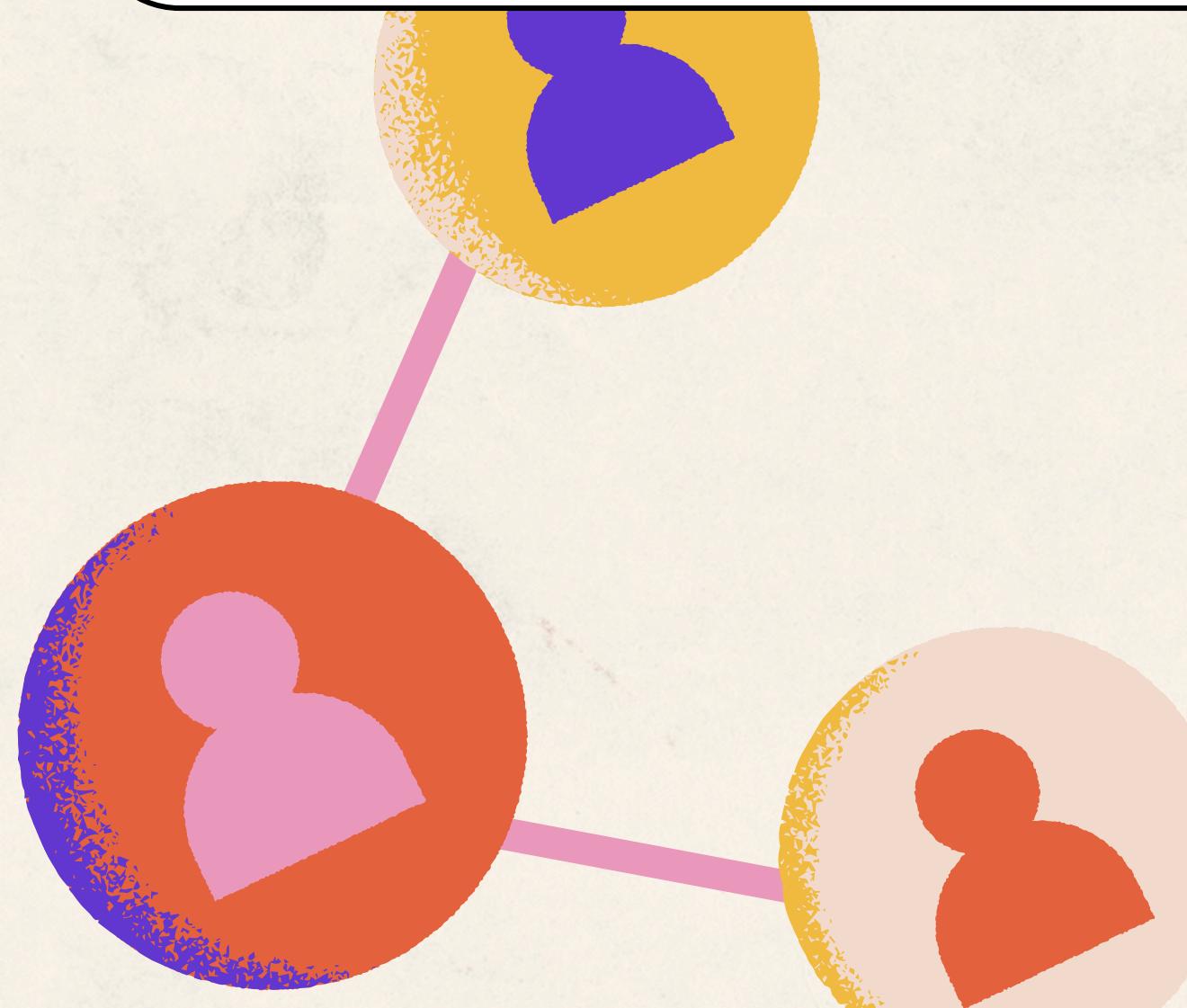
Problem

- Over 100,000 posts per day
- 36,500,000 pieces of content per year!
- How to capitalize on it?



Target

- Clean and structure data
- Make data analyzable
- Identify the top five popular content categories
- Provide insights on data



The team



ANDREW FLEMING
**CHIEF TECHNOLOGY
ARCHITECT**



MARCUS ROMPTON
SENIOR PRINCIPAL

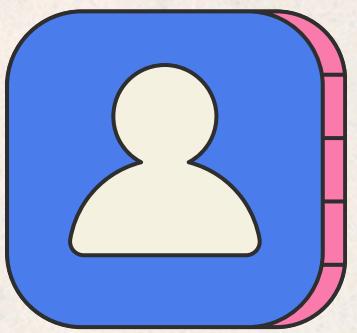


MICHELLE GROVE
DATA SCIENTIST



HOK YIN CHEUNG
DATA ANALYST

Process



Identify

- Understanding the problem
- Identify data sources



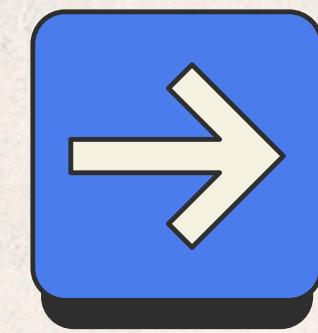
Data

- Retrieve the data
- Data Cleaning
- Data Modeling



Analysis

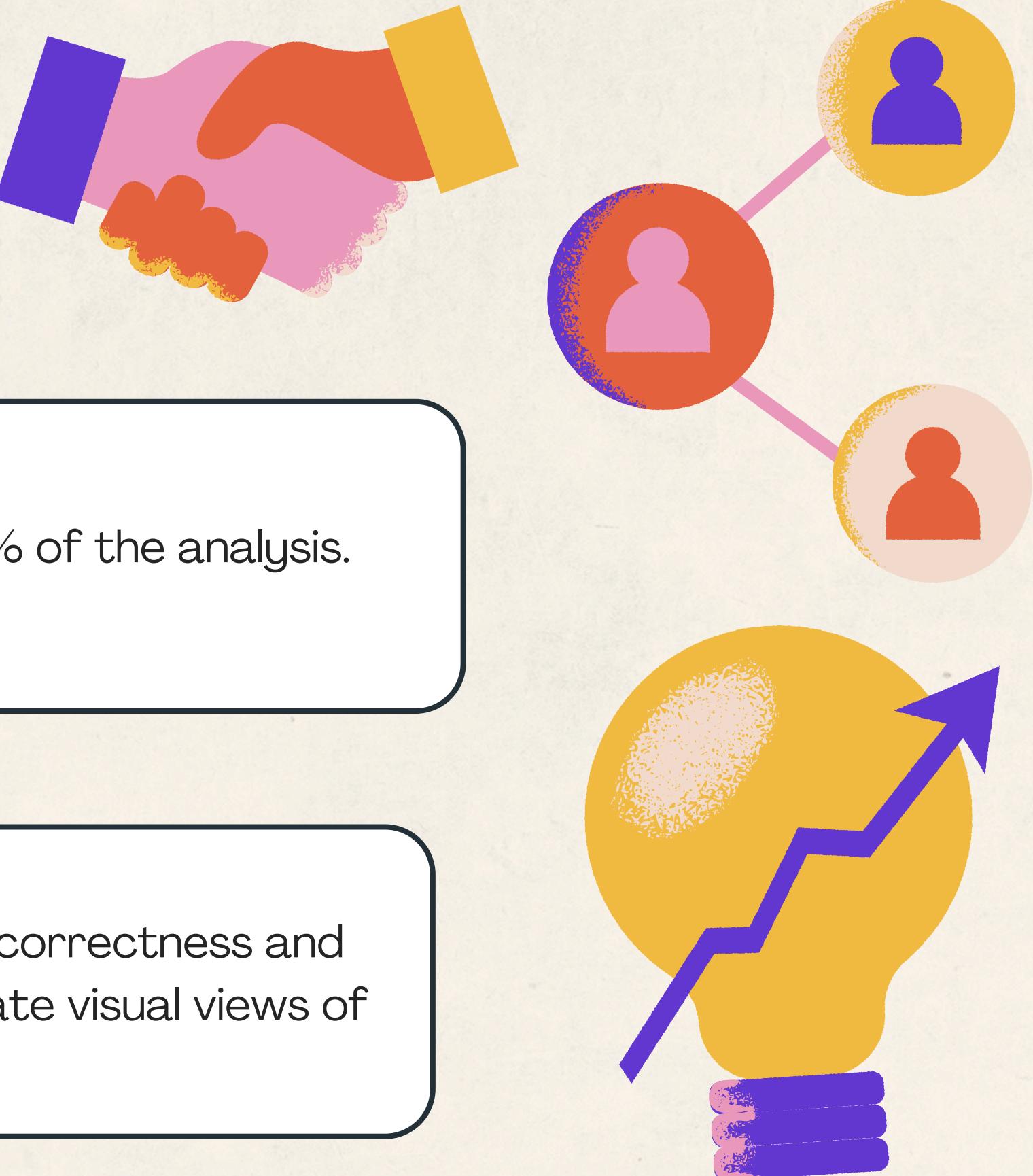
- Analyze data



Insights

- Provide insights
- Visualization the results

The Tools



Python

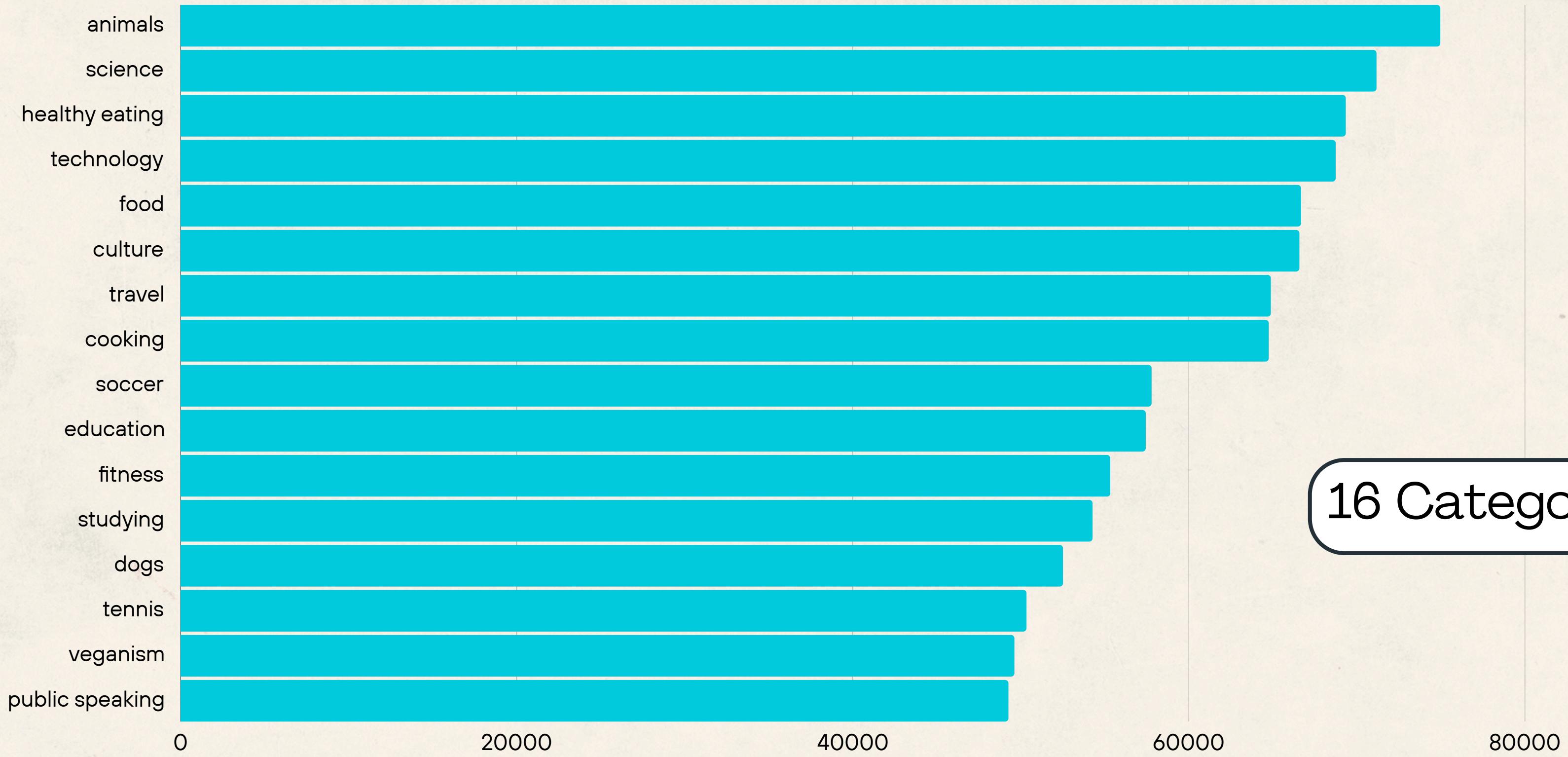
Utilized the Jupyter Notebook platform to perform 90% of the analysis. With Python, we were able to clean, analyze.

Excel

Used Excel to perform a secondary cleanup, verify the correctness and accuracy of the analysis, and utilize pivot tables to create visual views of the data.

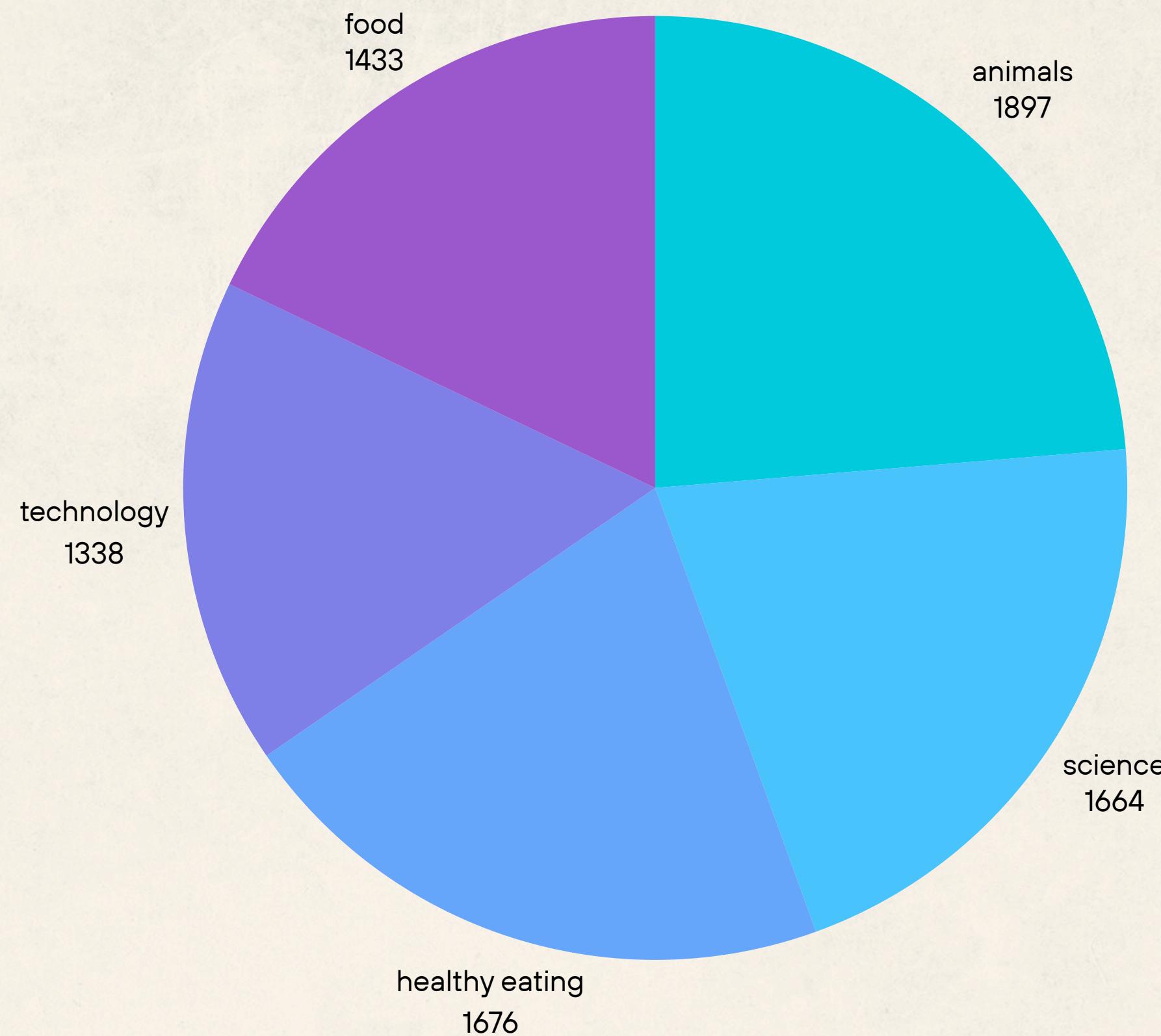
Insights

Categories vs Score

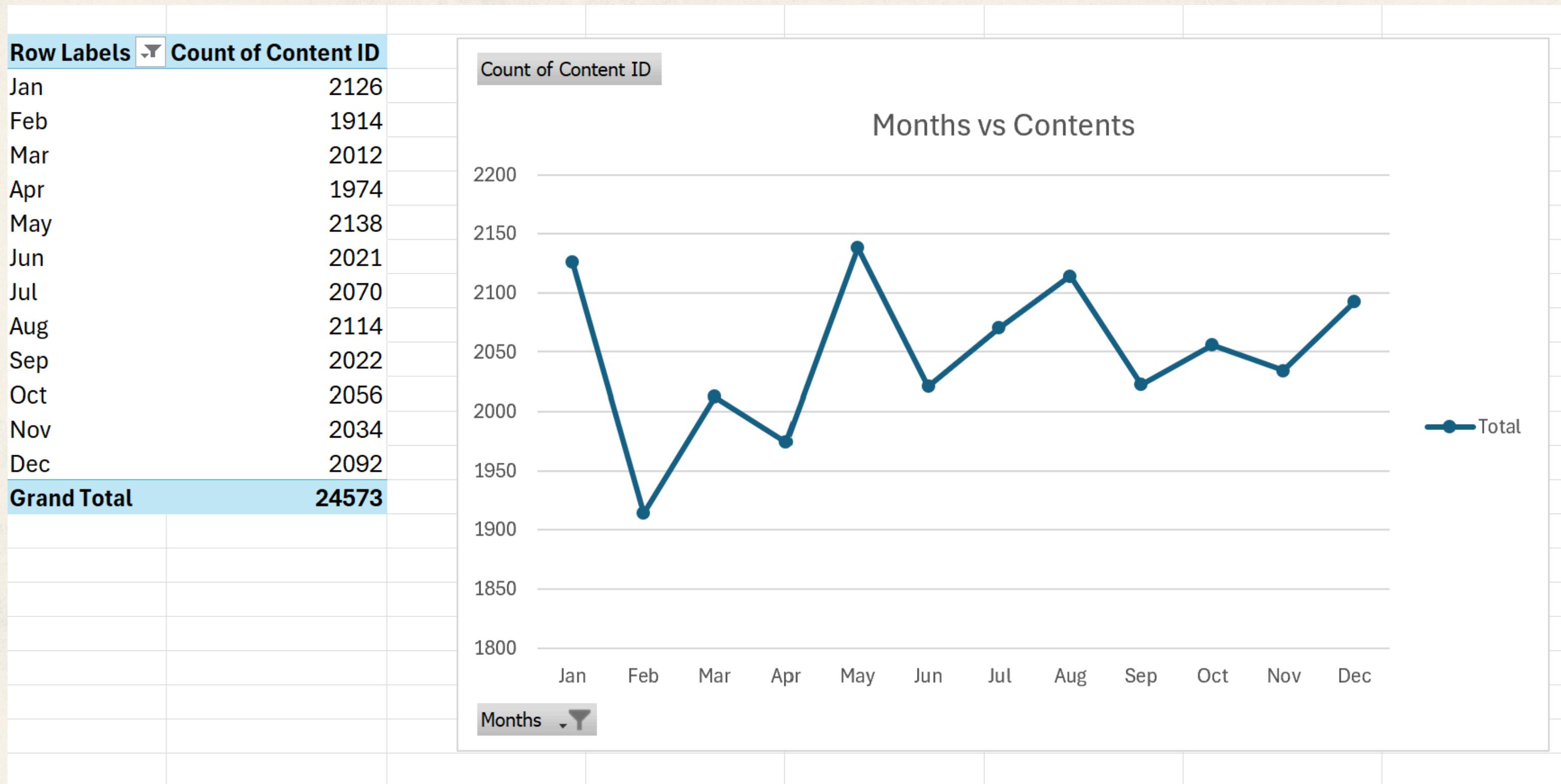


16 Categories

Insights



Insights



Conclusion

Top Five Popular Categories out of 16:

Animals

Science

Healthy Eating

Technology

Food

Winning Month of Most Posts

May

People are most interested in animals and science, indicating a preference for real-life and factual content. Food is a recurring theme, with "Healthy Eating" ranking third among the categories. This suggests that our audience has a significant concern about their diet and healthy eating habits. We also noticed that fitness was one of the categories, but it did not make the top five this time, indicating that when people think of health, they prioritize eating healthy over exercise.

Thank you!

