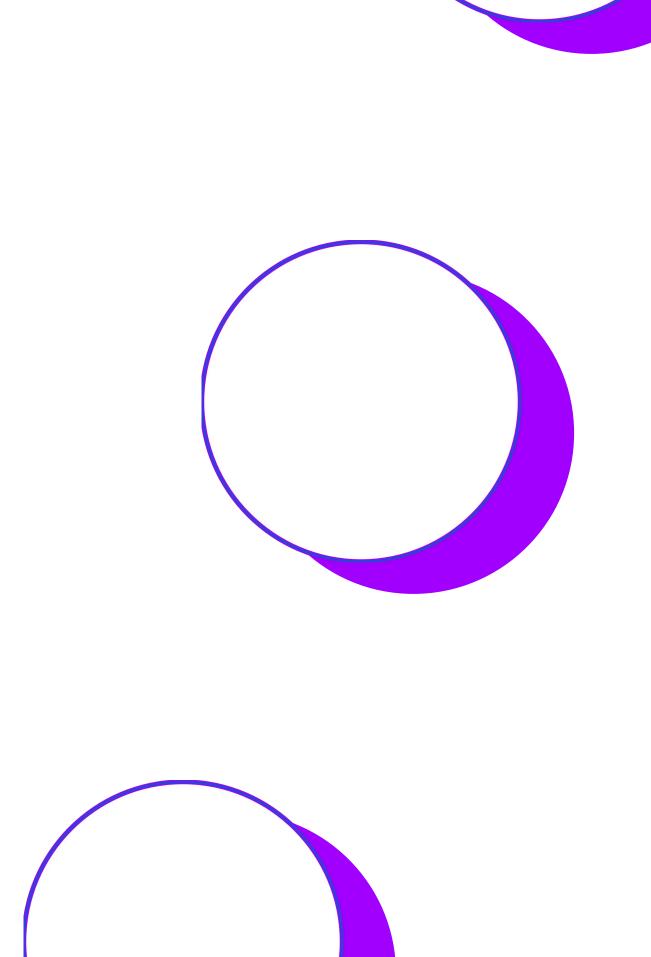
The Top 5 most Popular Categories on Social Buzz

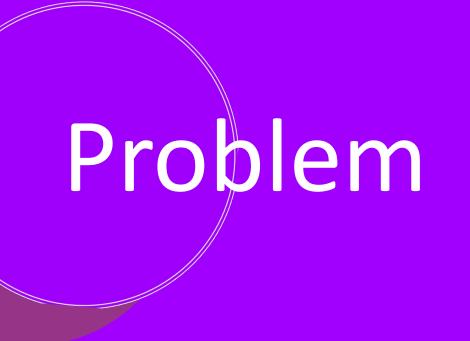
## Today's agenda Project recap Problem The Analytics team **Process** Insights Summary





Social Buzz is a fast growing technology unicorn that needs to quickly adapt to its global scale. Accenture has begun a 3 month Initial Project trial focusing on these tasks:

- An Audit of Social Buzz's big data practice
- Recommendations for a successful Initial Public Offer
- Analysis to find Social Buzz's top 5 most popular categories of content



With a workforce of over 200 employees, Social Buzz has to account for over a million posts per day

36,500,000 piece of content per year!

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

We must conduct an analysis in Excel to find Social Buzz's top 1 most popular categories of content

# The Analytics team



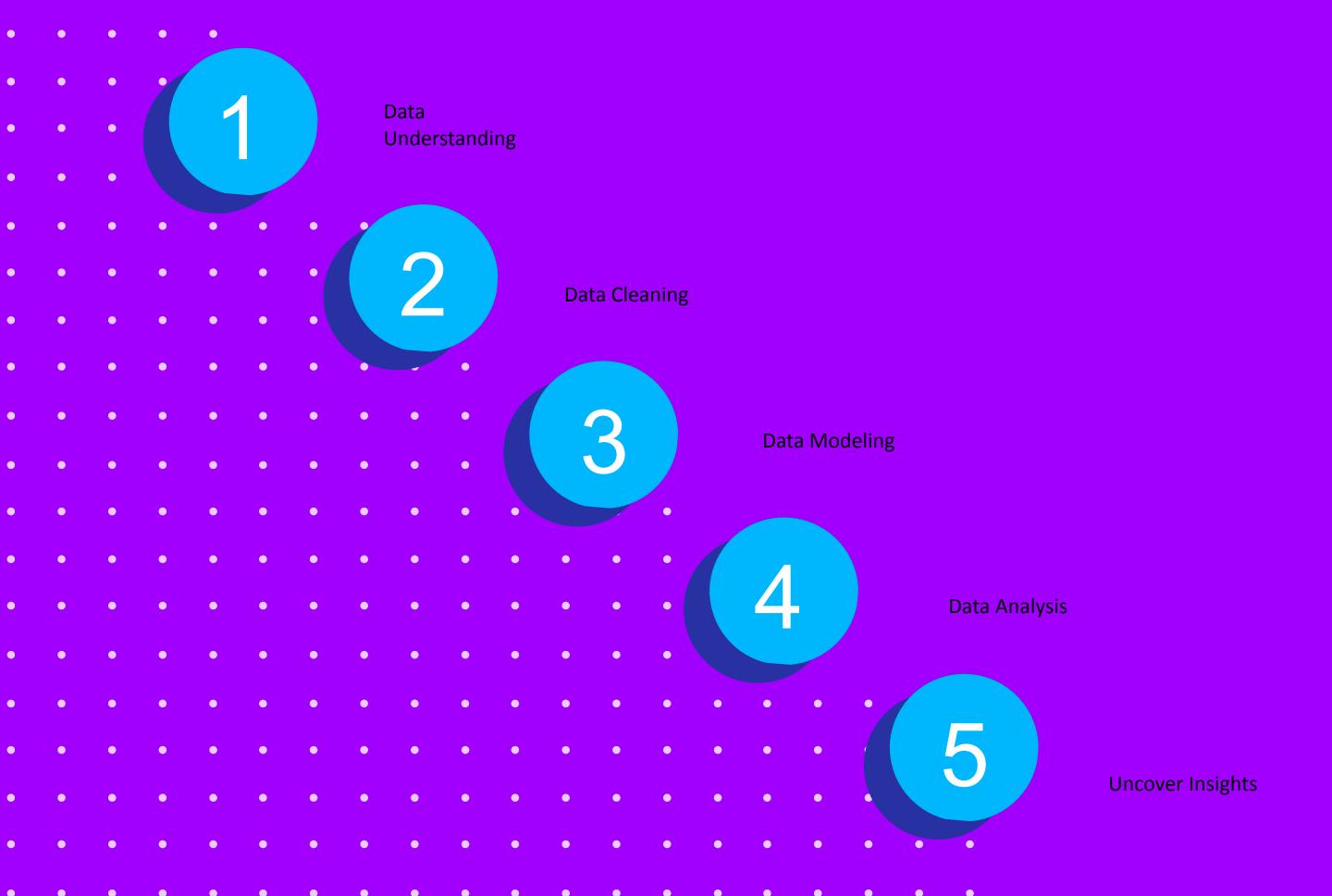
Marcus Robinson



Andrew Fleming



Ahanna Onyima (Me)



#### Process

#### Insights

16

Unique Categories 1,897

Reactions to "Animal Posts"

**JANUARY** 

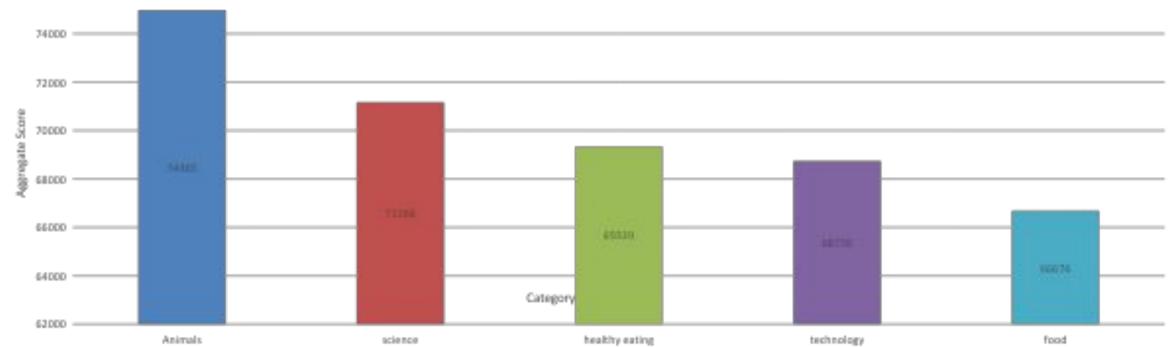
Month with Most Posts

#### Different Categories



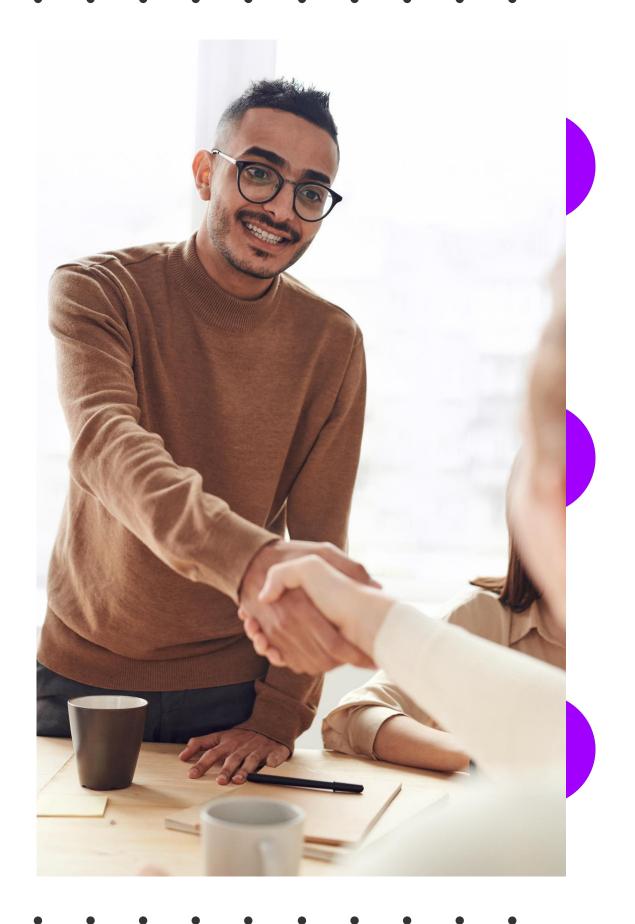
- Animals
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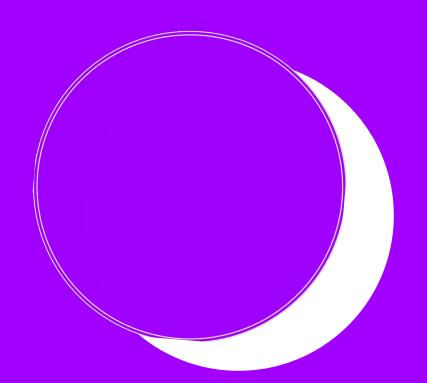


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#### Summary



We were able to answer the necessary questions for Social Buzz. And by being of quality assistance to them, our project trial serves as confirmation that Accenture is the company partner for Social Buzz in order to create analyses on large data sets while still keeping up with the advances of daily social media activity on Social Buzz.



### Thank you!

**ANY QUESTIONS?**