A graphic featuring a large cyan circle on the left containing the text 'Data Analytics'. To its right is a dark blue circle, partially overlapping the cyan one. The background is a vibrant purple with a grid of small white dots. A white vertical bar is on the far right.

Data Analytics



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

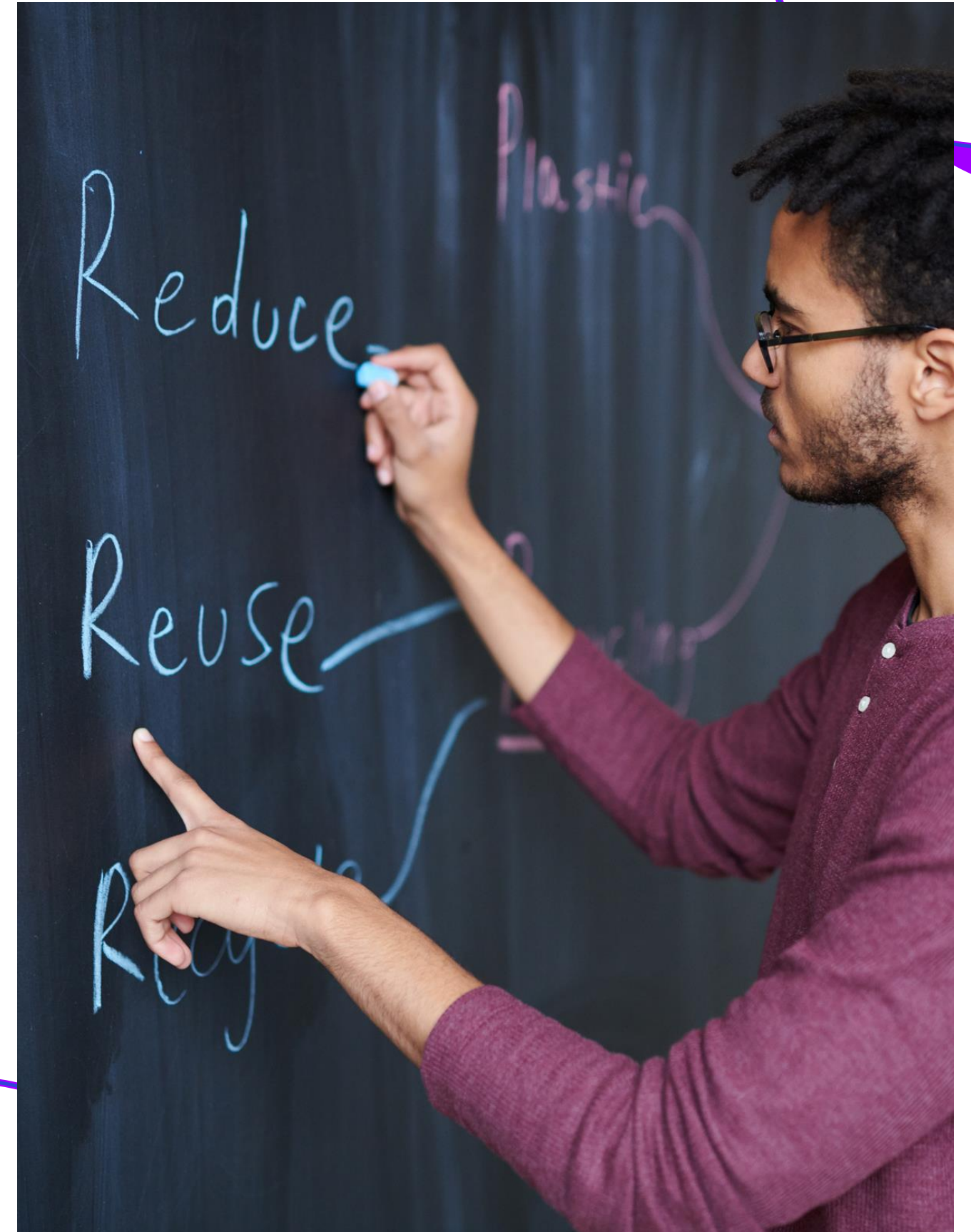
Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. Accenture has begun a 3 month POC focusing on these tasks:

- An audit of Social Buzz's big data pract
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 popular categories of content

Problem

- Over 100000 posts per day
- 36,500,000 pieces of content per year!

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



The Analytics team



Marcus Rompton
Senior Principal



Michelle Grove
Data Scientist



Kothapally Aravind
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

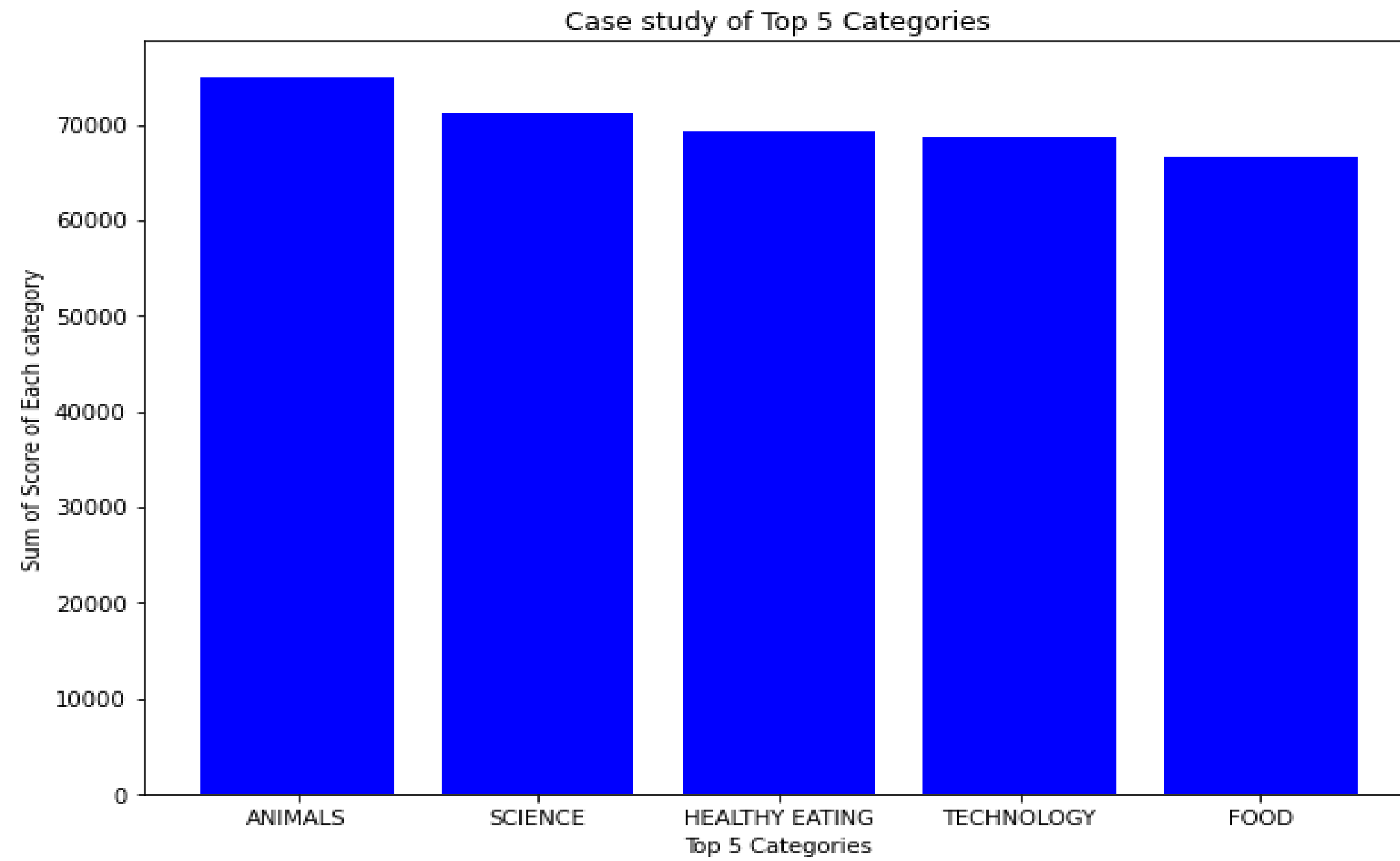
UNIQUE
CATEGORIES

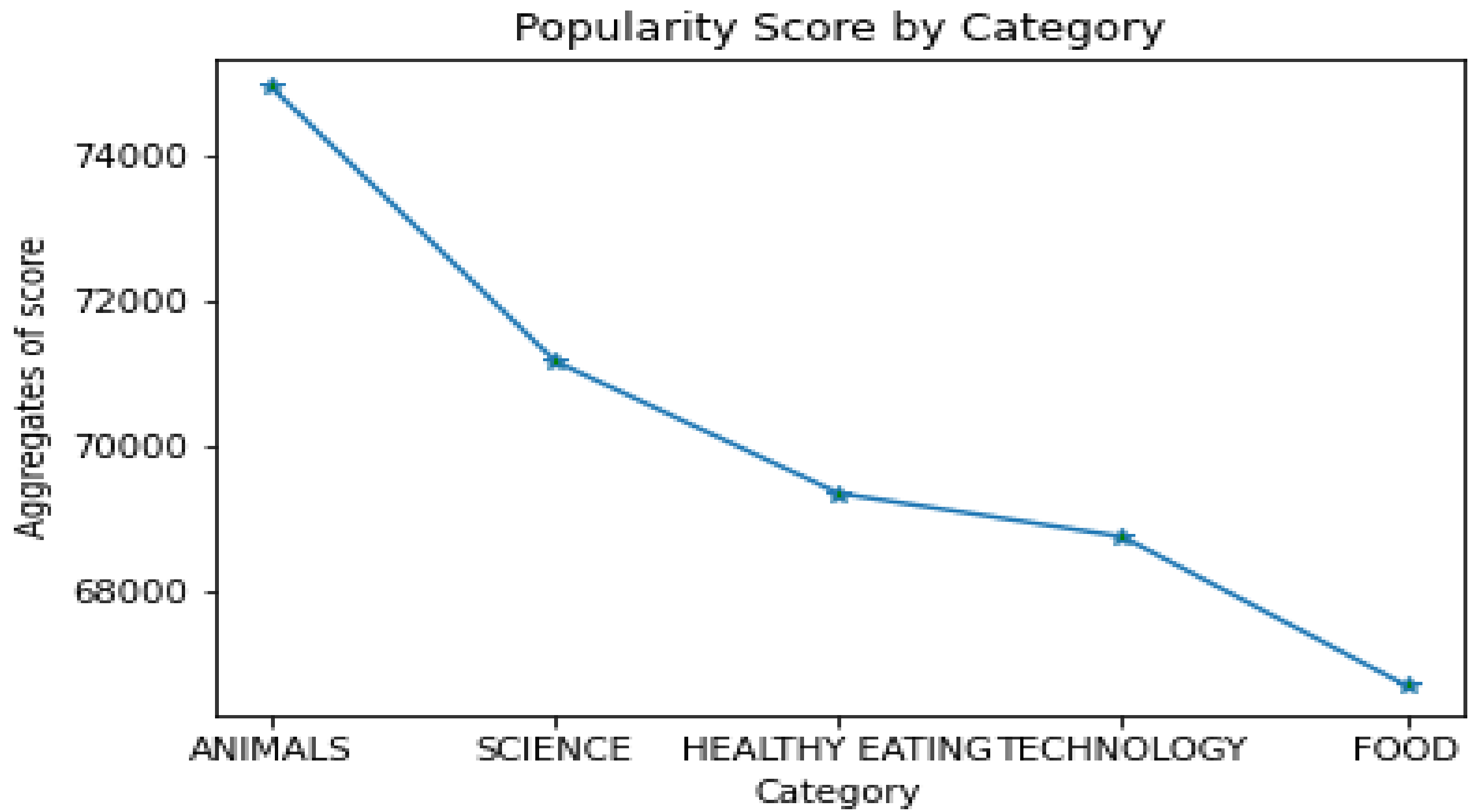


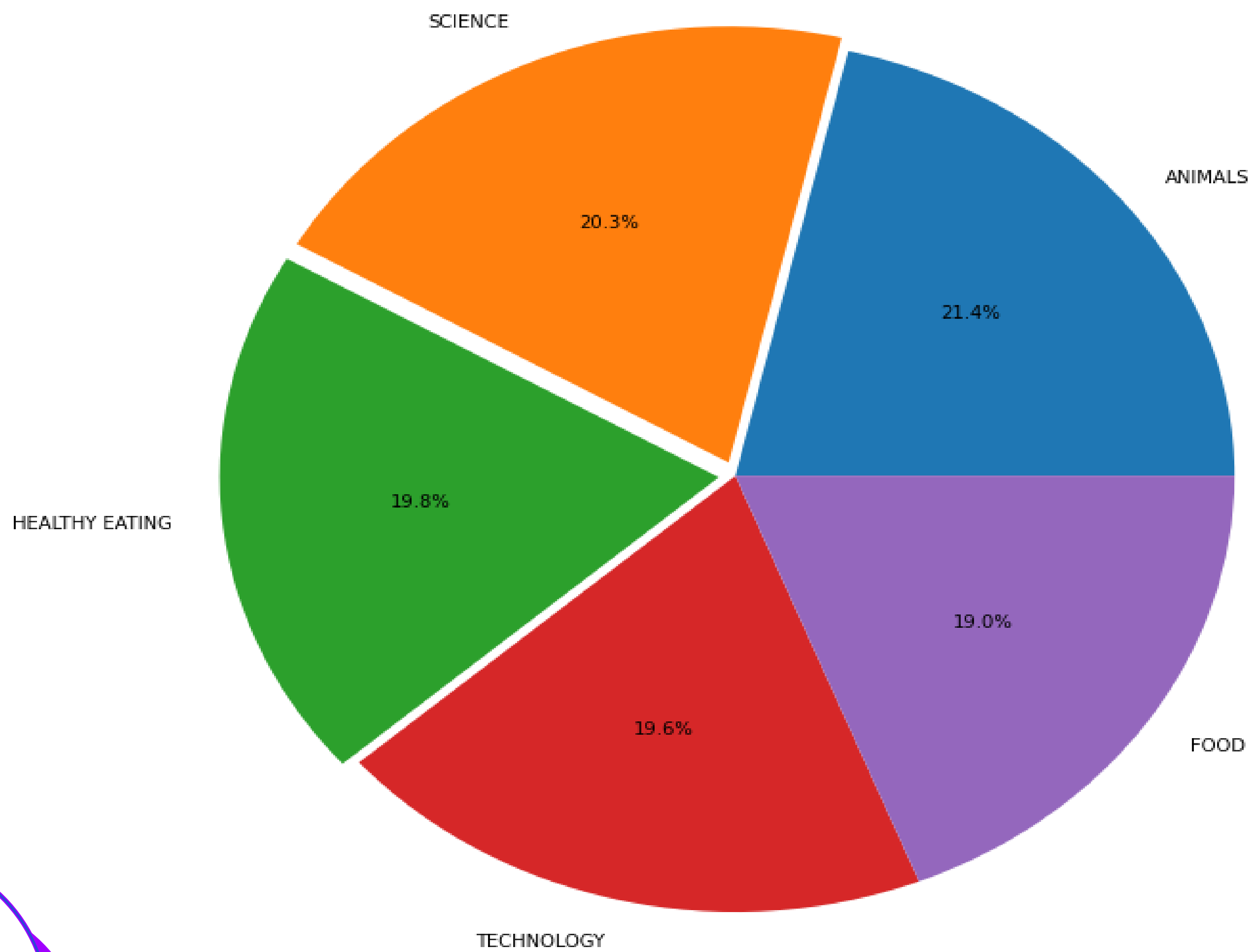
1897

REACTIONS TO 'ANIMAL' POSTS









Summary



ANALYSIS

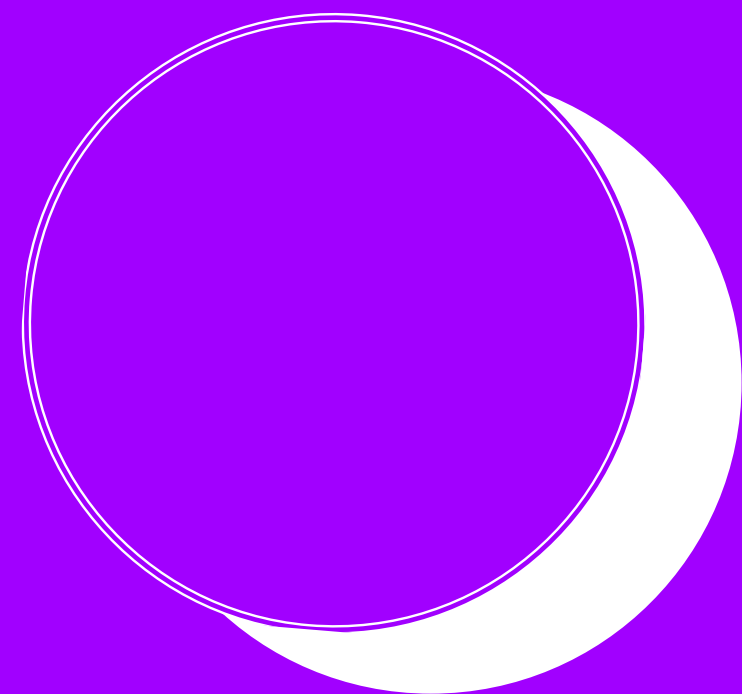
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most

INSIGHT

Food is a common theme with the 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 scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?