




Top 5 Popular Categories in Social Buzz



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 practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most 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



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

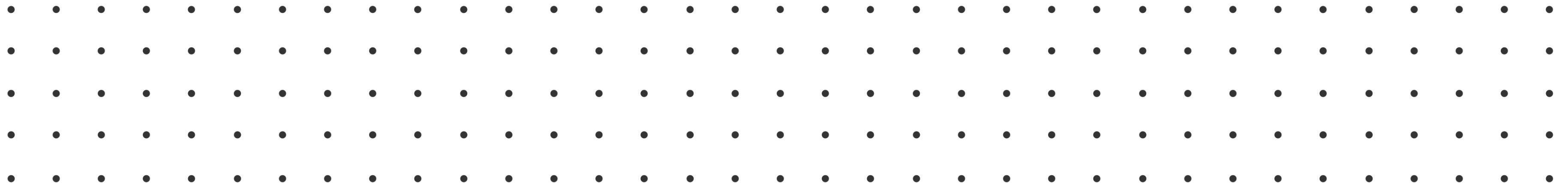
Data Analysis

5

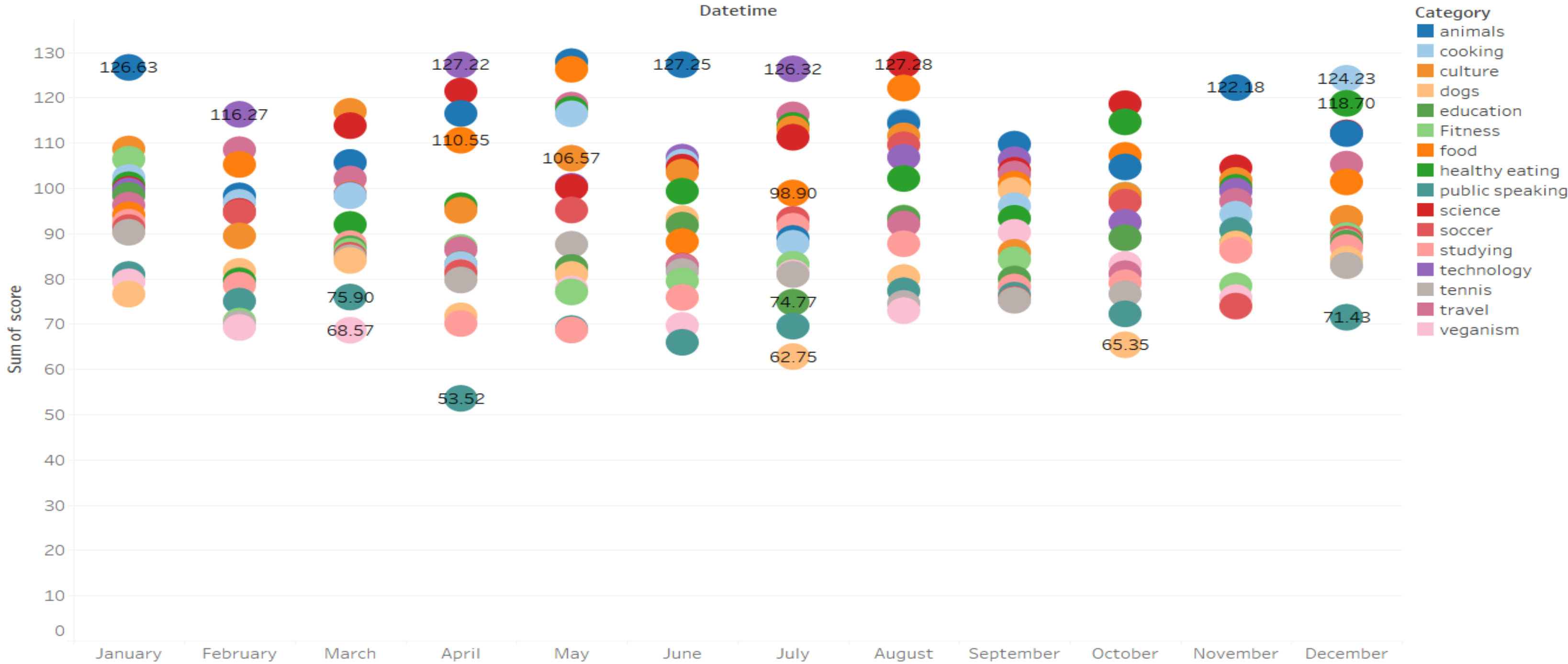
Uncover Insights

Insights

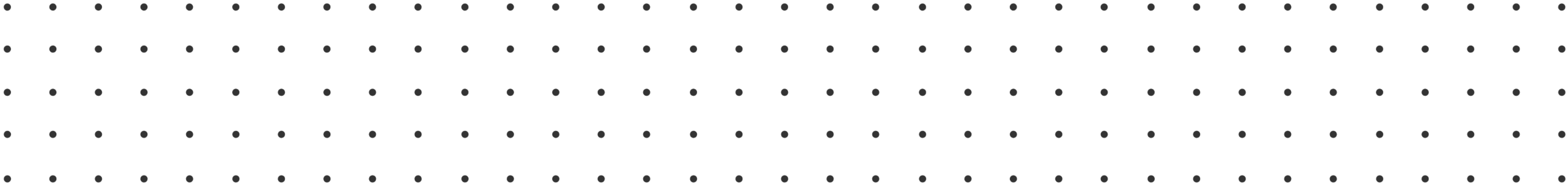
- There are 16 Unique categories
- People spend time on posts about technology, animals and food
- And also users tend to post more in Summer months (June, July, August) and (December, January) which are months with so many holidays and events, this is interesting to know that people are most active during these months!



Popular Categories each month

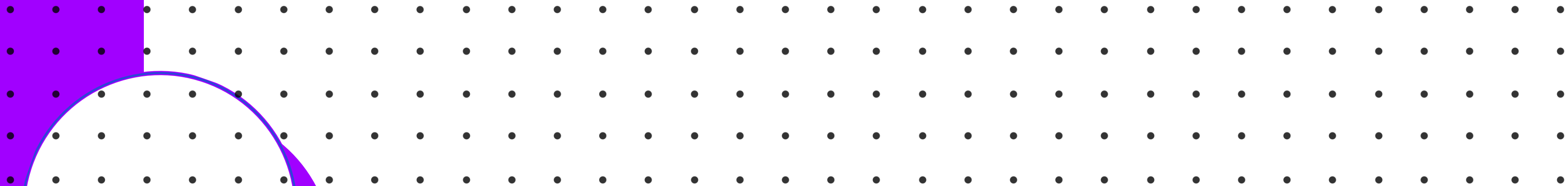


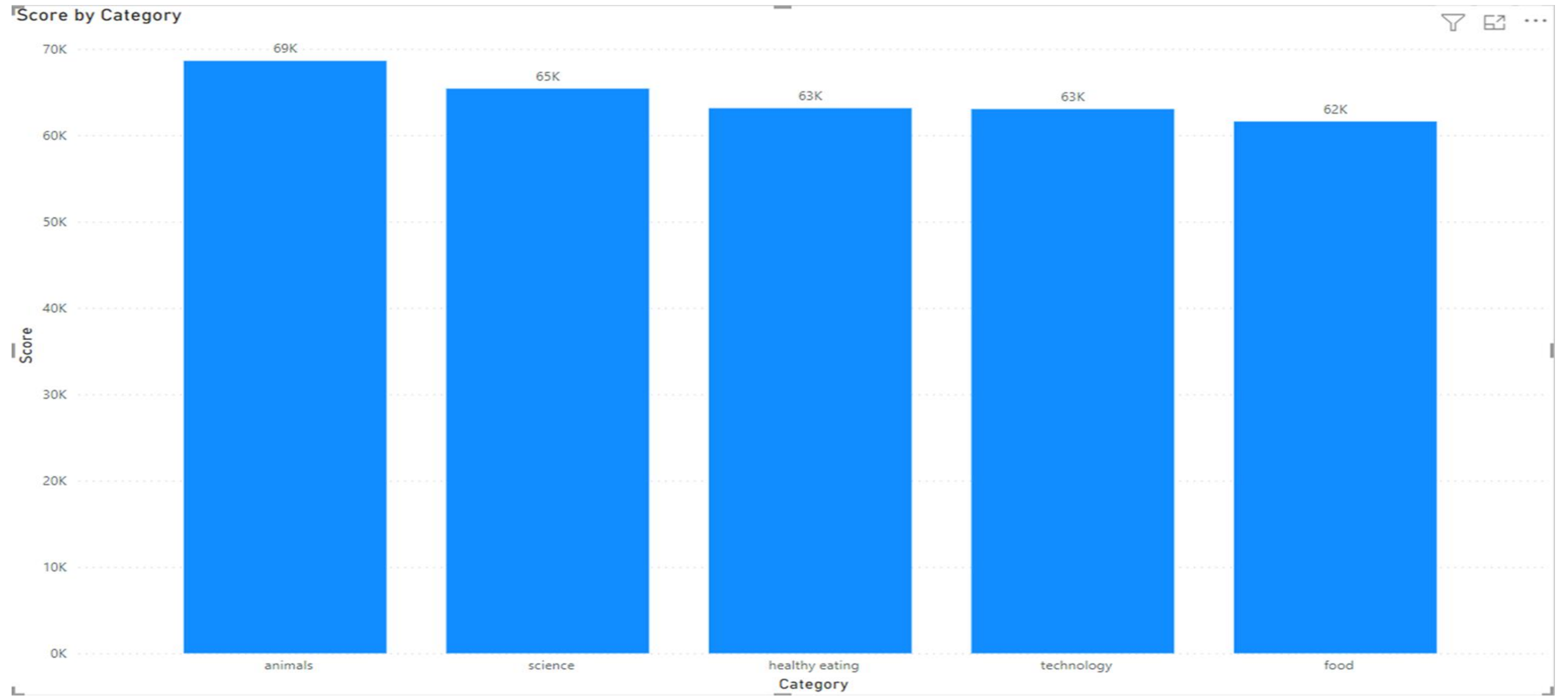
Sum of Sum of score for each Datetime Month. Color shows details about Category.

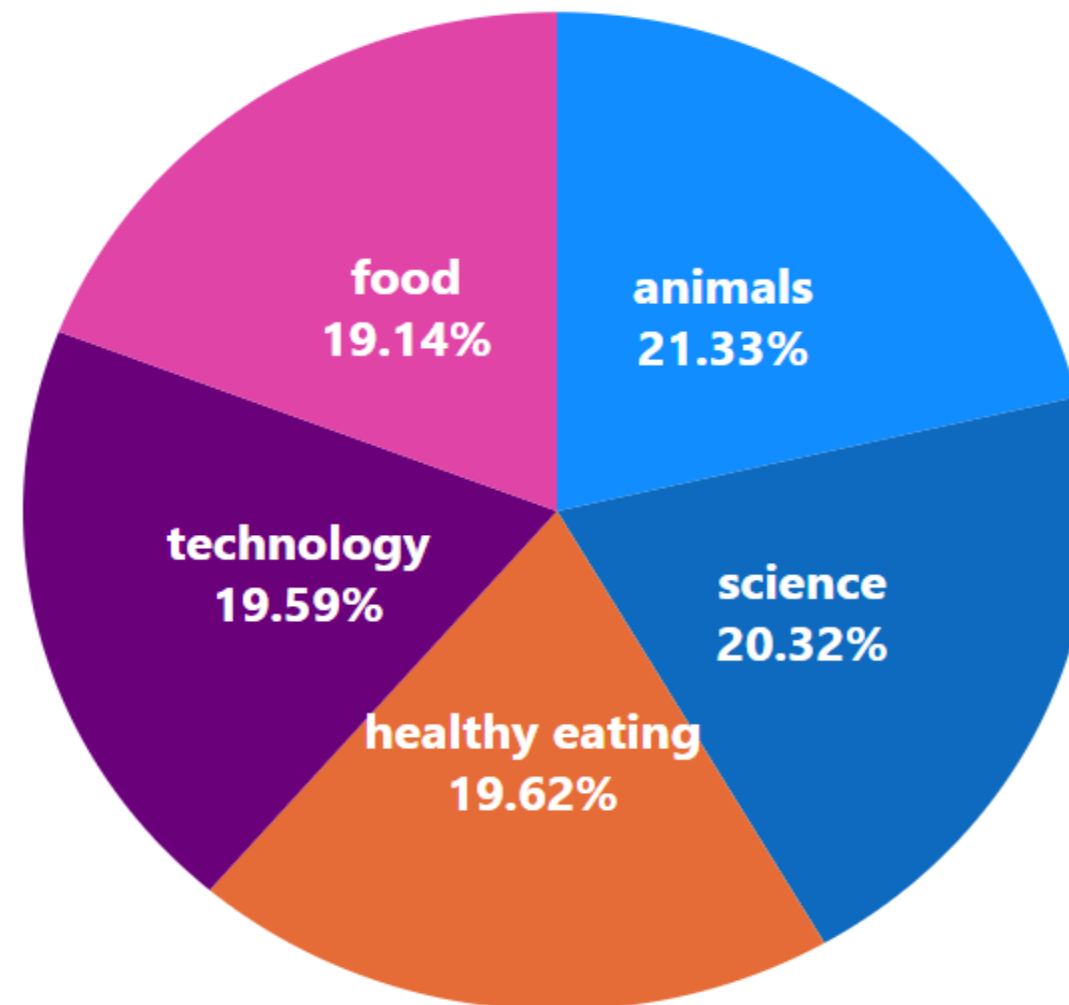


TOP 5 Popular Categories

- Animals
- science
- healthy eating
- Technology
- food







Category

● animals

● science

● healthy eating

● technology

● food

Additional Insights

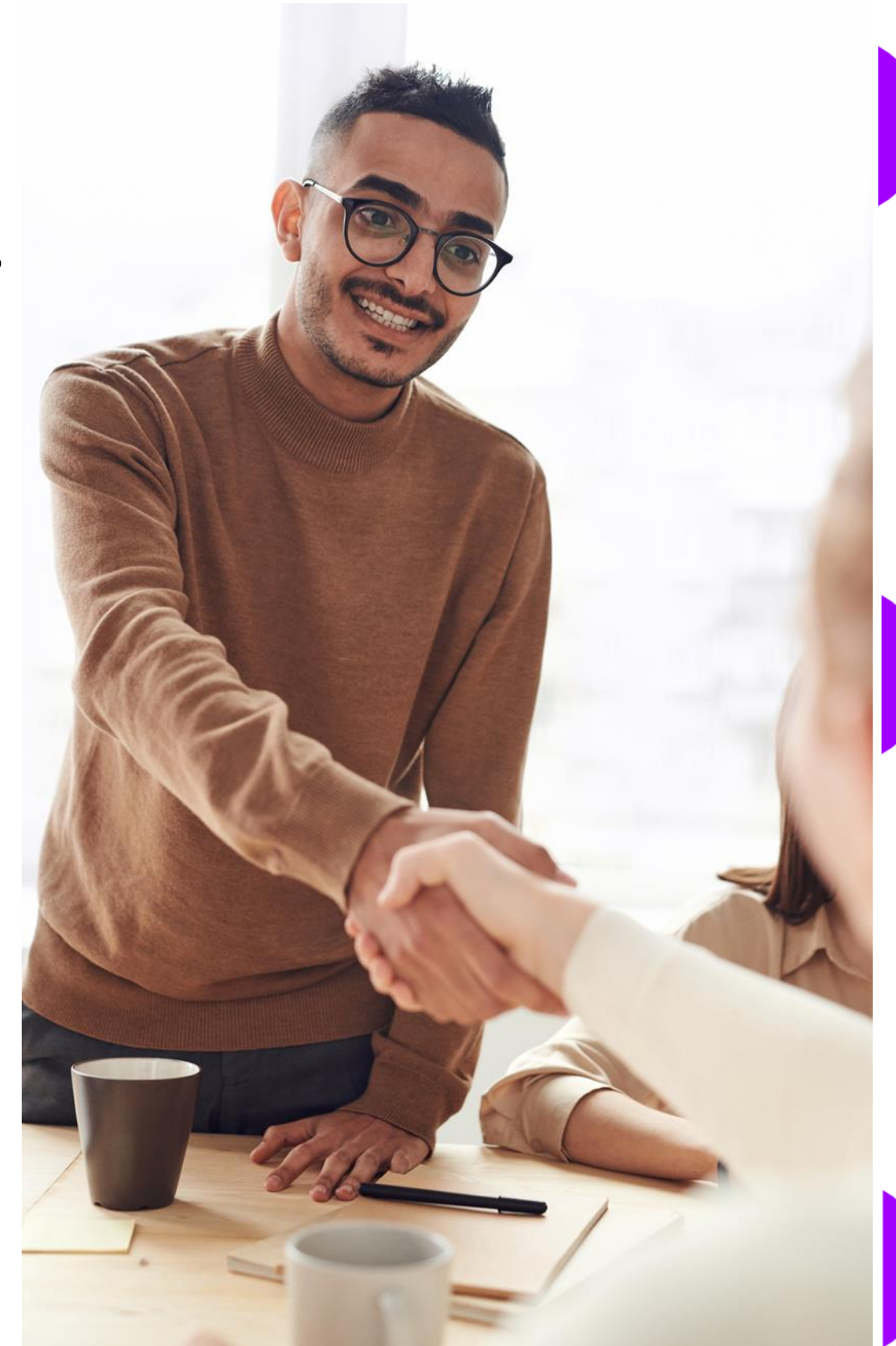
- Additionally, from the chart above, the % split of popularity between the top 5 categories, there is slightly more difference between the first two, animals outperforms science by 1.01% within the top 5.
- However the difference between the 4th most popular, technology, and the 5th most popular, food, is not much different at 0.45%
- This tells me that the categories sorted by popularity is weighted towards categories at the top. This means that it exhibits a "greedy" effect, the most popular categories get more popular whilst as you drop down the popularity rankings, you may see that they fall away drastically

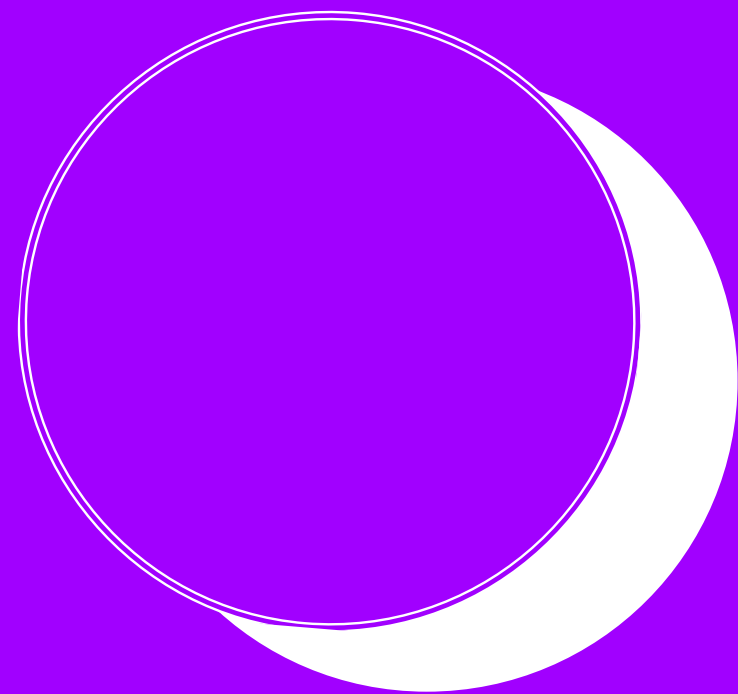
SUMMARY

- We found that animals and science are the two most popular categories, suggesting that users like “real-life” and “factual” content
- We also found that healthy eating was the third most popular, perhaps due to the new rave about weight loss strategies and foods. This presents a massive opportunity for Social Buzz to focus on not just food content which was amongst the top five but also create more content on different healthy eating lifestyles and brands.

NEXT STEPS

- **As much as this analysis was insightful, we are ready to take it to the next stage and we have the expertise within Accenture to help you realize these kinds of insights in production across your organization and in real time. We would love to help you with this.**





Thank you!

ANY QUESTIONS?