Data Analysis for Social Buzz:

Uncovering Key Insights to Drive Growth and IPO Readiness

Today's agenda

Project Recap

Social Buzz is a fast-growing social media and content creation technology unicorn that needs to adapt quickly to its 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
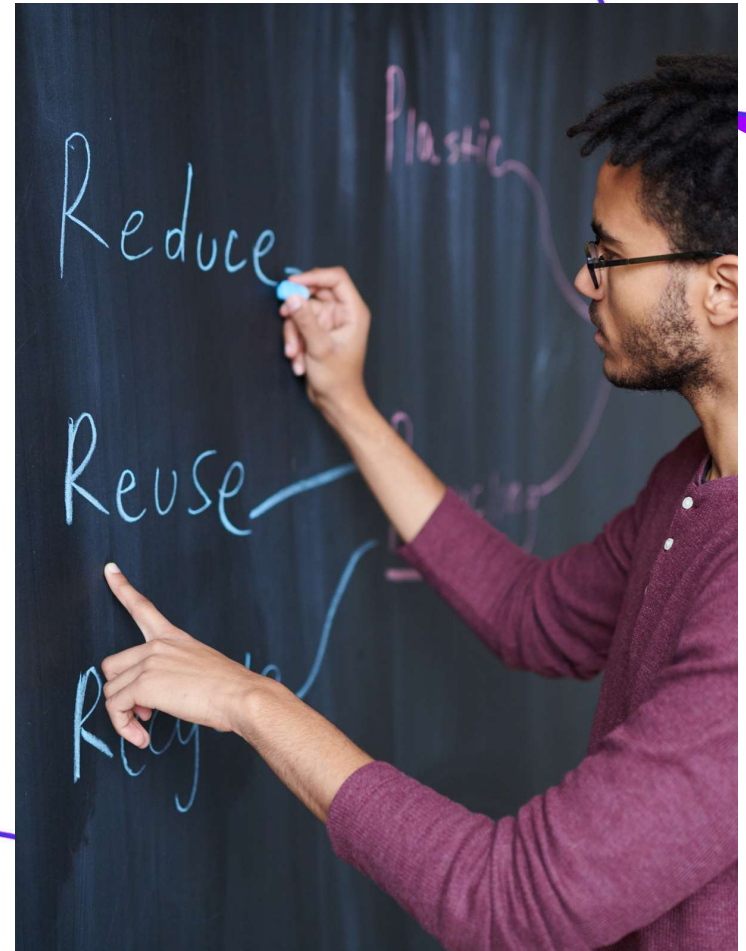- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100,000 posts per day

36,500,000 pieces of content per year!

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

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

The Analytics team

Michell Grove
Chief Technical Architect

Marcus Rompton
Senior Principle

Jrandy Minoza
Data Analyst

Process

1 Data Understanding

2 Data Cleaning

3 Data Modeling

4 Data Analysis

5 Uncover Insights

Insights

16

UNIQUE CATEGORIES
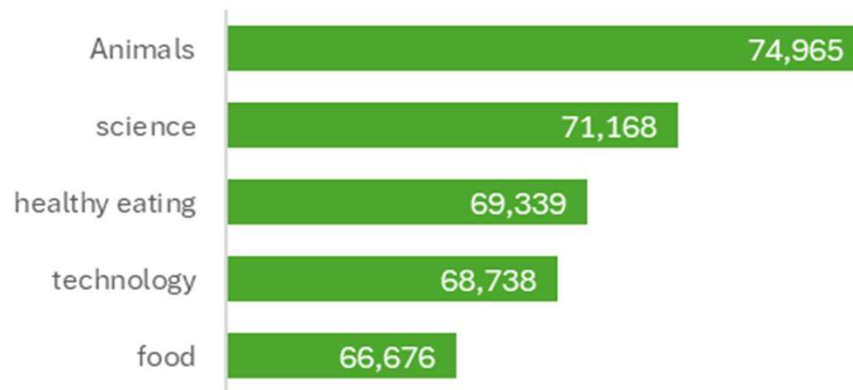
1,897

REACTIONS TO
'ANIMAL' POSTS
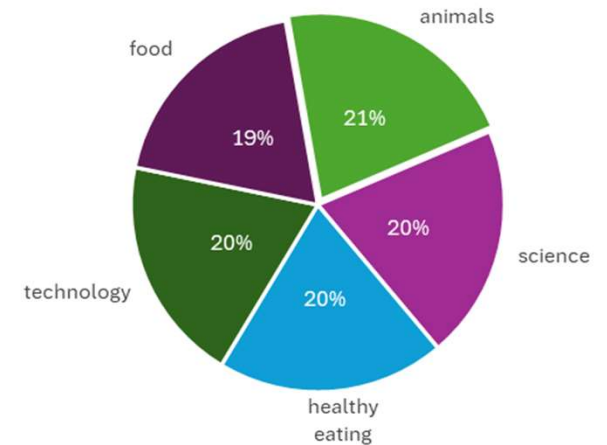
MAY

MONTH WITH THE
MOST POSTS

Category	Sum of Score
Animals	74,965
science	71,168
healthy eating	69,339
technology	68,738
food	66,676
Grand Total	**350,886**

Top 5 Content Categories by Popularity Score

Top 5 Performing Categories

Category	Score
Animals	74,965
science	71,168
healthy eating	69,339
technology	68,738
food	66,676

Percentage by Category Popularity

- animals 21%
- science 20%
- healthy eating 20%
- technology 20%
- food 19%

Number of Reactions to Categories

Category	Reactions
Animals	1,897
cooking	1,664
culture	1,676
dogs	1,338
education	1,433
fitness	1,395
food	1,699
healthy eating	1,717
public speaking	1,217
science	1,796
soccer	1,457
Studying	1,363
technology	1,698
tennis	1,328
travel	1,647
veganism	1,248
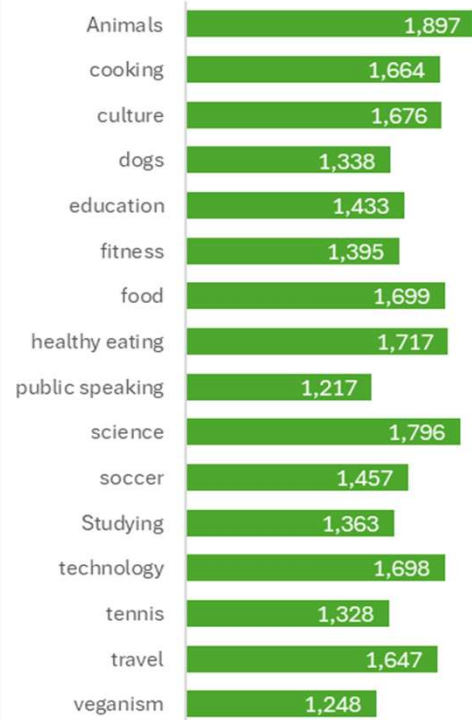
Months with Most Post
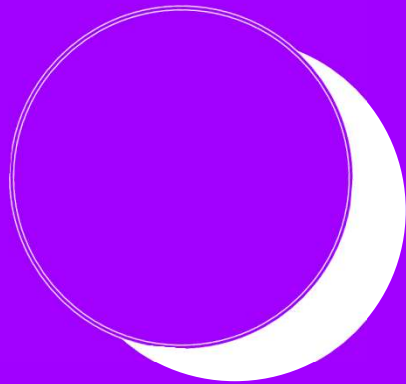
Summary

ANALYSIS

It reveals that "Animals" is the most popular category with the highest number of reactions, indicating a strong interest in animal-related content.

INSIGHT

Identifying "May" as the month with the most posts provides an opportunity to explore why and capitalize on this trend has the most posts.

NEXT STEPS

This ad hoc analysis is insightful, but it's time to turn it into large-scale production for a real-time understanding of your business. We can show you how to do this: Content Strategy Optimization, Further Data Analysis, and Ongoing Support.

Thank you!

ANY QUESTIONS?