A graphic featuring a large cyan circle on the left containing the text "Data Analytics" in white. To its right is a dark blue circle. The background is a vibrant purple with a white dot grid pattern.

Data Analytics



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

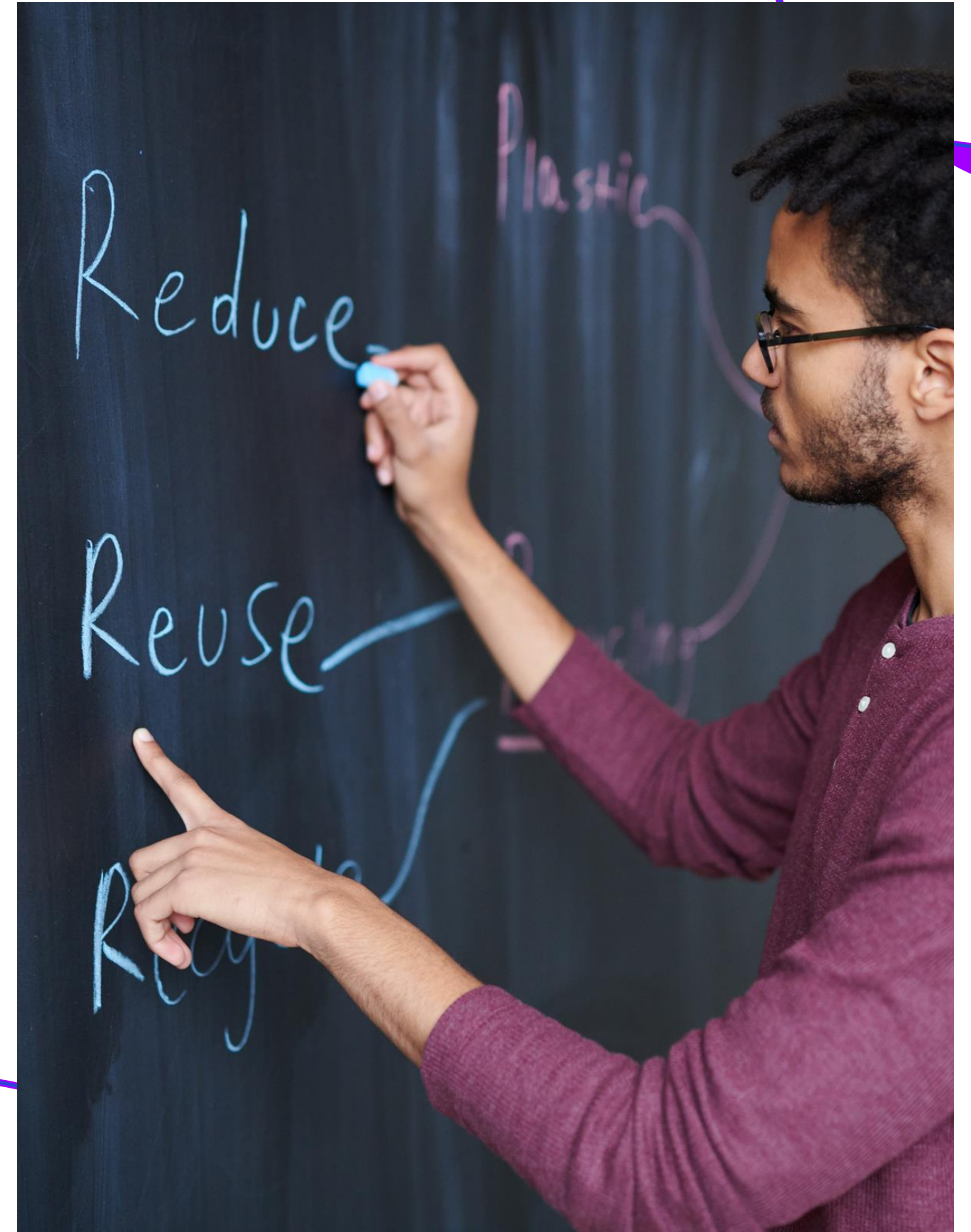
“Social Buzz” is a rapidly expanding unicorn in the technology space that needs to quickly adjust to its global reach.

Accenture has started working on the following activities during a three-month POC:

- ❖ **An examination of Social Buzz’s use of big data**
- ❖ **Strategies for a prosperous initial public offering(IPO)**
- ❖ **An examination to determine the top 5 content categories on Social Buzz**

Problem

- ❖ In recent years, the customer has grown to an enormous extent, and they lack the internal resources to manage it.
- ❖ Every day, Social Buzz receives over 100,000 posts, totalling 36,500,000 posts annually. Since all of the content is unstructured, it might be challenging to make sense of it all.
- ❖ Determine the specifications that must be fulfilled for this project.
- ❖ combining tables from the sample data set
- ❖ An analysis of their content categories that identifies the top five with the highest total popularity



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Badal Kumar
Nathsharma
Data Analyst

Process

1

Understanding Data

2

Data Cleaning

3

Data Modelling

4

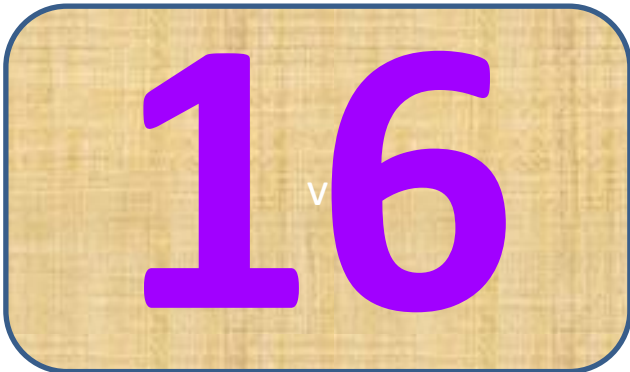
Data Analysis

5

Uncover Insights

Insights

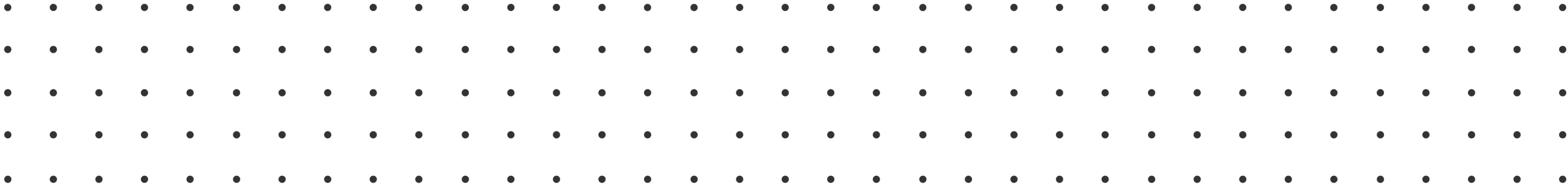
Unique
Categories



Category With
Highest Score
Animals



Month with
Most Posts



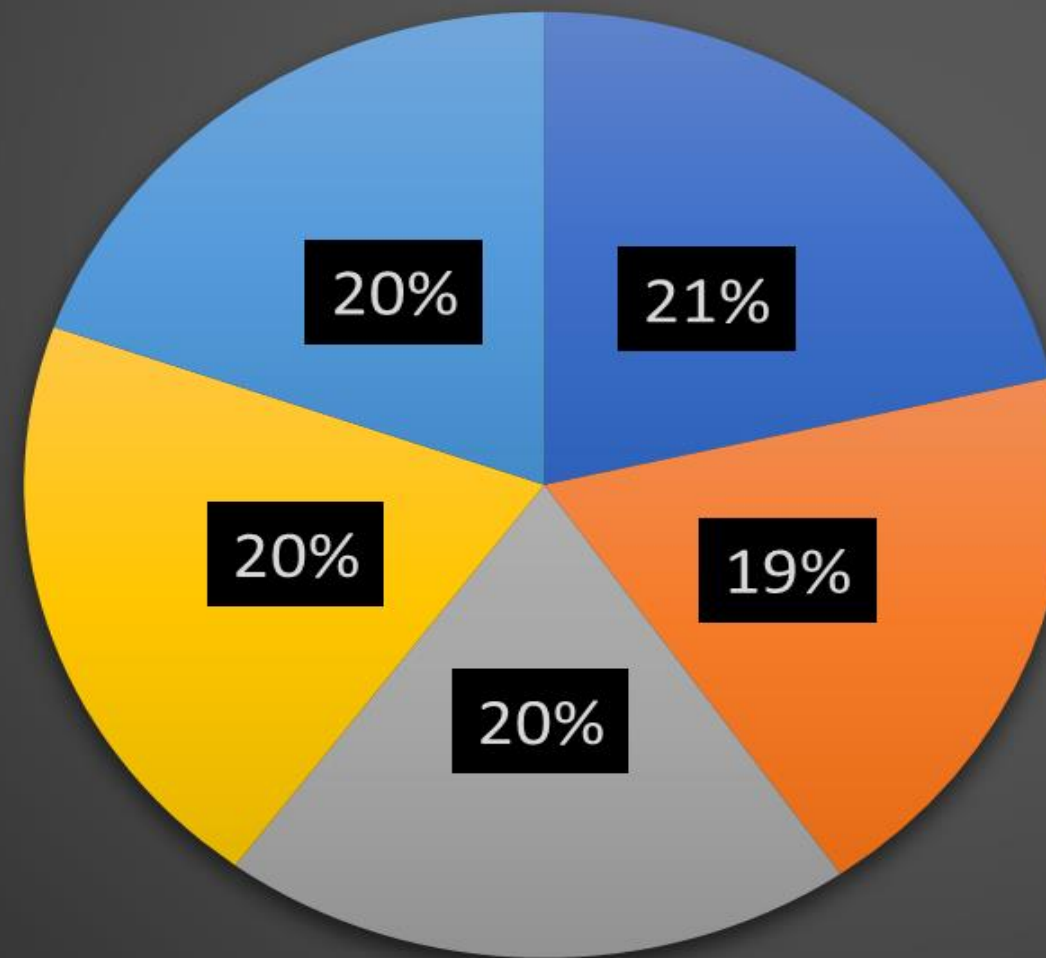
Sum of Score

Top 5 Categories by Aggregated "Popularity" Score



Sum of Score

Popularity % share from Top 5 Categories



Category

Animals

food

healthy eating

science

technology

Summary



ANALYSIS

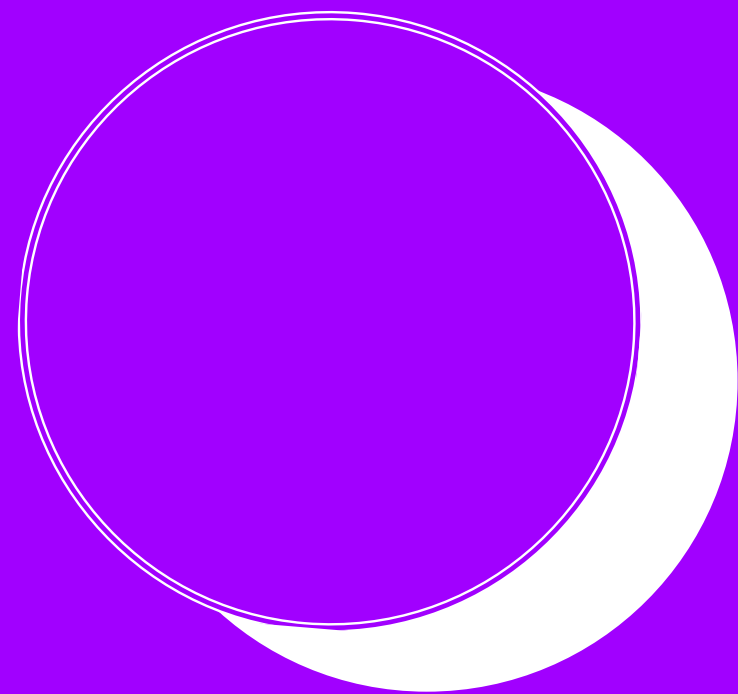
Animals and science are two of the most popular contest categories, this shows that people enjoy “real-life and “factual” content the most. So I would recommend that you keep creating more contents relating to these two categories.

INSIGHTS

Food is a common theme with the top 5 categories with “Healthy Eating” ranking as one of 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

It should come as no surprise that technological content is among the top categories given the advancement of technology. It indicates that users like your technological material. Working with some of the biggest digital companies in the world is something I would suggest doing because it would undoubtedly increase user engagement.



Thank you!

ANY QUESTIONS?