
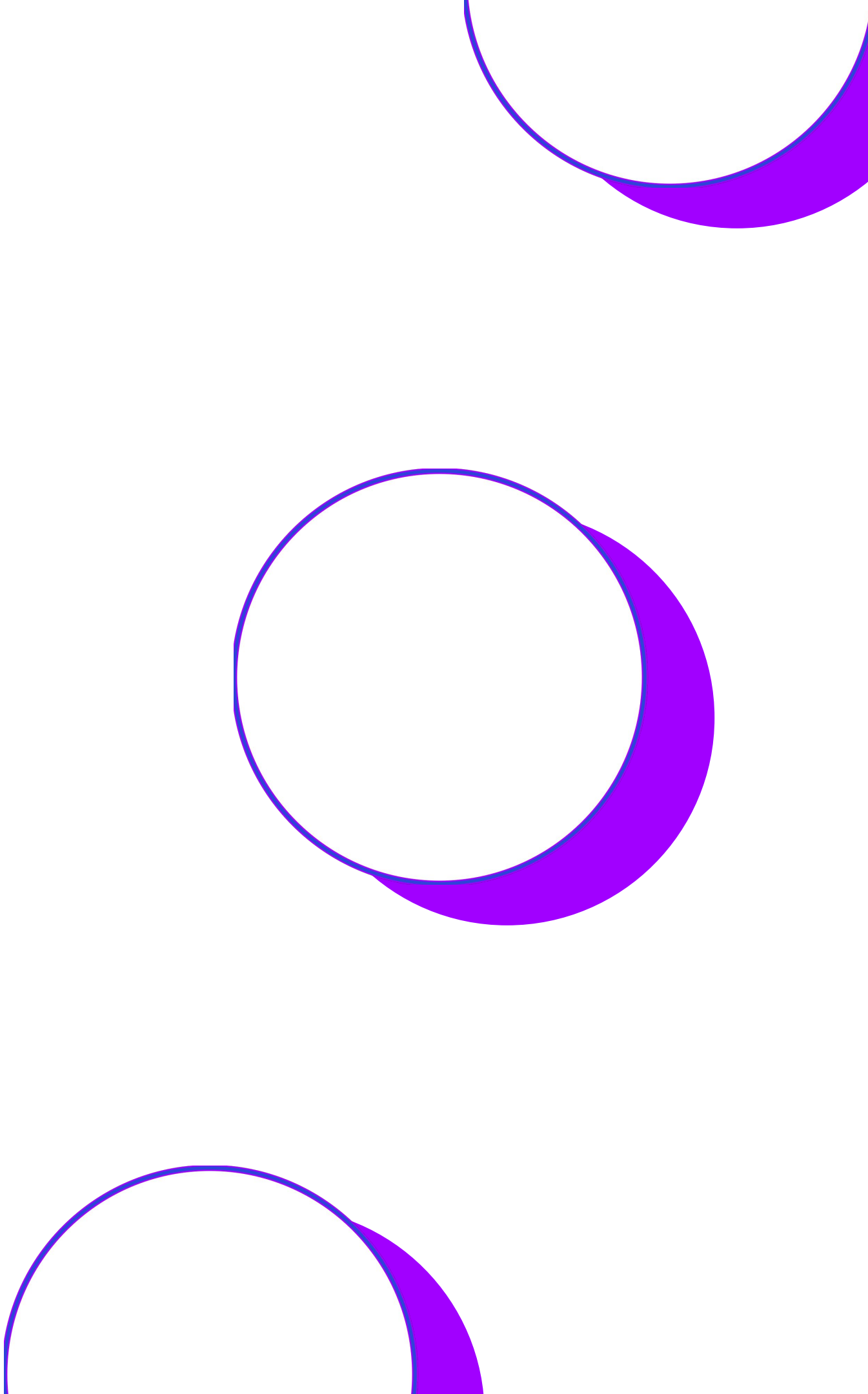




Data Analytics



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing technology unicorn that needs to adapt 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.

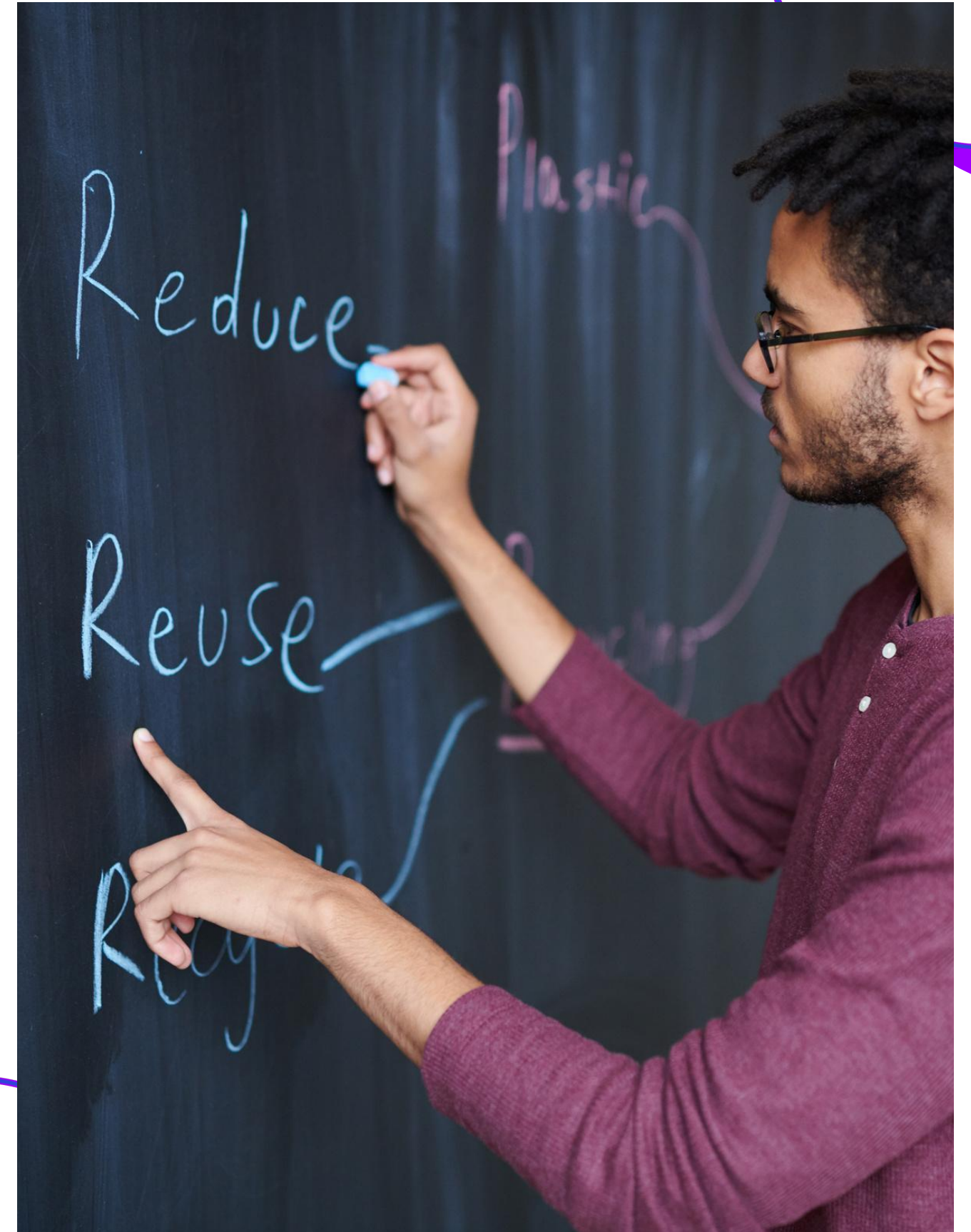
Problem

Over 100000 posts per day

36,500,000 pieces of content per year!

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



Marcus Rompton
Senior Principal



Andrew Fleming
Chief Technical Architect



Bandhavi Parvathaneni
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

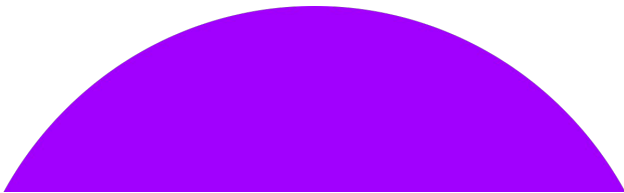
5

Uncover Insights

Insights

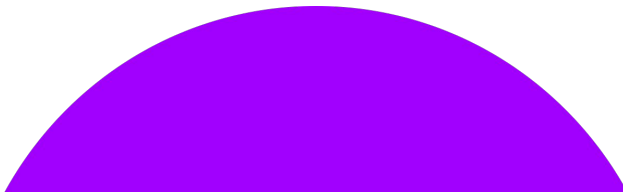
16

Unique
Categories



1897

Reaction to
Animal posts

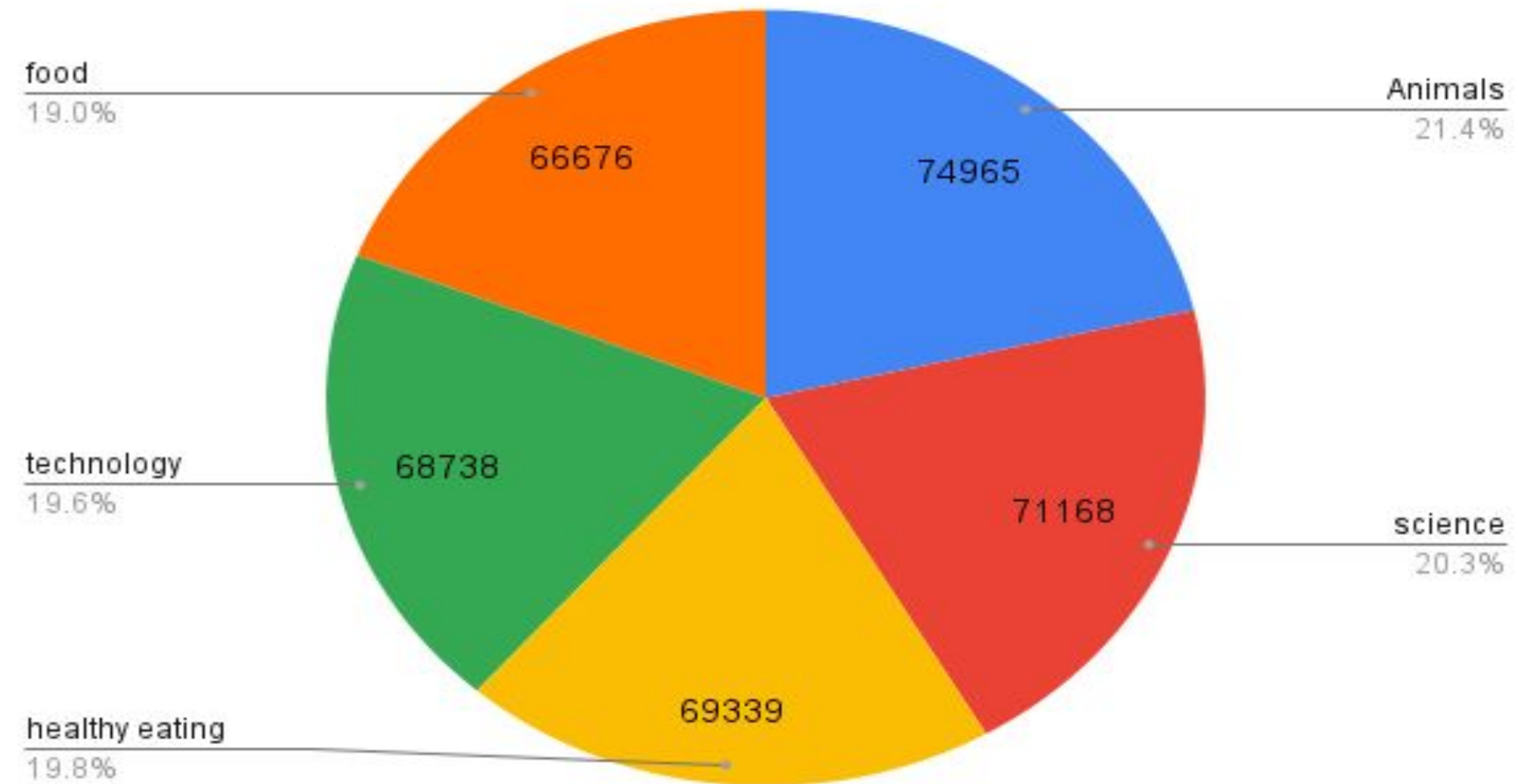


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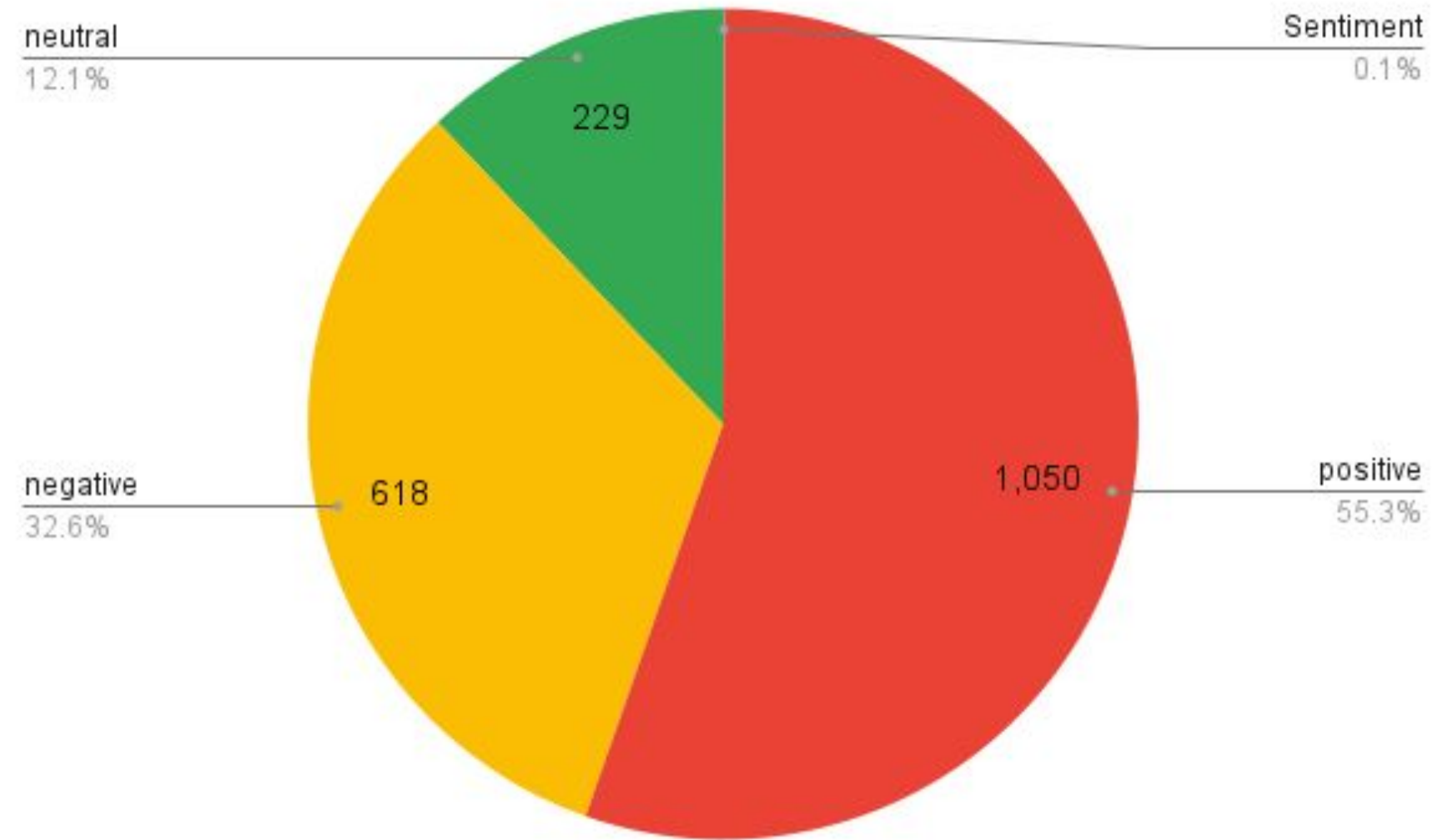
Popularity
Score of Animal



TOP 5 CATEGORIES BY POPULARITY SCORE



ANIMAL CATEGORY SENTIMENT ANALYSIS



Summary



Analysis:

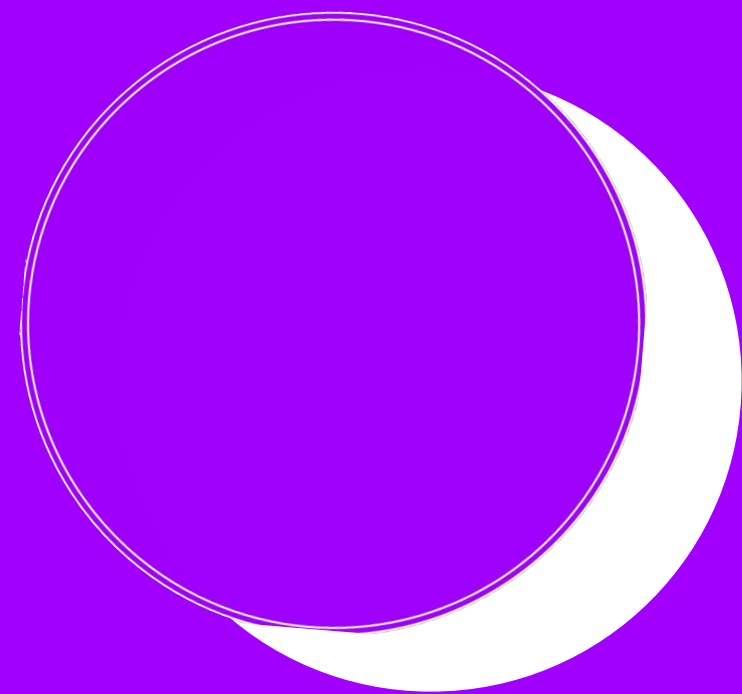
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most. Photos are posted most in social buzz.

Insight:

Food is a common theme with the top 5 categories with “Healthy Eating” ranking the highest.

Next Steps:

This ad-hoc analysis is insightful, but its time to take this analysis into large scale production for real time understanding of your business. We can show you how to do it.



Thank you!

ANY QUESTIONS?