Data Analytics for Operational Improvement

Today's agenda

Project recap

Problem

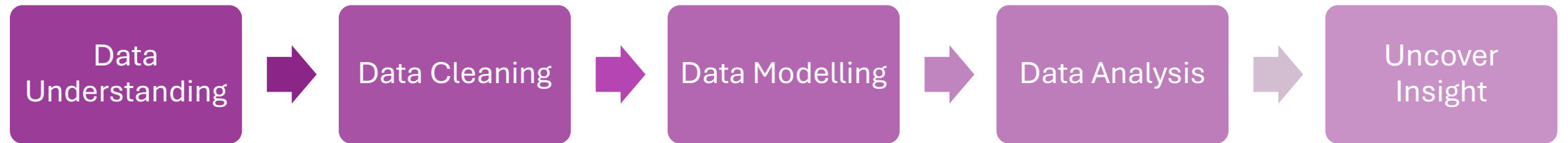Process

Insights

Summary/Future Strategy

Project Recap

- Social Buzz is a fast-growing technology unicorn that needs to adept 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

Daily
Over 100,000 posts

Monthly
3 million posts

Monthly active users
over 500 million

Process

| Data Understanding | → | Data Cleaning | → | Data Modelling | → | Data Analysis | → | Uncover Insight |

Insights

16 categories/16 reactions

Animal, Science & Healthy Eating
most popular categories

HEART
most common reaction

May
month with most posts

1900 reactions to **ANIMAL** posts

Healthy Eating & Technology
more positive reactions

POSITIVE/NEUTRAL
reaction tendency

ANIMAL/SCIENCE
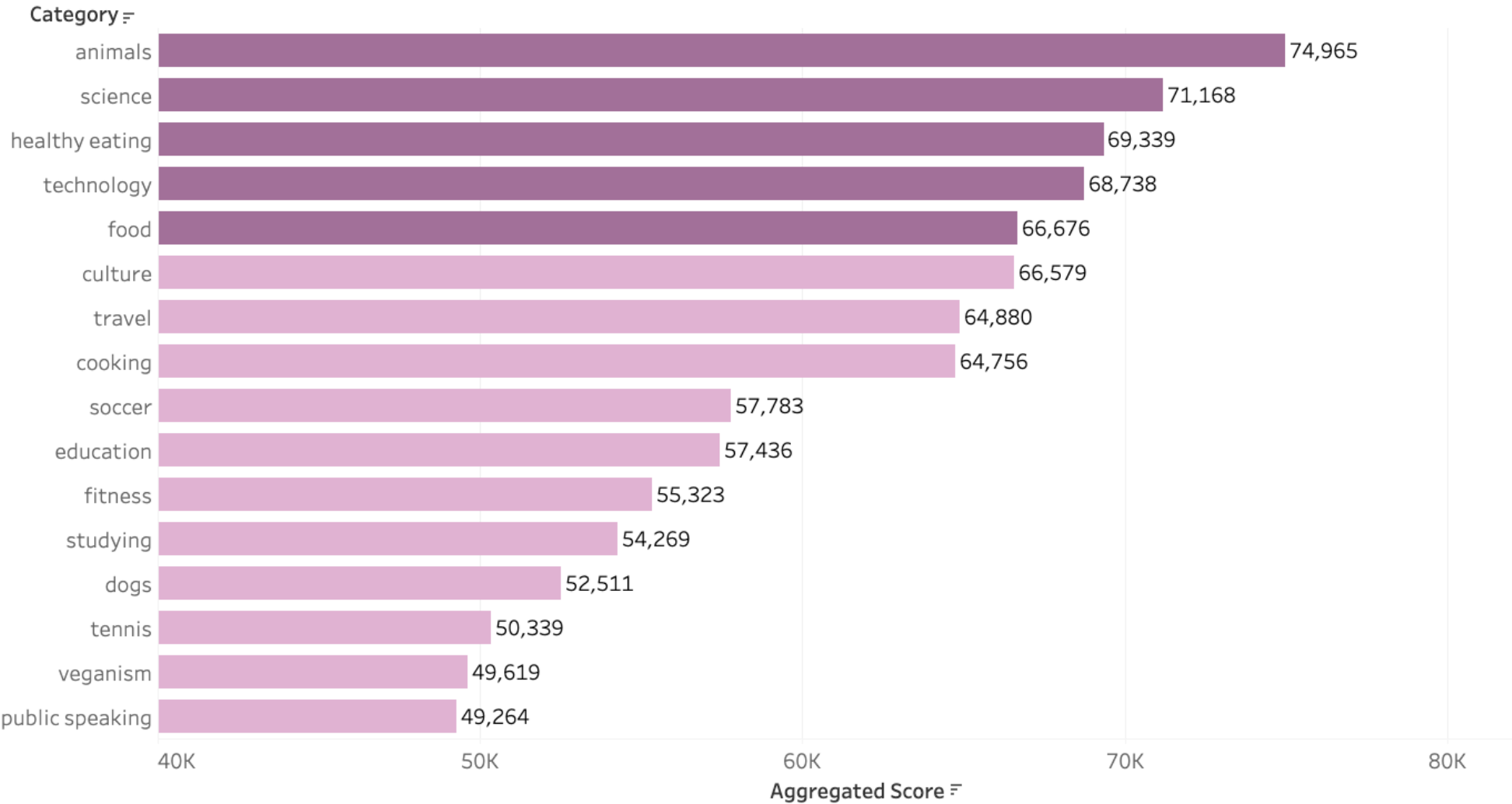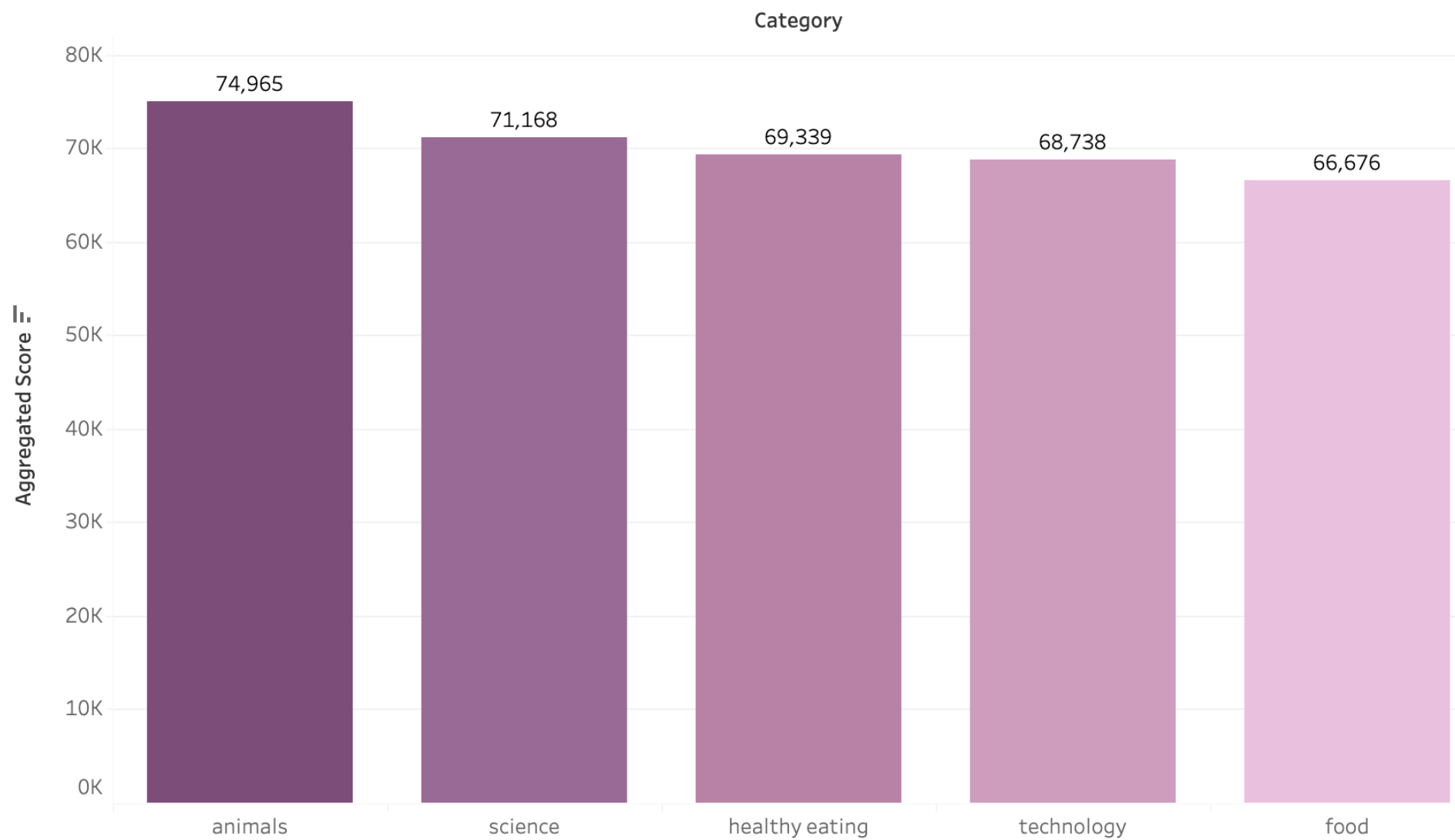most posts during busy months

16 different reactions

negative					neutral		positive							
disgust	hate	dislike	worried	scared	indifferent	peeking	interested	intrigued	like	heart	love	want	adore	super love
0.00	5.00	10.00	12.00	15.00	20.00	35.00	30.00	45.00	50.00	60.00	65.00	70.00	72.00	75.00

Categories by aggregated "Popularity" score

Category ⇄

Category	Aggregated Score
animals	74,965
science	71,168
healthy eating	69,339
technology	68,738
food	66,676
culture	66,579
travel	64,880
cooking	64,756
soccer	57,783
education	57,436
fitness	55,323
studying	54,269
dogs	52,511
tennis	50,339
veganism	49,619
public speaking	49,264

Aggregated Score ⇄

Top 5 Categories by aggregated "Popularity" score

Category

Aggregated Score

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

Popularity percentage share from top 5 popular categories

food
19.00%
1,701

animals
21.36%
1,900

technology
19.59%
1,703

science
20.28%
1,797

healthy eating
19.76%
1,719
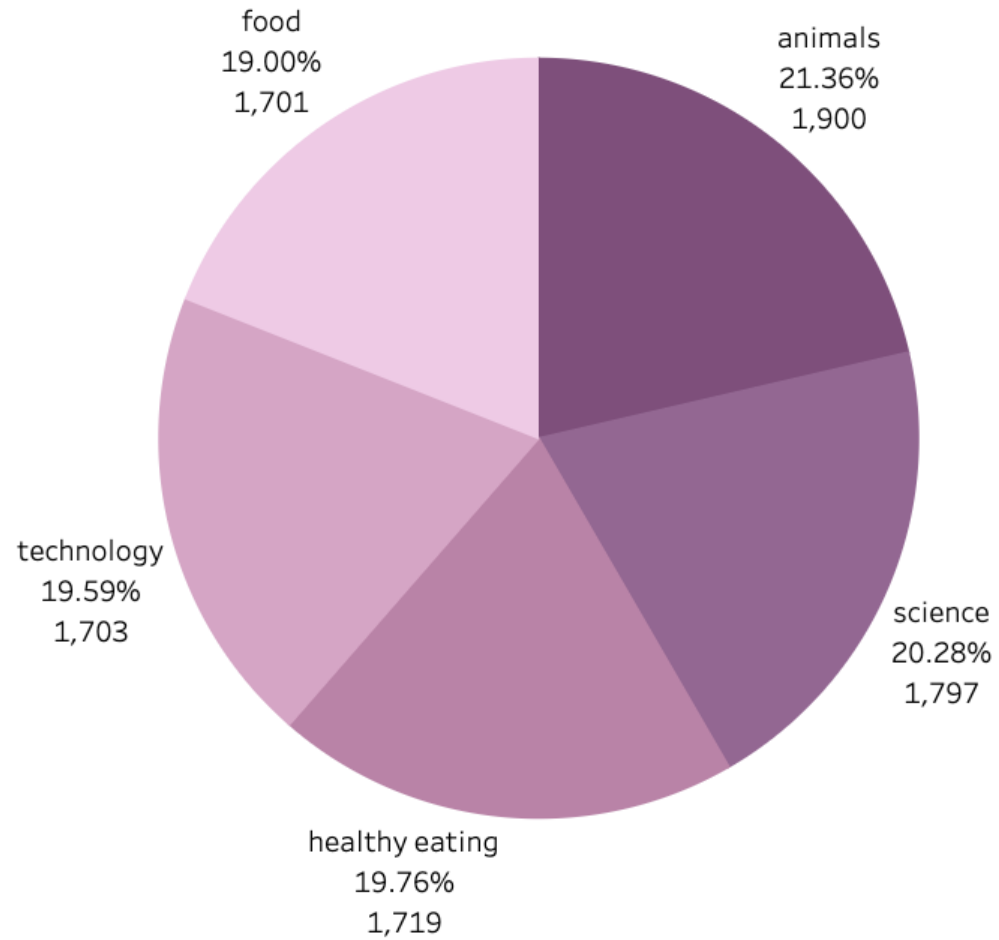
ANIMAL is the most popular topic

Each category takes up around **20%**,
It's relatively **even distribution**

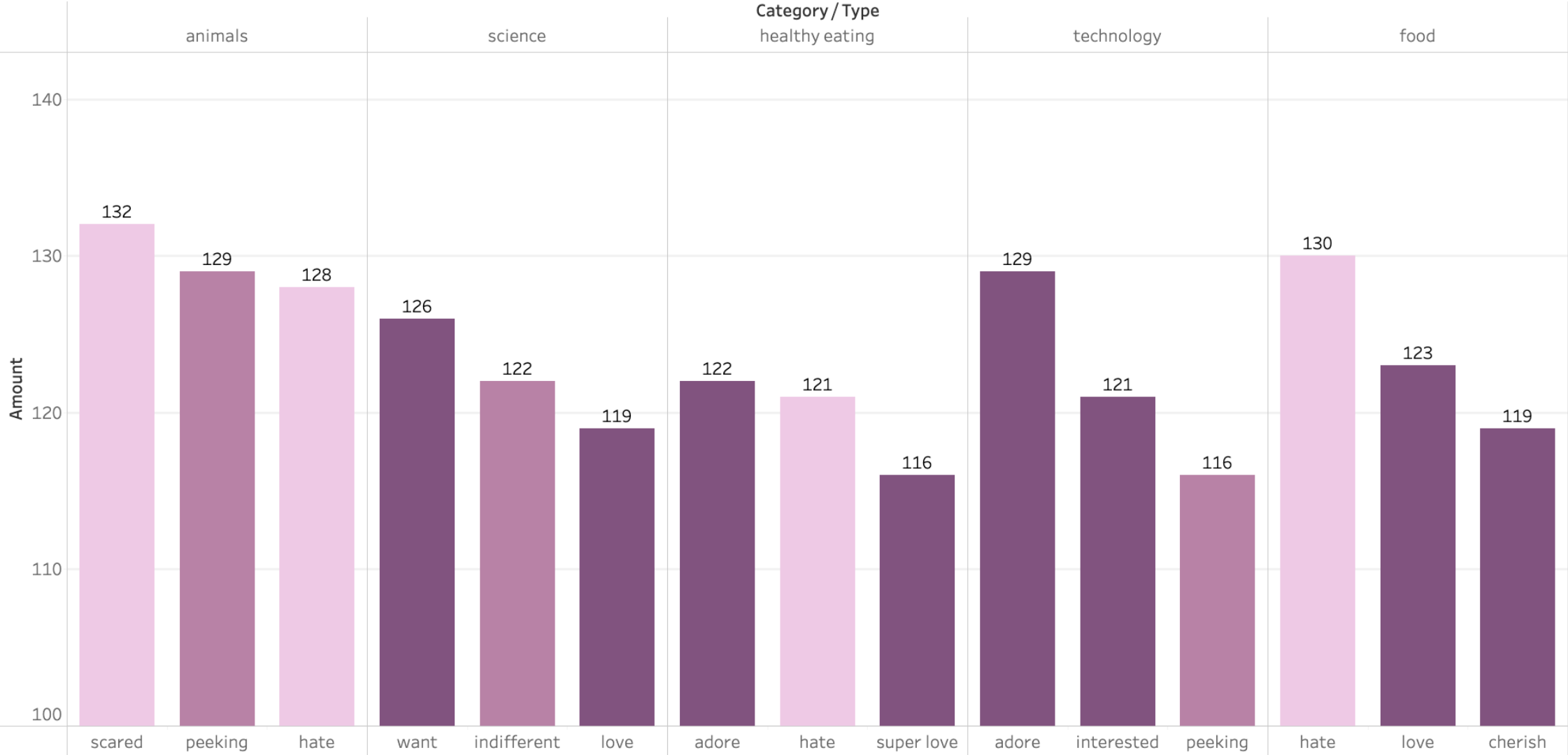# Top 5 Reactions percentage share from all posts
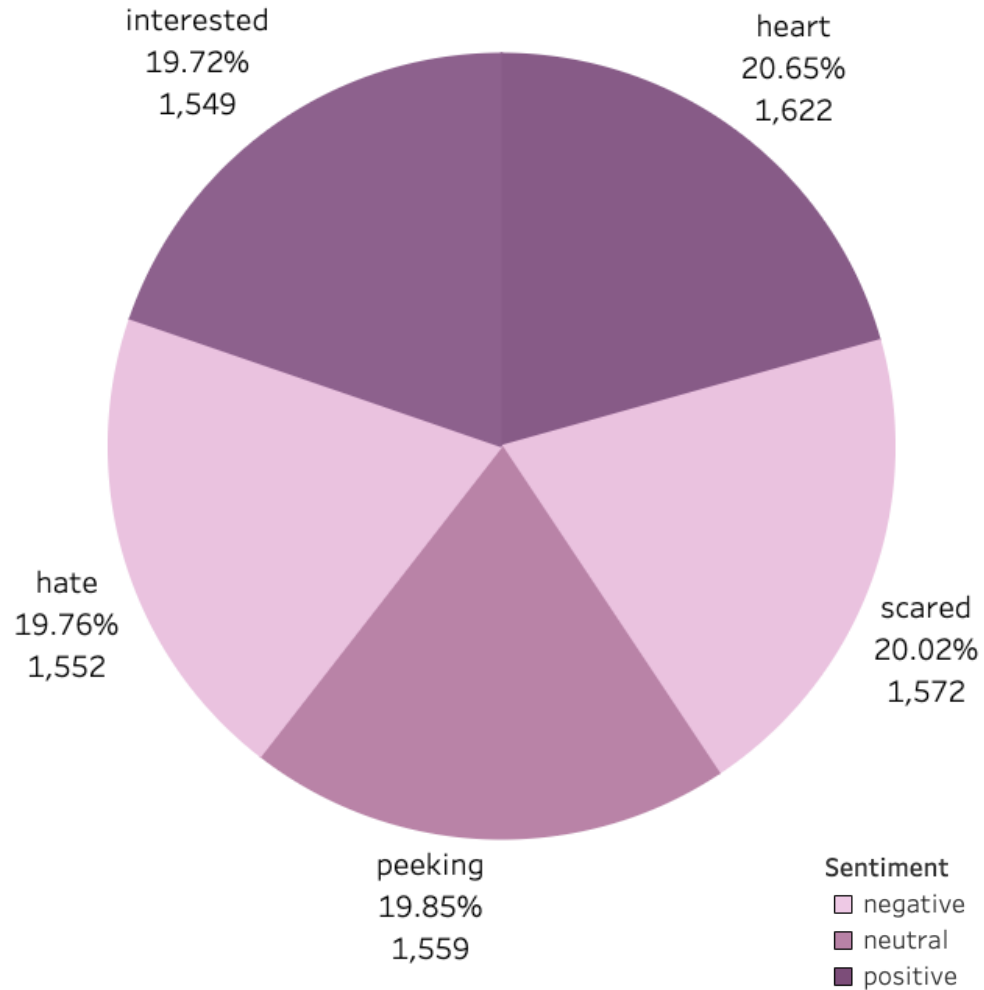
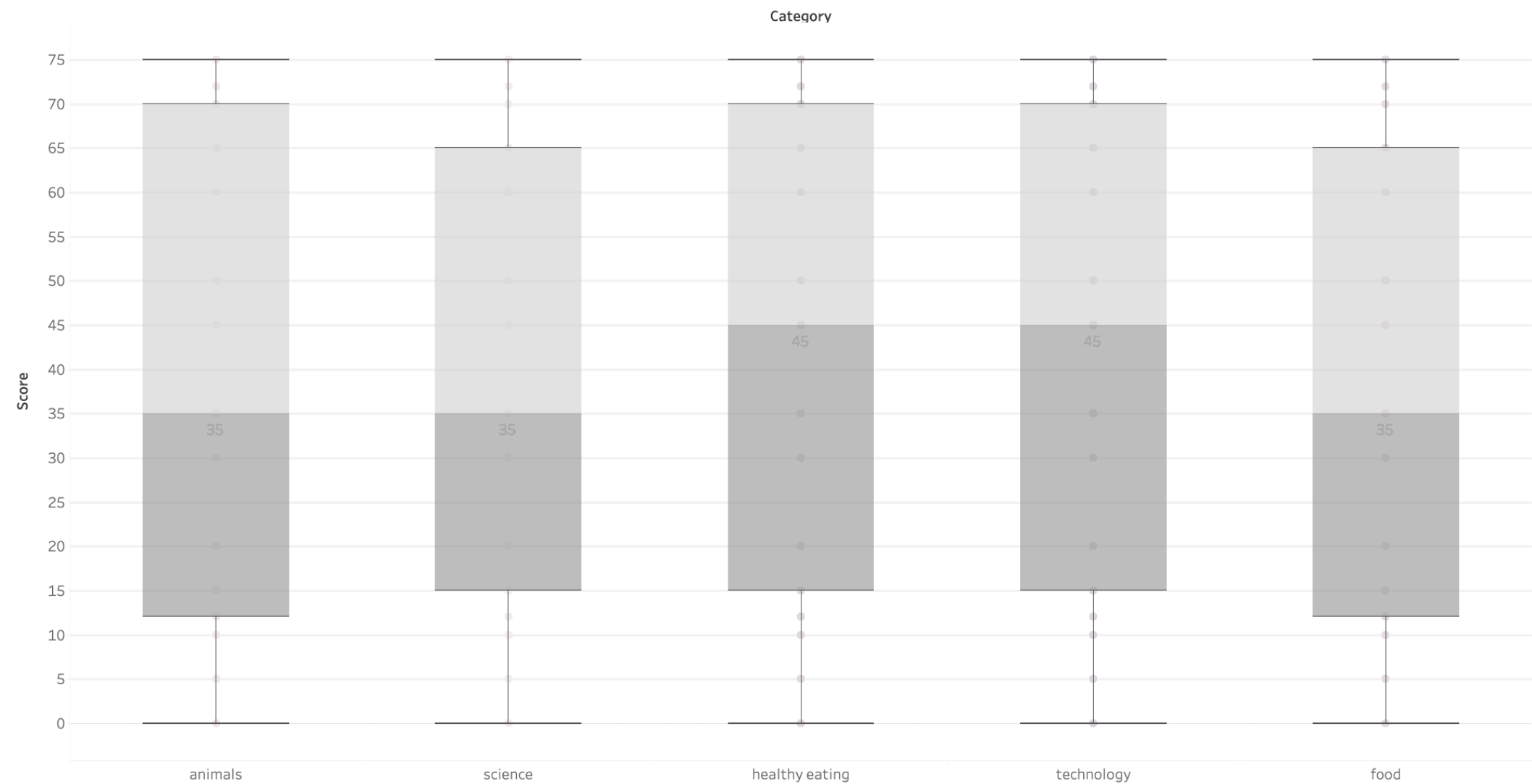**POSITIVE/NEUTRAL**
reactions are majority

well-rounded dataset
of human reactions

interested
19.72%
1,549

heart
20.65%
1,622

hate
19.76%
1,552

scared
20.02%
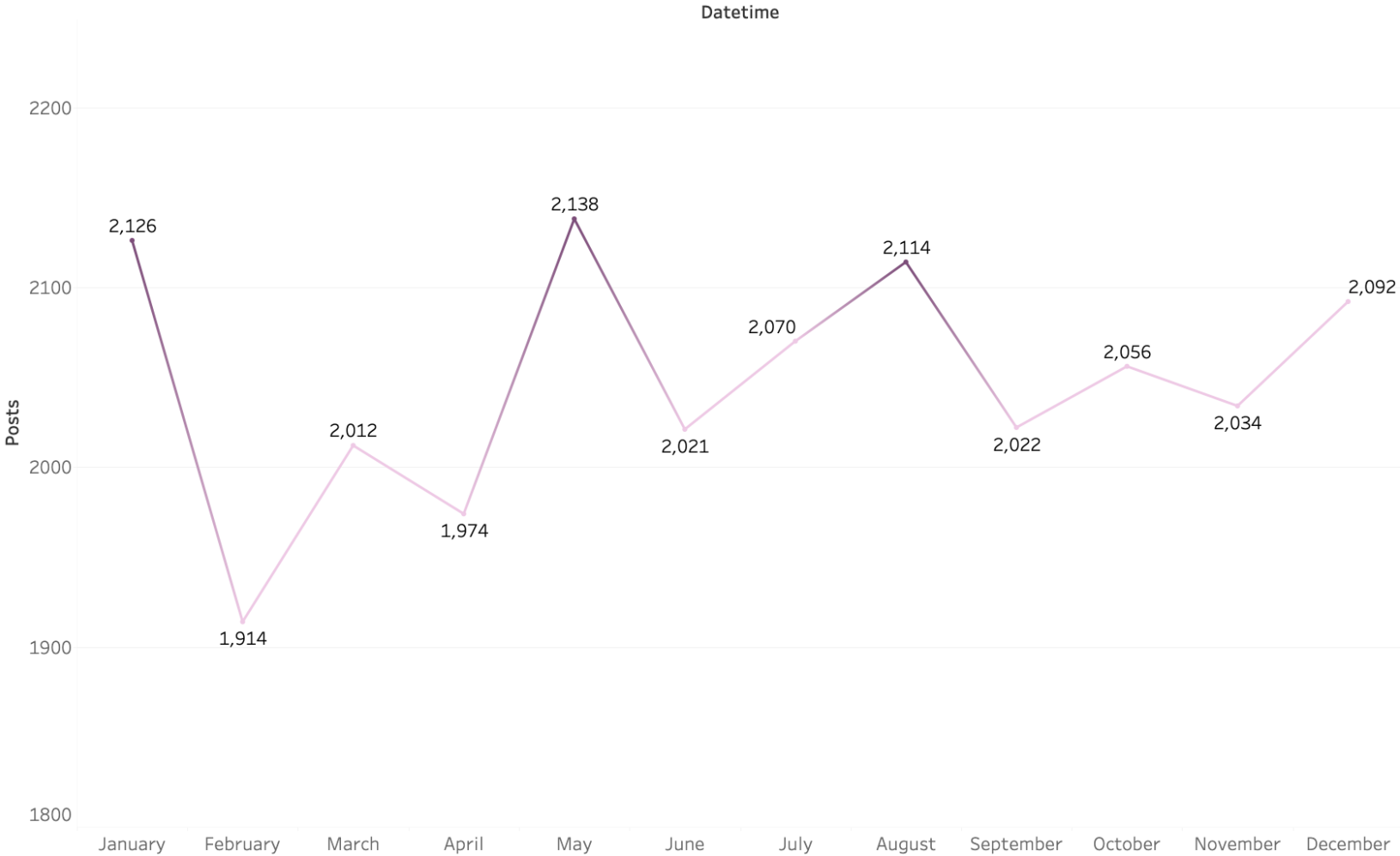1,572

peeking
19.85%
1,559

Sentiment
☐ negative
☐ neutral
☐ positive

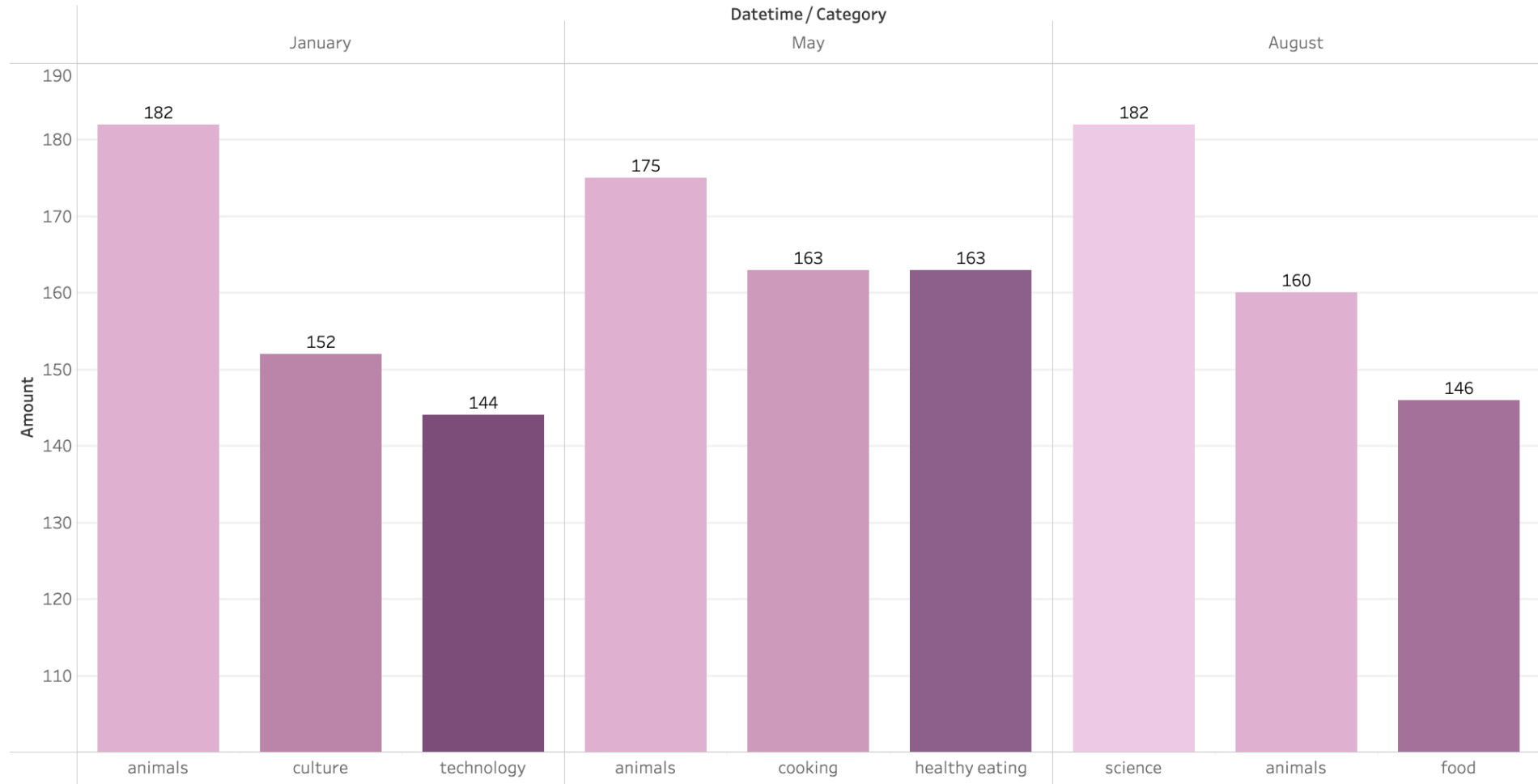Box Plot of Sentiment Score in Top 5 Categories

Months with the most posts

Datetime

May, January & August
Higher activities

Top Categories from Months with most posts

Summary & Future Strategy

Most Engagement

- Animals
- Science
- Healthy eating

Most positive reactions

- Healthy eating
- Technology

Popular Topics in Busy Months

- May: Animals
- January: Animals
- August: Science

"real-life" & "factual"

related campaigns to boost user engagement

More animals and science ads promoted
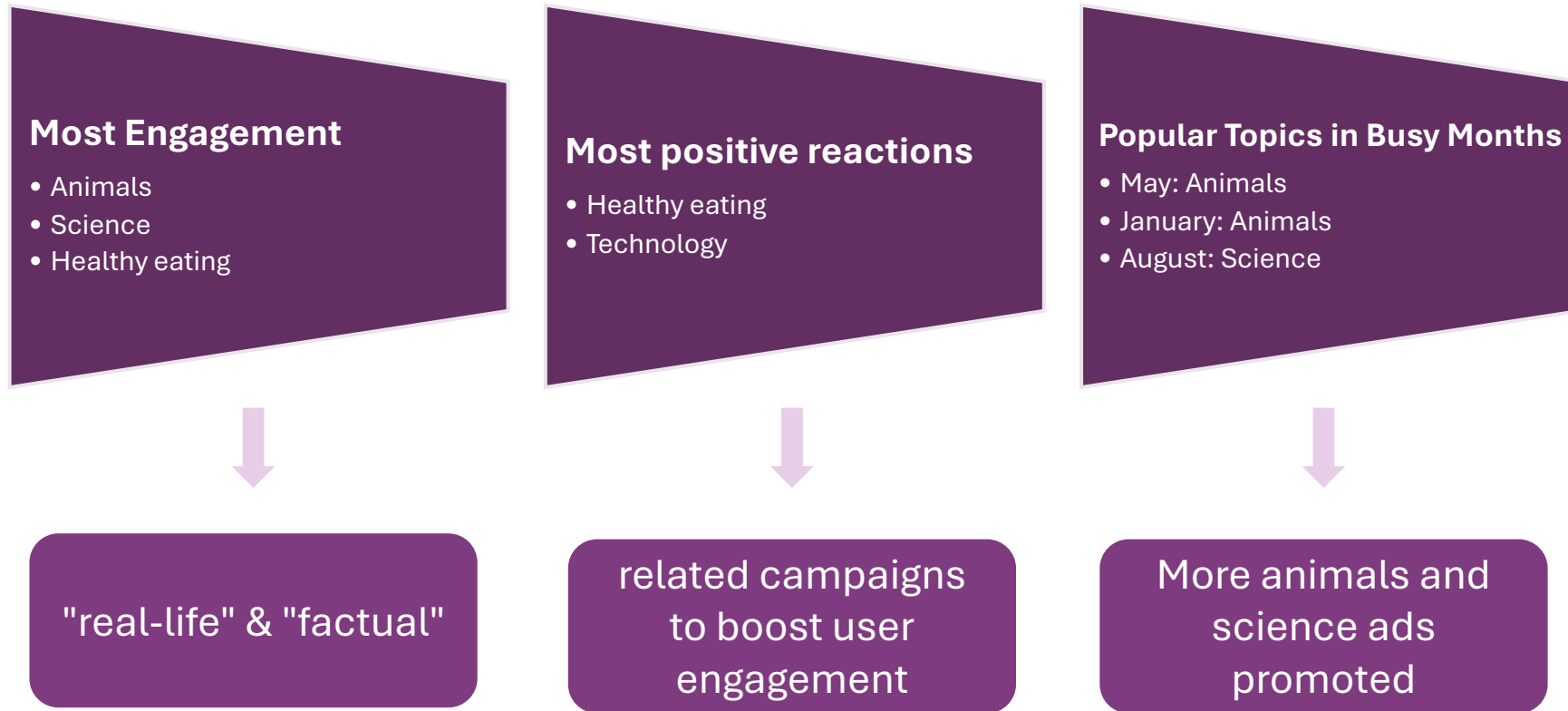
Take analysis into **large scale** production for **real-time** understanding