

A graphic featuring a large cyan circle on the left containing the text "Data Analysis". To its right is a dark blue circle, partially overlapping the cyan one. The background is a vibrant purple with a grid of small white dots. A white vertical bar is on the far right.

# Data Analysis



# 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

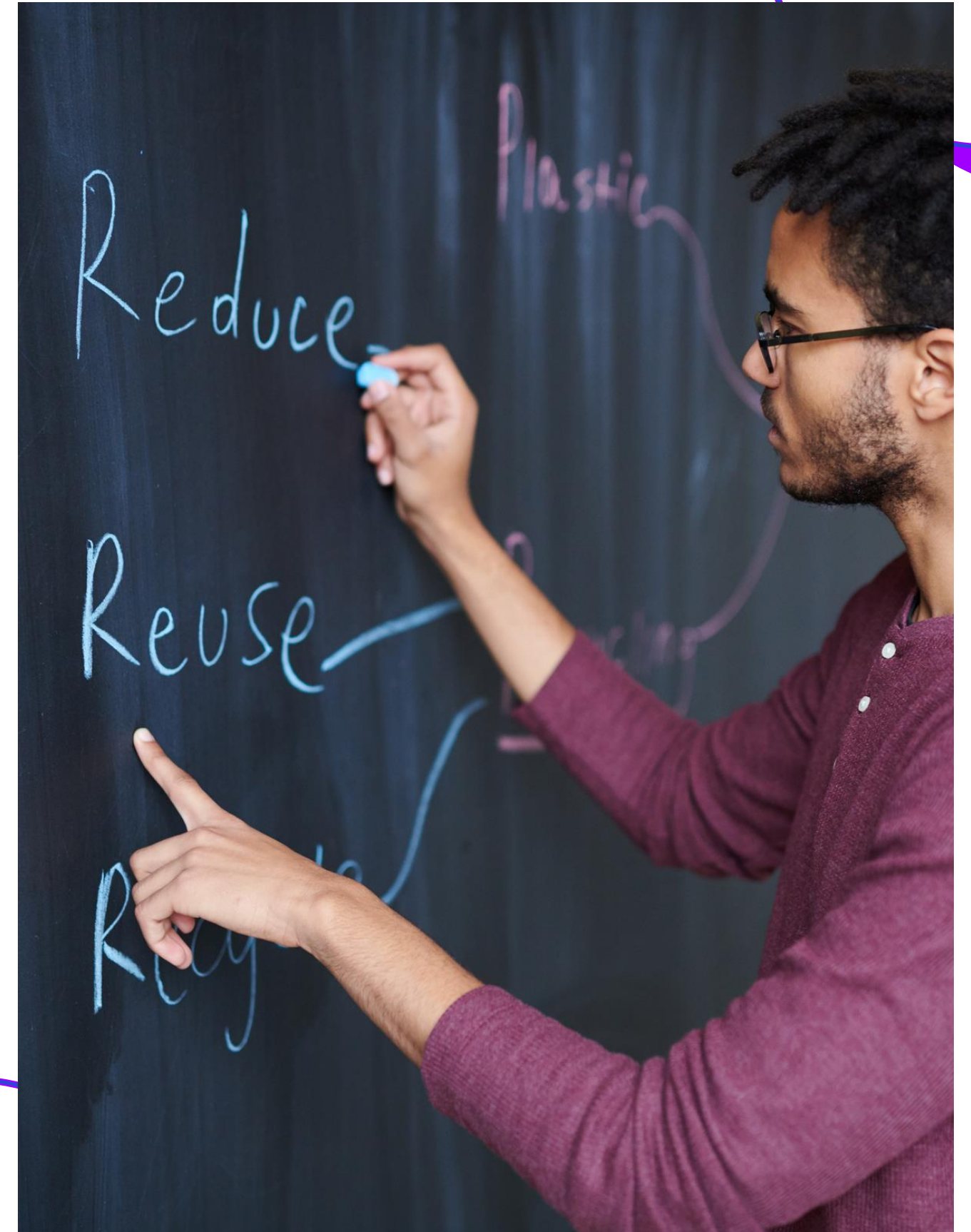
# Problem

Over 100000 posts per day

36,500,000 pieces of content  
per year!

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



**Andrew Fleming**  
Chief Technical Architect



**Marcus Rompton**  
Senior Principle



**Chitranshu Mishra**  
Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

16

Unique  
Categories



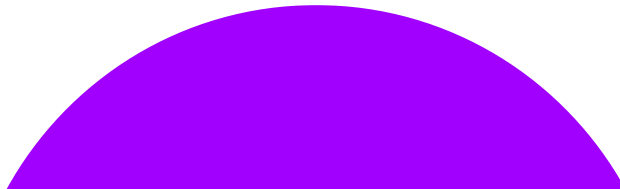
1897

Reactions to  
"Animals" posts

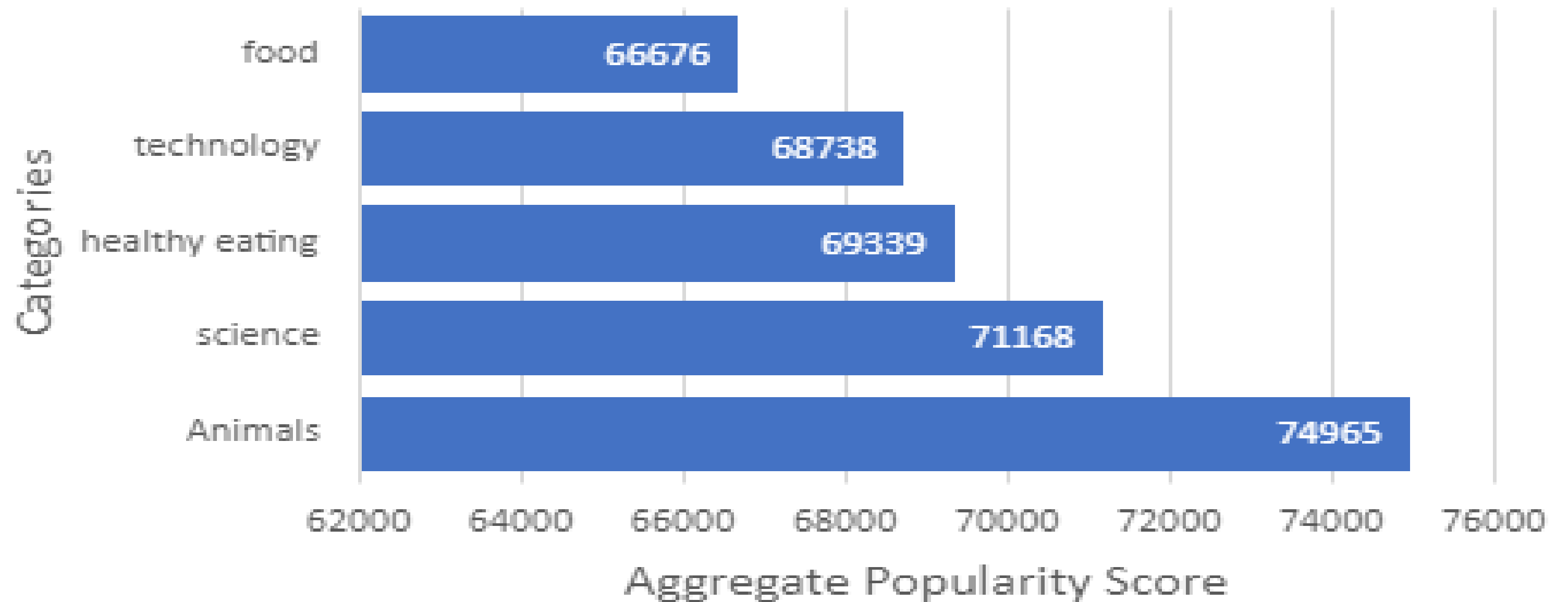


January

Month with the  
most posts

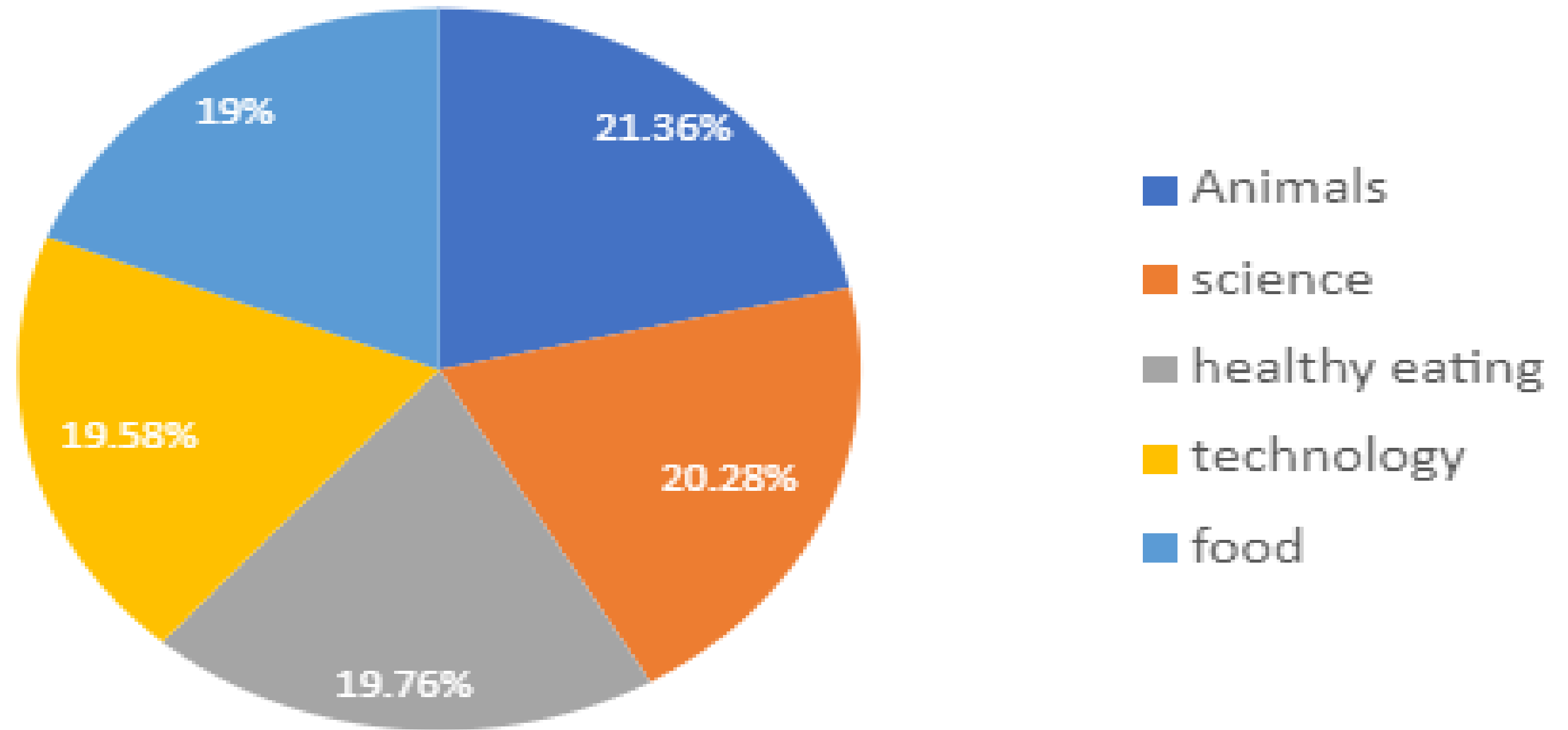


## Top 5 Content Categories





## Top 5 Popularity Percentage Categories



# Summary



## ANALYSIS

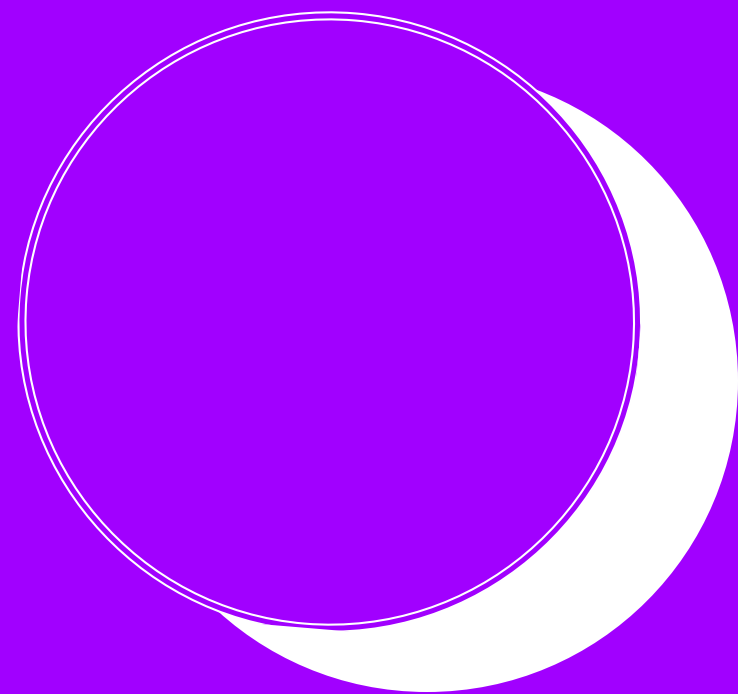
Animals and Science are the most popular categories of content showing that people enjoy "real-life" and "factual" content the most.

## INSIGHT

Food is a common theme with the top 5 categories with the "Animals" ranking the highest. This may give an indication to the audience within your user base. You could use the insight to create a campaign and work with healthy eating brands to boost user engagement

## NEXT STEPS

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



# Thank you!

ANY QUESTIONS?