

Social Buzz's Content Categories 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

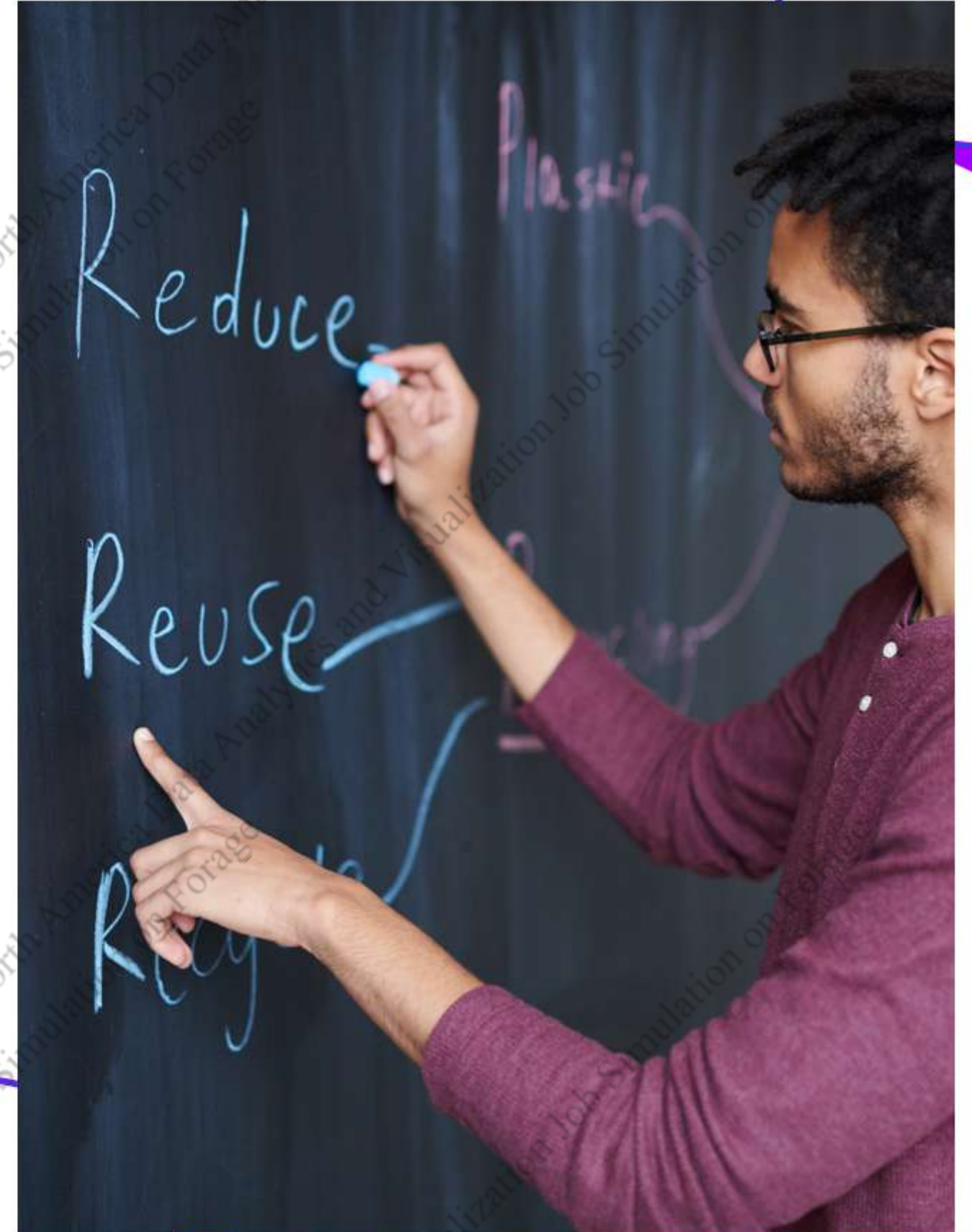
Problem

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



{Myself}
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

photo

6589

26.81%

Highest Count
for Content Type



Animals

74965

7.699418166

Highest Count for
Category Type



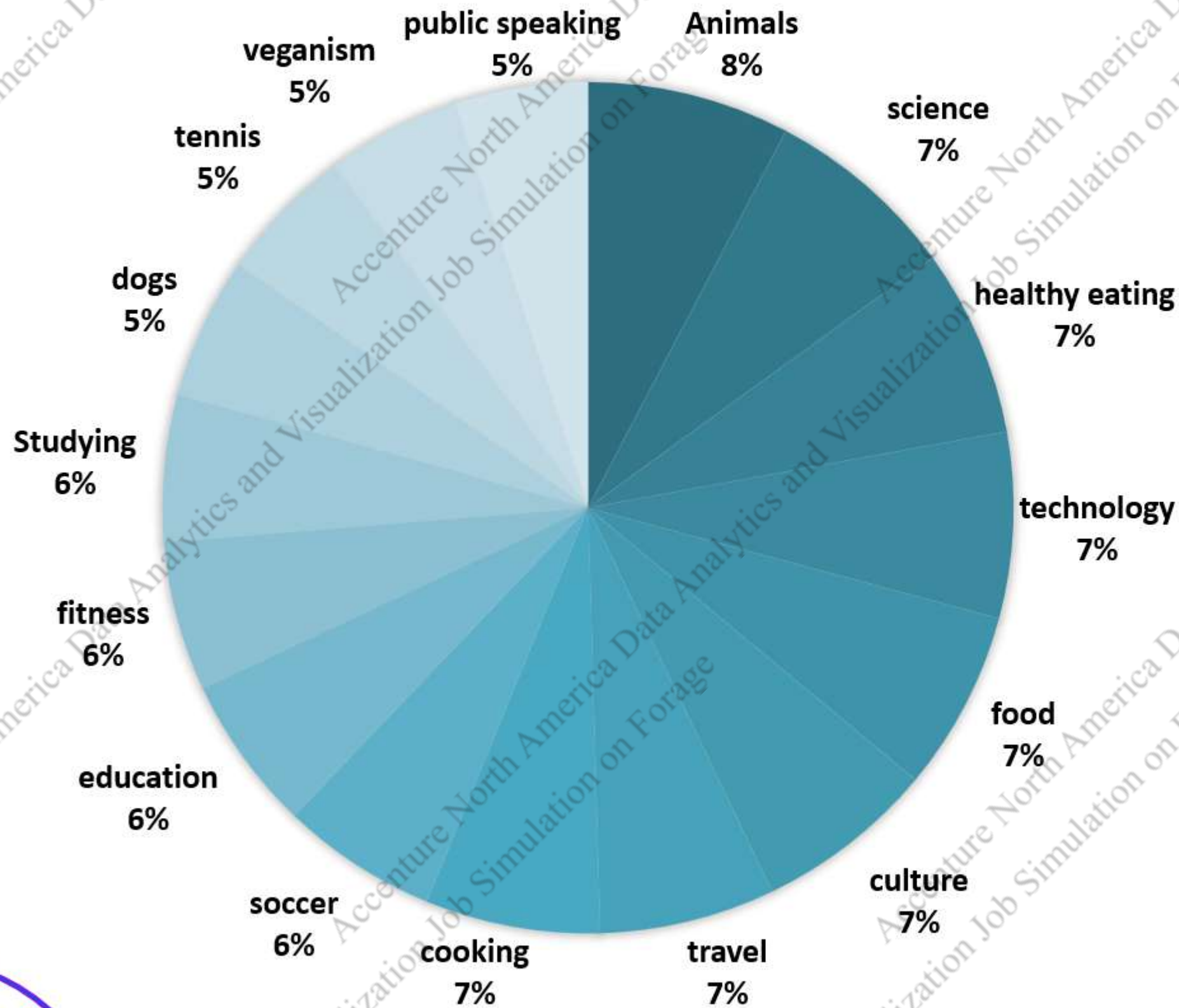
Heart

1622

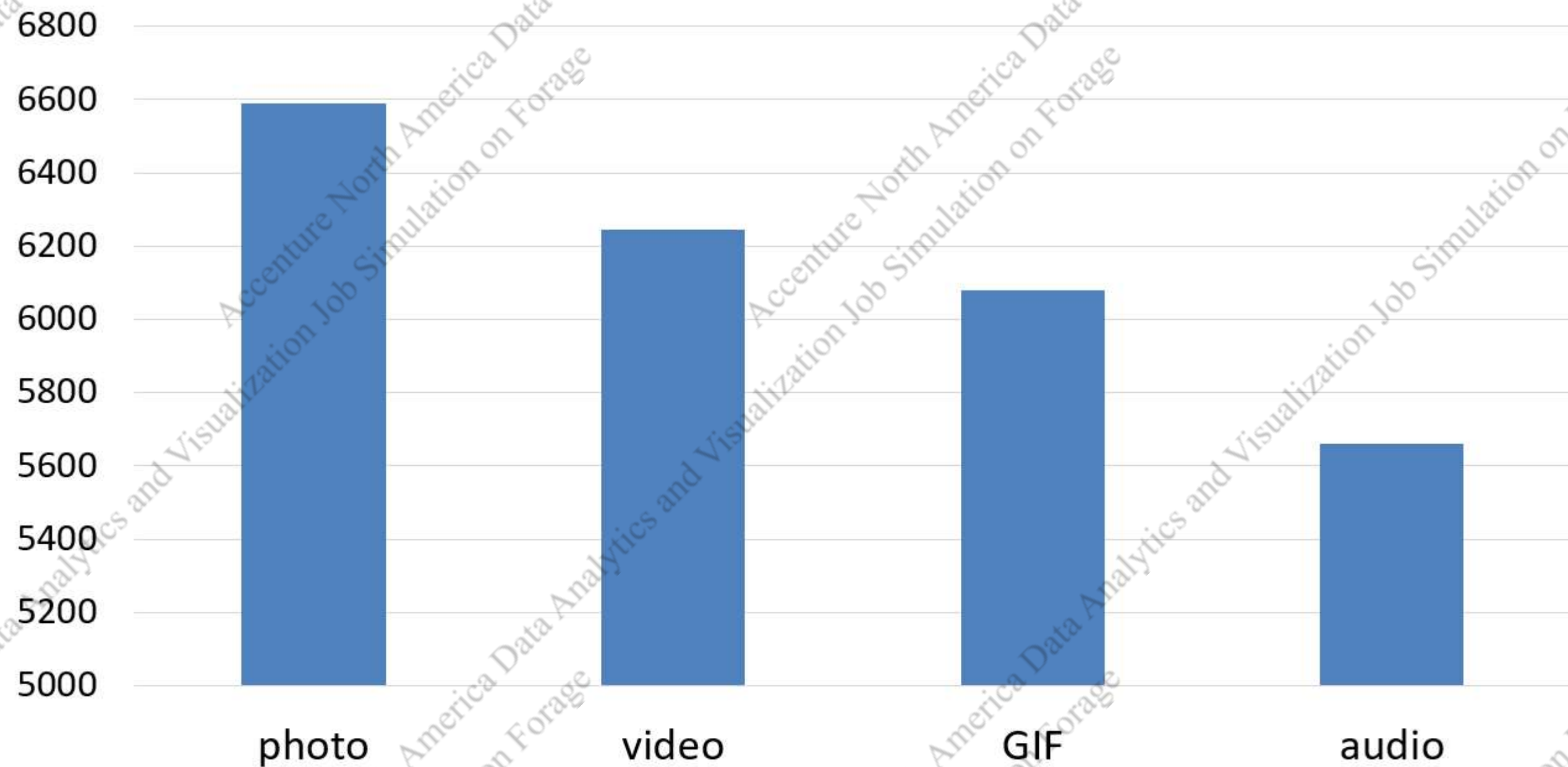
6.60074065

Highest Count for
Reaction Type





According to our analysis, the top 5 content categories are Animals, Science, Health Eating, Food, and Technology

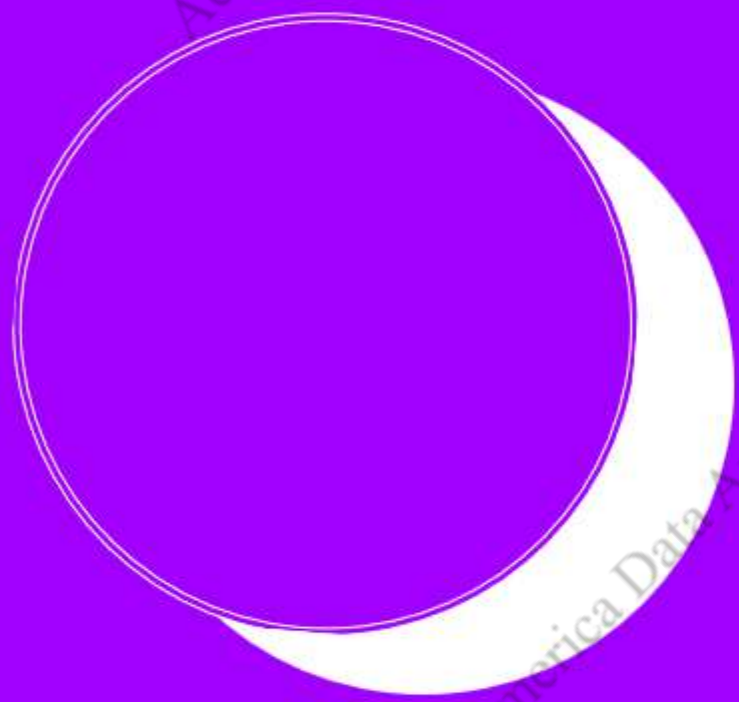


According to our analysis, the most reacted content type is Photo followed by video which is in turn followed by GIF and then audio

Summary



- Animals and Science are the two most popular content categories indicating an innate tendency to seek connections with nature and facts
- Healthy eating and food fall in the top 5 category with healthy eating outperforming food. This is a broad indication of an audience within Social Buzz's user base. Creating campaigns, working with influencers and brands that support healthy eating and healthy lifestyle can help to boost growth.
- Social Buzz can leverage holiday seasons to boost growth and user engagement with the food content category via relevant social media strategies.



Thank you!

ANY QUESTIONS?