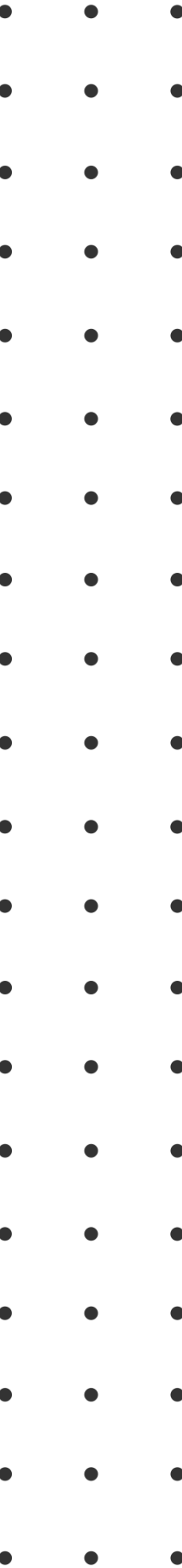


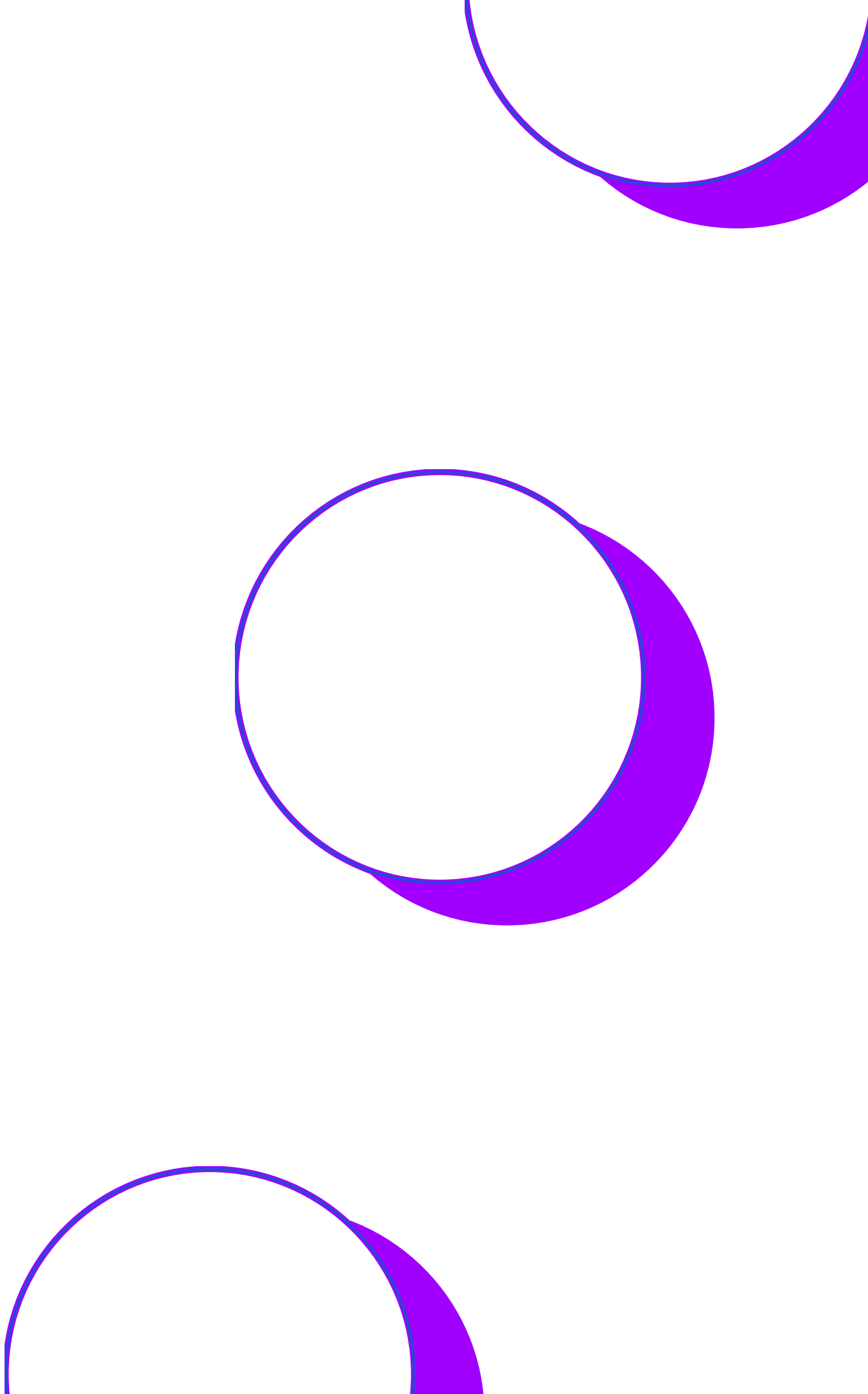


Social Buzz Report

Nov
2021



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!



The Analytics team



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

Photo
Mean
Score

16427



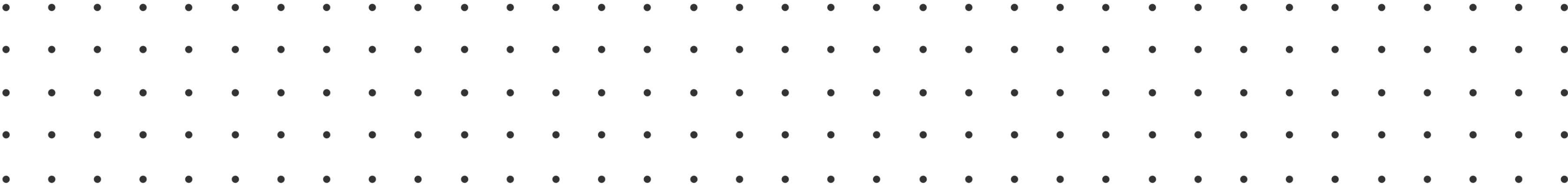
Animals
Highest
Score

74965



Public
Speaking
Lowest
Score

49264



Insights

Super Love
Reaction
Mean Score

7120



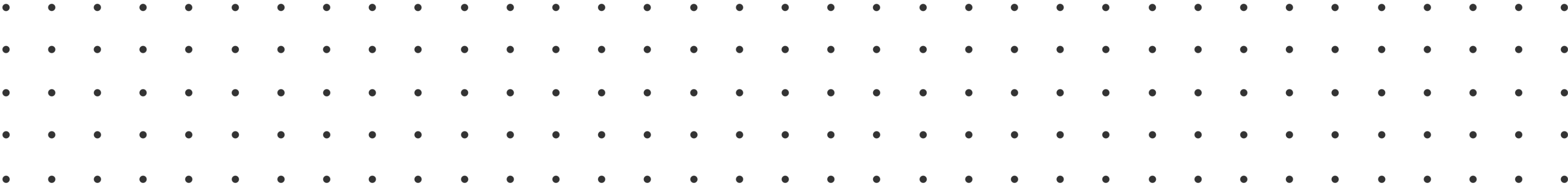
Positive
Sentiment
Mean
Score

51503



Animals and
Positive
Sum Score

16427

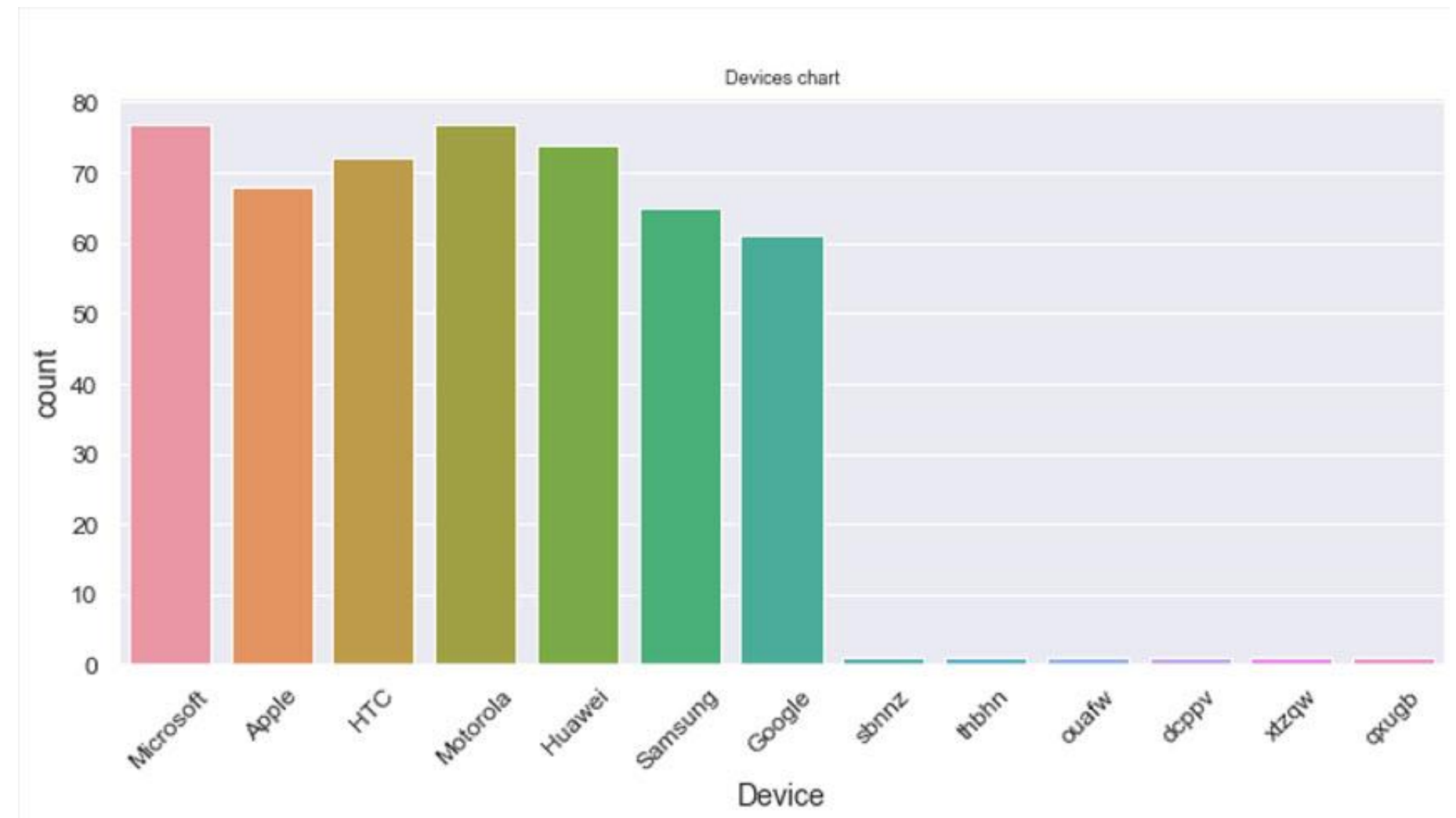


User Insights (500 sample size)

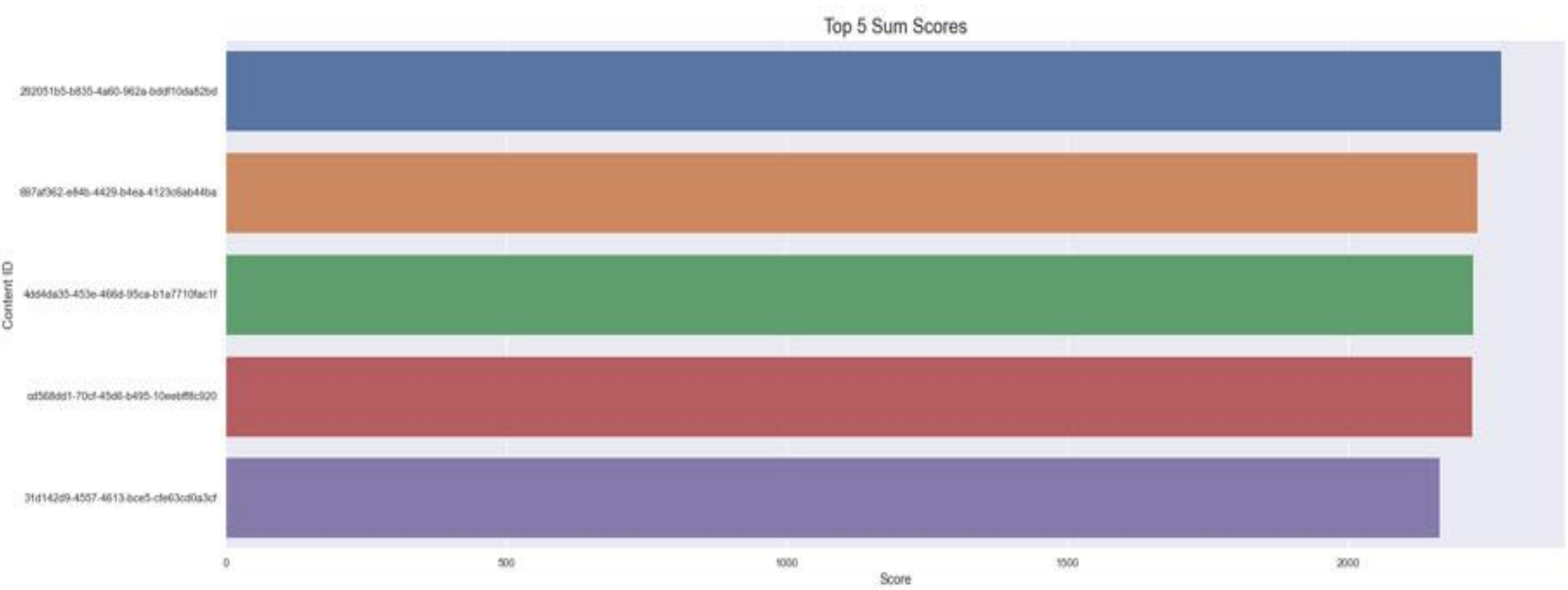
Average Age = 22

Average Duration = 48 mins

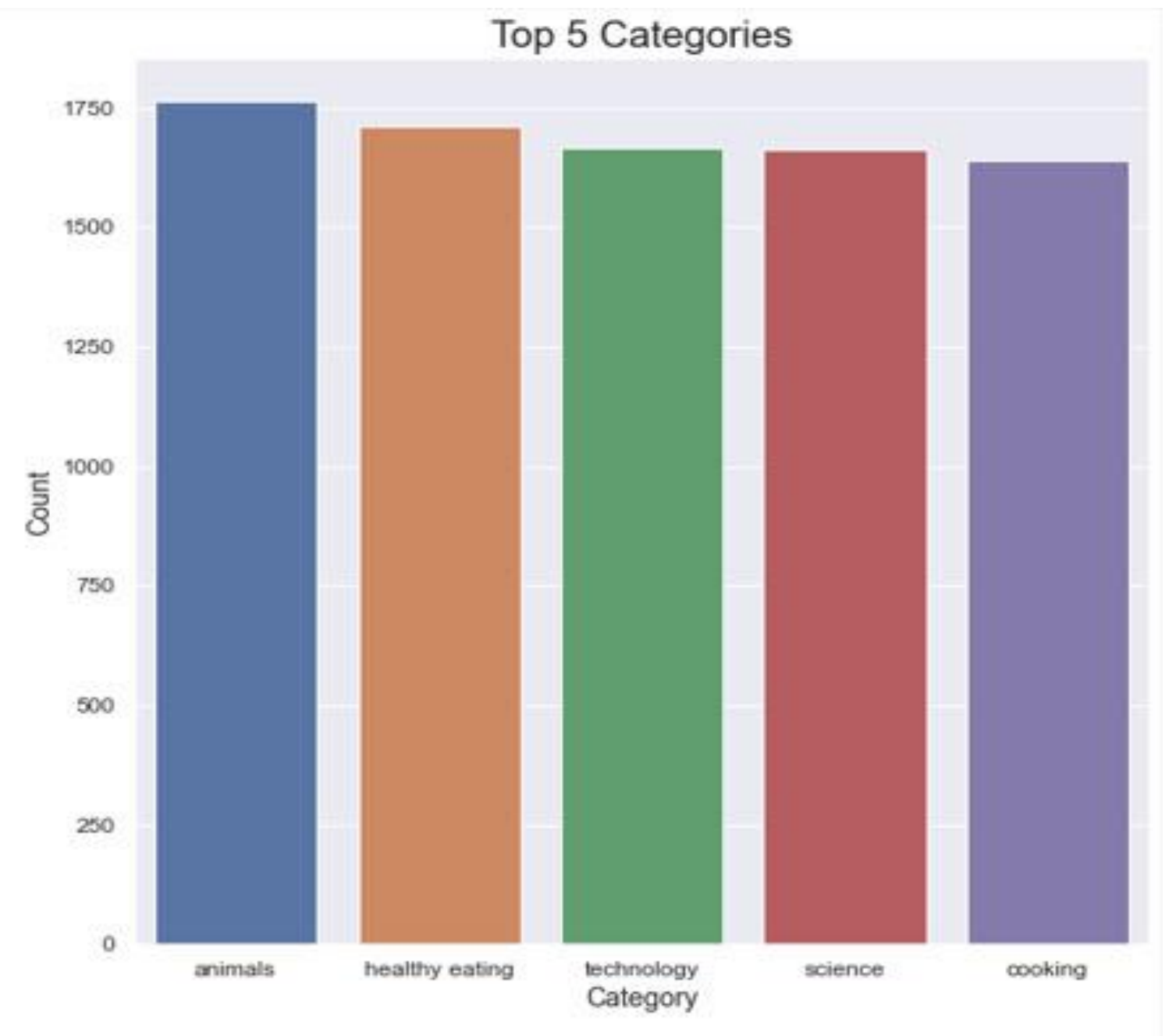
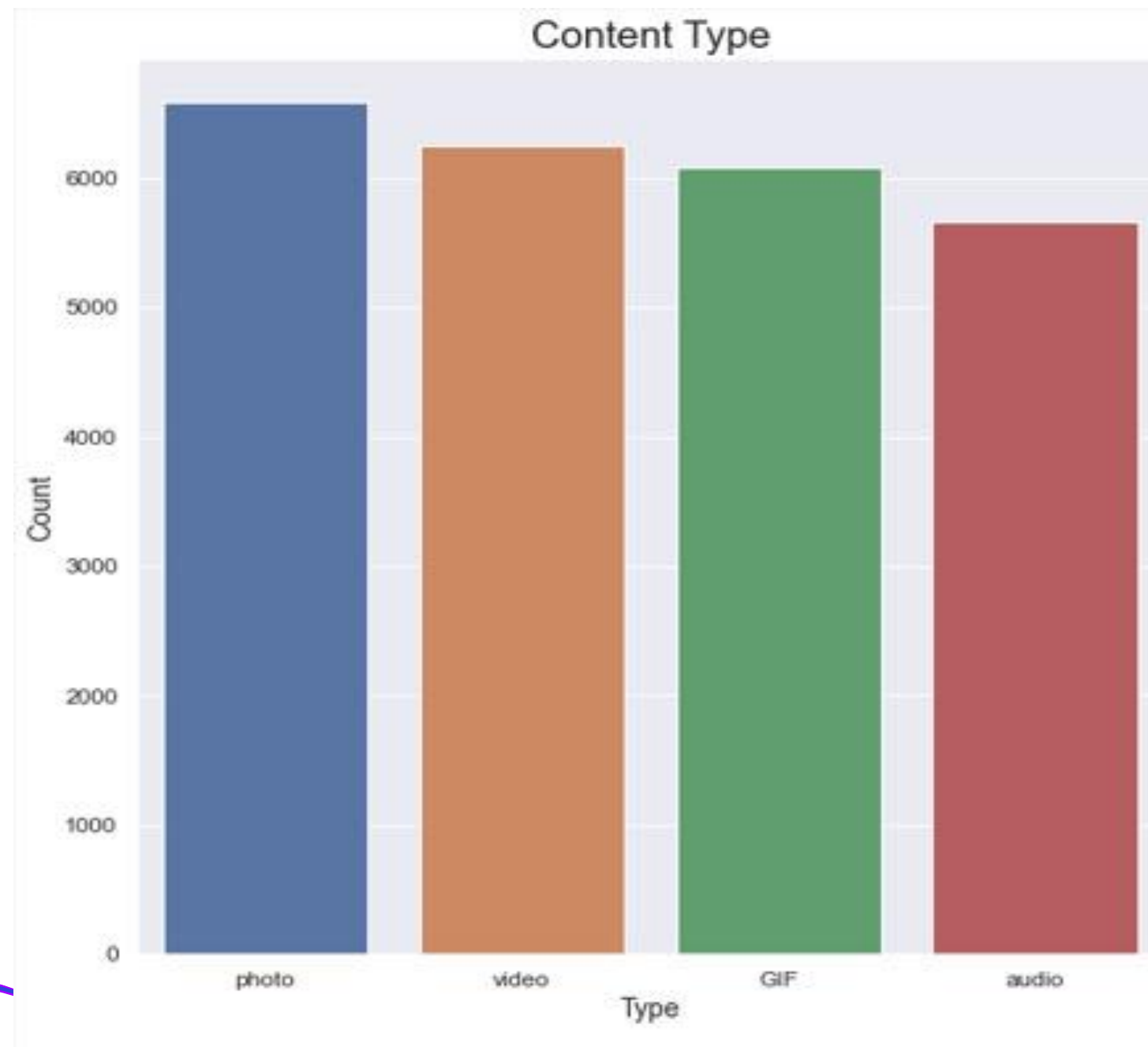
Common Device = Motorola



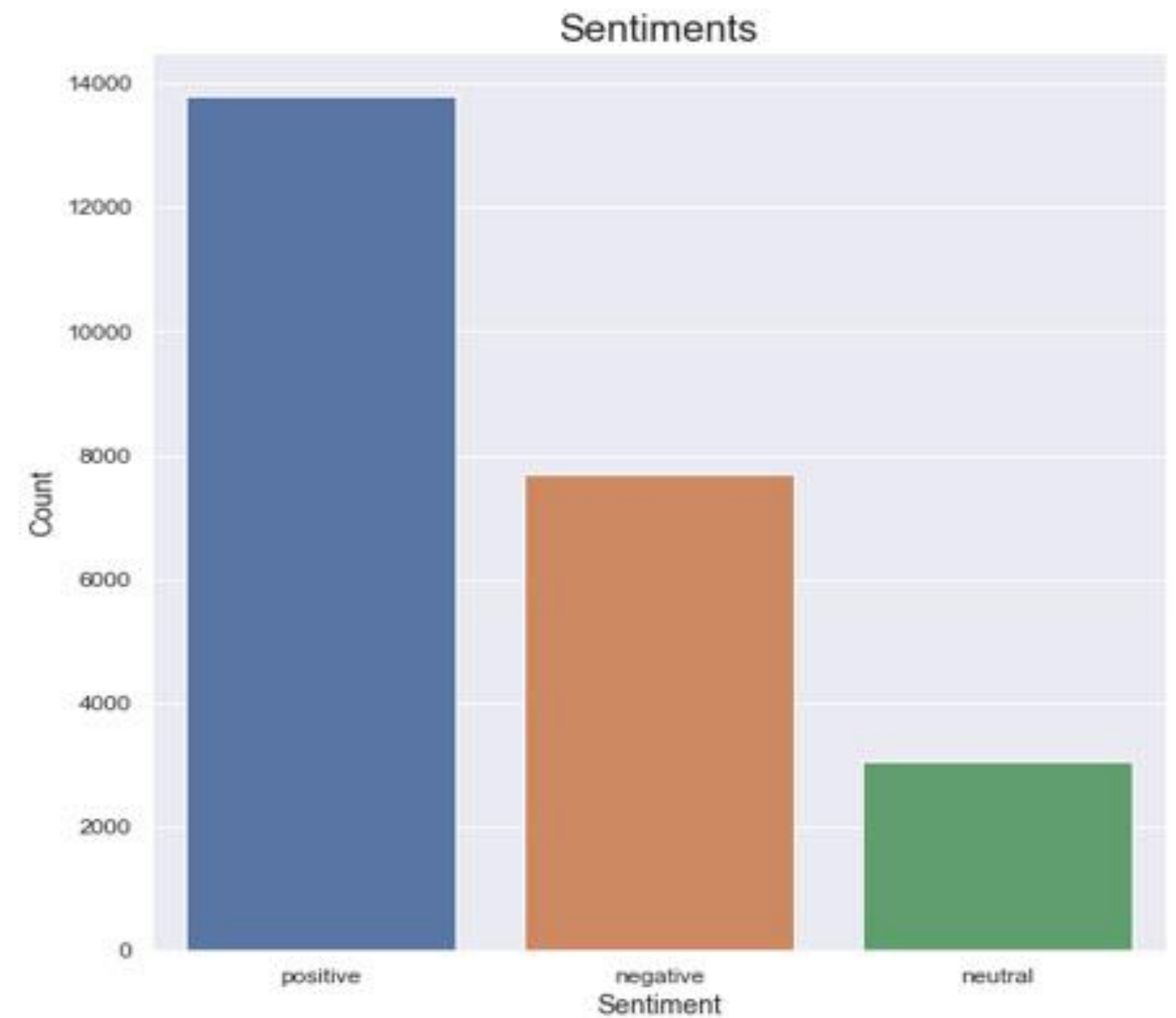
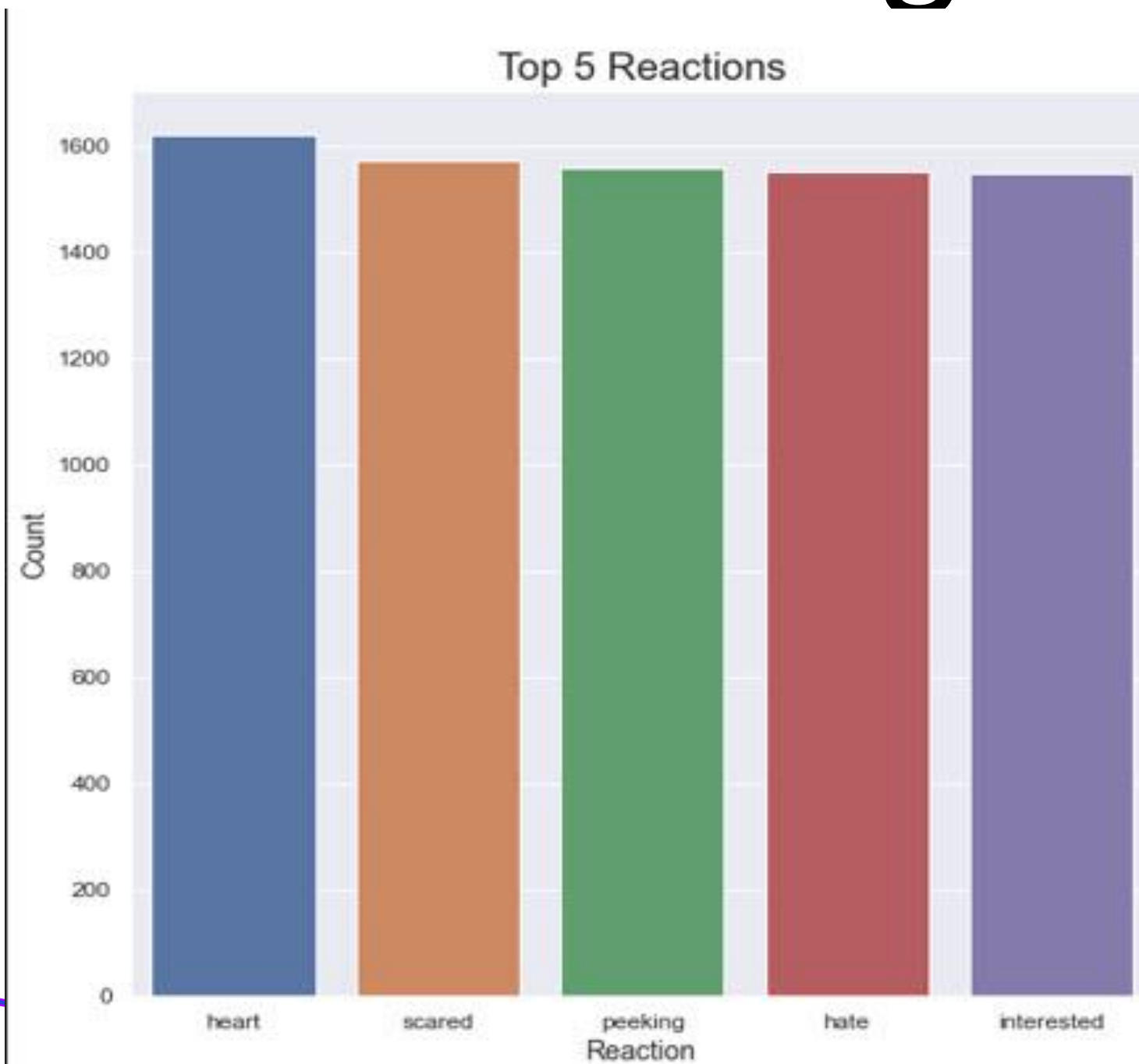
Content Insights



Content Insights



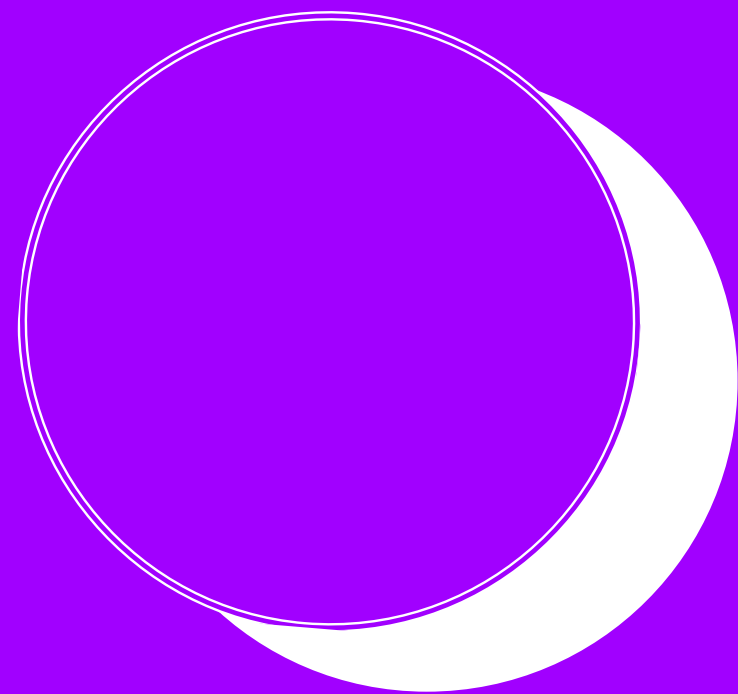
Content Insights





Summary





Thank you!

ANY QUESTIONS?