



Content Creation Analysis



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing business unicorn that need to adapt quickly to its global scale.

Accenture has begun a 3 month POC focussing on these tasks:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity



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



Chief Technical Architect
Andrew Fleming



Senior Principle
Markus Rompton



Data Analyst
Devika Santhosh

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

UNIQUE
CATEGORIES



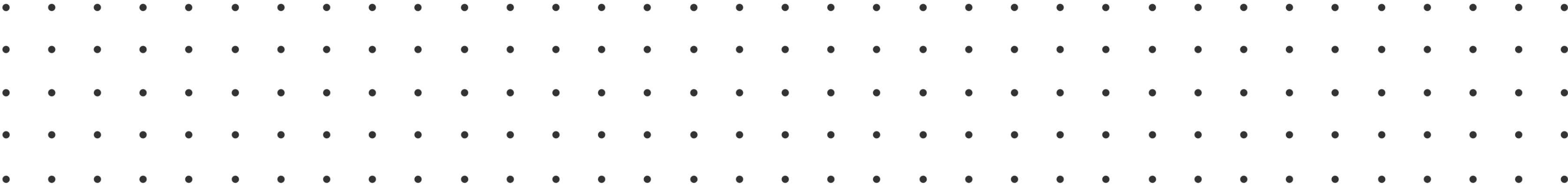
1897

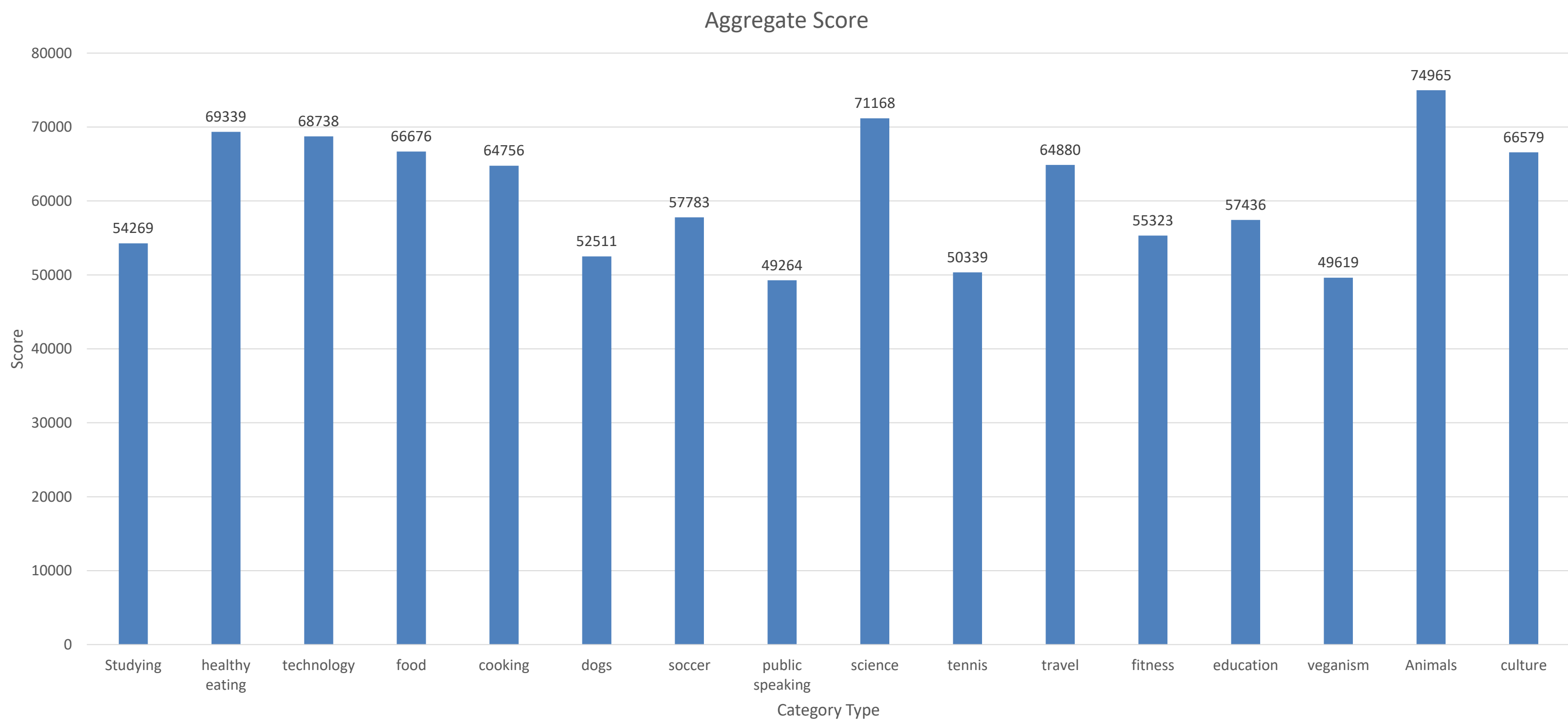
REACTIONS TO
ANIMAL POSTS



JANUARY

MONTH WITH
MOST POSTS





Summary



ANALYSIS

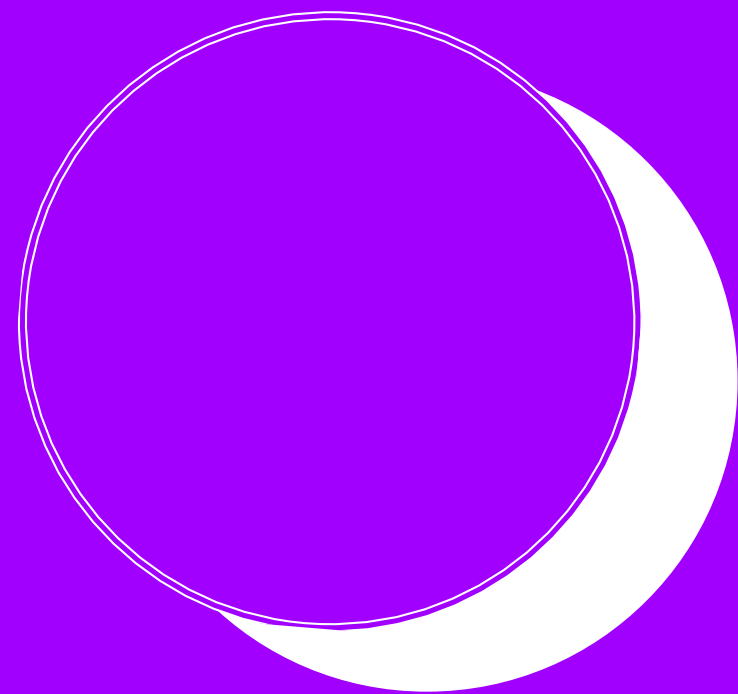
Animals and science are the 2 most popular categories of content, showing that people enjoy “real-life” content the most.

INSIGHTS

Food is a common category in the top 5 with ‘healthy-eating’ ranking the highest. You could use this insights to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

It’s time to take this analysis into large scale production for real time understanding of your business.



Thank you!

ANY QUESTIONS?