

ACCENTURE'S DATA ANALYSIS

Today's agenda

Project recap

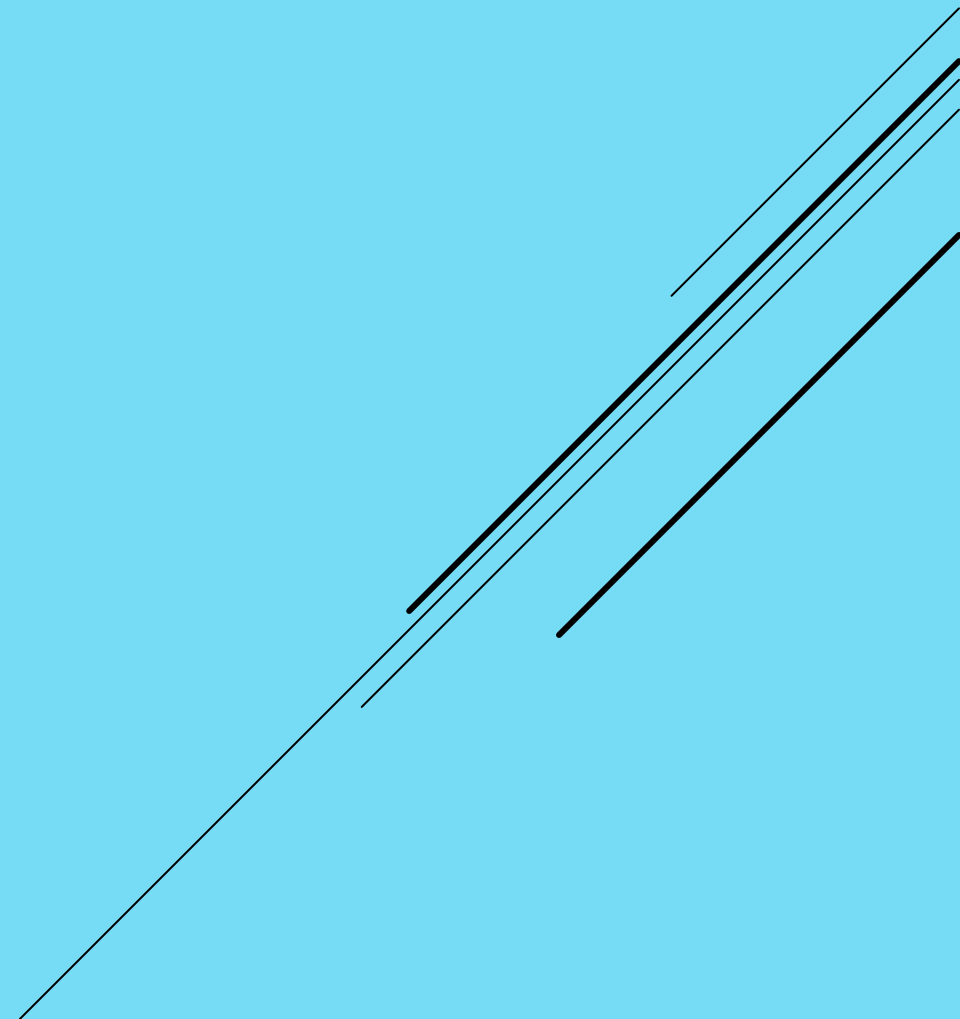
Problem

The Analytics team

Process

Insights

Summary



Project Recap

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

Accenture has begun a 3 months POC focusing on these tasks:

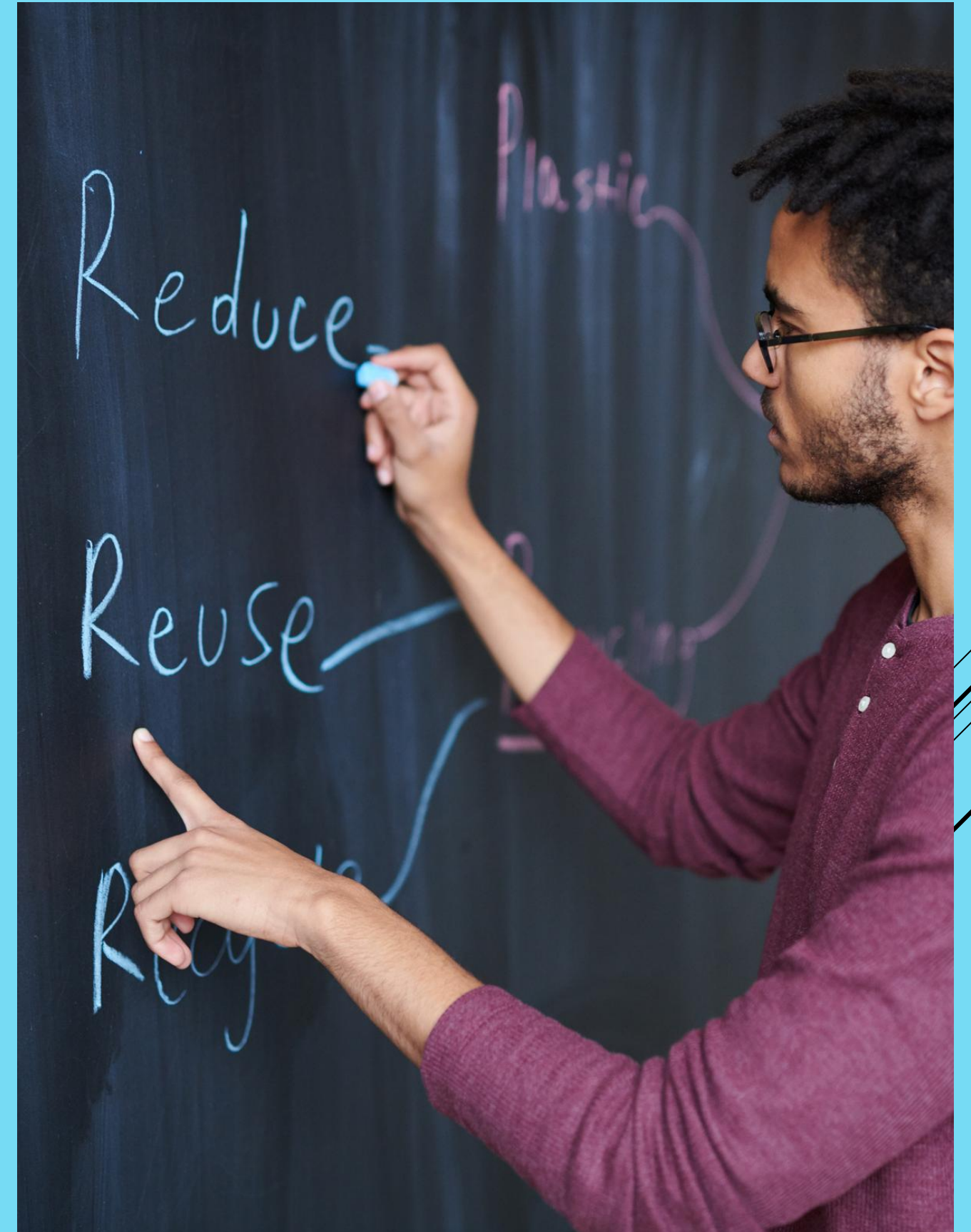
- 1.An audit of Social Buzz's big data practice.
- 2.Recommendations for a successful IPO.
- 3.Analysis to find Social Buzz's top 5 most popular categories of content.

Problem

Over 100000 posts per day.

**36,500,000 pieces of contents
per year!**

**But how to capitalize on it when there is so
much?**



Our Analytics Team



Dolly Gupta
Data Analyst



Marcus
Rompton
Senior Principal



Andrew
Fleming
Chief Technical
Architect

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

**Data
Analysis**

5

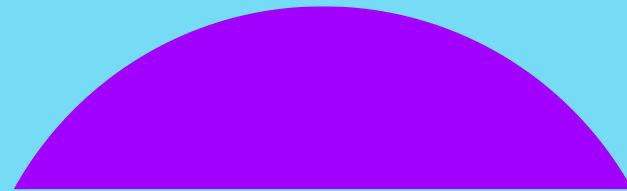
Uncover Insights

Outline the key steps you took as a data analyst. Keep your slide clean, you can talk to each point as you present.

Insights

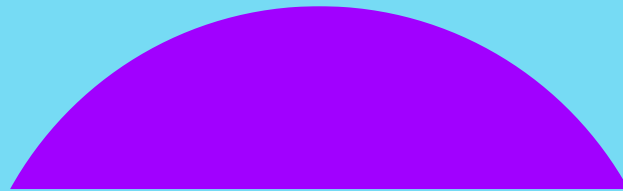
16

Total Number of
Categories



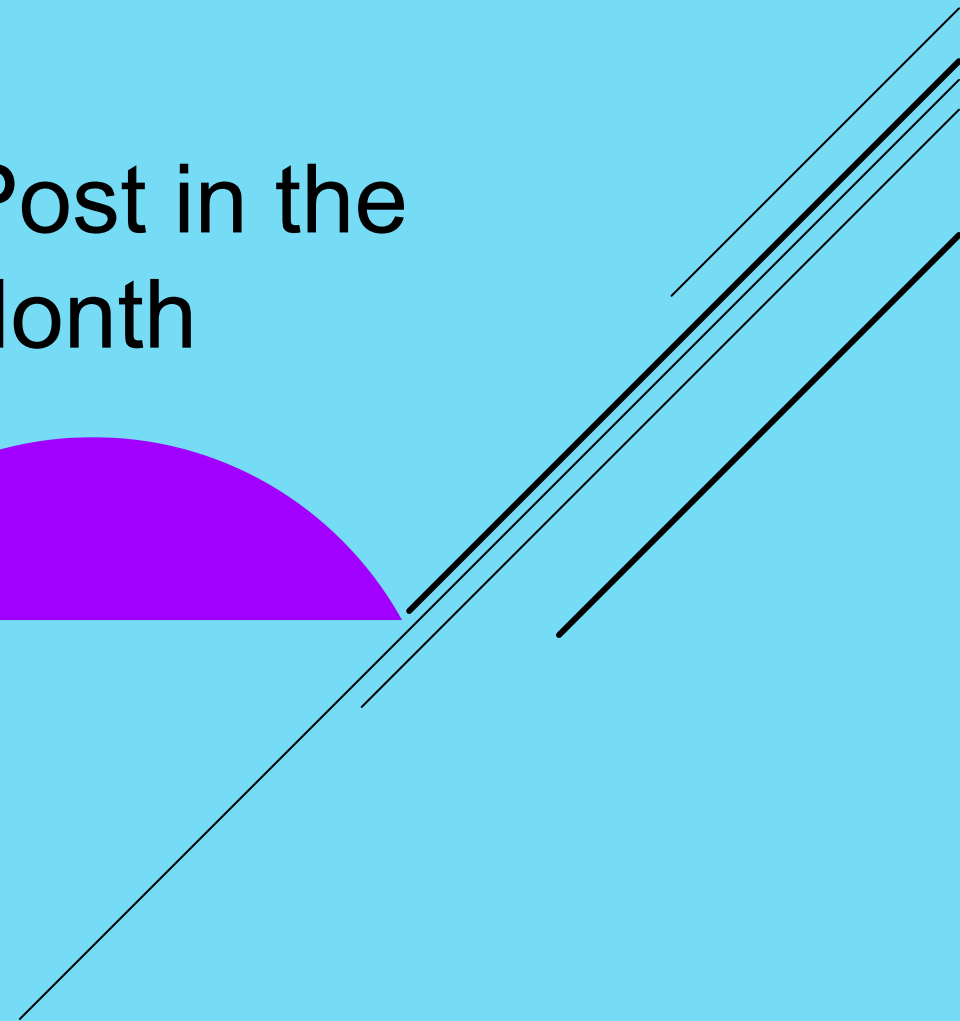
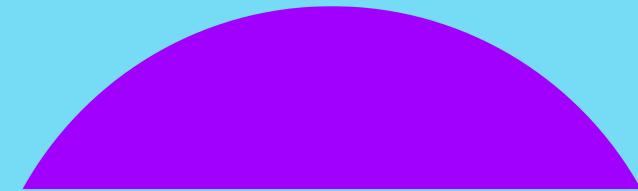
1328

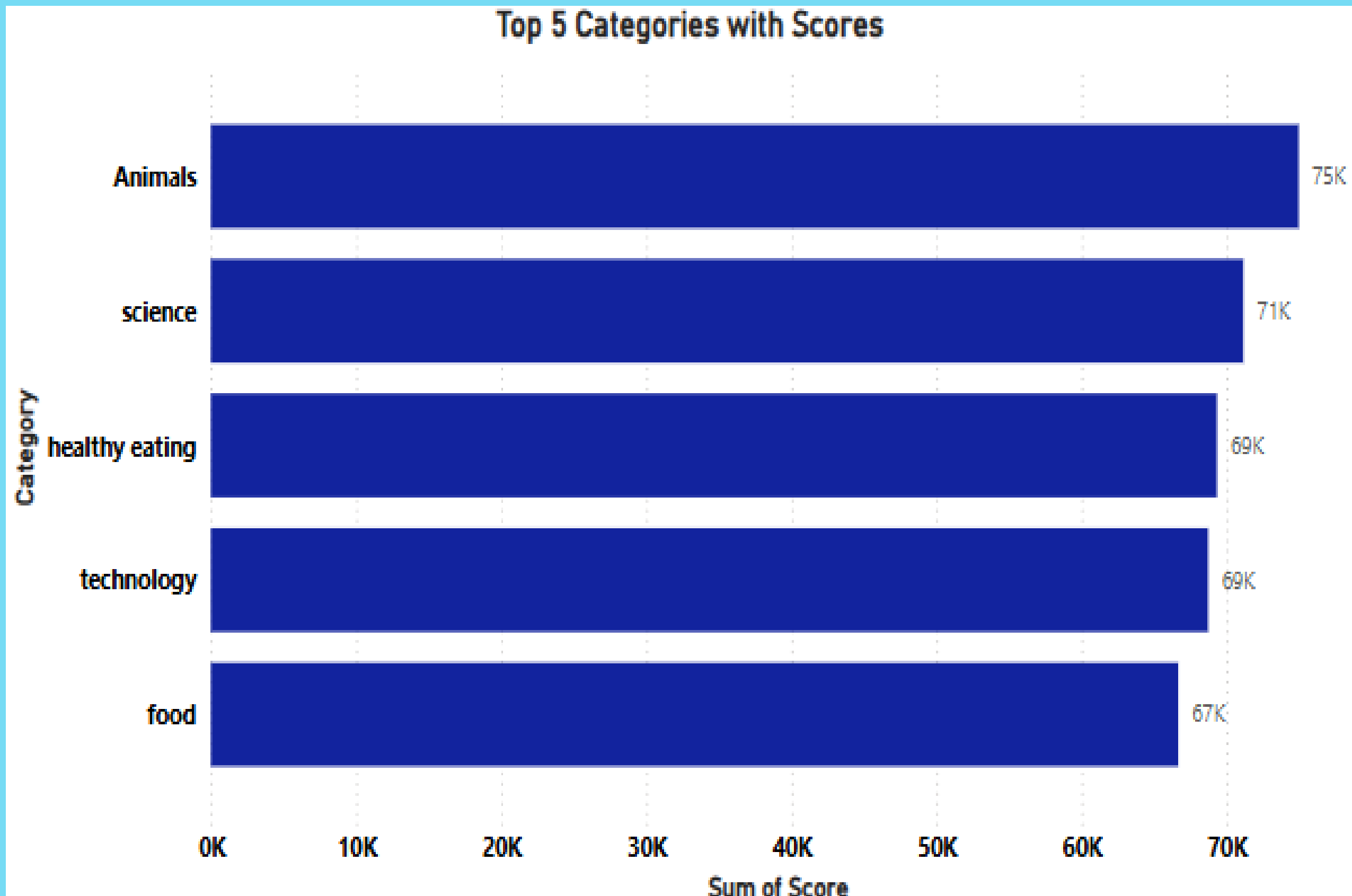
Least reaction for
the Veganism post



MAY

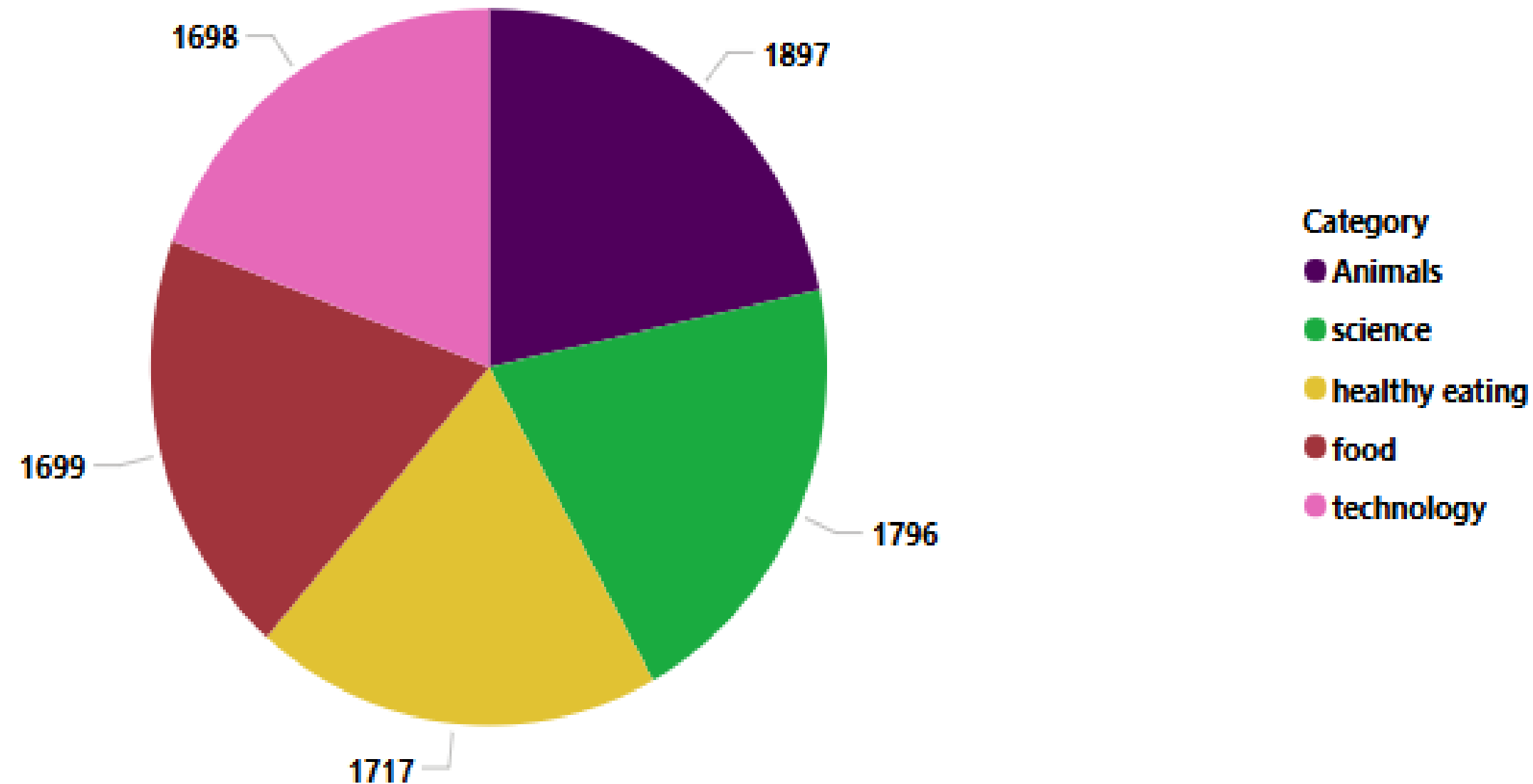
Most Post in the
Month





Bar chart is used to get the visuals clearly so that we can see the data for all these 5 categories. In the top 5 categories, Animals is placed at top with around 75K scores where Science is placed at 2nd position with 71K scores.

Top 5 Categories with Post



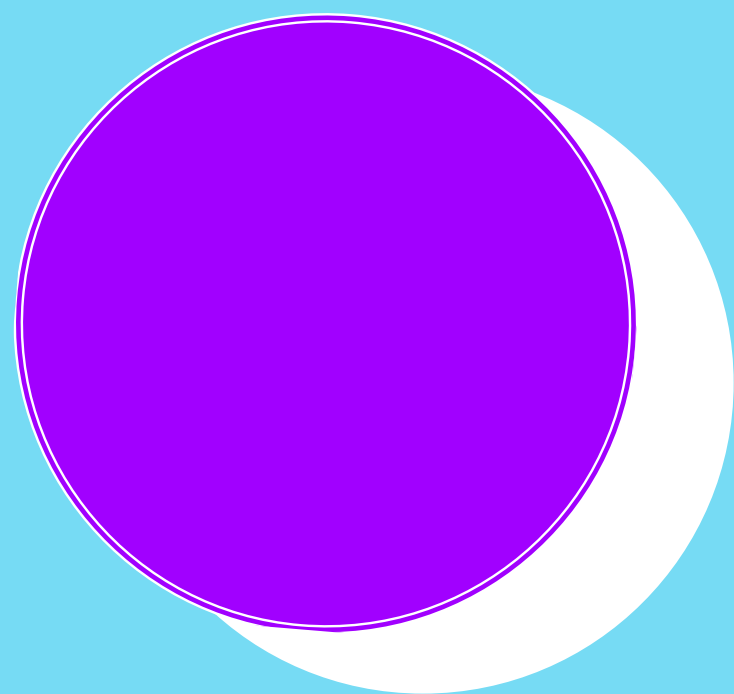
Here, we have to classify the total post based on the top 5 categories, so we have used the pie chart.

From the visual, we can say that Animals category has the most post with different content types, while there was a single post difference between Food and Technology.

Summary



“Animals” and “Science” dominate both post counts(1897,1796) and engagement scores(75k,71k) reflecting strong user interest and consistent alignment. Categories like “Food” and “Healthy Eating” show lower engagement. Presenting opportunities for improvement. Focus on maintaining momentum for top-performing categories while enhancing content strategies for underperforming ones to drive overall engagement growth.



Thank you!
ANY QUESTIONS?

