

# Analysis of Social Buzz's Content Categories



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



# Project Recap

**Social Buzz** is a rapidly growing social media and content creation company.

Accenture is running 3-month initial project to assist them on following tasks.

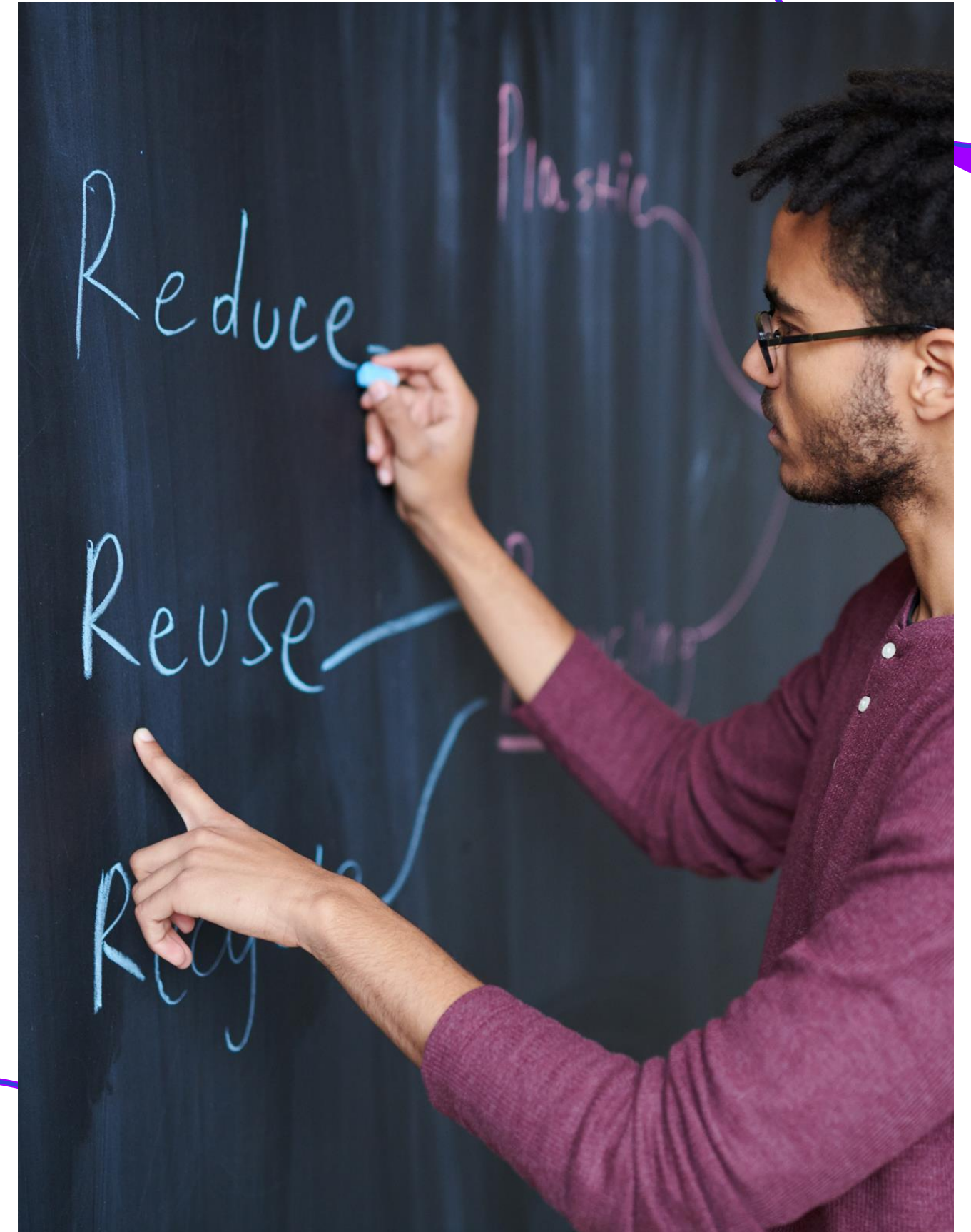
- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

# Problem

- Social Buzz post over 100,000 pieces of content per day.

- Social Buzz has over 500 million active users each month.

- What are the top 5 content categories with largest popularity?



# The Analytics team



**Chief Technology Architect**  
Andrew Fleming



**Senior Principle**  
Marcus Rompton



**Data Analyst**  
Dulitha Jayakodige

# Process

1

Data selecting and understanding

2

Data cleaning

3

Data modeling

4

Data analysis

5

Uncover insights

# Insights

16

Content categories



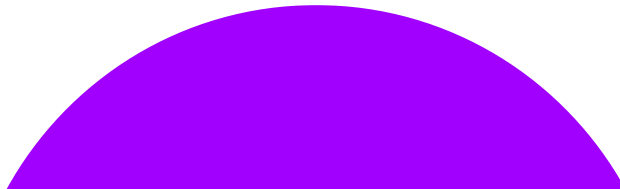
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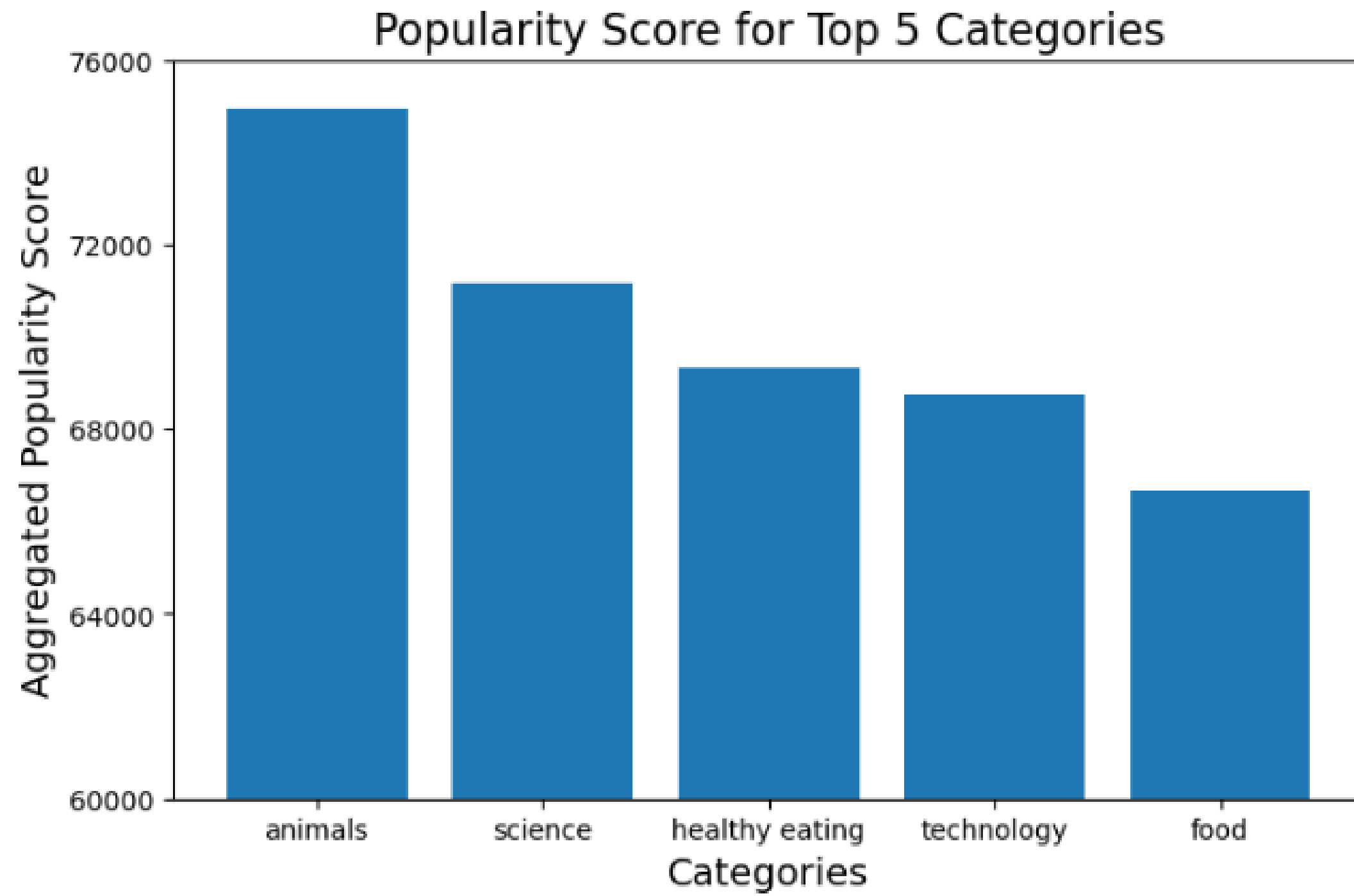
Reactions



May

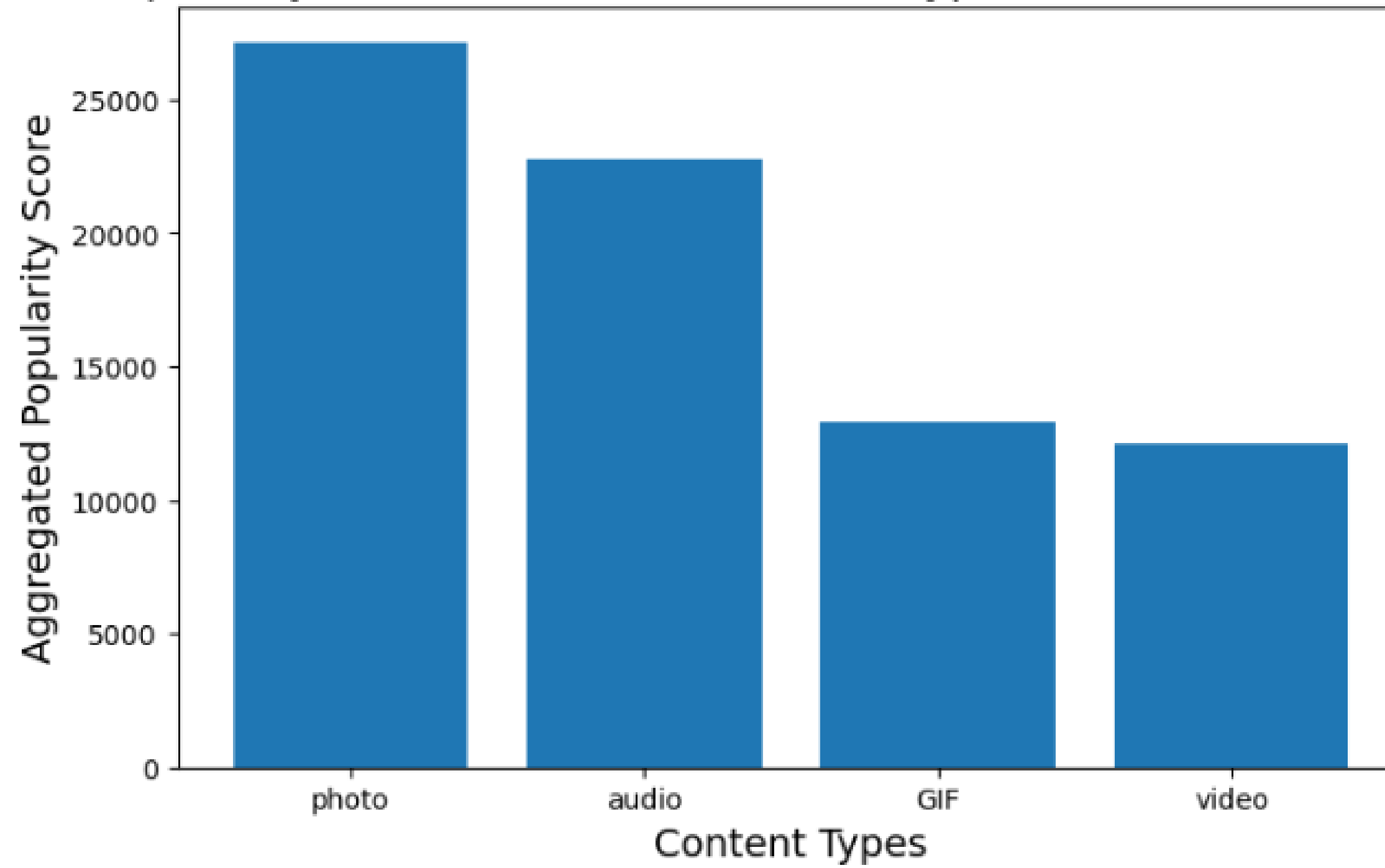
Month with highest popularity







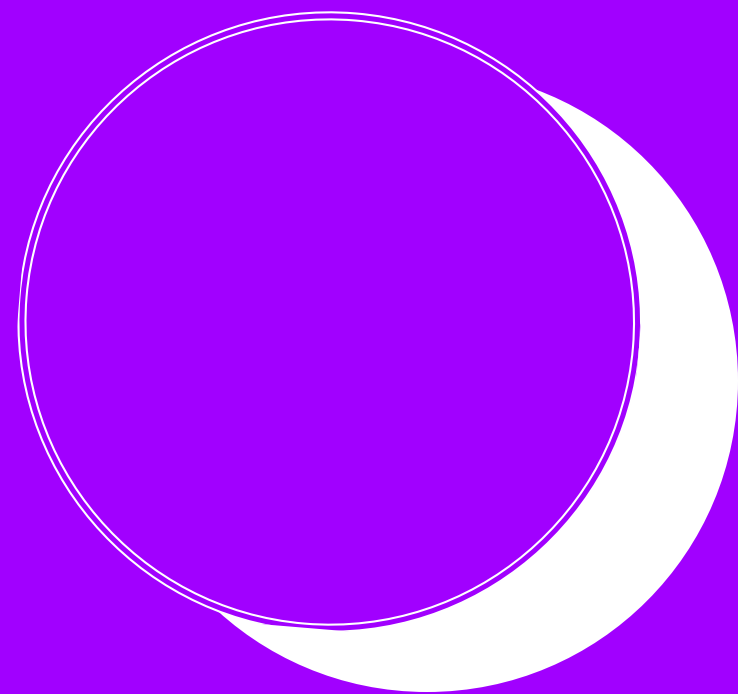
Popularity Score for differet Content Types of Animals Category



# Summary



- **Animals** category is the most popular.
- **Photos** are most popular content type in Animals category.
- NEXT STEP
  - This preliminary data analysis provided valuable insights.
  - Comprehensive analysis is necessary in order to fully understand your business.



# Thank you!

ANY QUESTIONS?

## Sentiment of Reactions

