

The logo features a large, bright blue circle on the left, which contains the text "Social Buzz Project" in white. To the right of this circle is a dark blue, semi-transparent circular shape that overlaps with the blue circle. The background is a solid purple color with a grid of small white dots.

# Social Buzz Project



# Today's agenda

Project Recap  
Problem  
The Analytics Team  
Process  
Insights  
Summary

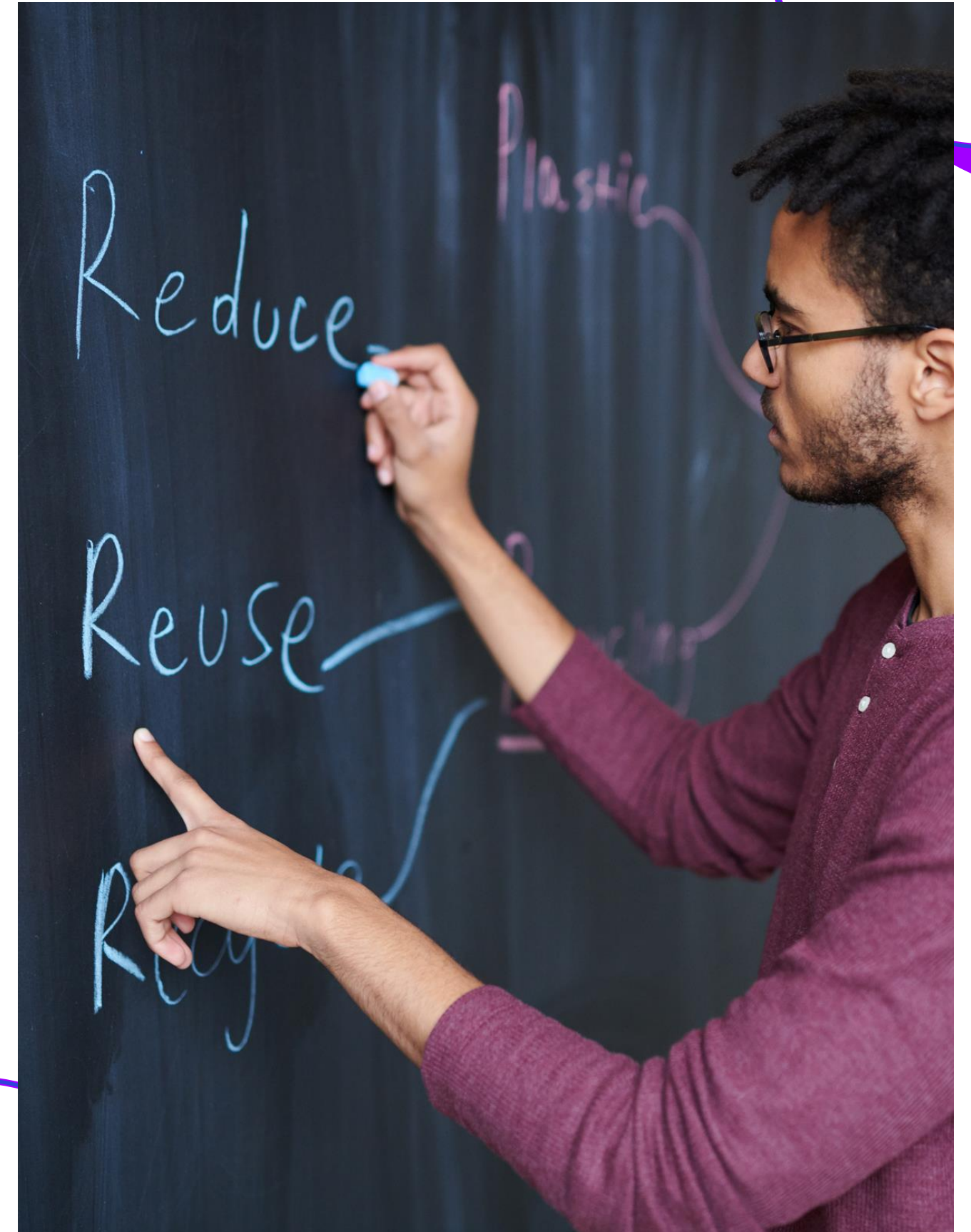
# Project Recap

Social Buzz is a content creation and social media company in need of external expertise. This project with Social Buzz is to prove that we are the best firm to work with. The following is expected of us:

1. Audit of their big data practice
2. Recommendations for a successful IPO
3. Analysis of their content categories that highlights the top 5 categories with the largest amount of popularity

# Problem

- Social Buzz has over 500 million active users per month
- Over 100,000 posts per day
- 36,500,000 pieces of content each year
- How do they capitalize on it when there is so much?
- Identify the top 5 content categories with the largest popularity through the analysis of sample data sets from Social Buzz along with visualizations



# The Analytics Team



Michelle Grove – Data Scientist



Elena Kenney – Data Analyst



Marcus Rompton – Senior  
Principal

Not pictured:  
Andrew Fleming – Chief  
Technology Architect

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

# Insights

NUMBER OF REACTIONS TO THE  
TOP 5 CATEGORIES

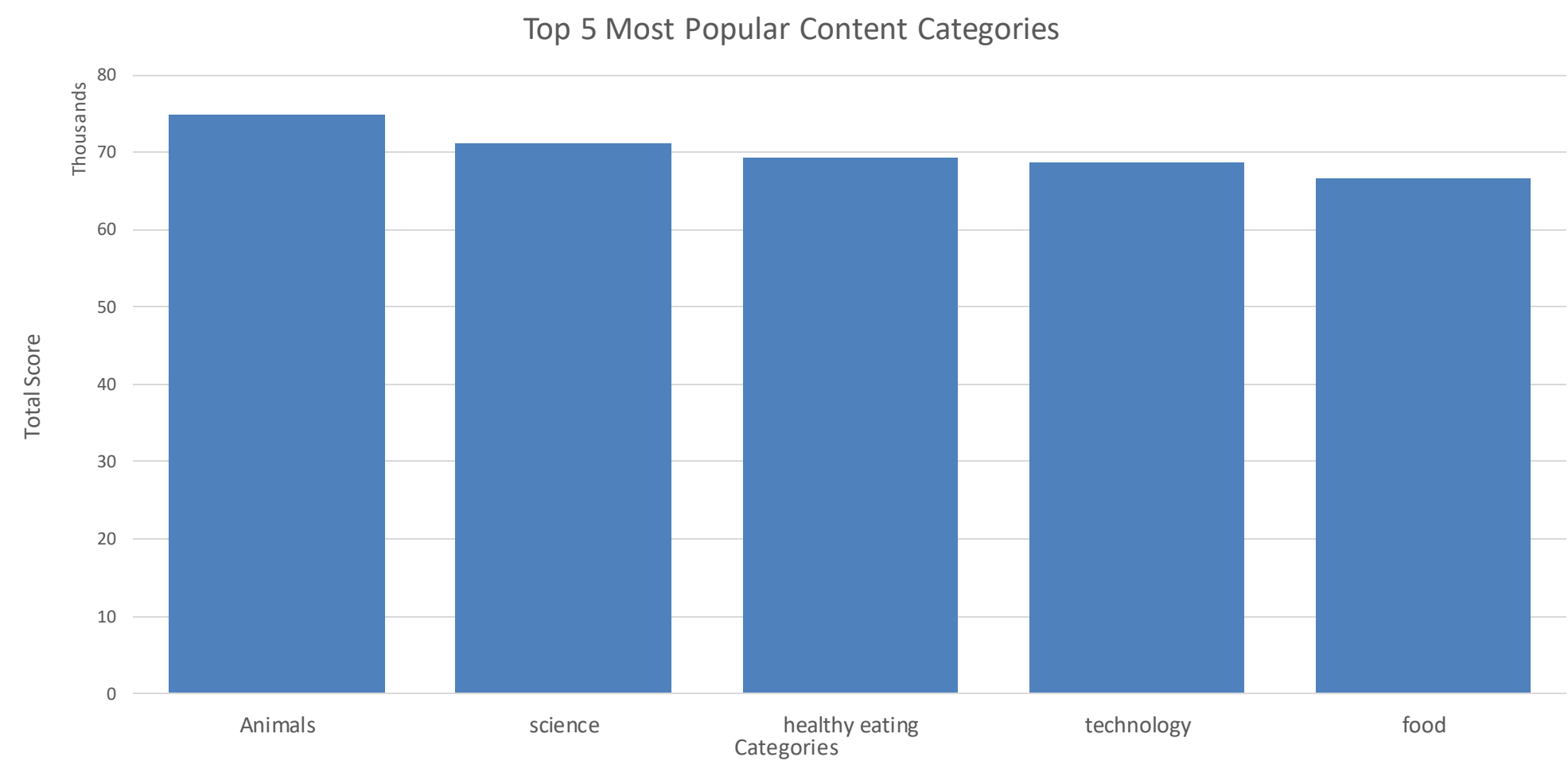
- Animals – 1897
- Science – 1769
- Healthy eating – 1717
- Food – 1699
- Technology – 1698

16  
UNIQUE CATEGORIES

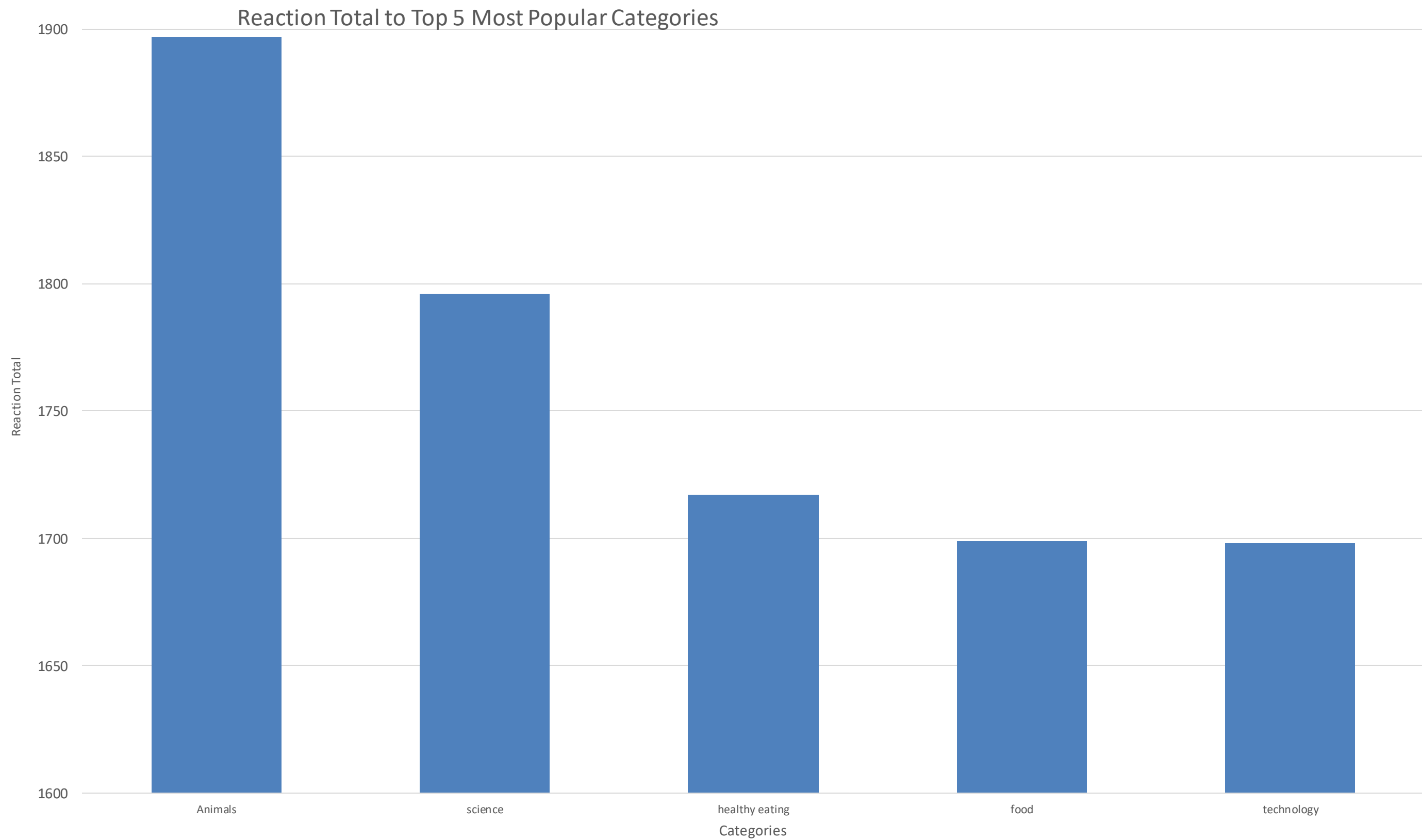
JANUARY  
MONTH WITH MOST  
POSTS











# Summary



## RESULTS OF ANALYSIS:

The 5 most popular content categories:  
Animals, science, healthy eating,  
technology, and food

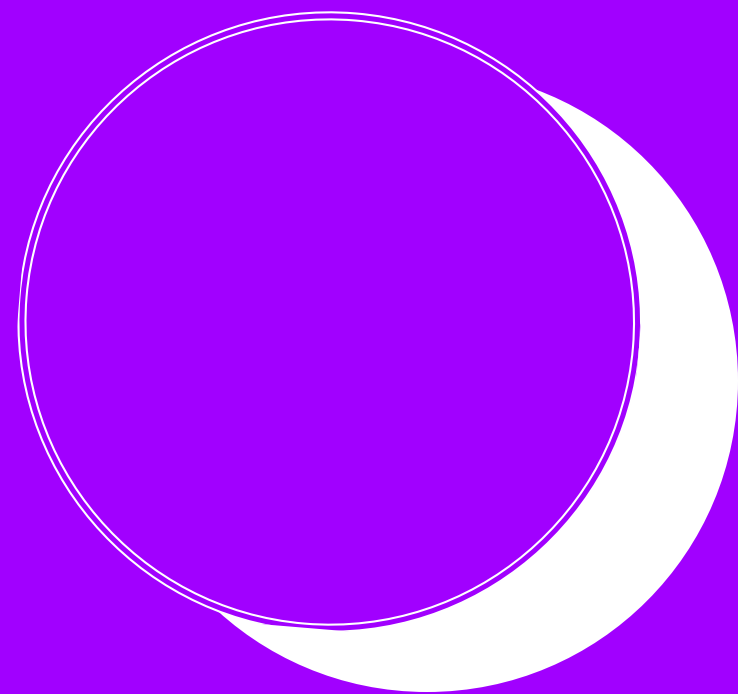
## INSIGHT:

Creation of a campaign with healthy eating  
brands to boost user engagement since  
food is a common theme

With science and technology being in the  
top 5, you could partner with higher ed  
institutions, tech company certificate  
programs, and bootcamps to advertise their  
programs and recruit new students.

## NEXT STEPS:

The findings from the sample data sets are  
insightful; however, the next step would be  
to do this analysis on your large-scale data  
to get an understanding of your business in  
real-time. We at Accenture can assist you in  
doing this.



# Thank you!

ANY QUESTIONS?