



Social Buzz

Data Analysis

Today's agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Project Recap

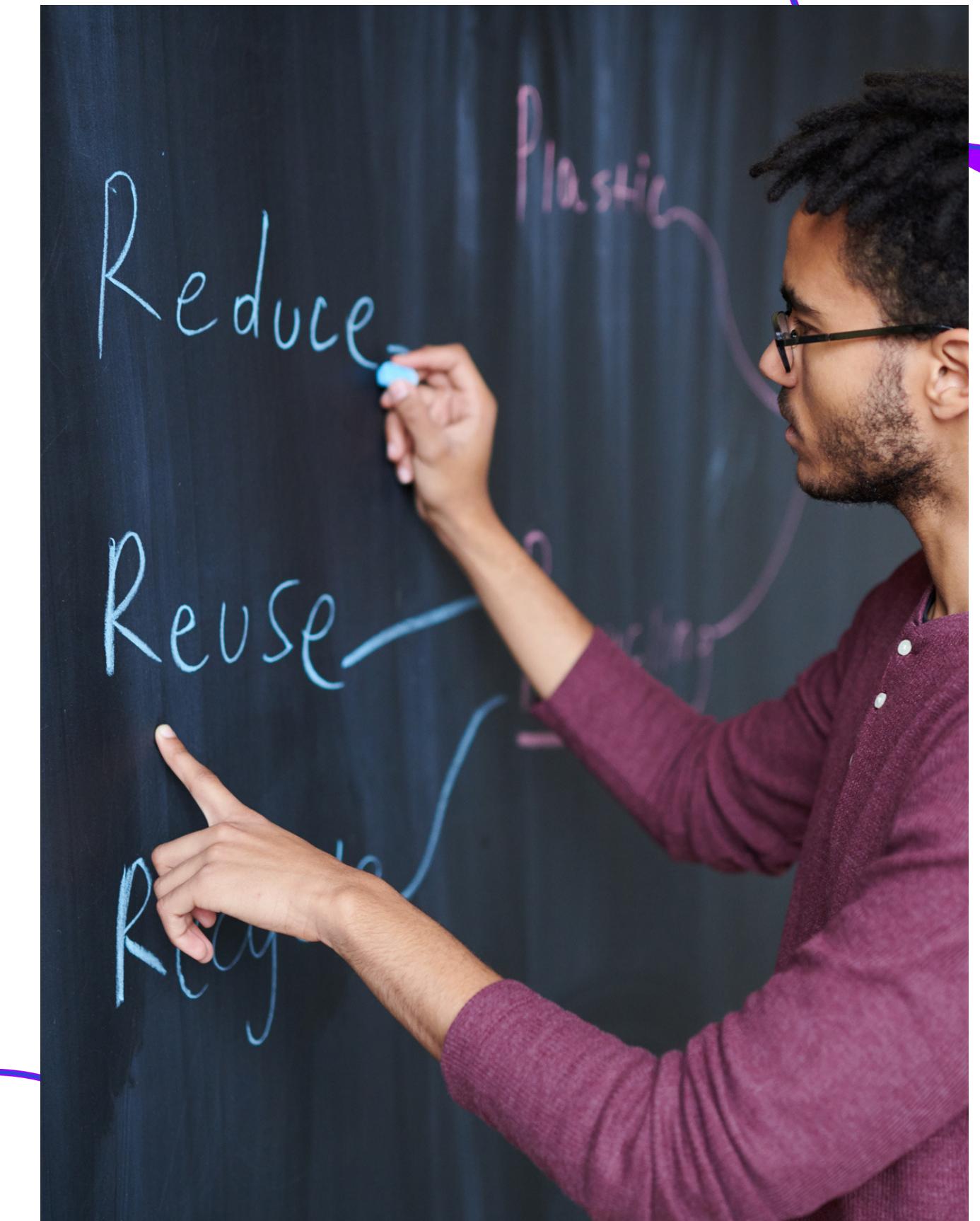
Social Buzz is a fast growing technology unicorn at needs to adapt quickly to it's global scale.

Accenture data team runs a three month initial project focusing 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 100,000 pieces of content per day
- 36,500,000 pieces of content per year
- •
- But how to capitalize on it when there is so much?
- Accenture team will analyze to find Social Buzz's top 5 most popular categories of content.
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- •



The Analytics team



Andrew Fleming

Chief Technology Architect



Marcus Rompton

Senior Principal



Erika Atoma

Data Analyst

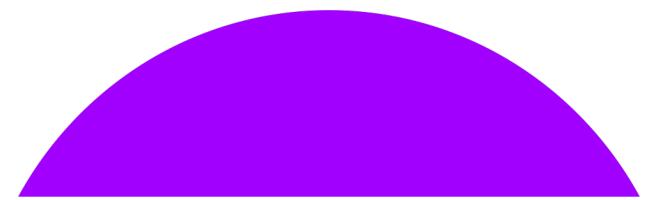
Process



Insights

1897

REACTIONS TO
“ANIMAL”
POSTS



16

UNIQUE
CATEGORIES

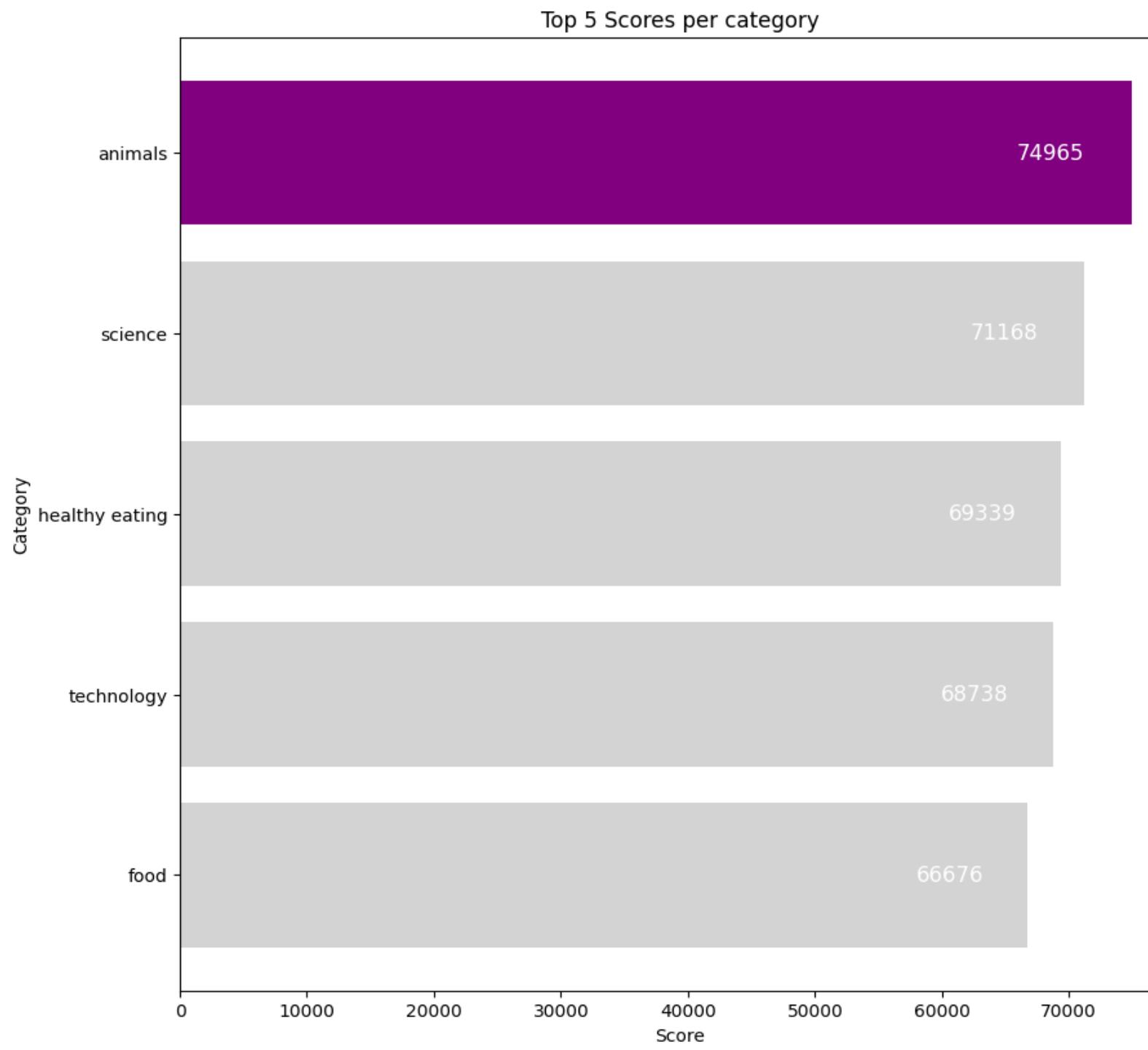


MAY 2021

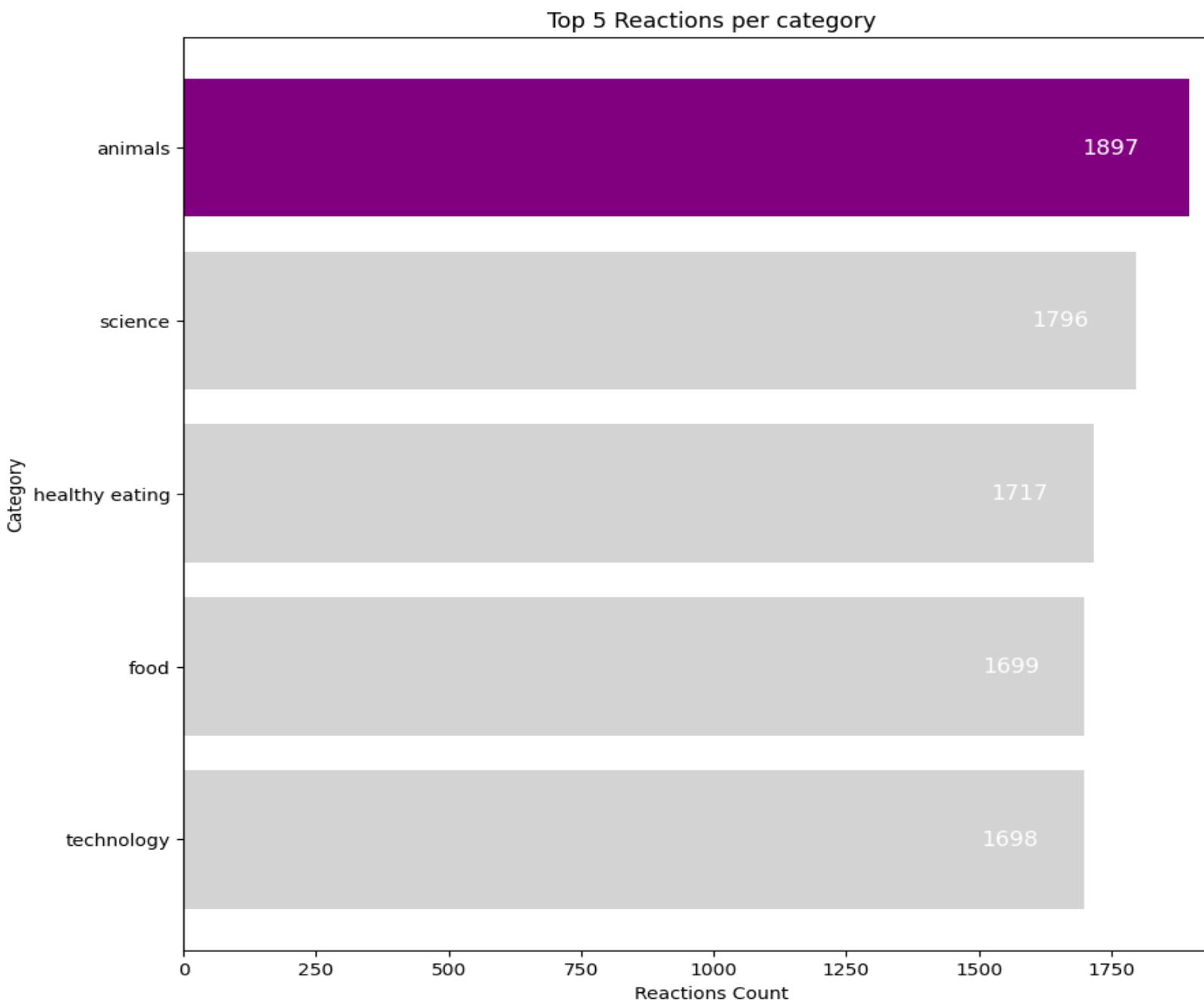
MONTH AND YEAR
WITH THE MOST
POSTS



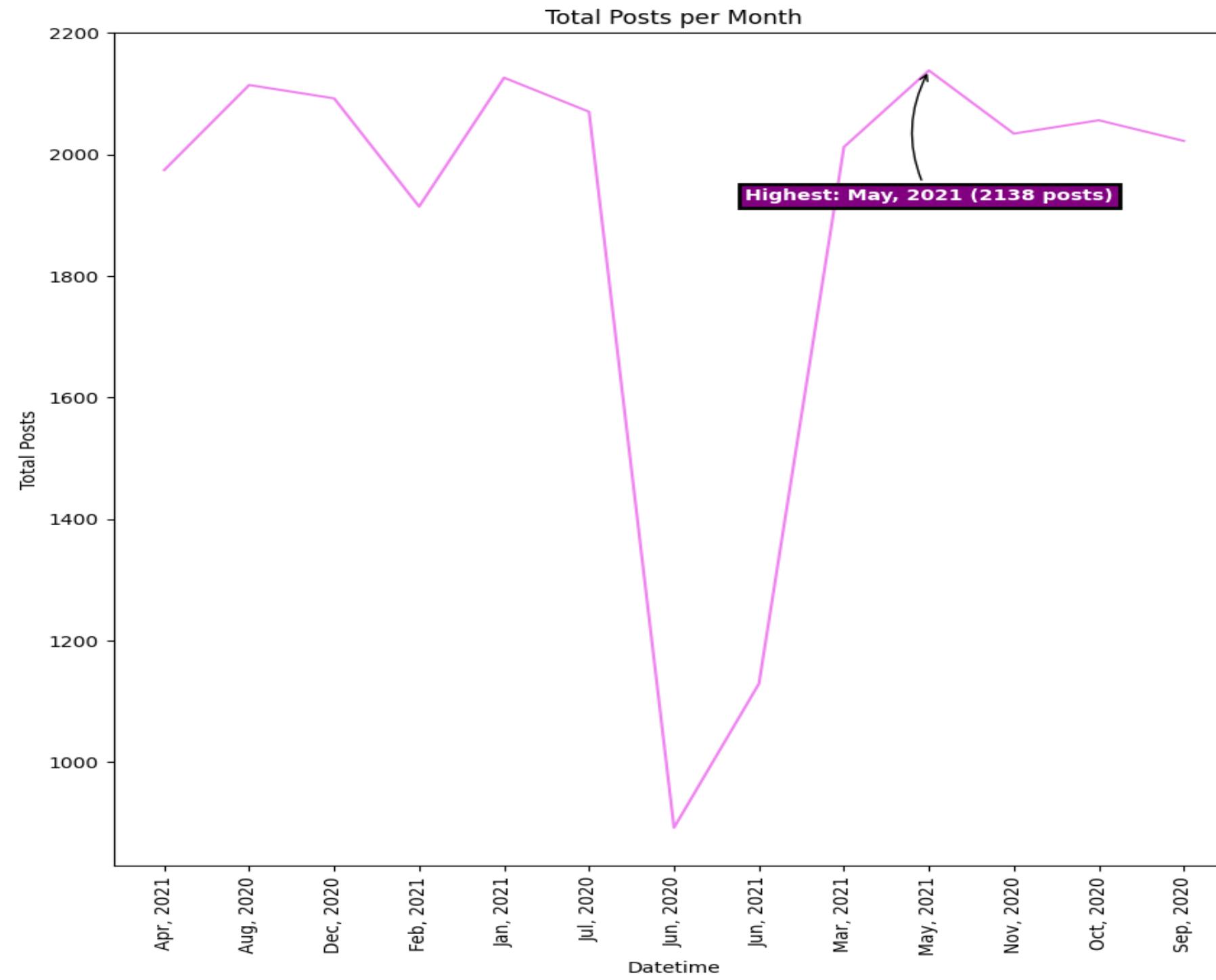
Animals and science drive highest content scores, which optimize for real-life themed posts



Animal posts generate 1,897 reactions, leading driver of user engagement

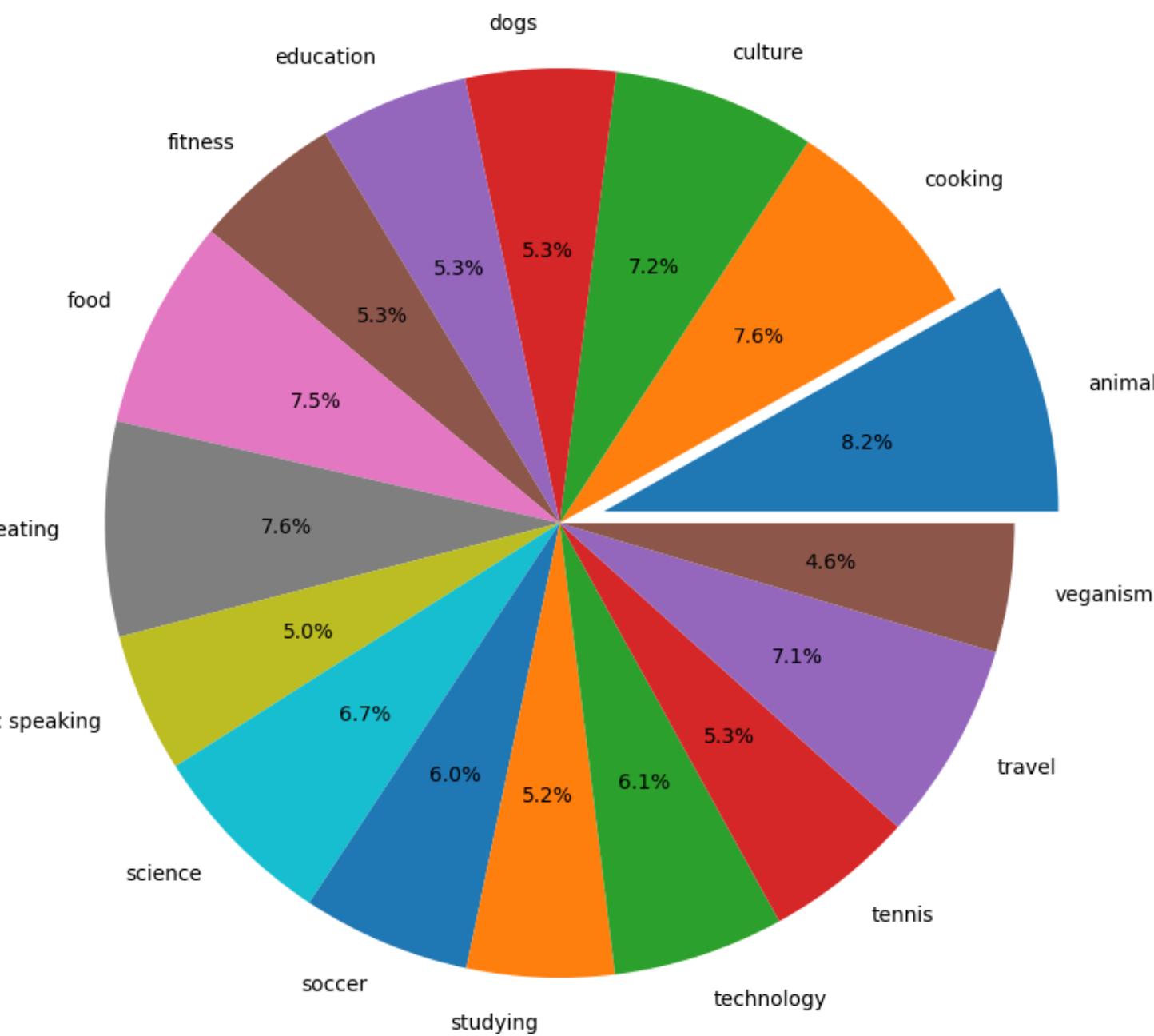


Content creation surged 35% in May 2021, monitoring similar spikes for campaign timing



Lifestyle and real-life categories made up over 30% of peak-month content

Post category's popularity in May 2021



Summary



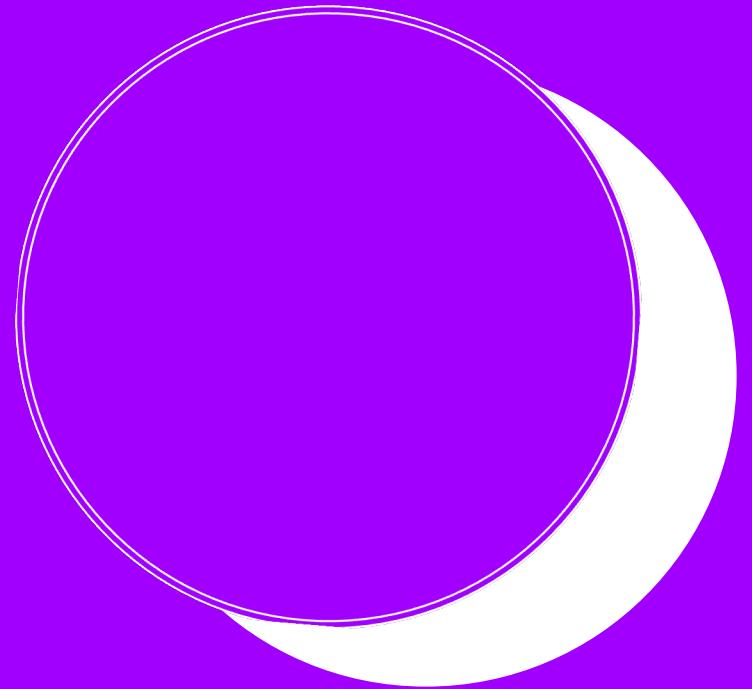
Animals is the single most prominent content category on Social Buzz, achieving the highest aggregate popularity score of any category. The animal-related posts slightly outperformed the next most popular topic (**Science**), highlighting a broad user fascination with animal content (e.g. pet videos, wildlife images). The people enjoy “real-life” and “factual” content the most.

The platform’s posting activity has grown over time, culminating in a surge of content in **May 2021**. In that month, Social Buzz saw its highest-ever volume of user posts (~2,138 posts).

“Healthy Eating” is a common theme with the top 5 categories with **“Food”** and **“Cooking”**. The users gravitated toward content about personal lifestyle and real life (from home cooking recipes to fitness and nutrition posts). This may give an indication to the audience within your user base.

You can create campaign and work with **healthy eating brands** to boost user engagement.

This ad-hoc analysis is insightful, but it’s time to take this analysis into large scale production for real-time of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?