

The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "ACCENTURE", "DATA", "ANALYTICS", and "PROJECT" are stacked vertically in a bold, white, sans-serif font. The background of the entire image is a solid purple color, overlaid with a grid of small, white dots. A dark blue, semi-transparent shadow of the circle is visible behind it, extending towards the bottom right.

ACCENTURE DATA ANALYTICS PROJECT

TODAY'S AGENDA

PROJECT RECAP

- To provide a high level overview of the business we are tackling and the process requirements

PROBLEM

- We will get into the particular issue the Data Analytics has been trying to solve

ANALYTICS TEAM

- We will discuss the team involved in tackling this particular problem

PROCESS

- We will go through the general steps we took so that there will be full understanding

INSIGHTS & SUMMARY

- Lastly, we will review all significant findings and offer them as a collection of understandings.

Project Recap

Social Buzz, a rapidly growing technology unicorn, must quickly adapt to its expanding global presence. Accenture has initiated a 3-month proof of concept (POC) project, focusing on the following tasks:

- Conducting an audit of Social Buzz's big data practices.
- Providing recommendations for a successful IPO.
- Analyzing data to identify the top 5 most popular content categories on Social Buzz.

Problem

In recent years, our client has experienced significant growth, surpassing their internal capacity to manage data effectively. Social Buzz now receives over 100,000 posts daily, accumulating to 36.5 million posts annually. With all this data being unstructured, it poses a substantial challenge to extract meaningful insights.

Key Objectives:

- Establish clear project specifications.
- Integrate tables from the provided sample dataset.
- Conduct a comprehensive analysis to identify the top five most popular content categories based on total engagement.



The Analytics team



ANDREW FLEMING
CHIEF ARCHITECT



MARCUS ROMPTON
SENIOR PRINCIPLE



**JONATHAN
AMETORWOBLA**
DATA ANALYST

Process

1

UNDERSTANDING THE DATA

2

DATA CLEANING

3

DATA MODELLING

4

DATA ANALYSIS

5

UNCOVER INSIGHTS

Insights

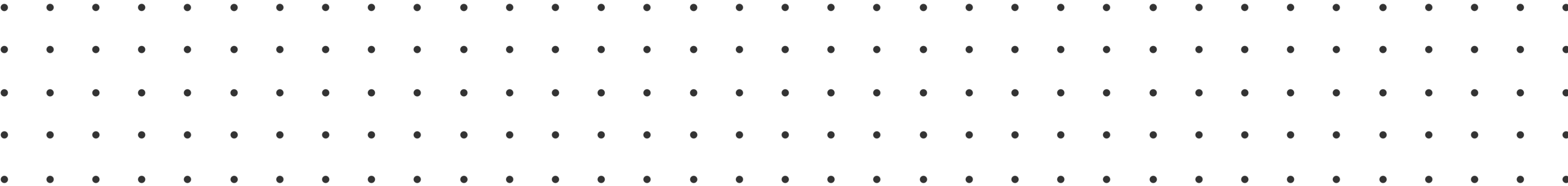
UNIQUE
CATEGORIES

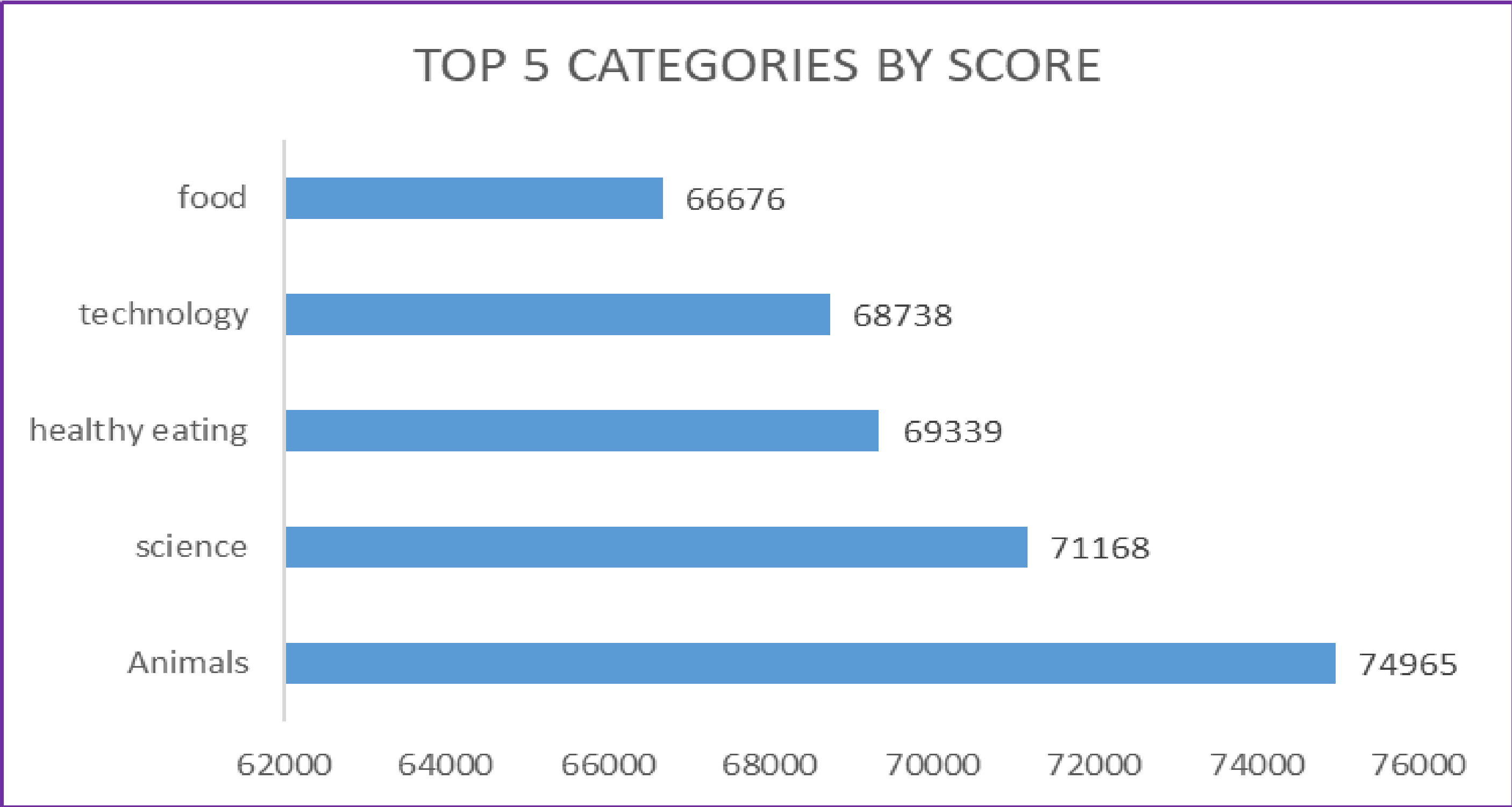


CATEGORY WITH
HIGHEST SCORE
ANIMALS

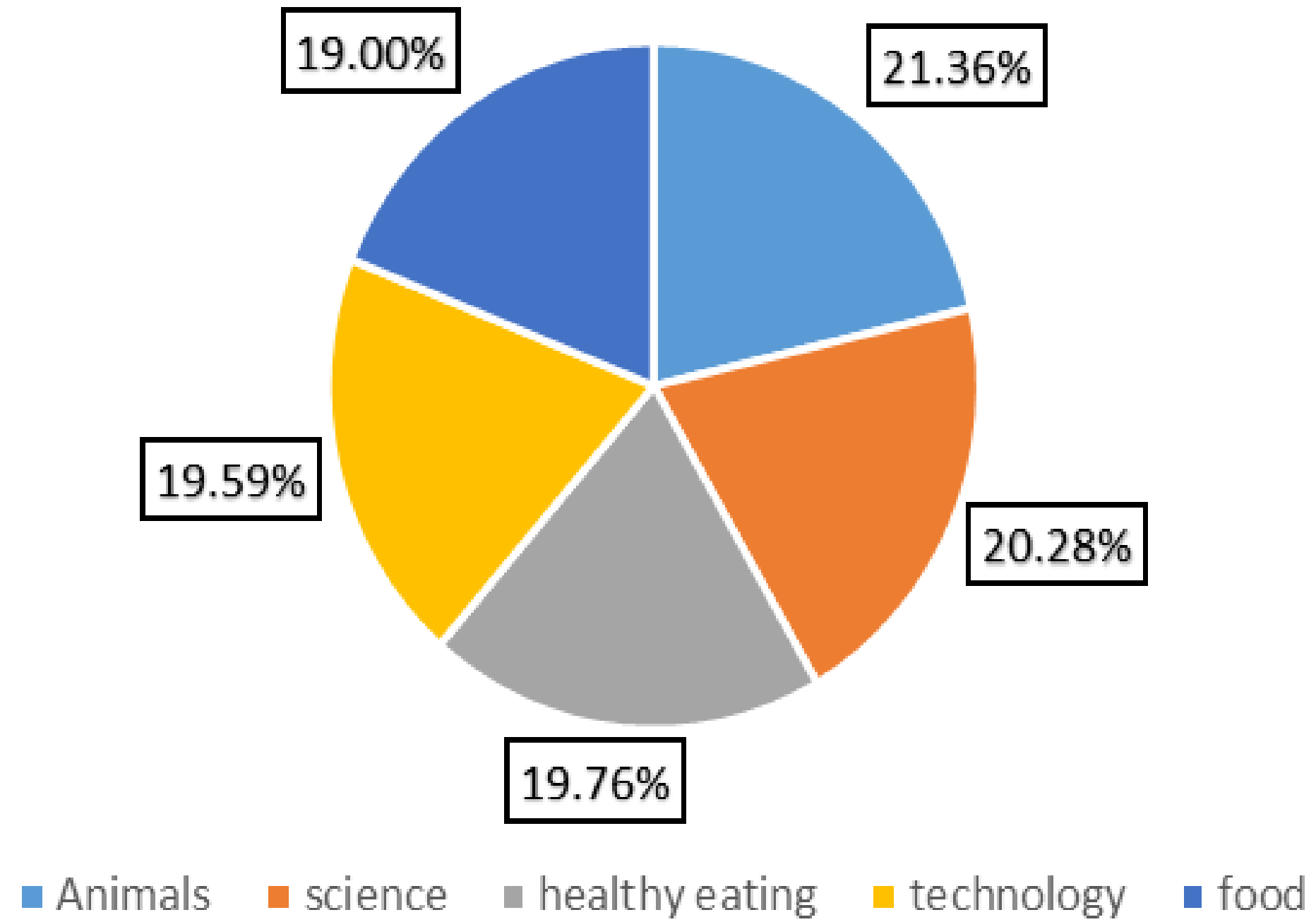


MONTH WITH
MOST POSTS





TOP 5 CATEGORIES



Summary



Analysis

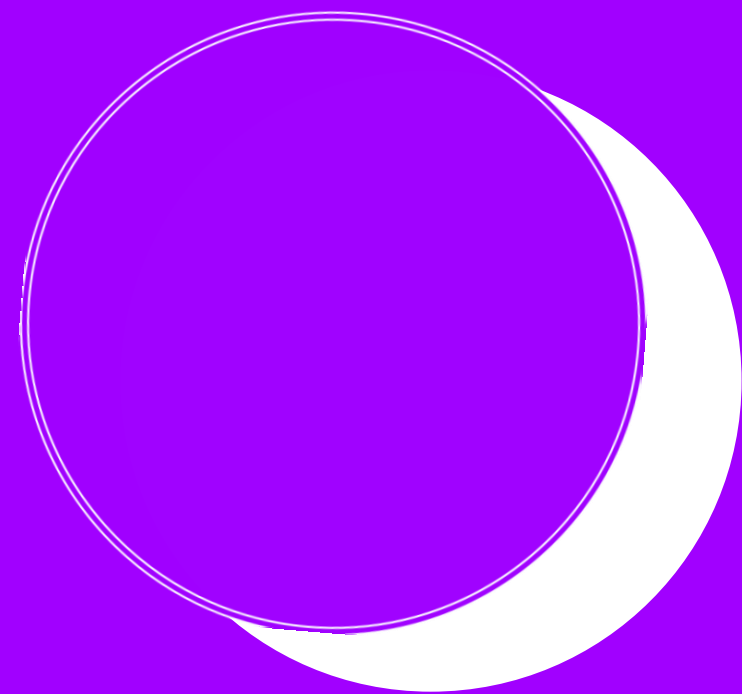
Animals and science are among the most favored content categories, showing that people prefer "real-life" and "factual" content. Therefore, it is advisable to produce more content related to these areas.

Insight

Food frequently appears in the top 5 categories, with "**Healthy Eating**" being highly ranked. This suggests that your audience is interested in this topic. Leveraging this insight, you can create campaigns and collaborate with healthy eating brands to enhance user engagement.

Next Steps

It's evident that technological content is highly popular due to technological advancements. This indicates that users appreciate your technological material. Partnering with leading digital companies is recommended as it would likely boost user engagement.



Thank you!

ANY QUESTIONS?