Social Buzz

Content Analysis Report

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 it's global scale.
Accenture has begun a 3 months POC focusing on these tasks:

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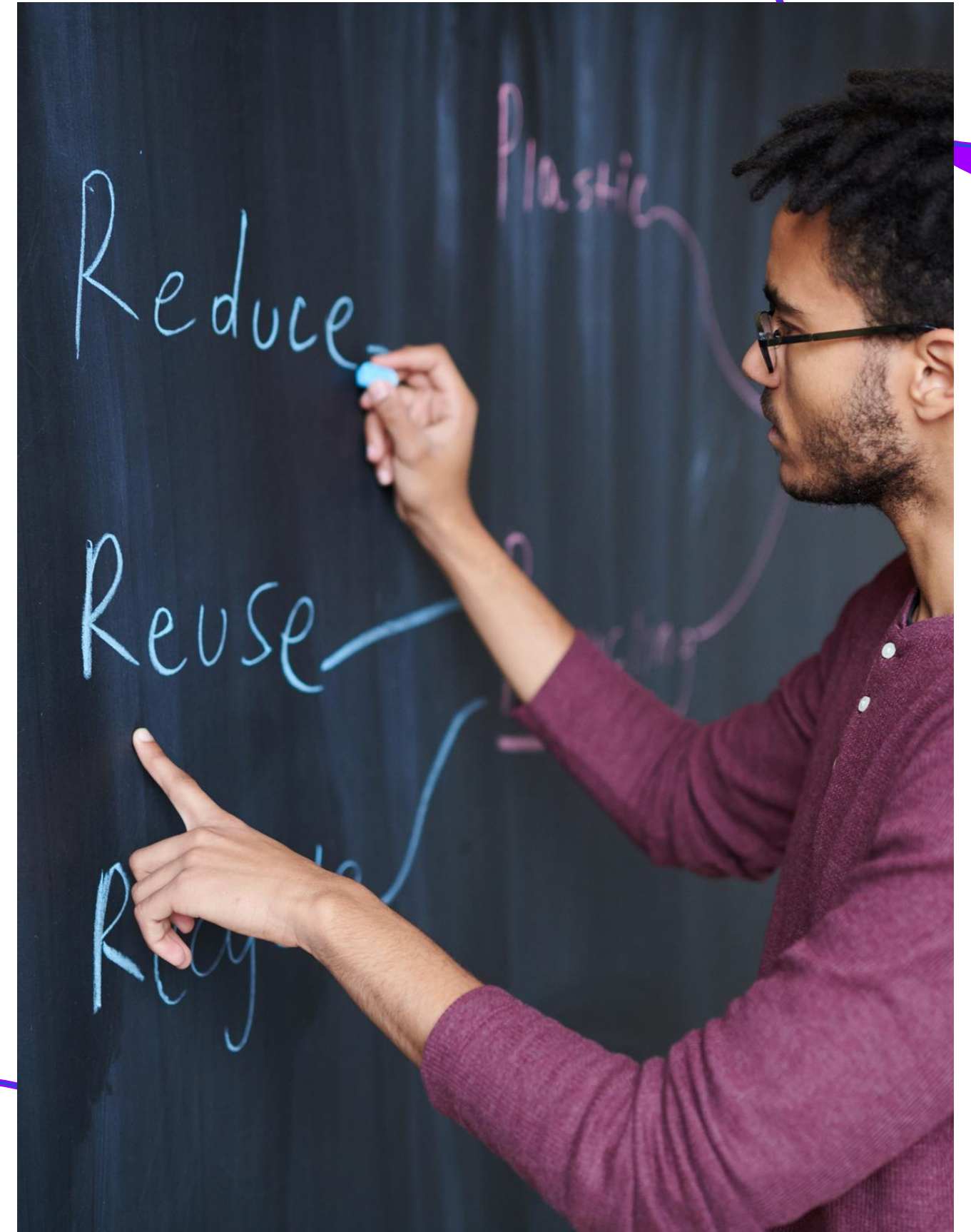- Analysis to find Social Buzz's top 5 most
- Popular categories of content

Problem

Over <u>100000</u> posts per day

<u>36,500.000</u> pieces of content per year!

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

<u>Analysis to find Social Buzz's top 5 most popular categories of content</u>

flxqlab@gmail.com

The Analytics Team

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis

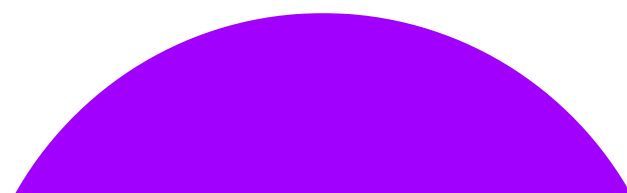5 Uncover Insights

flxqlab@gmail.com

Insights

16
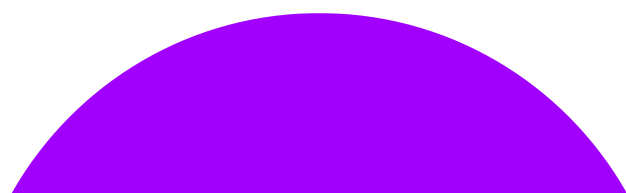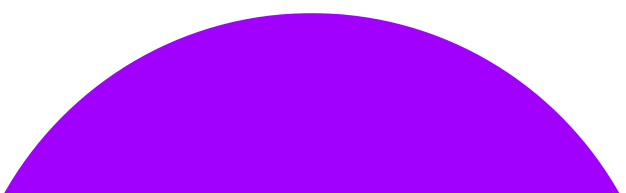
Unique
Categories

1897

Reactions To
"Animals" Post

JANUARY

Month With
Most Posts

Top 5 Categories By Aggregate "Popularity" Score

Aggregate scores

animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676

Aggregate scores

flxqlab@gmail.com
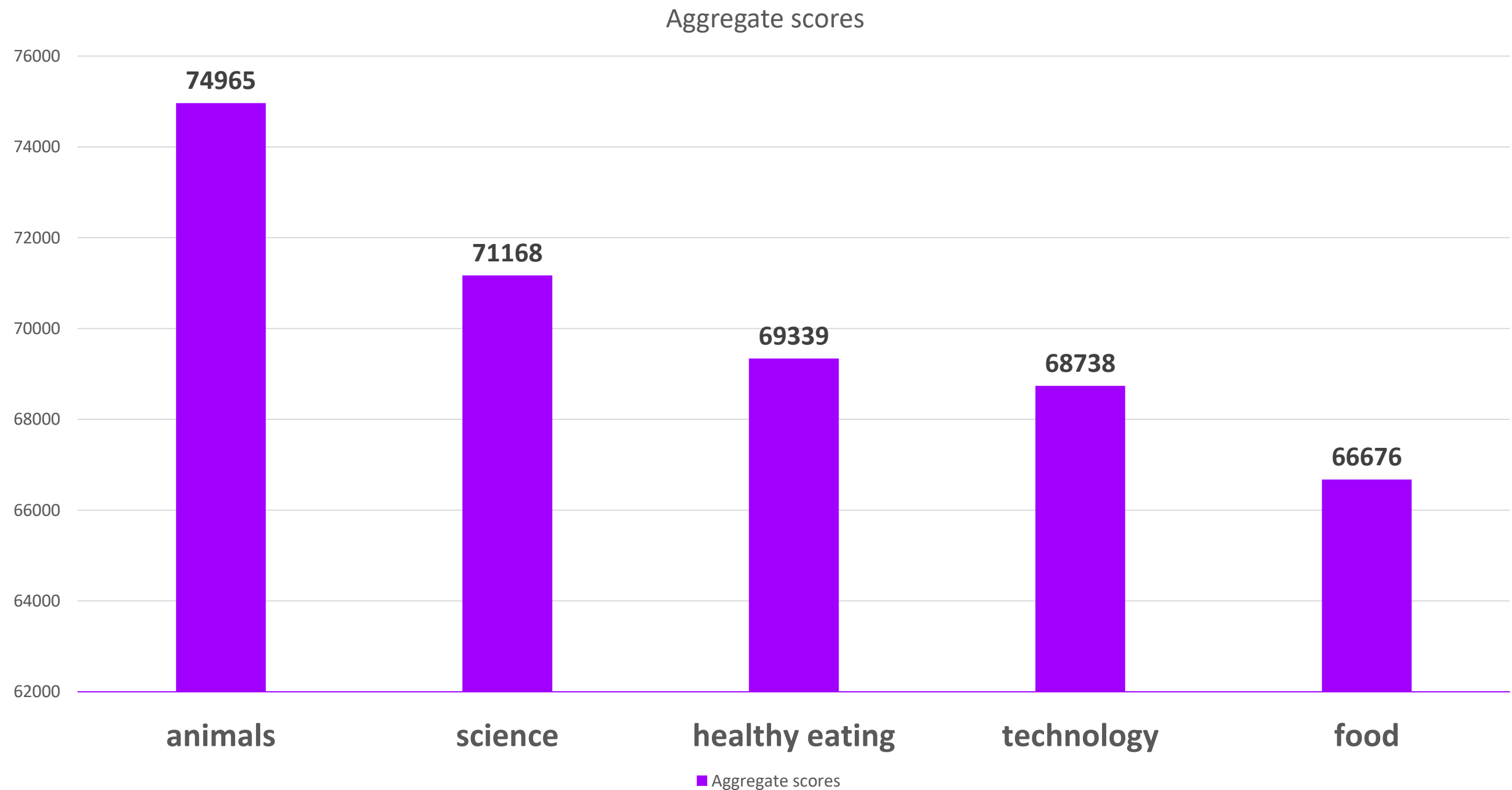
Popularity Percentage Share From Top 5 Categories
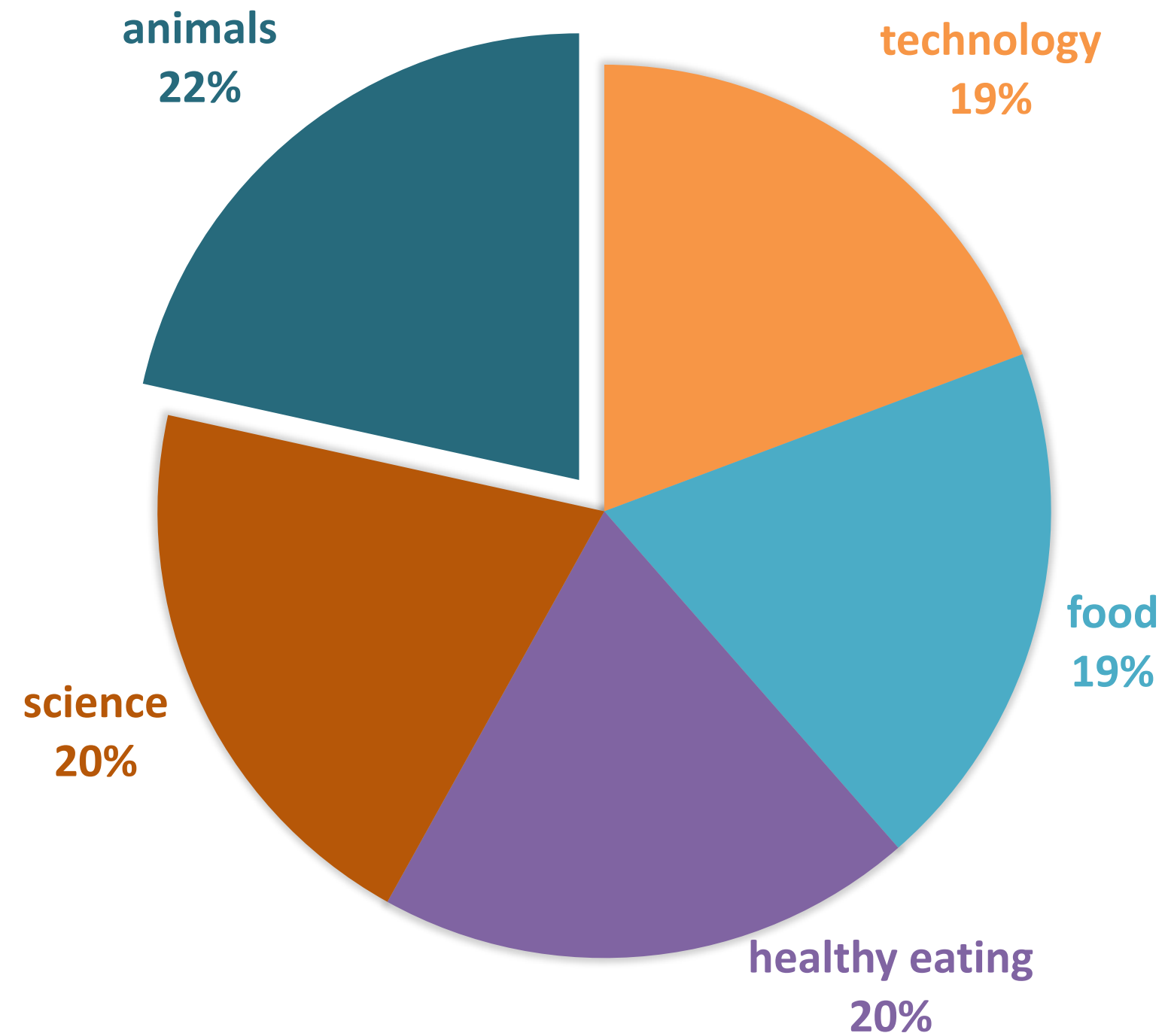
Summary

ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.
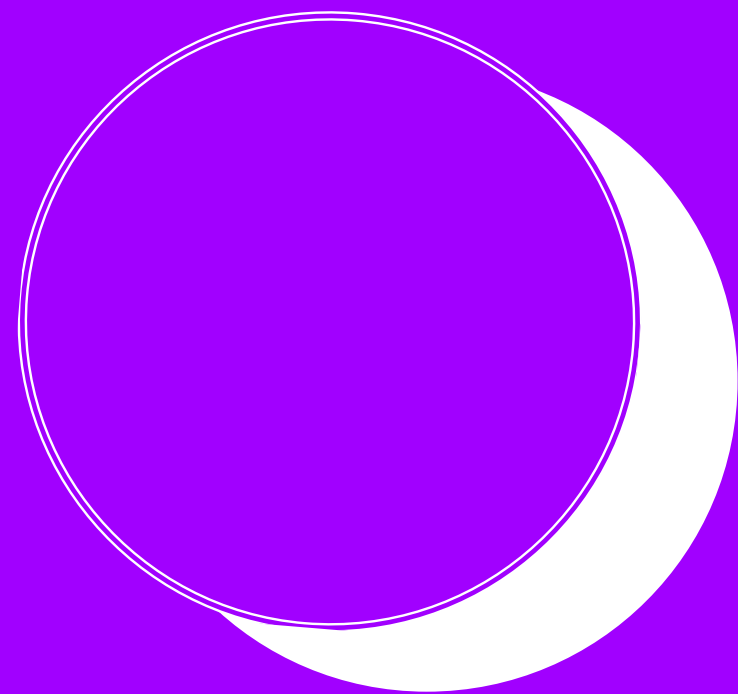
INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

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

Thank you!

ANY QUESTIONS?