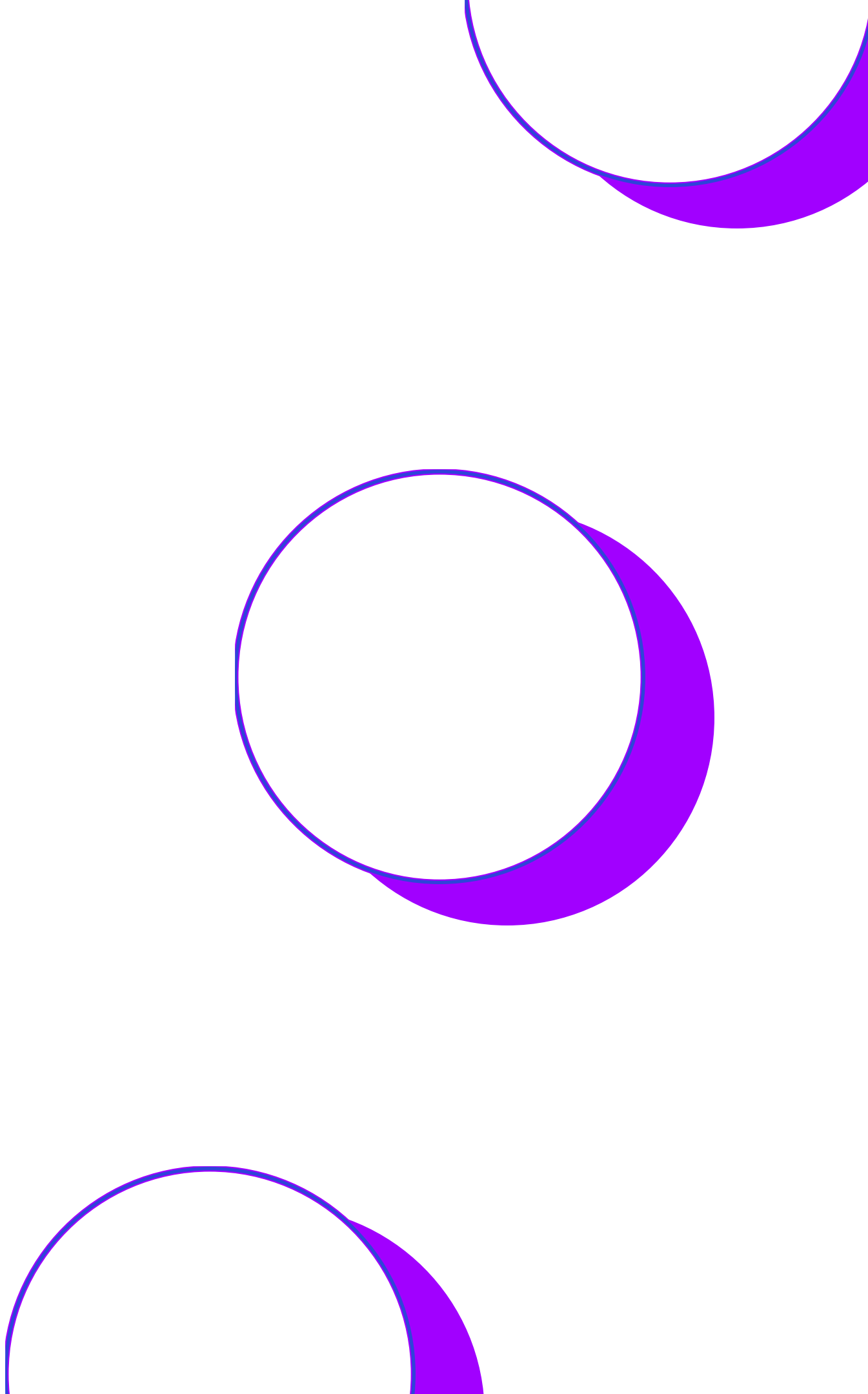




# Data Visualization and Storytelling



# Today's agenda

- Project Recap
  - Task at Hand
  - Methodology
  - Insights
  - Outlook
- 

# Project Recap

Social Buzz needs to adapt quickly to scale its operation at a global scale. It needs Accenture's help in the following 3 tasks:

- An audit of Social Buzz's big data practice
- Recommendation for a good IPO
- Analysis to find Social Buzz's top 5 most popular categories of content.

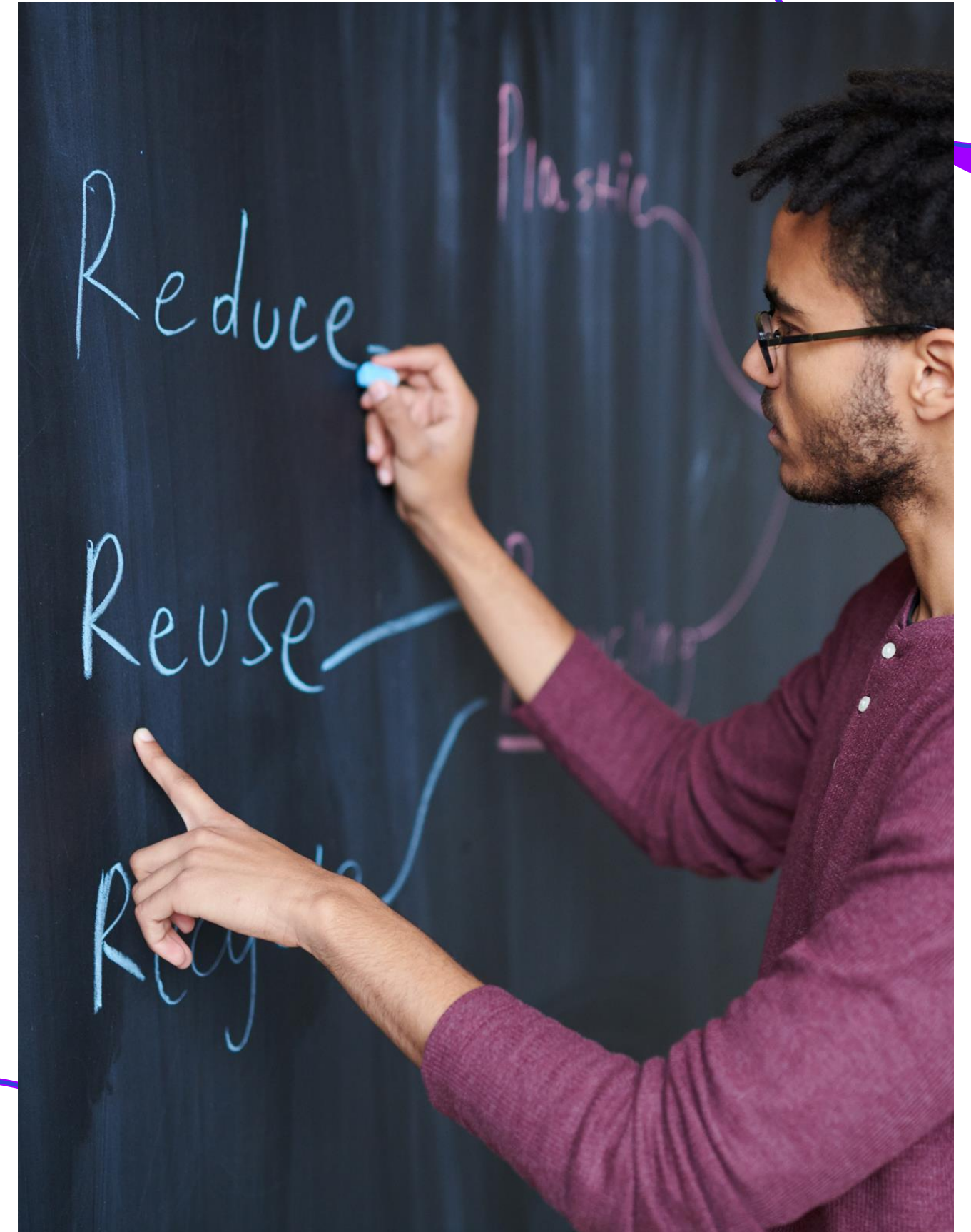
As a data analyst I am concerned mainly with the 3rd task.

# Task at Hand

To understand the data model.

To find the top 5 most popular categories.

To help social buzz scale their operations.



# Process

1

DATA CLEANING

2

DATA MODELING

3

DATA ANALYSIS

4

CONNECTING THE DOTS

5

THE WAY FORWARD

# Insights

16 UNIQUE CATEGORIES



3 SENTITMENT TYPE TRACKED

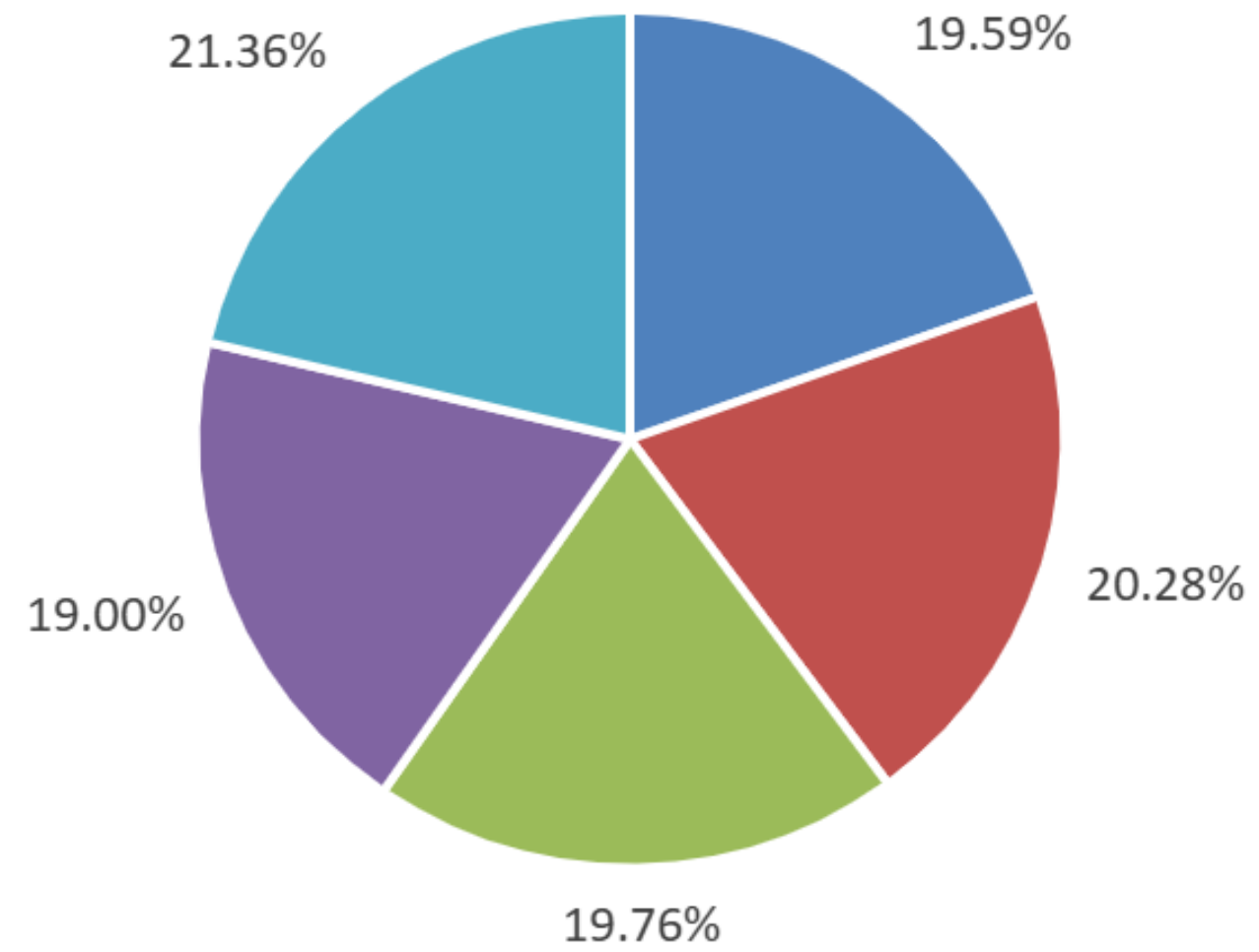


INDIVIDUAL SCORES BETWEEN 0 AND 75

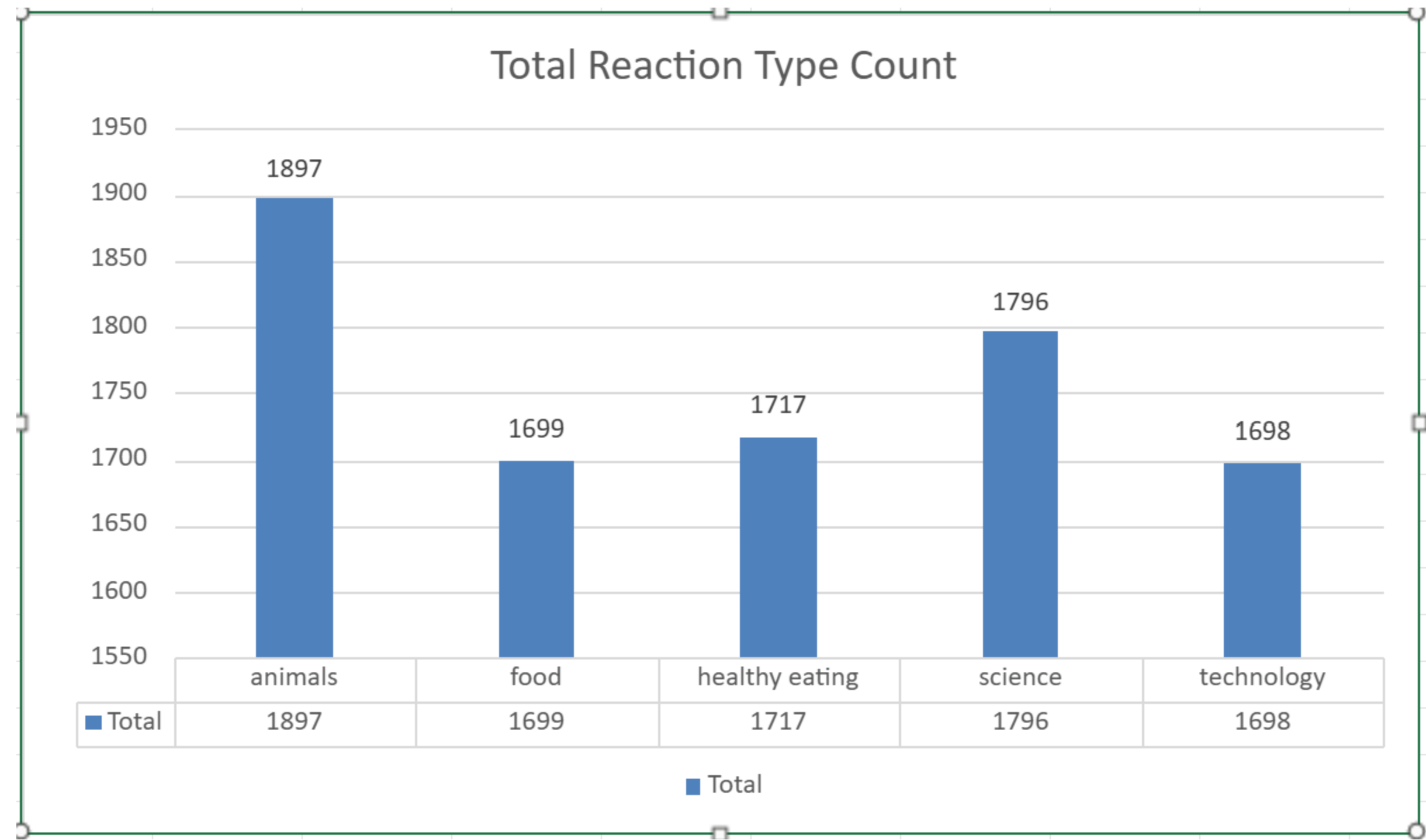


## Top 5 popular category

■ technology ■ science ■ healthy eating ■ food ■ animals



# TOTAL REACTIONS TO TOP 5 MOST POPULAR CATEGORIES

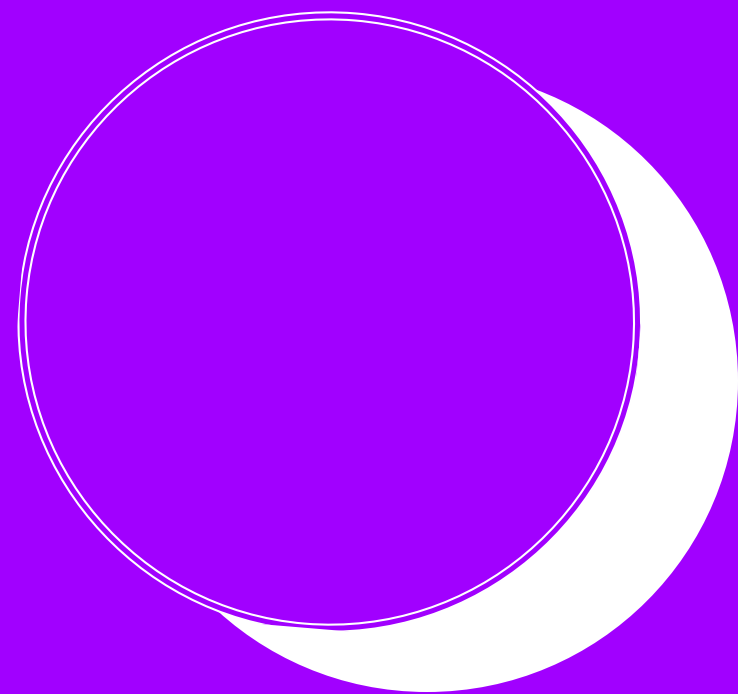




# Summary



- During our presentation to Social Buzz, we shared key insights and strategic guidance to strengthen their growth trajectory and prepare them for an IPO.
- By analyzing popularity scores, we pinpointed the five most engaging content categories, offering data-driven strategies to enhance content performance and audience interaction.
- Our assessment of their big data infrastructure focused on improving scalability and efficiency, with recommendations on cutting-edge technologies and industry best practices.
- Looking ahead, our collaboration will center on executing these strategies, ensuring Social Buzz remains competitive and well-positioned for sustained success in the social media landscape.



# Thank you!

ANY QUESTIONS?