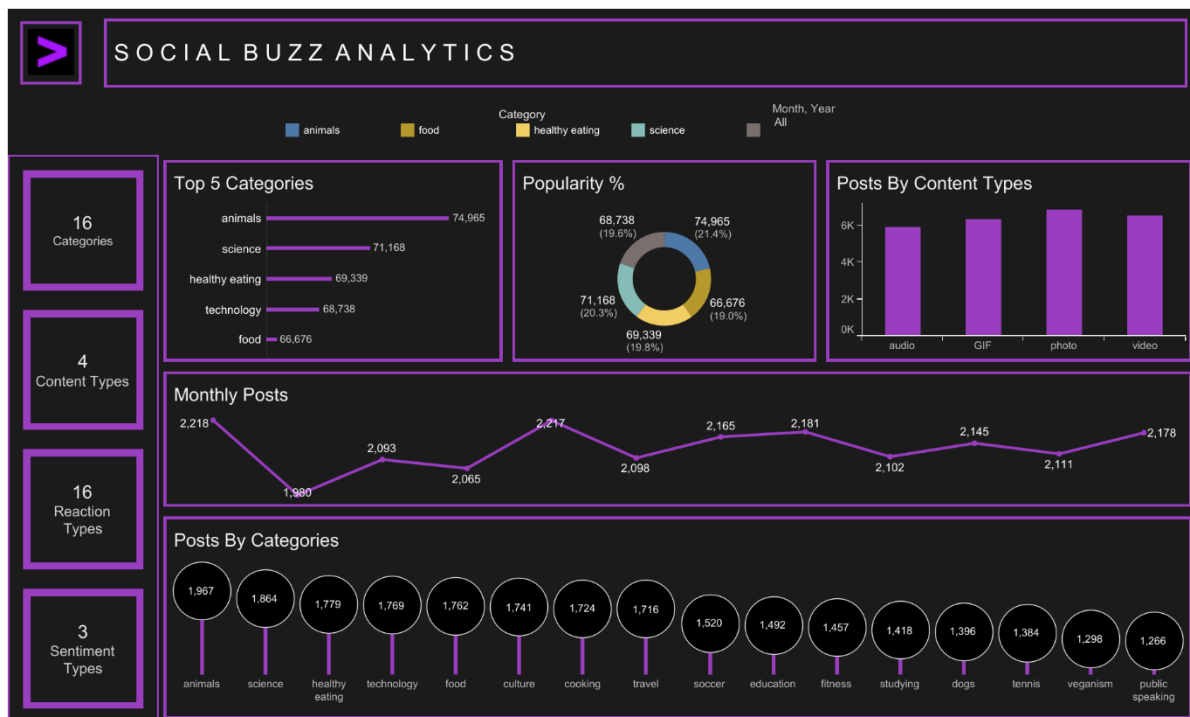


SOCIAL MEDIA ANALYTICS – SOCIAL BUZZ

Link To Dashboard:

<https://public.tableau.com/app/profile/gaurav.patil7479/viz/AccentureSocialBuzzProject/Dashboard1>

This dashboard was developed as part of Accenture Virtual Experience Program.



Social media data can be a valuable resource in various ways. For example, market research, sentiment analysis, customer service, influencer marketing and competitive analysis to name a few.

Data Attributes:

Content Tables with the following attributes:

Content ID	User ID	Type	Category	URL
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Reactions Tables with the following attributes:

Content ID	User ID	Type	Datetime
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ReactionsTypes Tables with the following attributes:

Type	Sentiment	Score
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Data Preparation:

To prepare the data for analysis, data cleaning was performed

- Dropped the URL and UserID column from 'Content' table as they are not useful
- Handle empty and null values
- Assign relevant names to columns. Example, 'Type' renamed to 'Reaction Type' for Reactions table
- Convert 'Datetime' column into Date data type

Objective:

To answer impending questions put forth by the team of Social Buzz, namely

- Highlight the top 5 categories with the largest aggregate popularity
- Months with the highest and lowest number of posts on the platform

Analysis Results & Insights:

The data analytics team presented the following insights based on the datasets provided:

- Top 5 most popular categories are – Animal, Science, Healthy-Eating, Technology and Food
- January has the highest number of posts with a total number of 2,218 posts, while February is the month with lowest number of posts with 1,980 posts