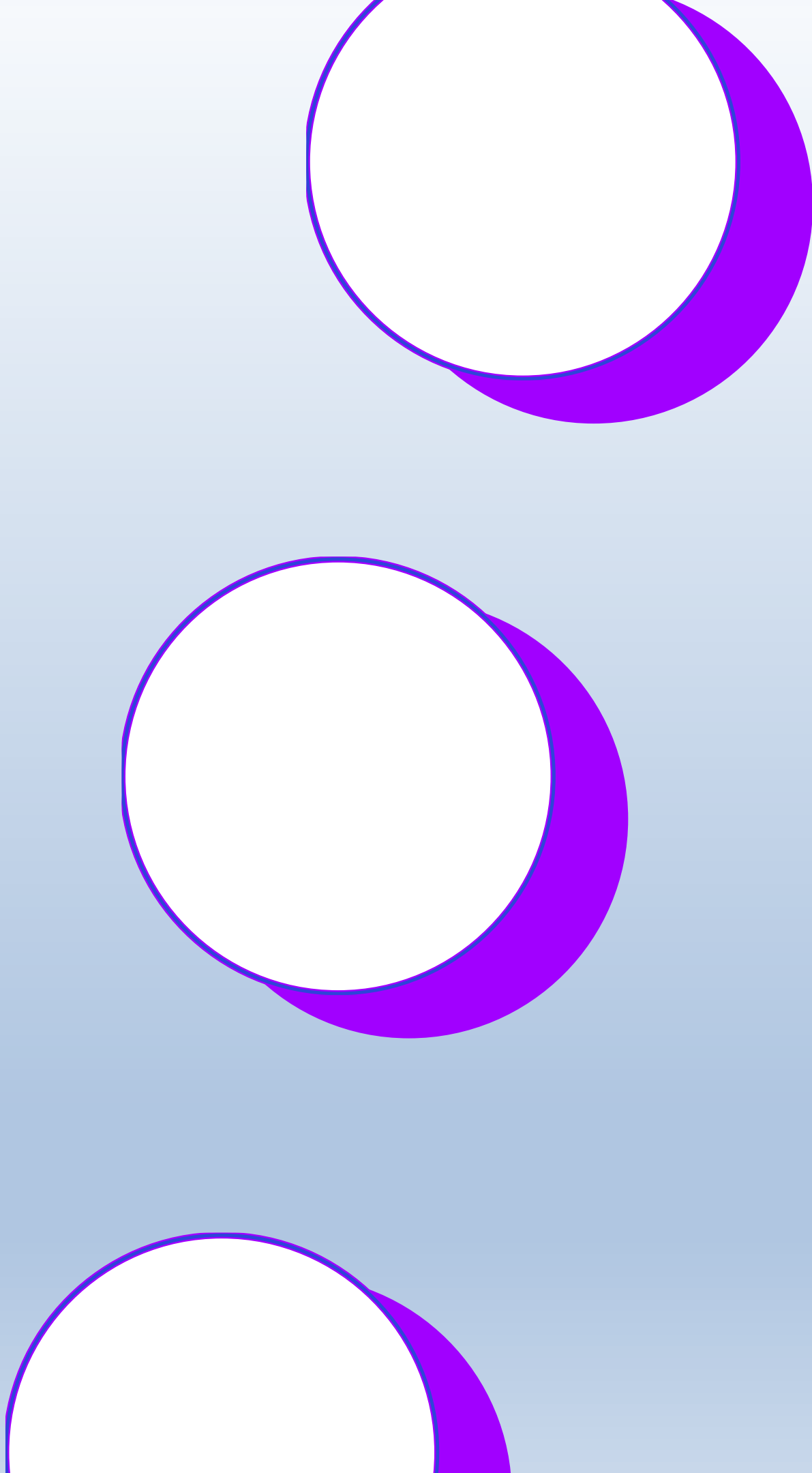




Analysis of Content Data



Agenda

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

Project Recap

Client: **Social Buzz**

Social Buzz is a large social media company with the unique idea of emphasizing content on their platform by making users anonymous and tracking user reactions only.

Tasks

We the teams at Accenture are conducting a 3-month preliminary project plan with a focus on these task:

- Audit of their big data practices.
- Recommendations for a succesful IPO.
- Analysis of the top 5 content categories with the largest aggregate popularity.

Problem

Large User and Content Scale:

- over 500 million active users per month.
- Over 100, 000 pieces of content data

How to manage the massive amounts of data? How to analyze content categories highlighting the top 5 categories on Social Buzz?.



Meet The Analytics team



Andrew Fleming
Chief Technology Architect



Marcus Rompton
Senior Principal



Grace Eze
Data Analyst

Process

1

Understanding the Business Problem and Relevant Data

2

Data Cleaning

3

Data Modelling

4

Analysis of Processed Data

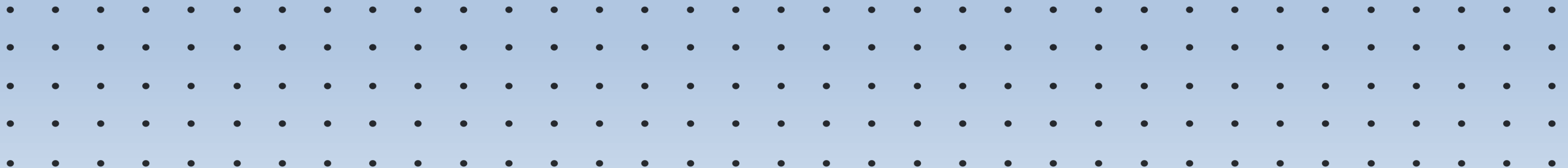
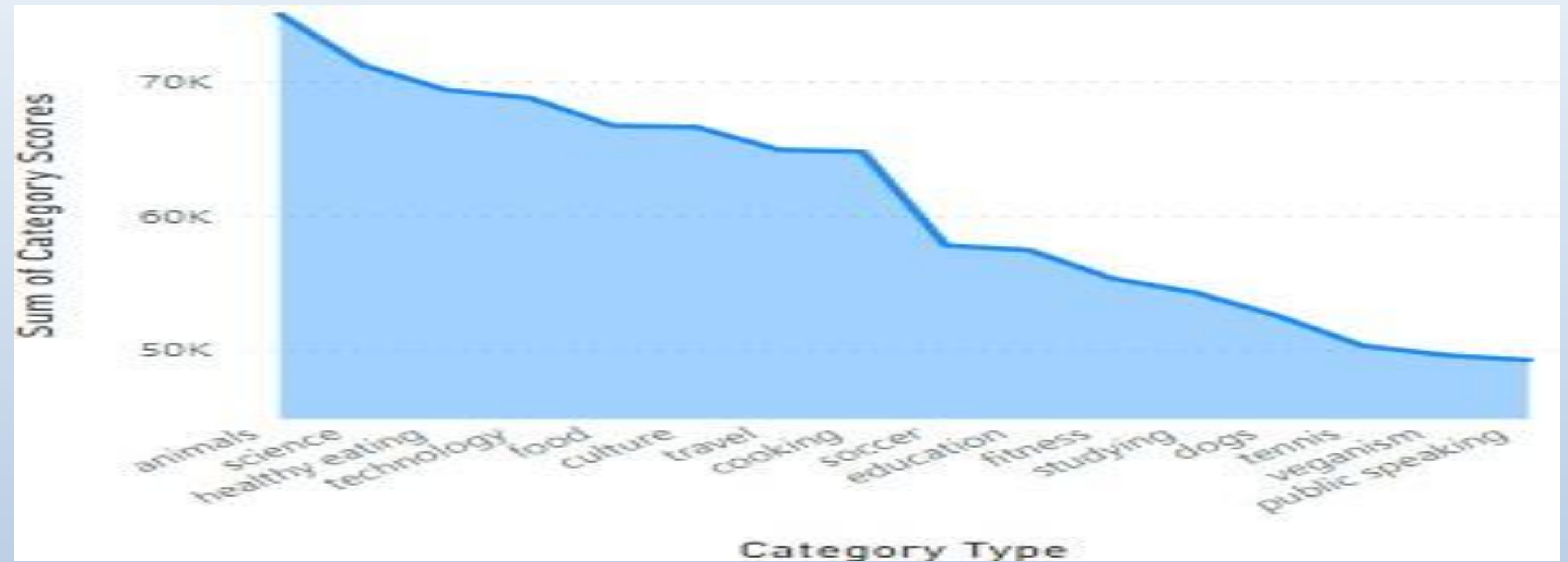
5

Visualization and Insights

Insights

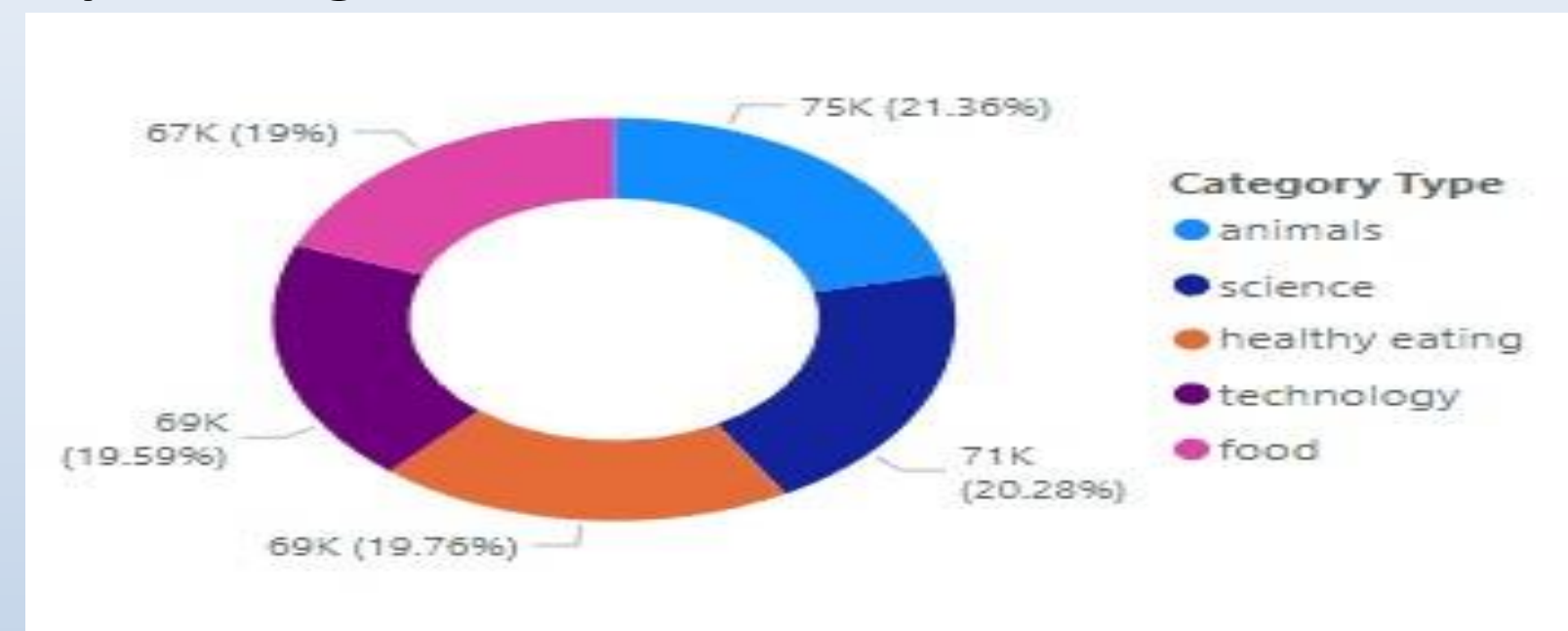
16

Unique
Categories

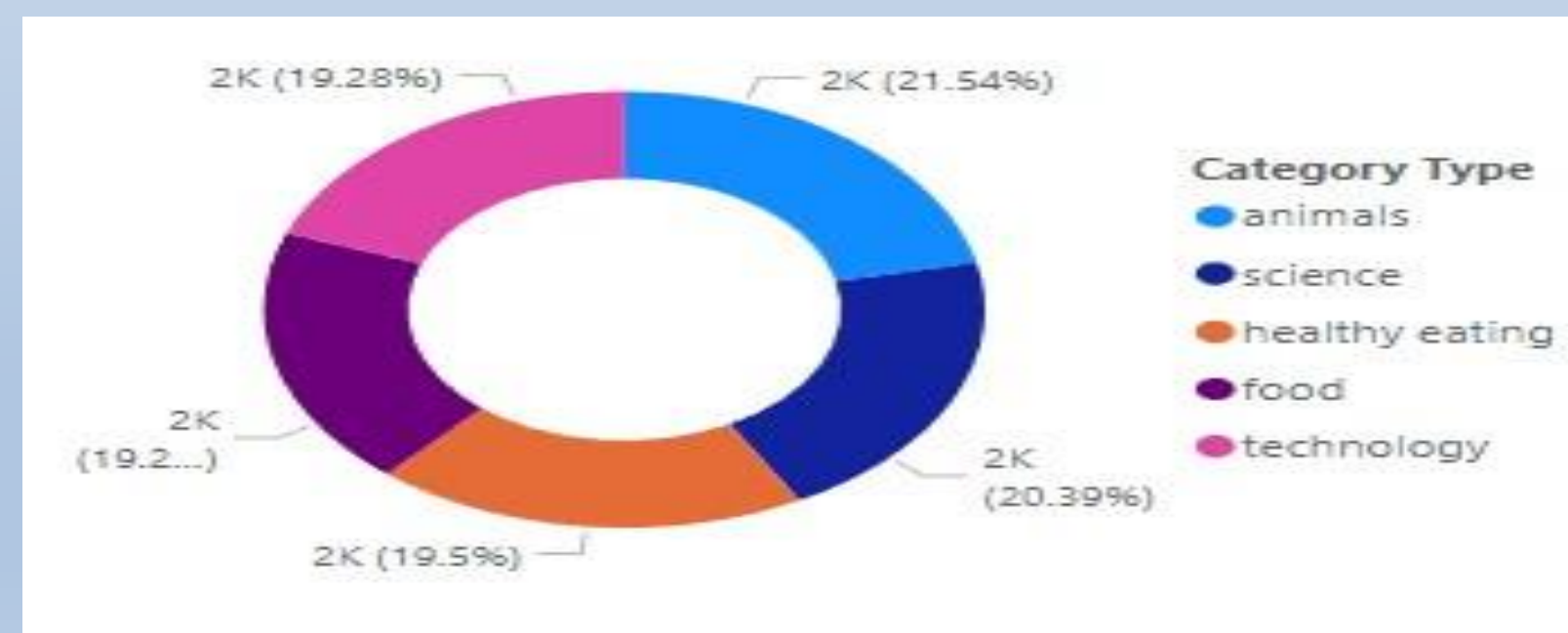


TOP 5 Categories By Scores and Reaction Type		
Category Type	Sum of Category Scores	Sum of Reaction Type per Category
technology	68738	1698
food	66676	1699
healthy eating	69339	1717
science	71168	1796
animals	74965	1897
Total	350886	8807

Top 5 Categories Based on Scores



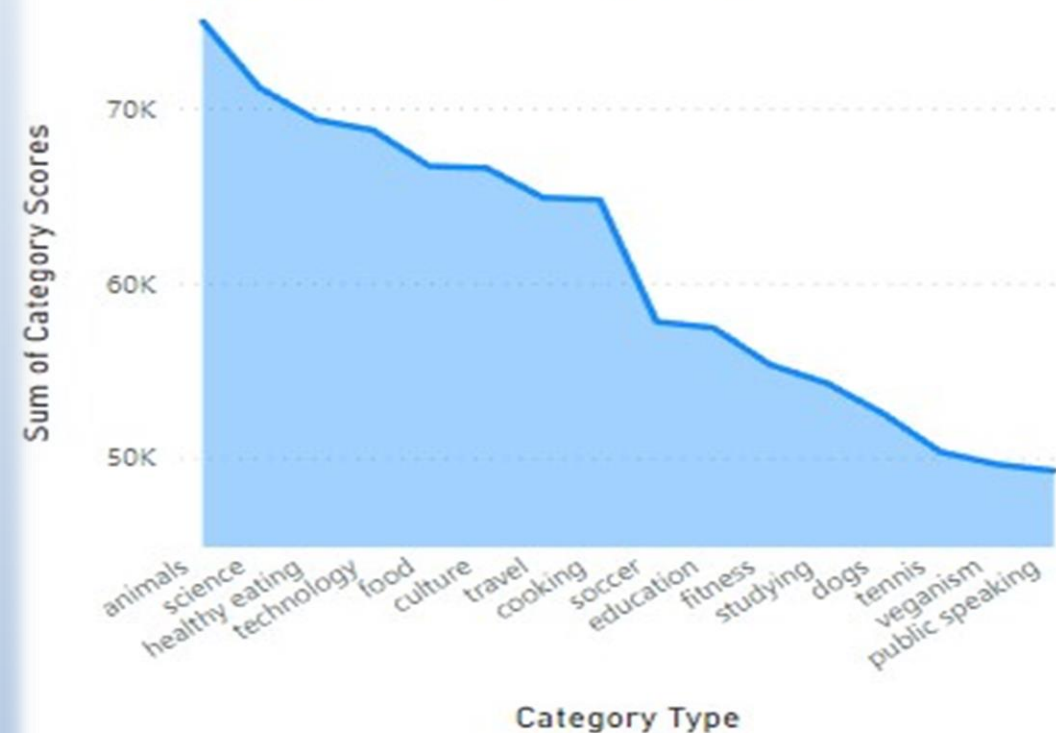
Top 5 Categories Based on Reaction Type



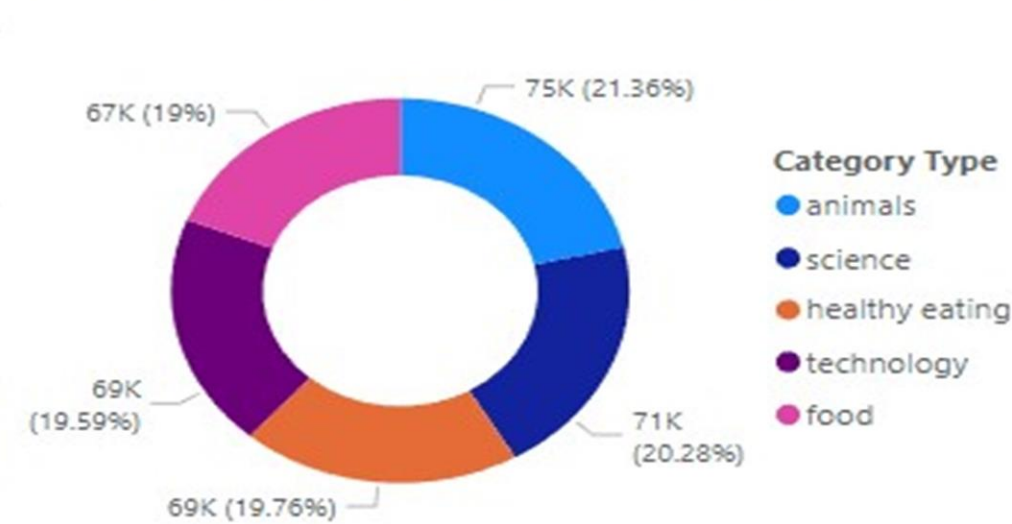
Insights: Summary

SOCIAL BUZZ : TOP 5 CATEGORIES INSIGHTS VISUALIZATION

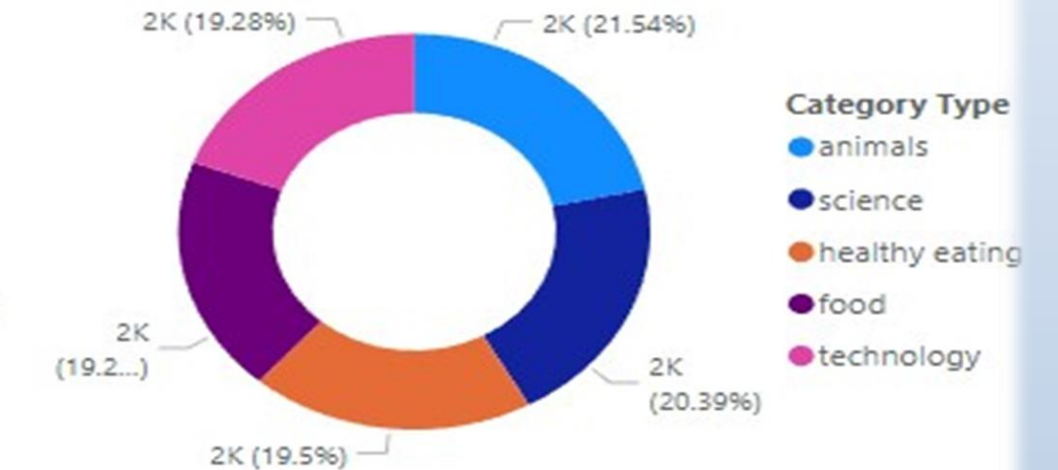
Sum of Category Scores by Category Type



Sum of Category Scores by Category Type



Sum of Reaction Type per Category by Category Type

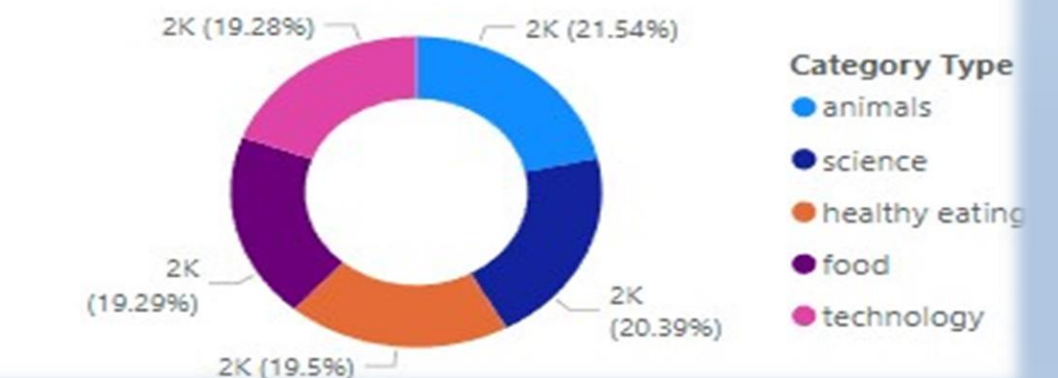


Unique Content ID's	Unique Content Type
962	4
Unique Categories	Unique Sentiments
16	3

TOP 5 Categories By Scores and Reaction Type

Category Type	Sum of Category Scores	Sum of Reaction Type per Category
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Total	350886	8807

Sum of Category Sentiment by Category Type



Summary



Analysis and Insights

The top 5 categories with aggregate popularity are animals, science, healthy eating, technology and food out of 16 unique categories.

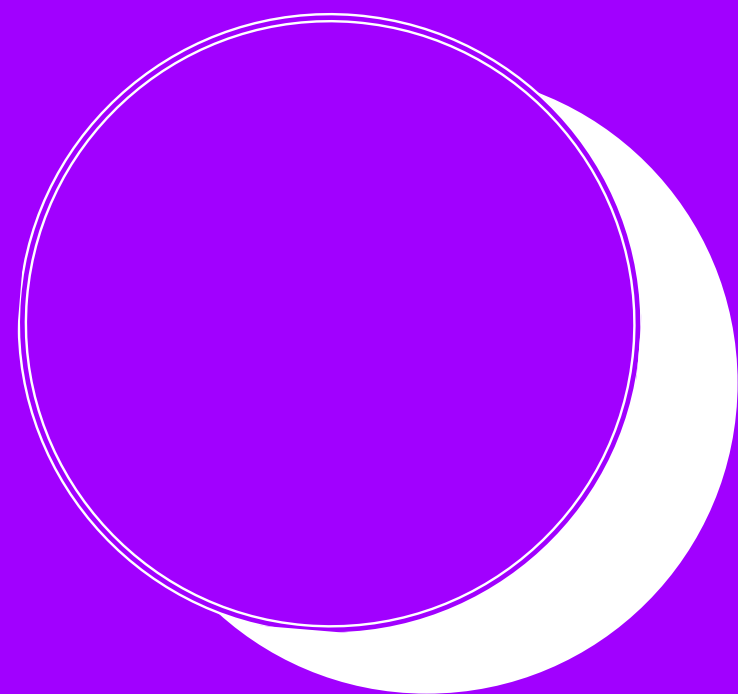
The top category: Animal has a total score of 74,965 with a total of 1,897 reactions, followed by the science category with a total score of 71,168 with a total of 1,796 reactions.

Based on the top 2 categories indicates that users enjoy more intuitive, verifiable and nature-based contents.

Also based on the common theme between categories: Food and Healthy living, this indicates users tend to be more active when it comes to what they consume.

This insight could be used to

- Create a more contents based on these categories.
- Create a recommendation system for users based of these categories.
- Collaborate with brands and advertise content based of these categories to users.



Thank you!

ANY QUESTIONS?

