

# Analyzing Social Buzz App Categories

# The Analytics team



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# 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 month POC focusing on these tasks:

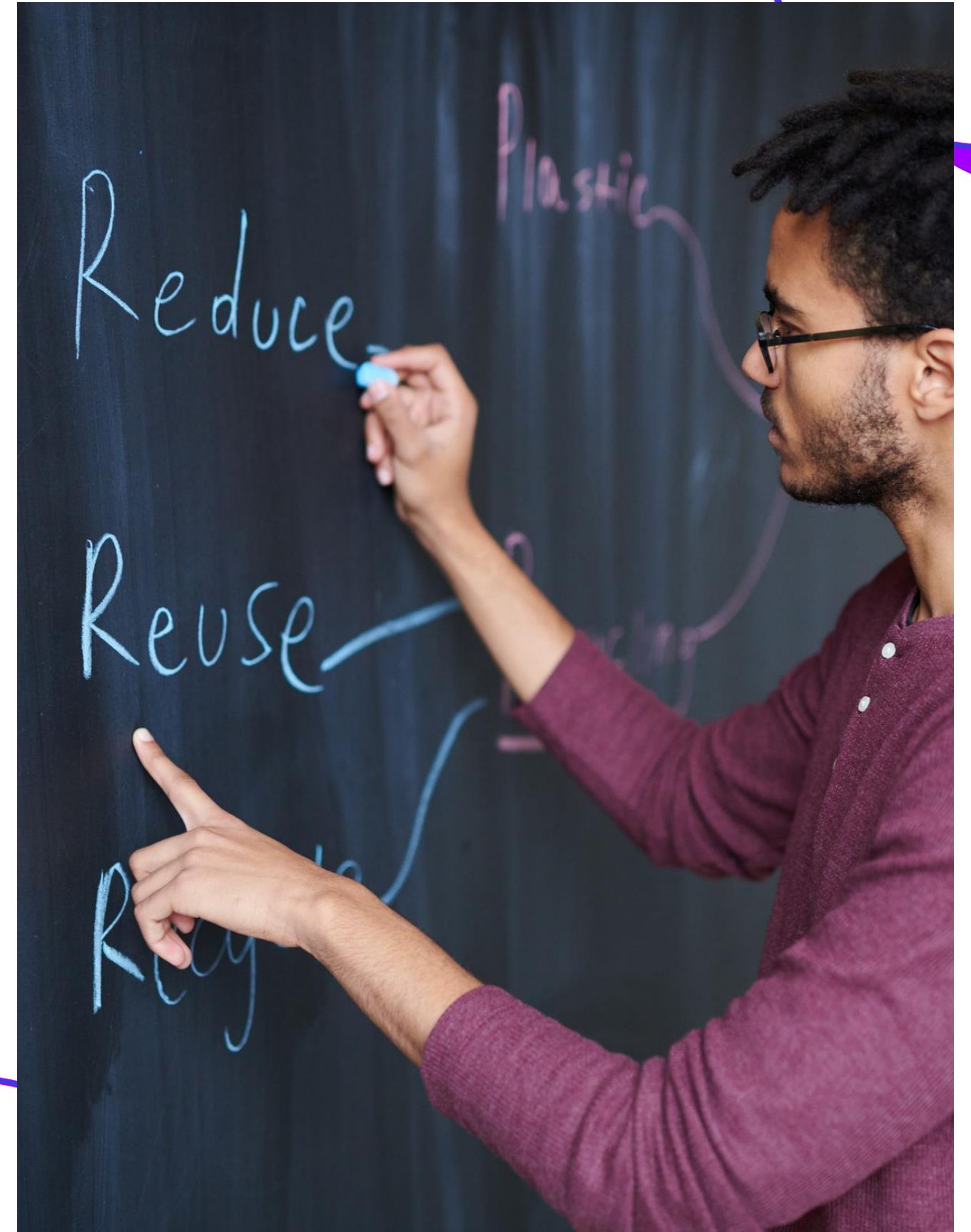
- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

# Problem

Over 100.000 post  
everyday

36.500.000 pieces of  
content every year

How to capitalize it ?



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Insights

# Insights

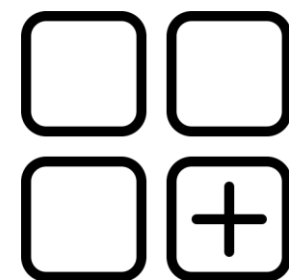
18.384



Unique  
User



16



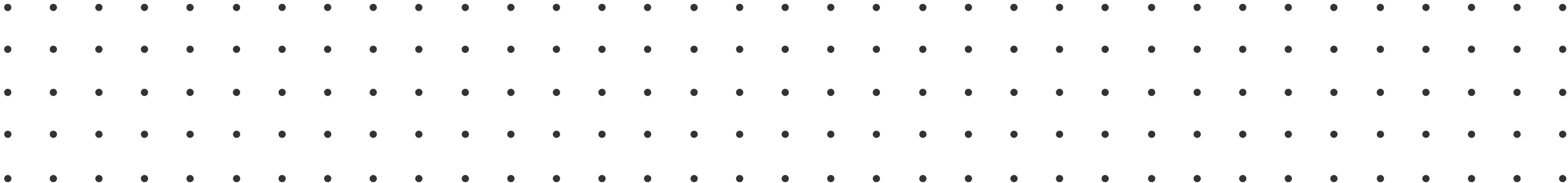
Unique  
Categories



January



Month With The  
Most Post

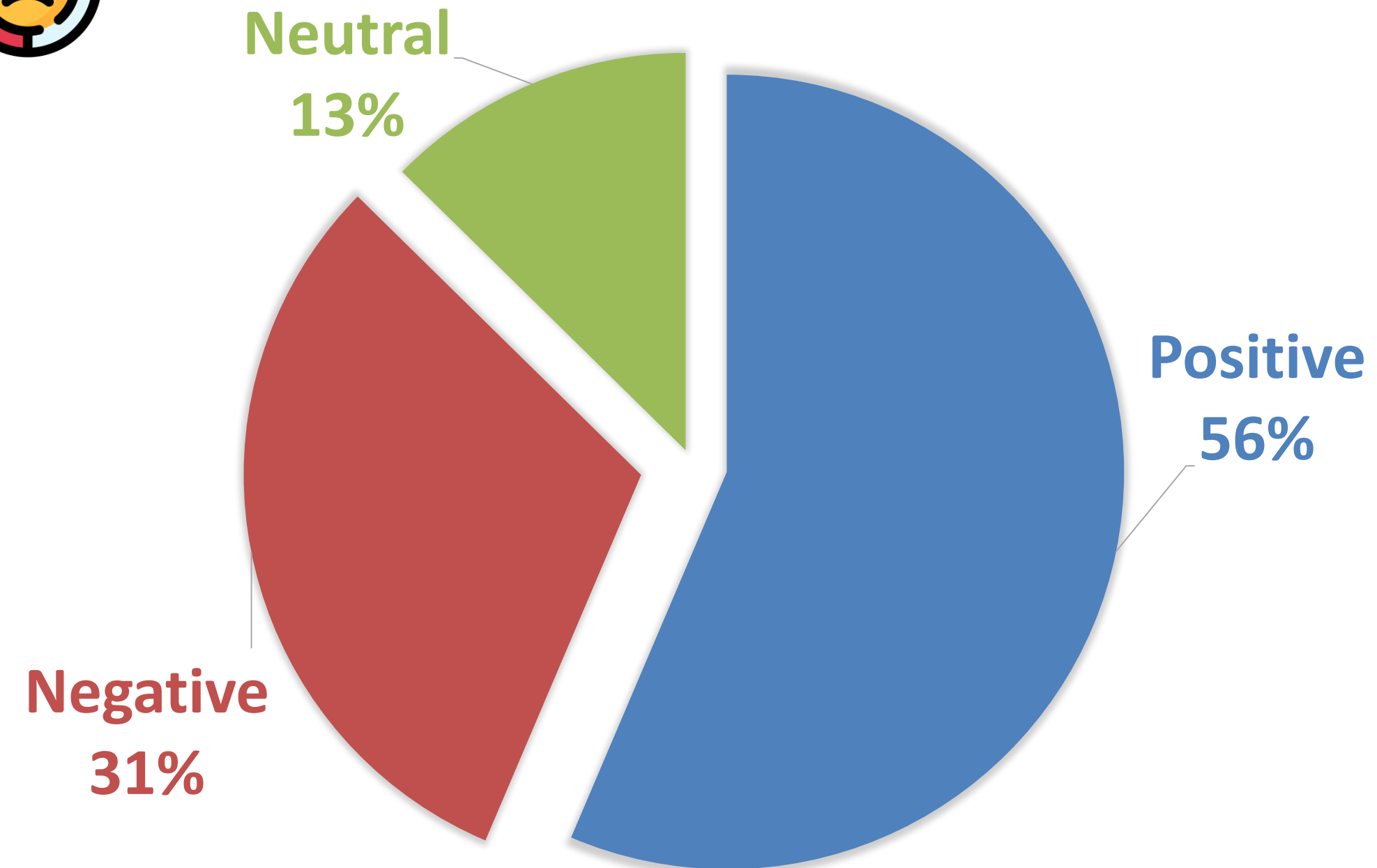




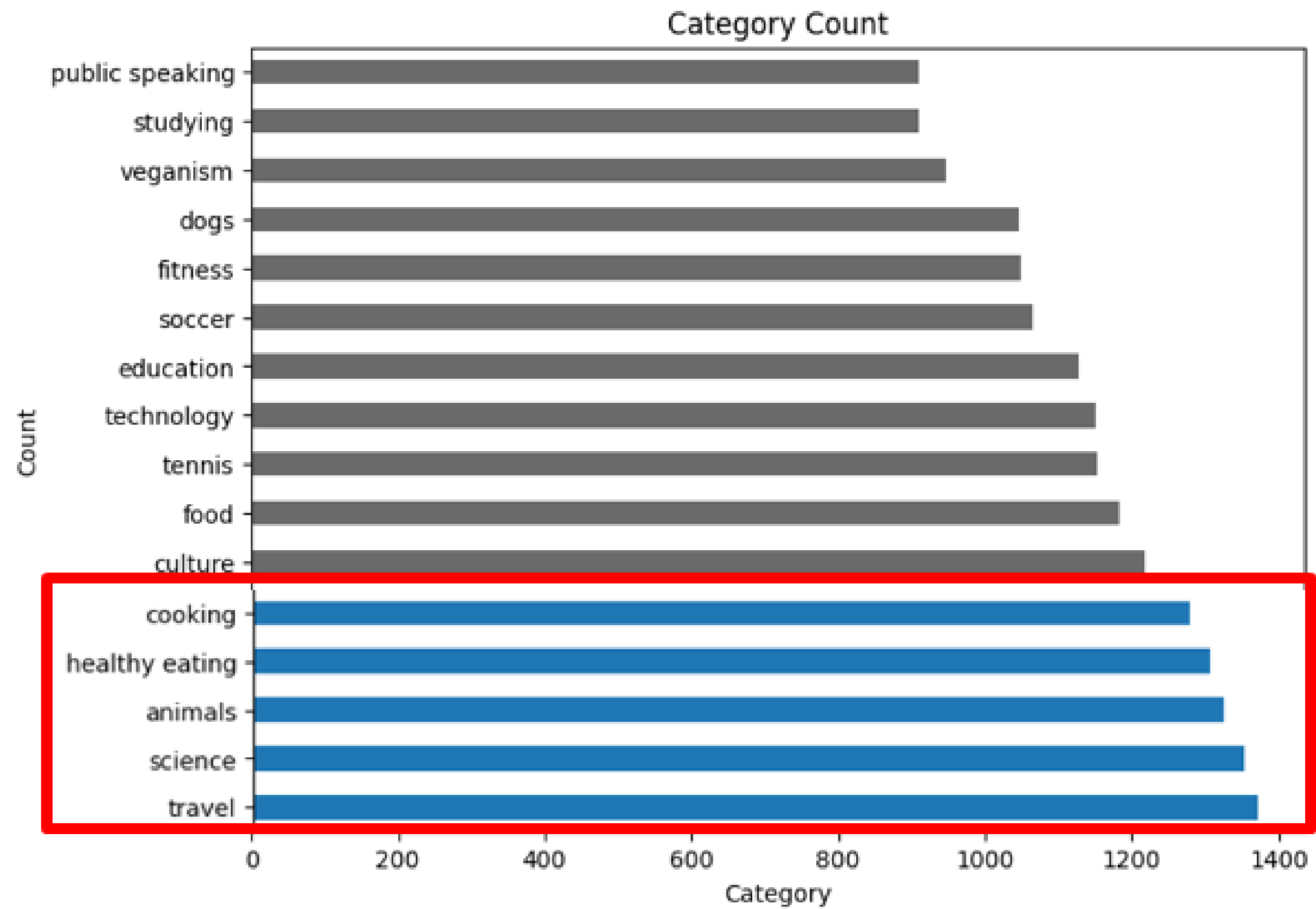
**Average  
Sentiment  
Score**

**39.7**

**(Neutral)**







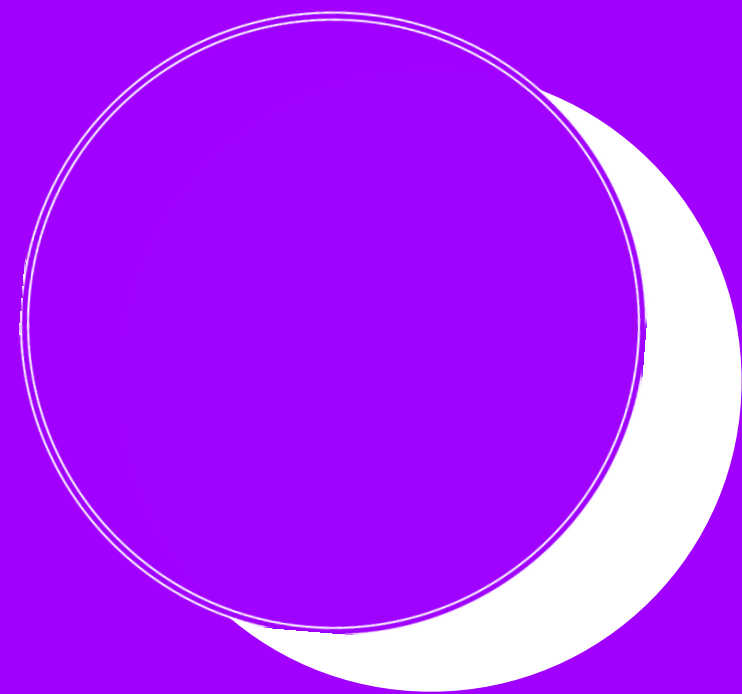
# Summary



“Travel” is the top number 1 category. This can give an indication of the audience in your user base.

In addition, the results of the content score show that neutral to the positive indicates that the content created is good enough

You could use this insight to create a campaign and work with travel brands to boost user engagement.



# Thank you!

ANY QUESTIONS?