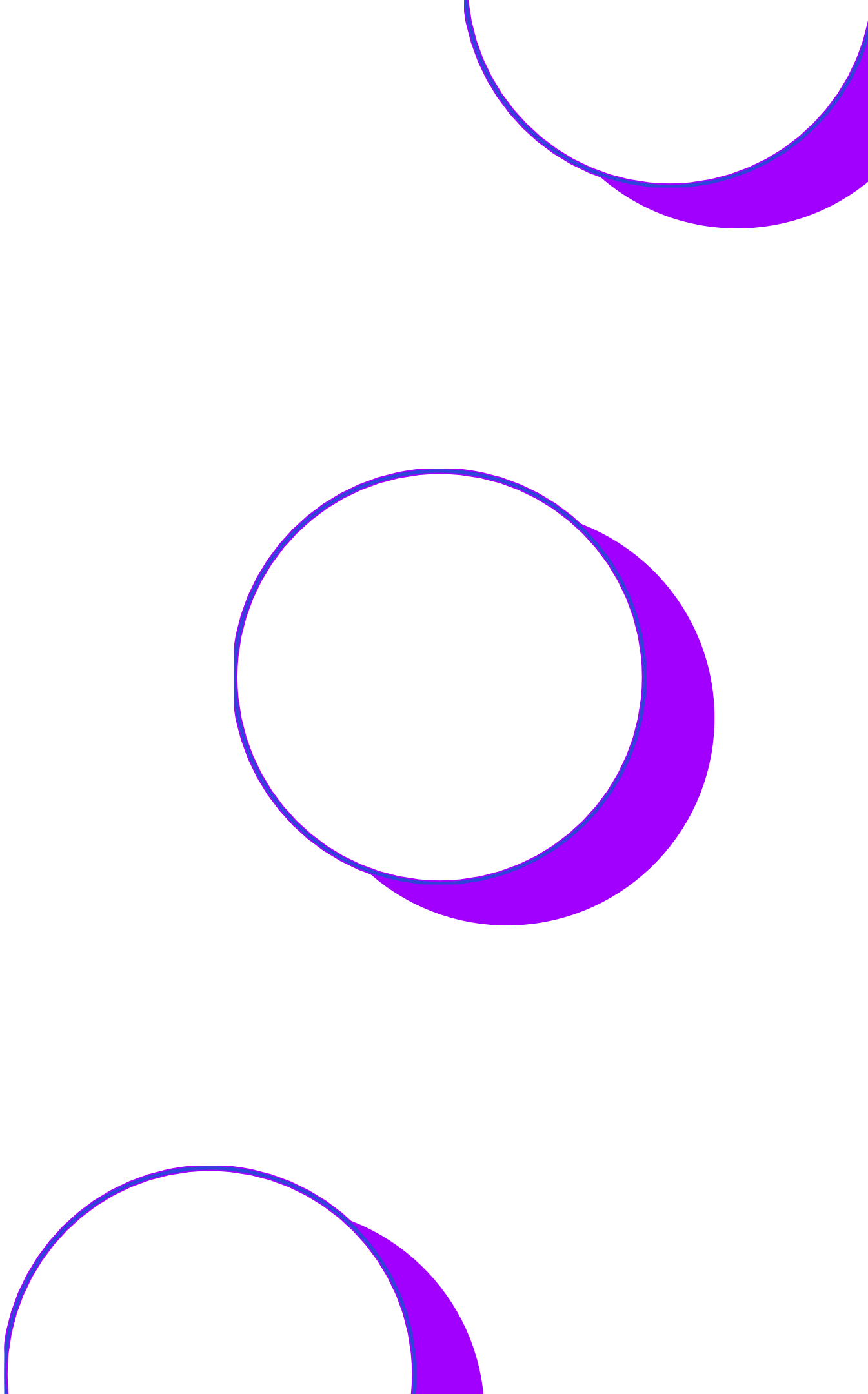
The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Social Buzz Data Analytics" are written in a clean, white, sans-serif font, stacked vertically. The background of the entire image is a solid purple color, overlaid with a fine grid of small white dots. A subtle, darker blue shadow of the circle is visible behind it, creating a sense of depth.

Social Buzz Data Analytics



Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary





Project Recap

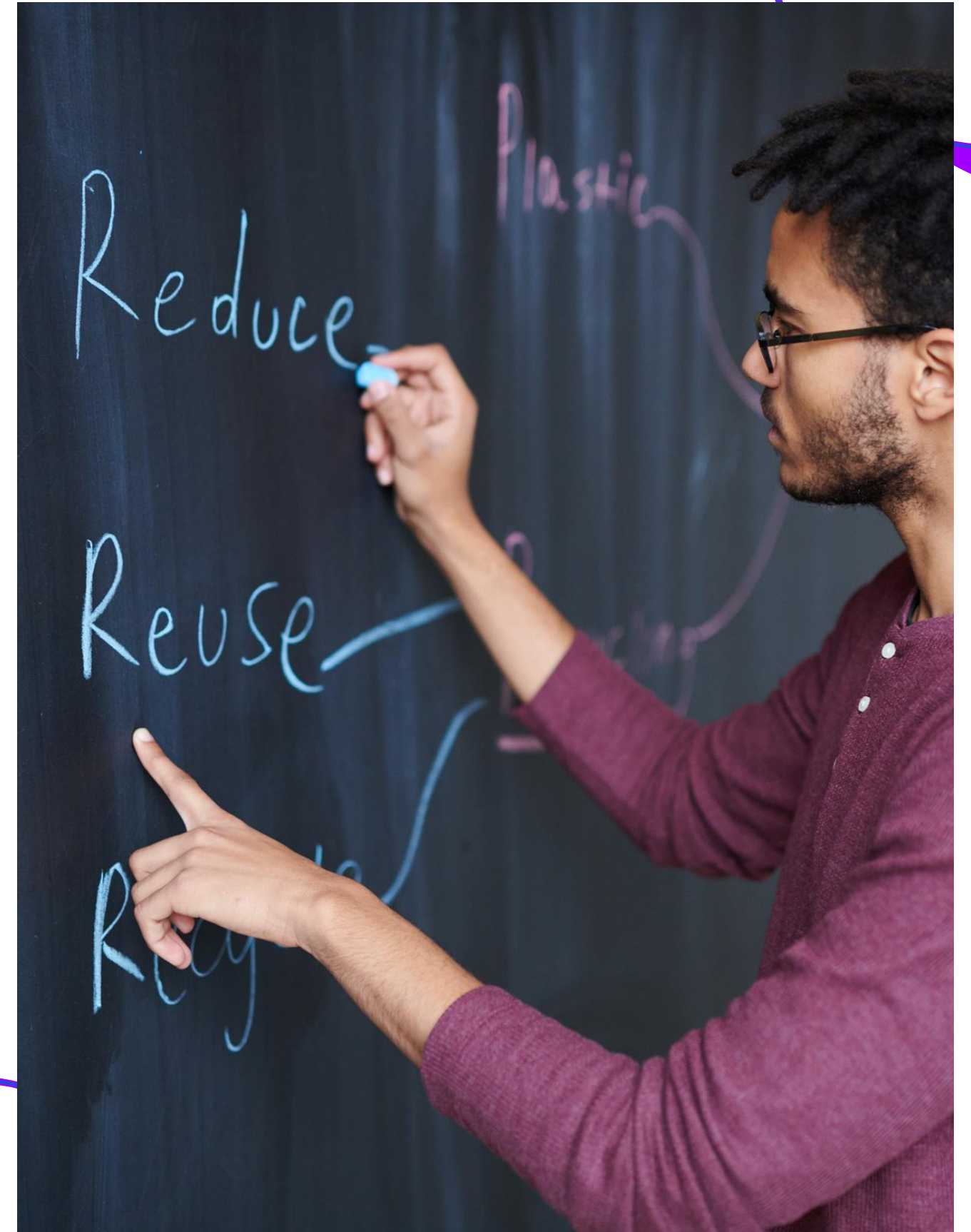
Accenture is running a 3 month initial project with Social Buzz to help them grow on a larger scale. The following 3 tasks will be executed in the project:

- An audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- An analysis of the content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

- > 100k daily posts
- > 36.5 million posts per year

How do we identify Social Buzz's top 5 most popular content categories?



The Analytics team



Andrew Fleming
Chief Technical
Architect



Marcus Rompton
Senior Principle



Harshvardhan Sarvagyan
Data Analyst

Process

1

Data Gathering

2

Data Cleaning

3

Data Modelling

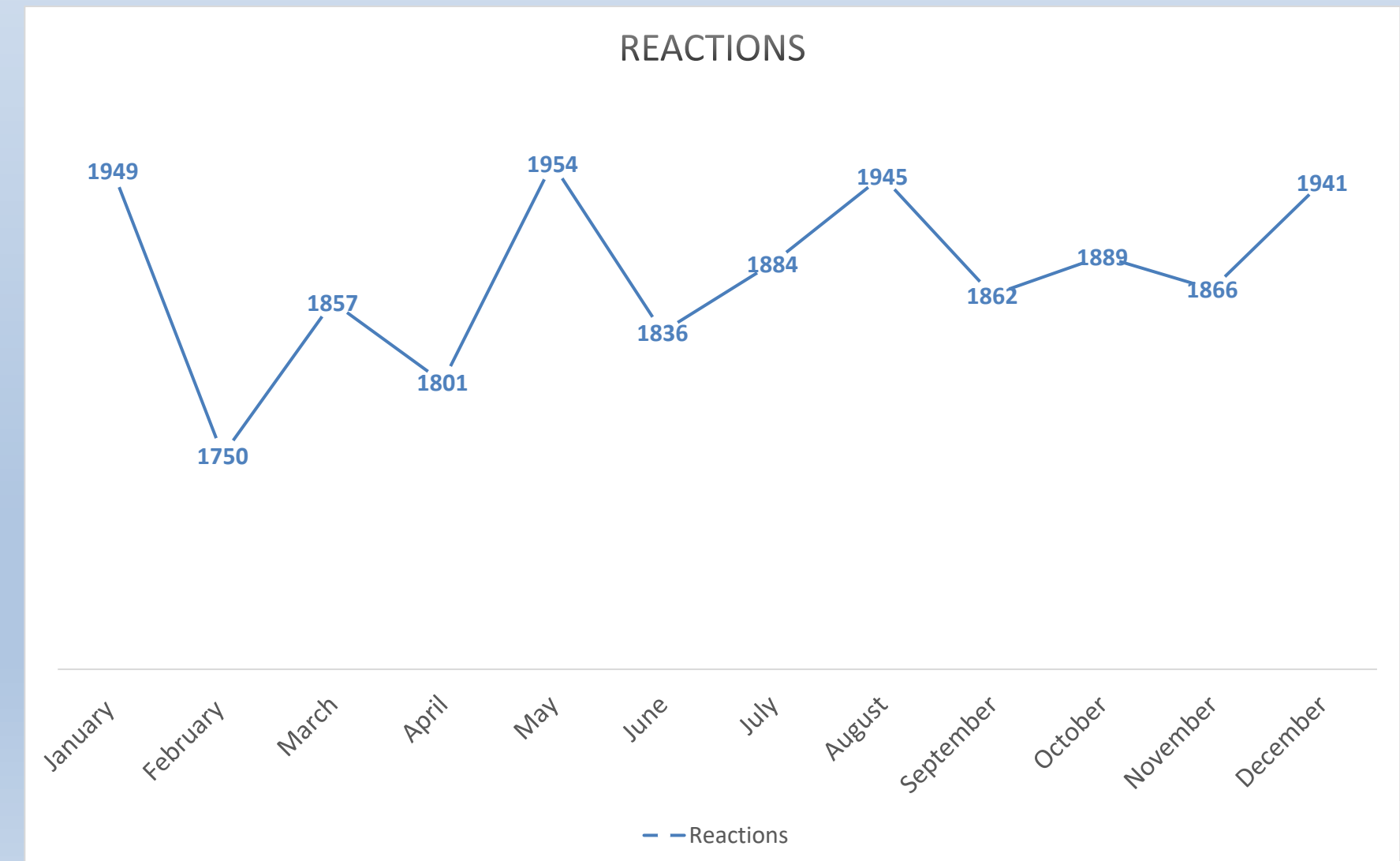
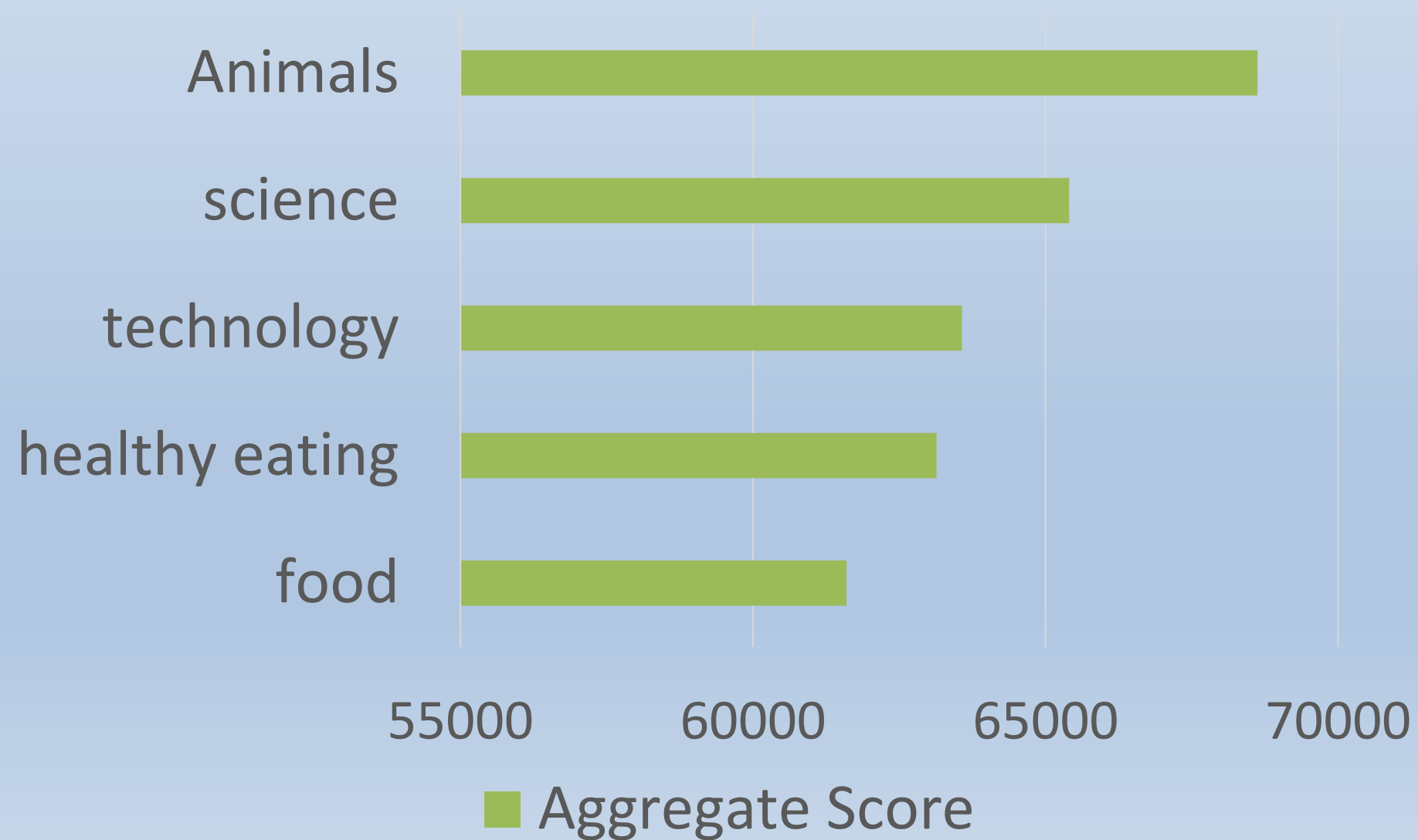
4

Data Analysis

5


Data Visualization

Insights







Summary

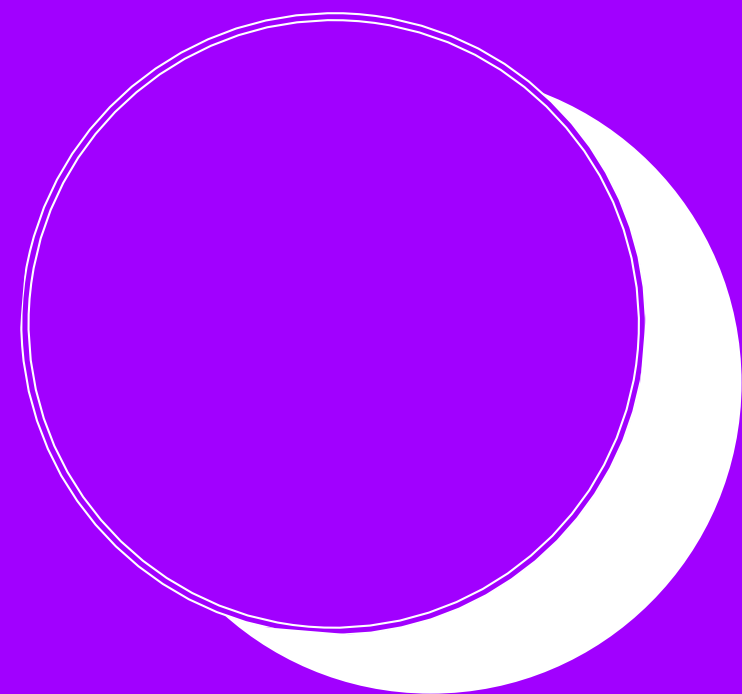


An in-depth data analysis of the Social Buzz user data tells us that the 5 most popular content categories are **Animals, Science, Technology, Healthy Eating and Food.**



Additional categories which have an overlap with some of these categories are **Cooking and Veganism with ‘Food’ and Dogs with ‘Animals’**





Thank you!

ANY QUESTIONS?