Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast growing technology that need to adopt quickly to its global scale. Accenture has begun 3 month POC focusing on three tasks:

1. An audit of social buzz big data practice
2. Recommendation for successful IPO.
3. Analysis to find social buzz top 5 most popular categories of content.

Problem

Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted

To much data how to manage it and capitalize it.

Analyze to find Social Buzz top 5 most popular categories of content.

The Analytics team

Julia Hendrie

Susan Curtis

Himanshu Salal
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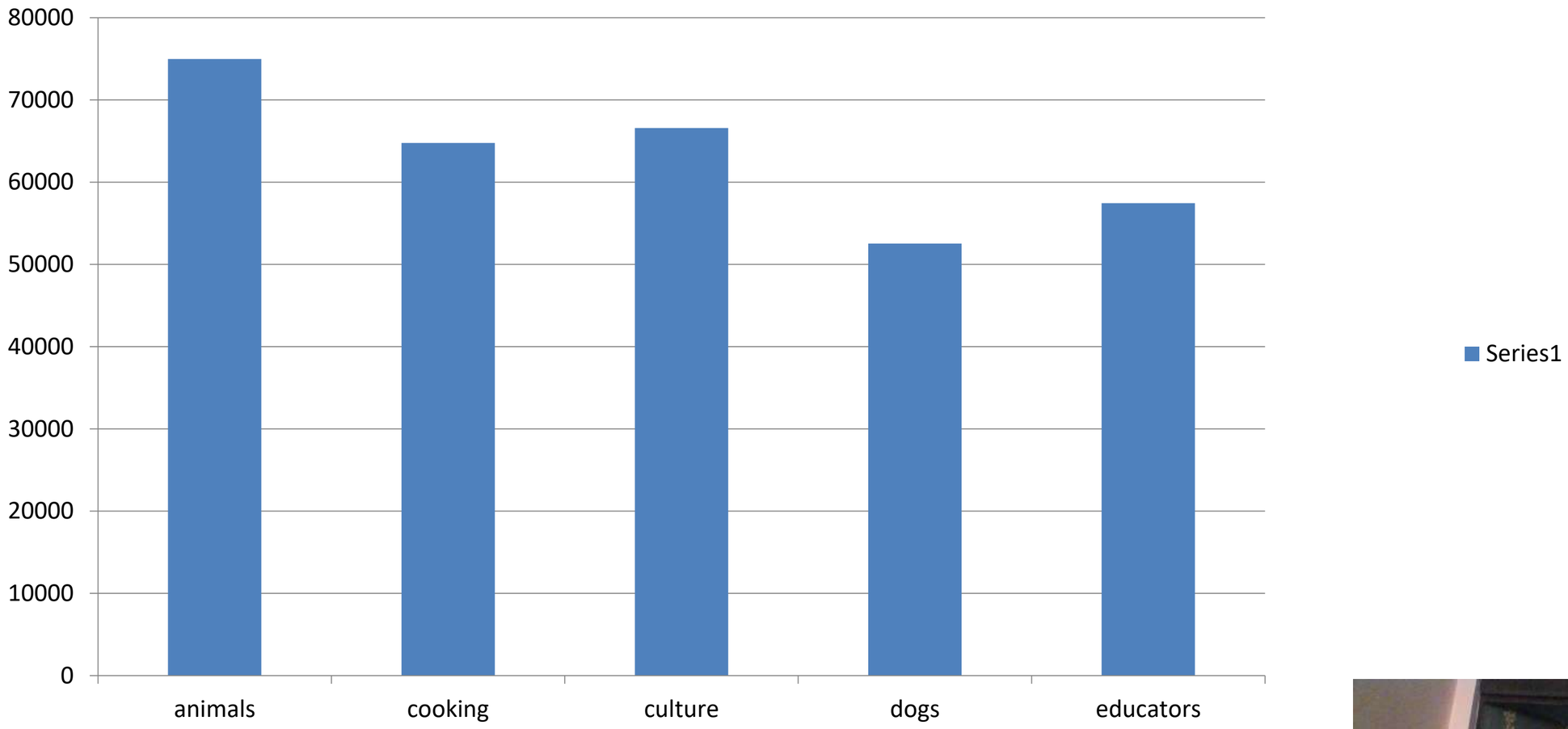
1. Data Understanding
2. Data Cleaning
3. Data Modeling
4. Data Analysis
5. Uncover Insights

Insights

16 Unique Categories

Animal most favorite category

May with most most no. of post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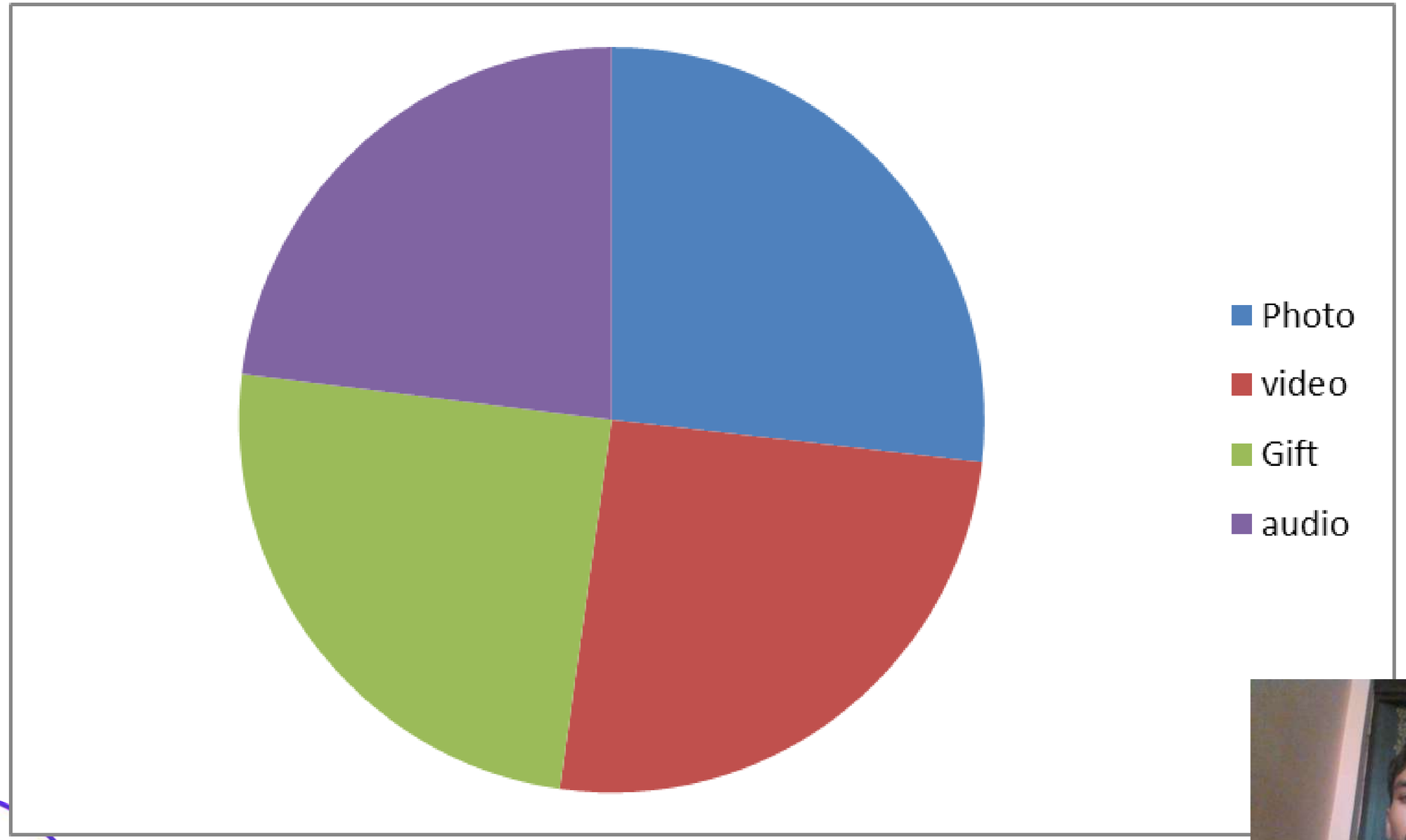


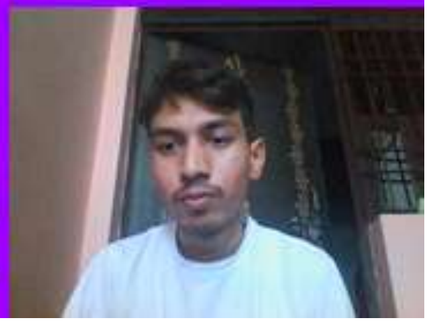
Photo
video
Gift
audio

Summary

There are a total of 16 distinct categories
.Out of which animal and Science are the most favorite one
Four types of content
Photo, video, Gift, audio,
Out of these five categories, I prefer photo and video
May month has the highest no. of a post.

Conclusion

Should focus on more 5 categories animal, technology, science, health, eating, food
Need to maximize in the month of January.

Thank you!

ANY QUESTIONS?