Social Buzz

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

Social Buzz is a fast growing company and Over the past 5 years, Social Buzz has reached over 500 million active users each month. Due to their rapid growth and digital nature of their core product, the amount of data that they create, collect and must analyse is huge and Social Buzz need to adapt quickly to global scale. Accenture has begun a 3 month initial project focusing on these tasks:

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

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Problem

Every day over 100,000 pieces of content of various type

Highly unstructured data

Extremely complicated to manage and maintain

This project not only focused on cleaning of the data but also analyse to find Social Buzz’s top 5 most popular categories

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Manoj Chandra
Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Insights

Insights

16

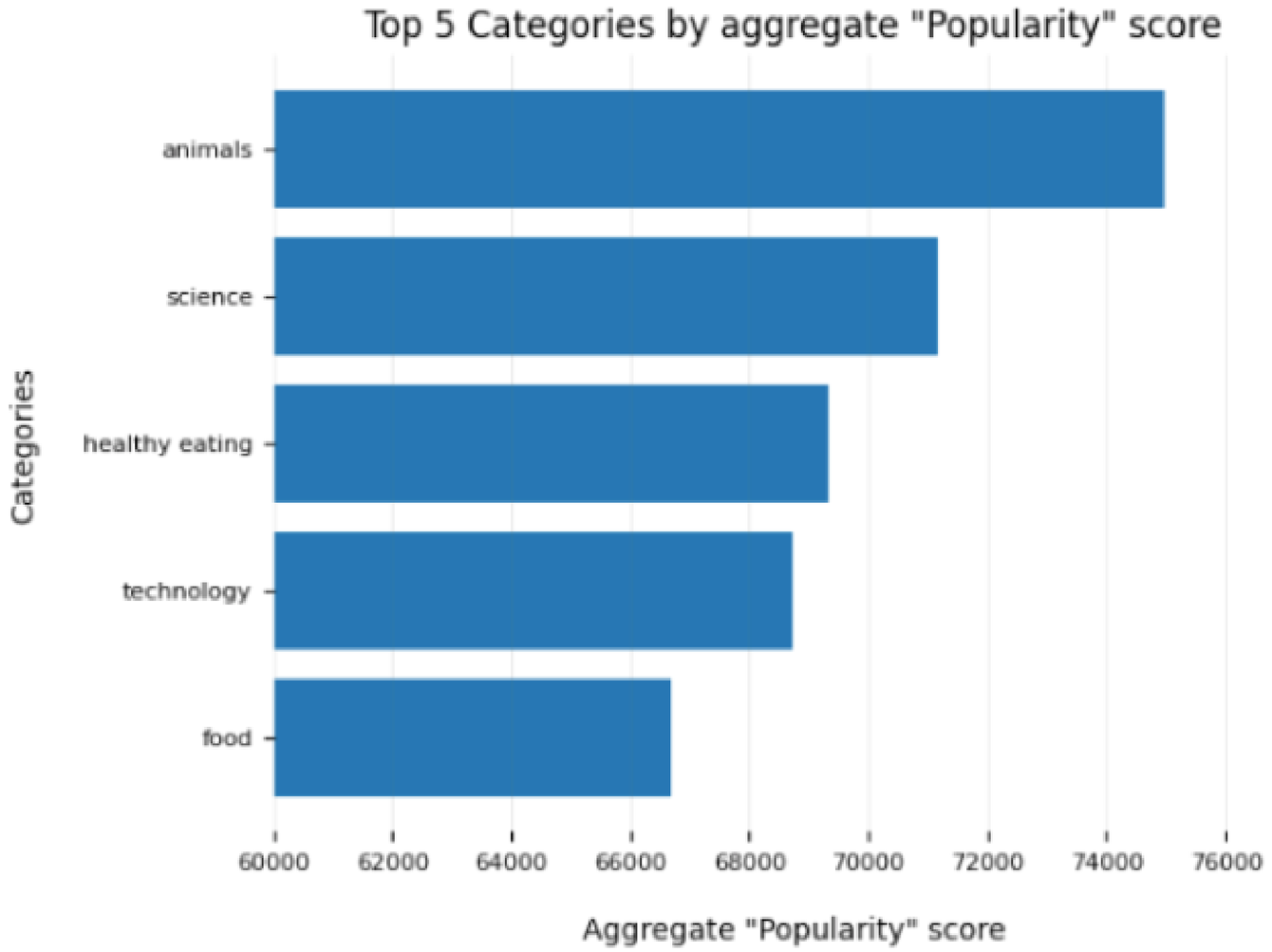
UNIQUE CATEGORIES

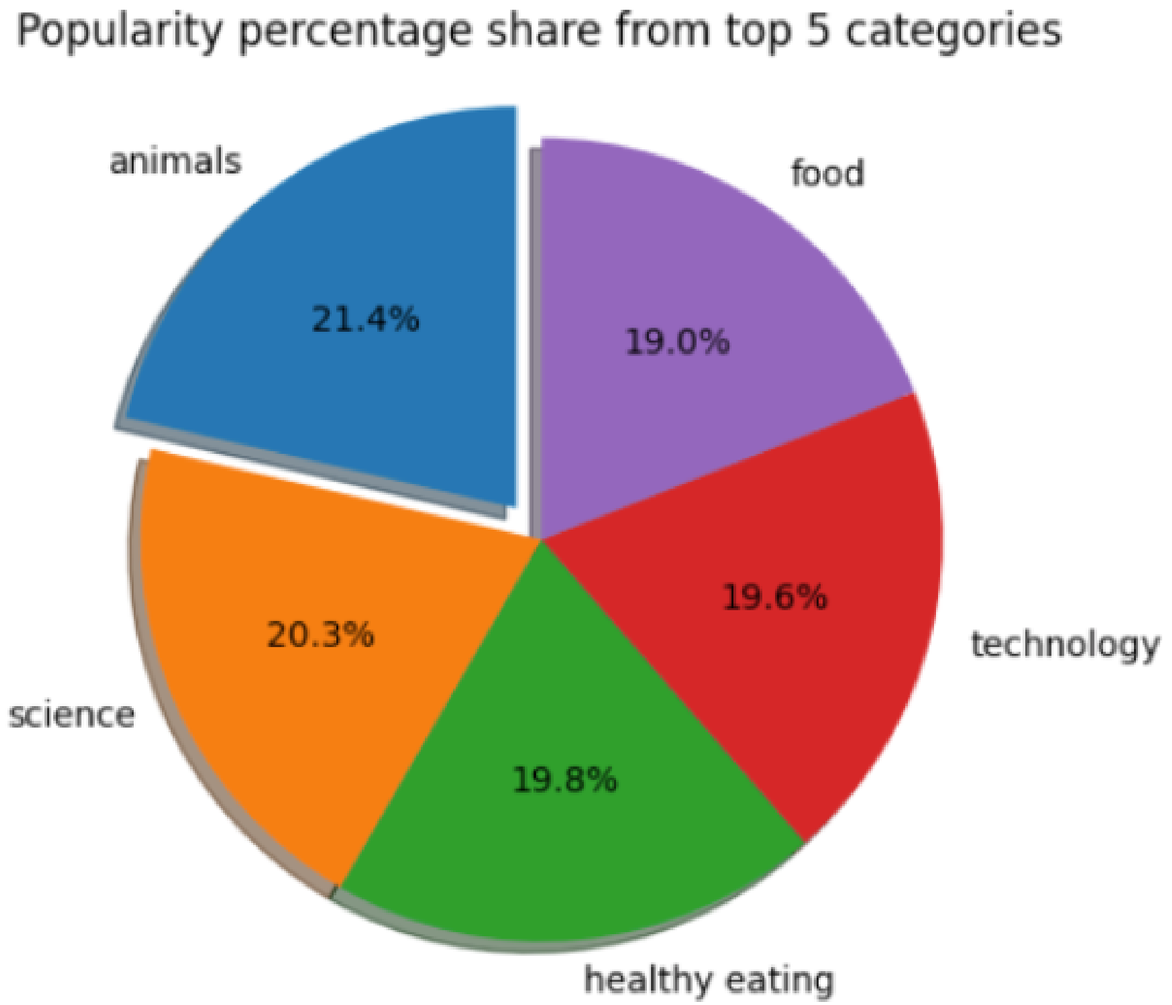
1857

REACTIONS TO “ANIMAL” POSTS

JANUARY

MONTH WITH MOST POSTS


Top 5 Categories by aggregate "Popularity" score
Categories
animals
science
healthy eating
technology
food
60000
62000
64000
66000
68000
70000
72000
74000
76000
Aggregate "Popularity" score


Popularity percentage share from top 5 categories
animals
food
21.4%
19.0%
19.6%
technology
20.3%
science
19.8%
healthy eating

Summary

ANALYSIS

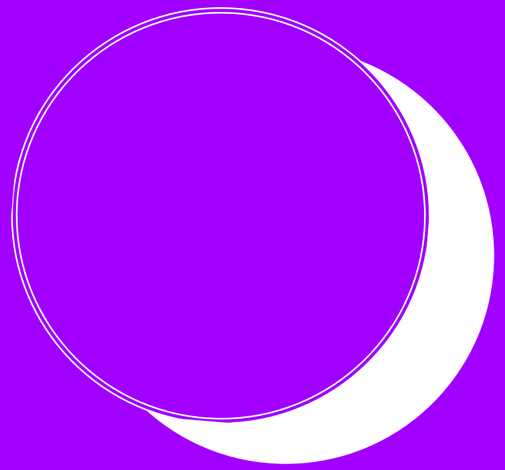
Animals and Science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

INSIGHTS

Food is a common theme with top 5 categories with “Healthy Eating” ranking the highest. This way give an indication to the audience within your user base. You could use this insight to create a campaign and work with healty eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it’s time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.



Thank you!

ANY QUESTIONS?