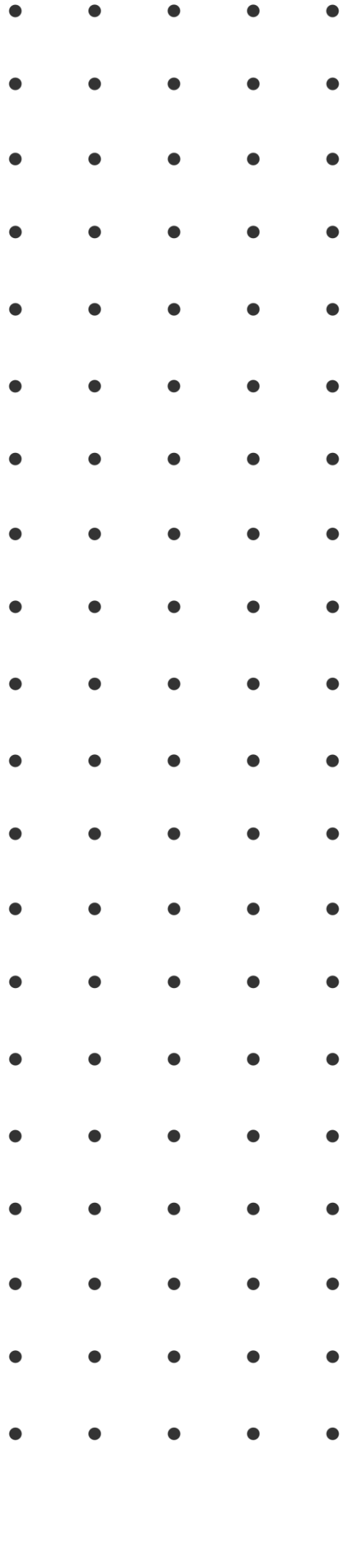


Social Buzz Data Analysis

A decorative grid of small black dots arranged in 5 columns and 20 rows on the left side of the slide.

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Three large, stylized purple circles on the right side of the slide. Each circle is partially filled with a solid purple color, creating a crescent-like effect. The circles are arranged in a vertical sequence, with the top one partially cut off by the edge of the slide.

Project Recap

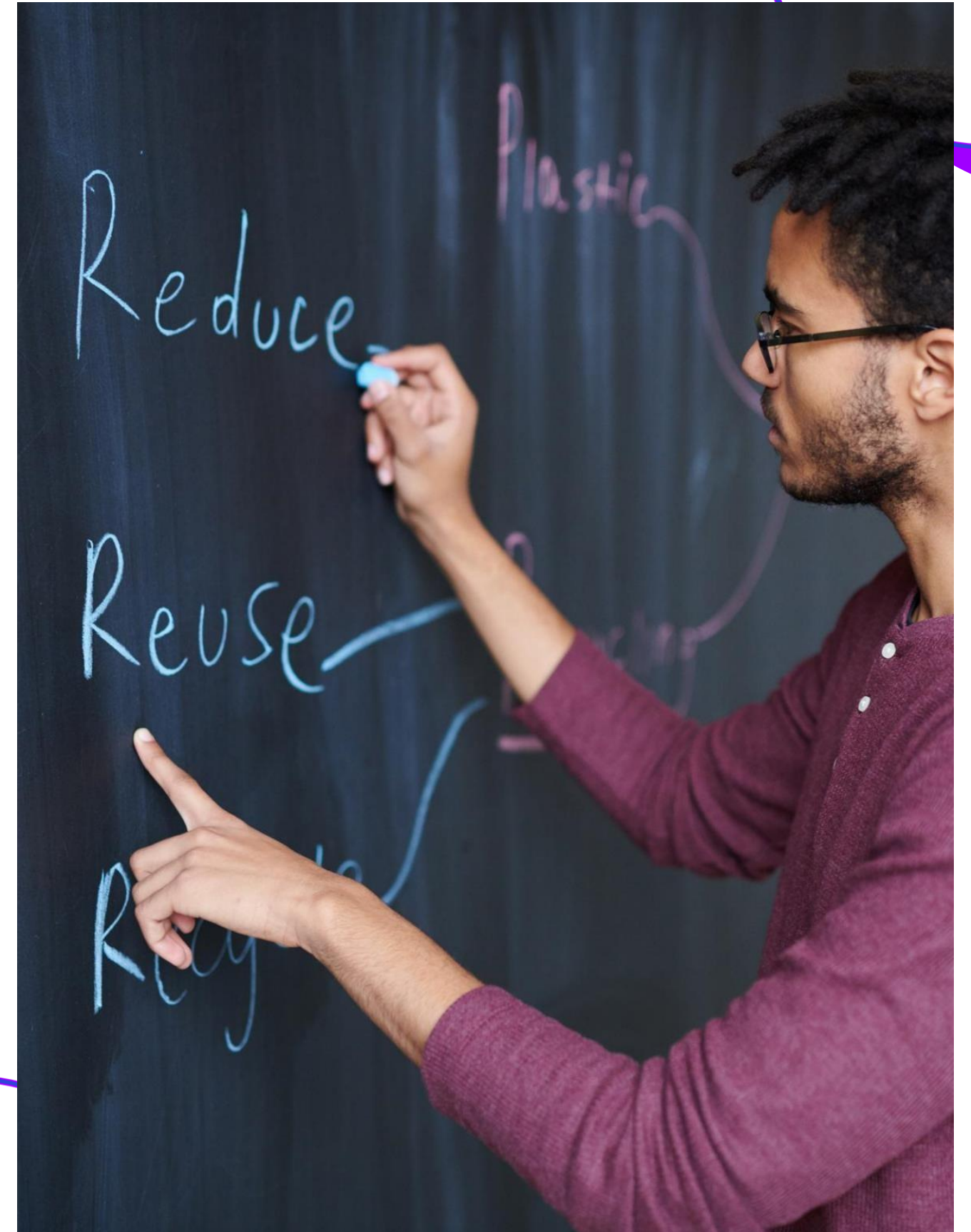
Social Buzz, a rising social media platform, to assist them to adapt quickly to it's global scale before its IPO.

1. An audit of Social Buzz's big data practice
2. Recommendations for a successful IPO Analysis.
3. Social Buzz's top 5 most popular categories of content

Problem

Conduct a comprehensive analysis

1. Find Social Buzz's top 5 most popular categories of content.
2. The Segment to on focus.



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle

Sethuraman
Data Analyst

Process

1

Data Understanding:

2

Clean and pre-process data

3

Analyse the data

4

Interpret and validate results

5

Insights

Insights

Here we outline some interesting findings about Social Buzz's categories

16 Unique Categories

Top 5 Category

- Animals
- Science
- Healthy Eating
- Technology
- Food

Top 5 Reaction types:

- Super Love
- Adore
- Want
- Cherish
- Love

Look for positive Sentiments:

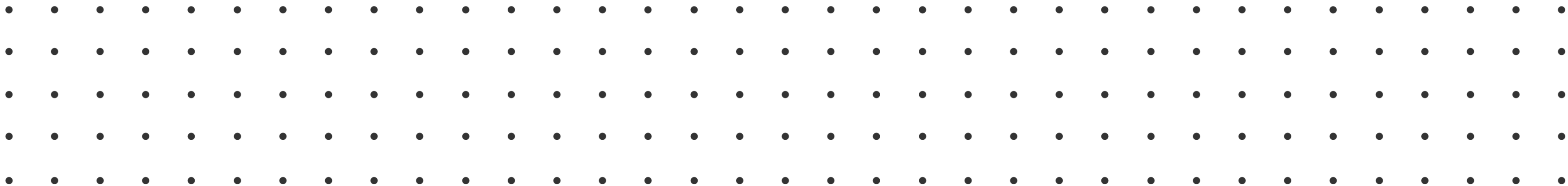
84.64%

Reaction to Animal Posts:

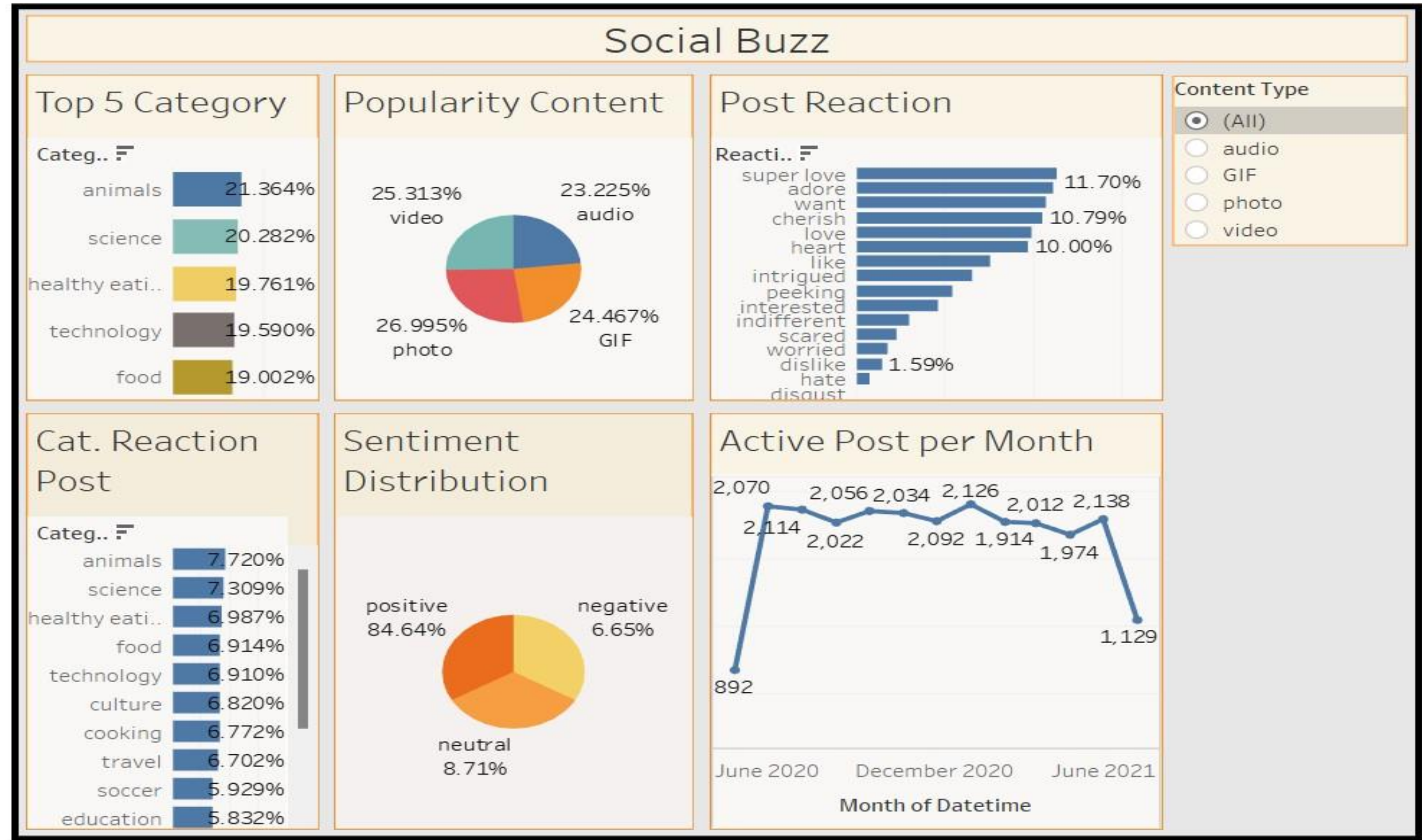
1897 ~7.72%

Top Months with the most posts:

- Jan 2021
~2126
- May 2021
~2,138

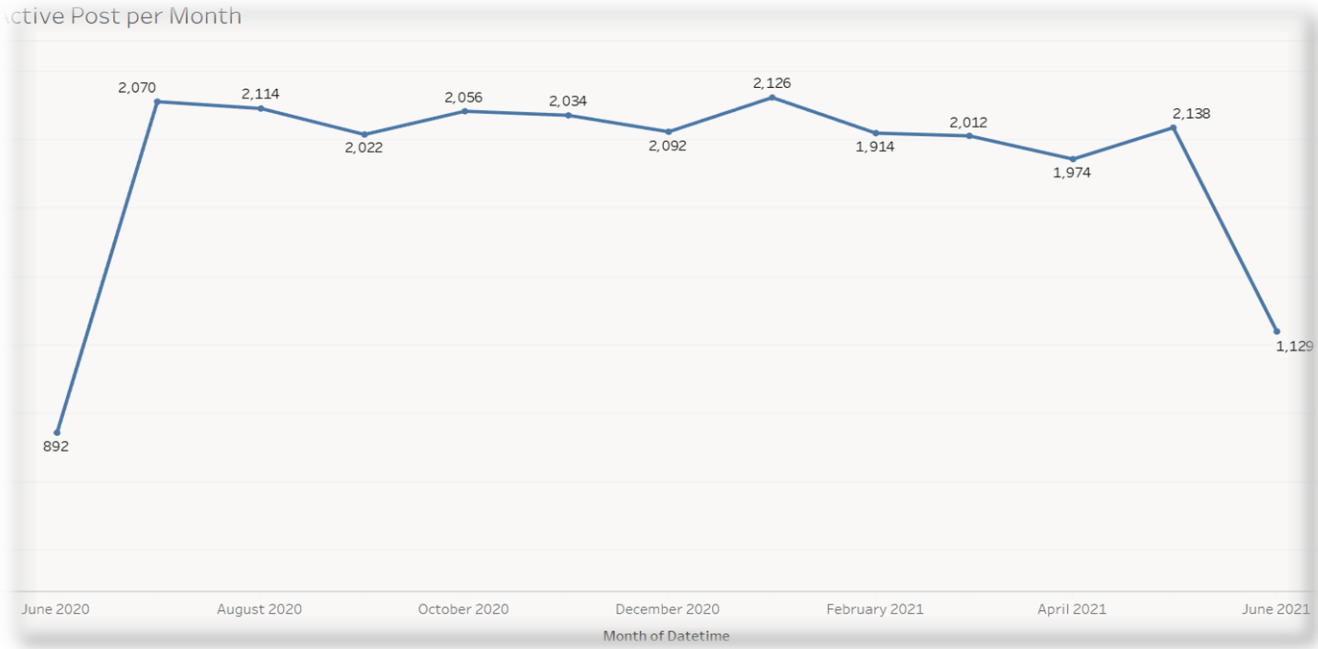
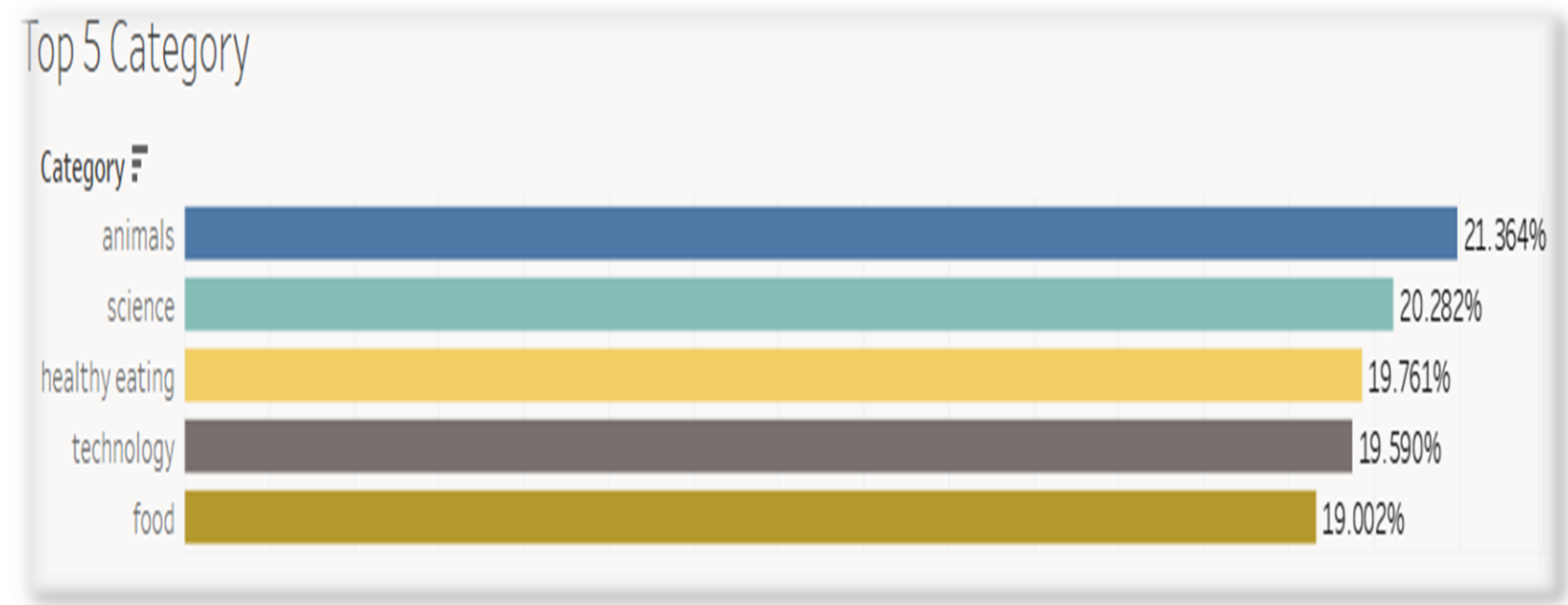


Viz

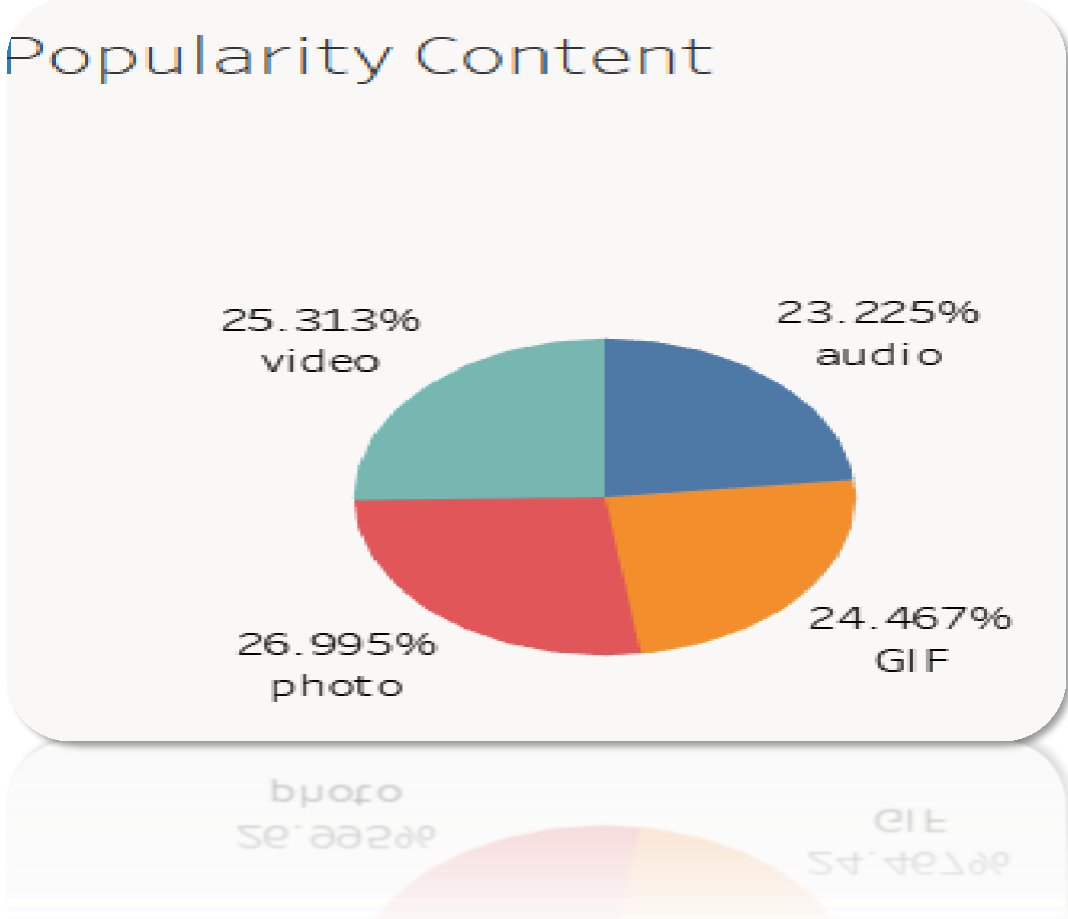
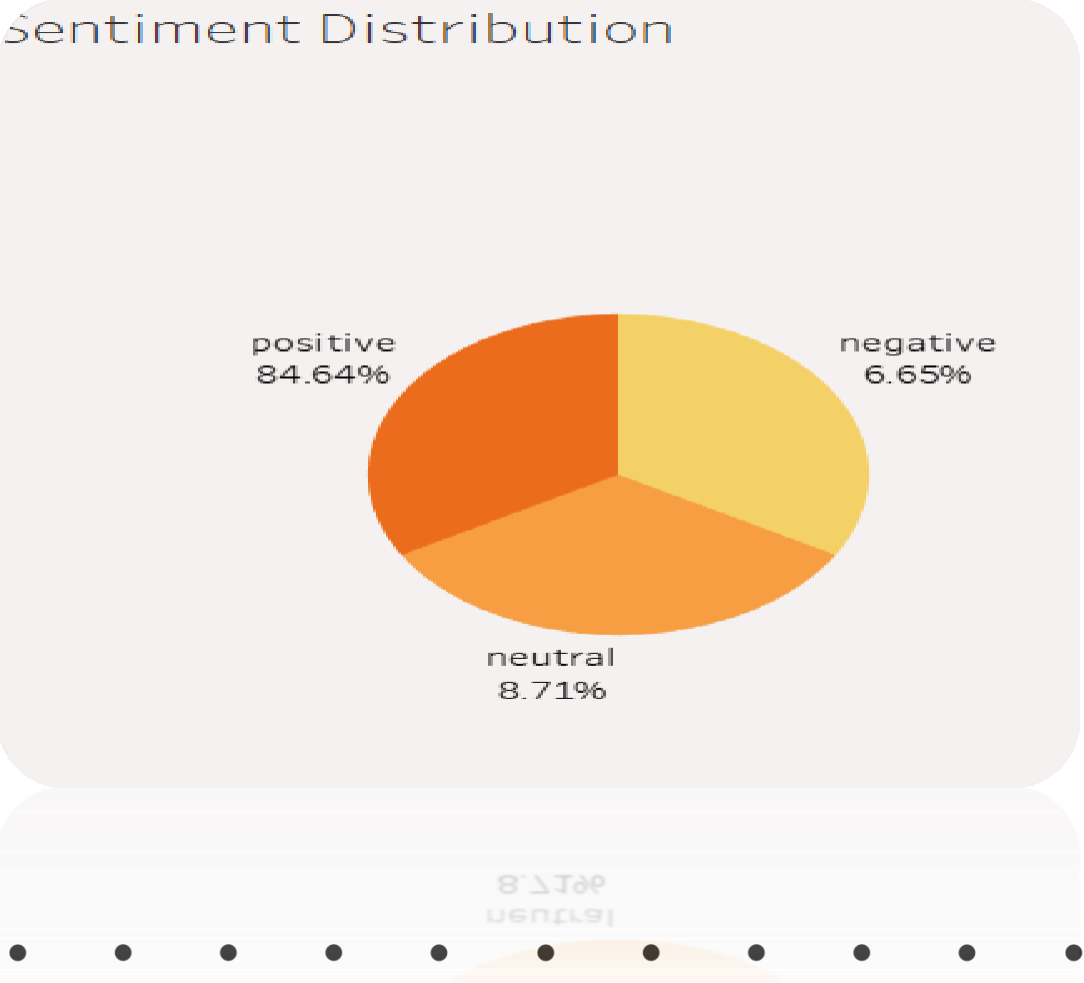


Category

A bar chart is a great way to show popularity for the top 5 categories. It's visually clear and easy to understand



Within the Top 5 Categories, you can then reformat the data to show popularity% share.



Summary



ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most. Users show a preference for content related to Food/Healthy Eating and Science/Technology.

Insights

The platform can leverage this information to encourage content creators in these categories and increase audience engagement. by creating a campaign and work with healthy eating brands to boost user engagement.

It is important to maintain a balanced distribution of content across the platform to avoid overrepresentation of a single category.

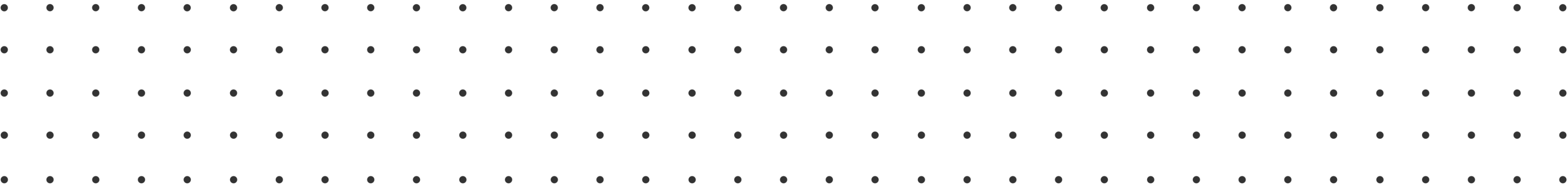
Supporting Link

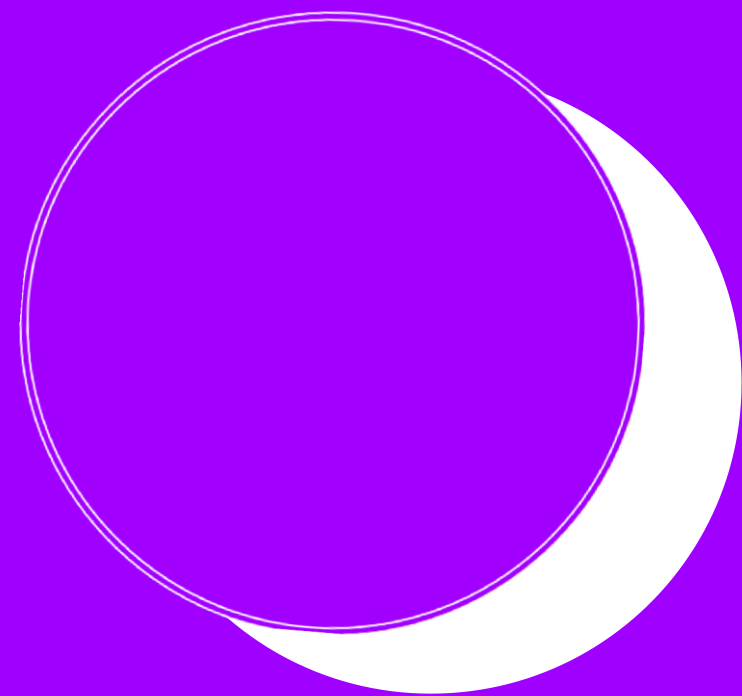
Excel Link

https://docs.google.com/spreadsheets/d/1GiaXhOIAGmgAPgHAJZ_6tuLclSPQ0HNI/edit?usp=share_link&ouid=108433007974397532023&rtpof=true&sd=true

Tableau Link

https://public.tableau.com/views/SocialBuzzAccenture_16845715709370/Dashboard1?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link





Thank you!

ANY QUESTIONS?