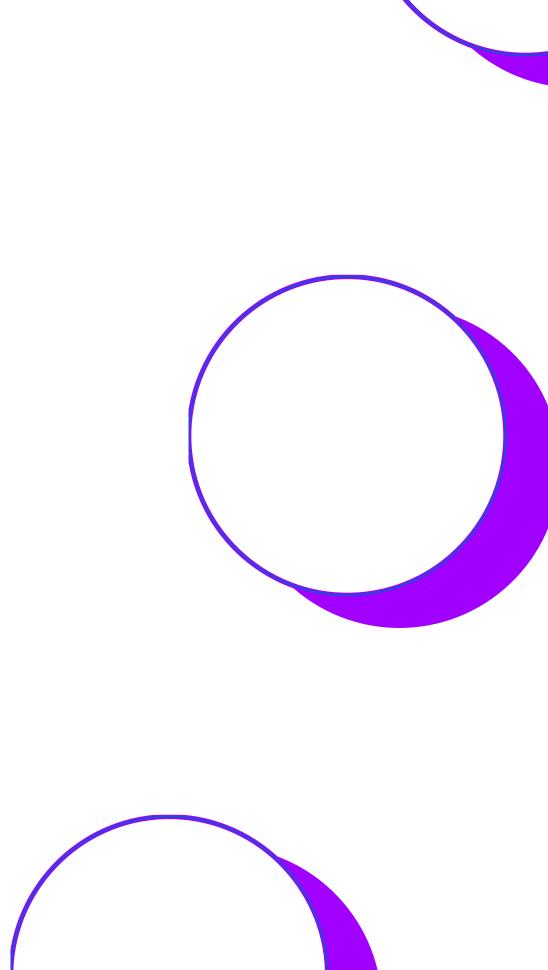
# SOCIAL BUZZ

### Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary



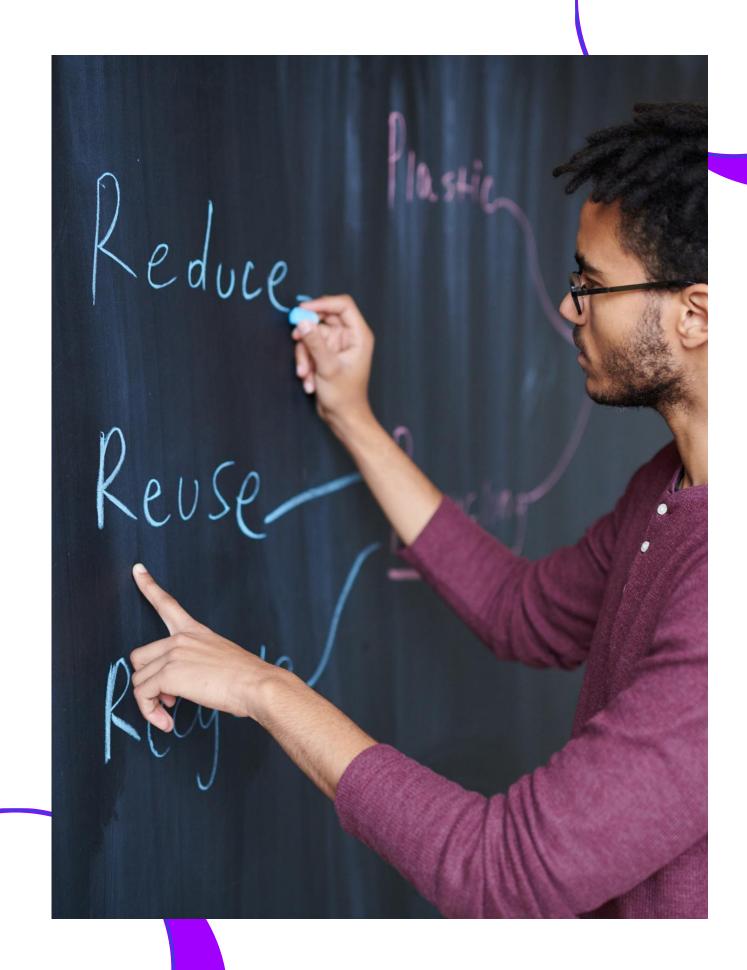
### Project Recap

Social Buzz, a rapidly growing technology unicorn, needs to adapt quickly to its global scale. Accenture has begun a three-month proof of concept (POC) focusing on several key tasks to support Social Buzz's continued growth and upcoming IPO.

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

### Problem

- Over.100000 posts per day
- 36,500,000 pieces of content per year!
- But how to Capitalize on it when there is
- so much?
- Analysis to find Social Buzz's top 5 most
- popular categories of content



### The Analytics team

### Managing Director Mae Mulligan

Handles all correspondence with the client, is solely responsible for the success of the project, has managed multi-million dollar projects with the biggest companies in the world.

### Industry Lead Susan Curtis

Over 20 years experience in the content and media industry. Previously worked at a social media company in Singapore. Is responsible for ensuring the team has the best industry knowledge for this project and convincing the client that we have deep expertise in their domain.

### Senior Industry Analyst Tim Pike

Previously worked with a social media client for Accenture. Responsible for putting together business cases and completing in depth research of a client and their industry.

### Industry Associate

Julia Hendrie

Been at Accenture for 2 years and is mainly focused on working with Tim Pike closely to deliver detailed industry research.

### Lead IPO Strategist

Florian Henry

Previously founded his own company that successfully completed an IPO in France. Florian works globally to give critical expertise to clients who are also considering an IPO. Is responsible for the IPO strategy and planning for clients.

### Investment Analyst Steven Shaw

Has deep expertise of over 10 years from working in the Private Equity industry. Steven is an expert in valuations and is highly competent at analyzing a company's value and advising on strategy regarding their valuation.

### Chief Technology Architect

Andrew Fleming

Worked with over 50 dients on digital transformation projects and has advised some of the biggest companies in the world on their big data strategy. Andrew is responsible for ensuring we deliver high quality data insights and a solid data strategy.

### Senior Principal

Marcus Rompton

Marcus' expertise lies in his understanding of business data and particularly data in the media and content industry. His main role will be managing and overseeing the results of the analysis that we present.

### Data Analyst

You

Primarily responsible for completing the hands-on analysis of data and translating the requirements of the project into insights.

### Data Scientist

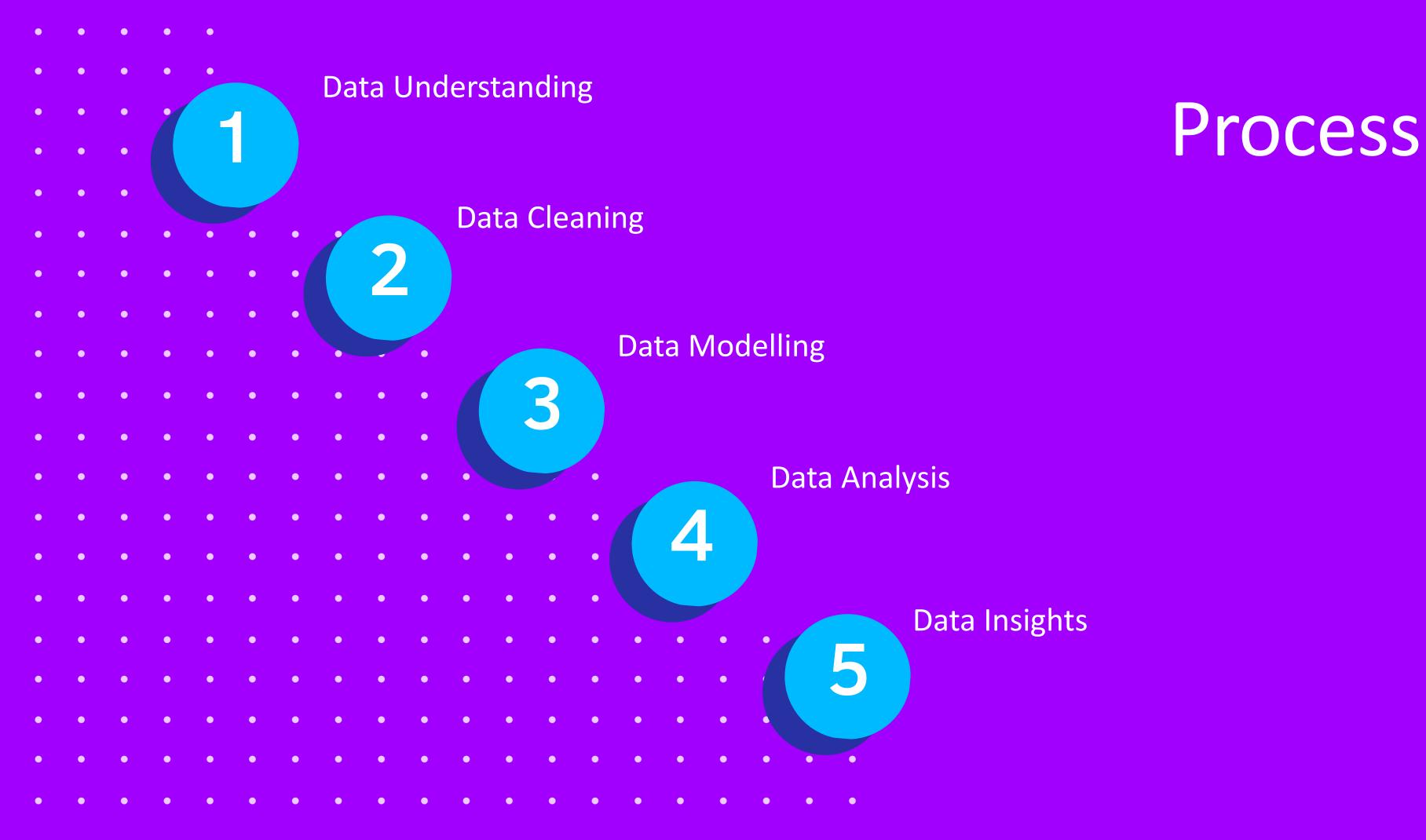
Michelle Grove

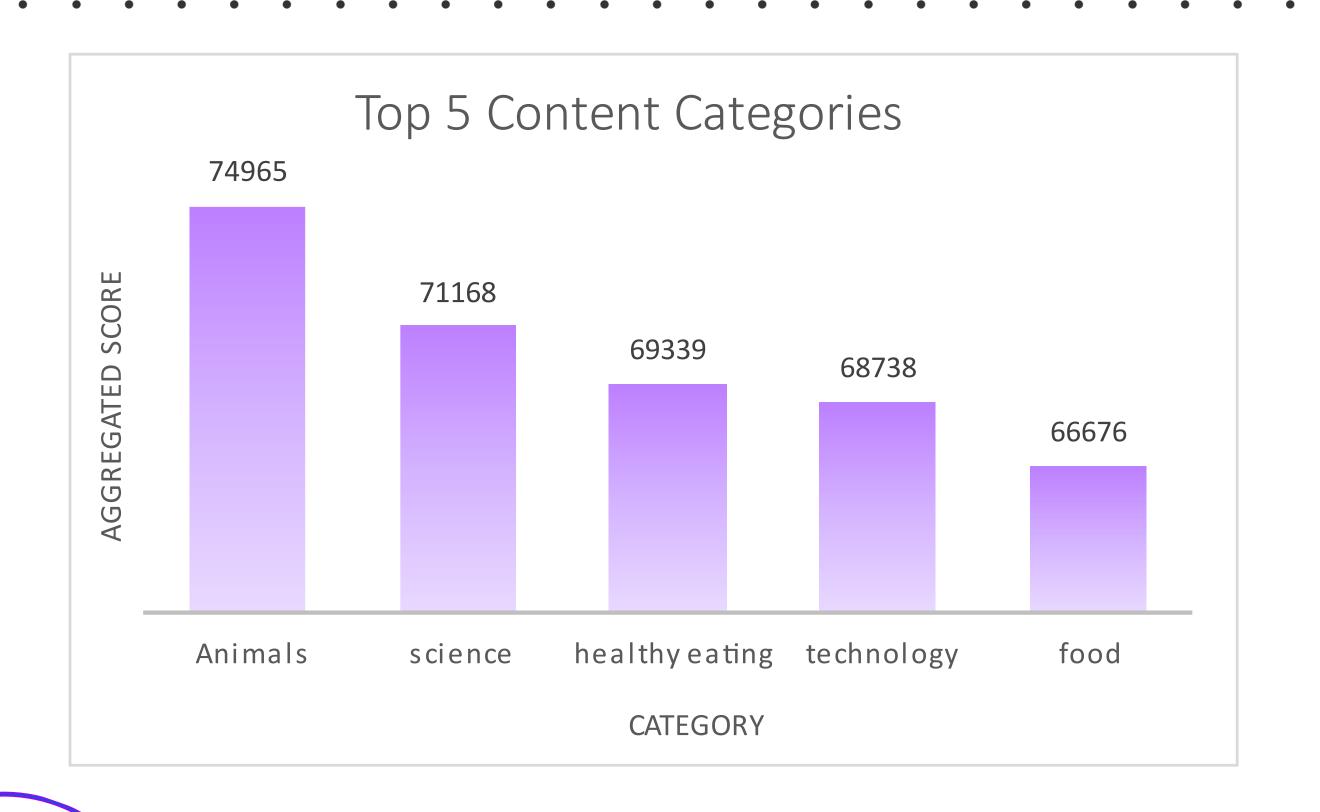
Will be working closely with the data team to produce predictions of future active user forecasts and developing algorithms for the clients scale.

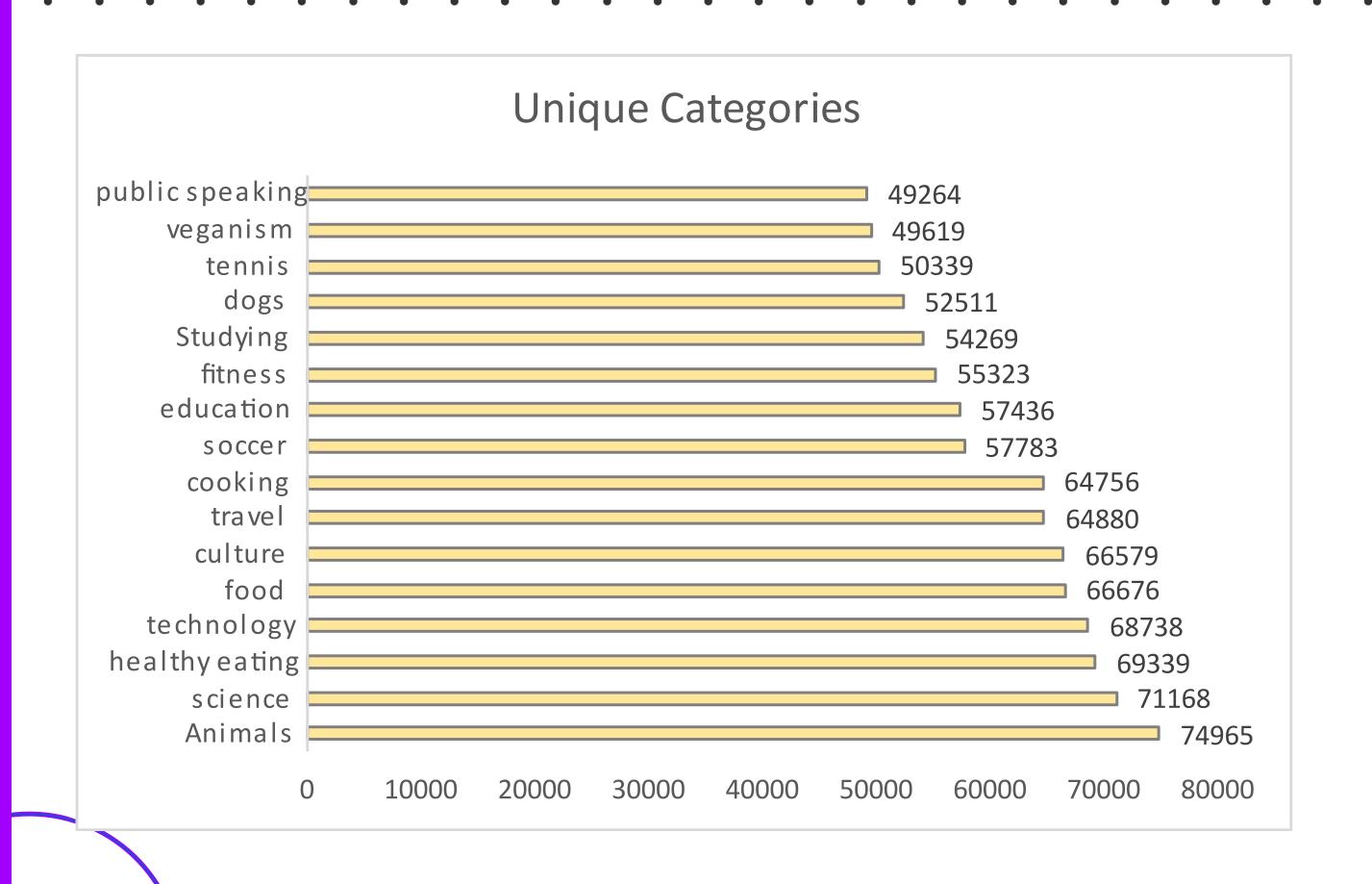




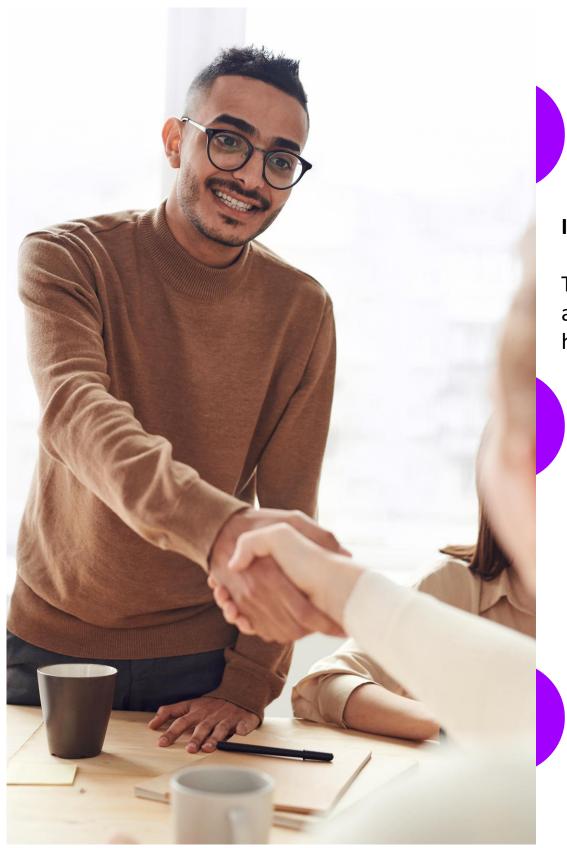








### Summary



### **ANALYSIS**

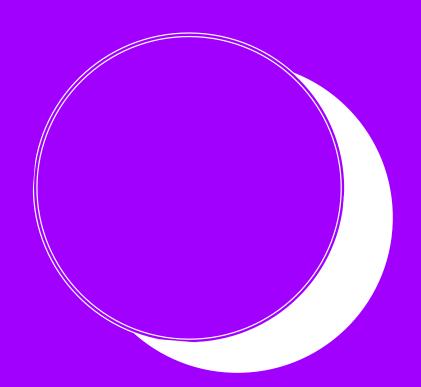
Animal and Science are the most popular categories of content showing that people enjoy "real-life" and "factual" content the most.

### **INSIGHT**

Top content categories: Animals, Science, Healthy Eating, Food, and Cooking with Animal ranking the highest. Focus on these for high engagement; include Technology and Culture for diversity

### **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?**