



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.

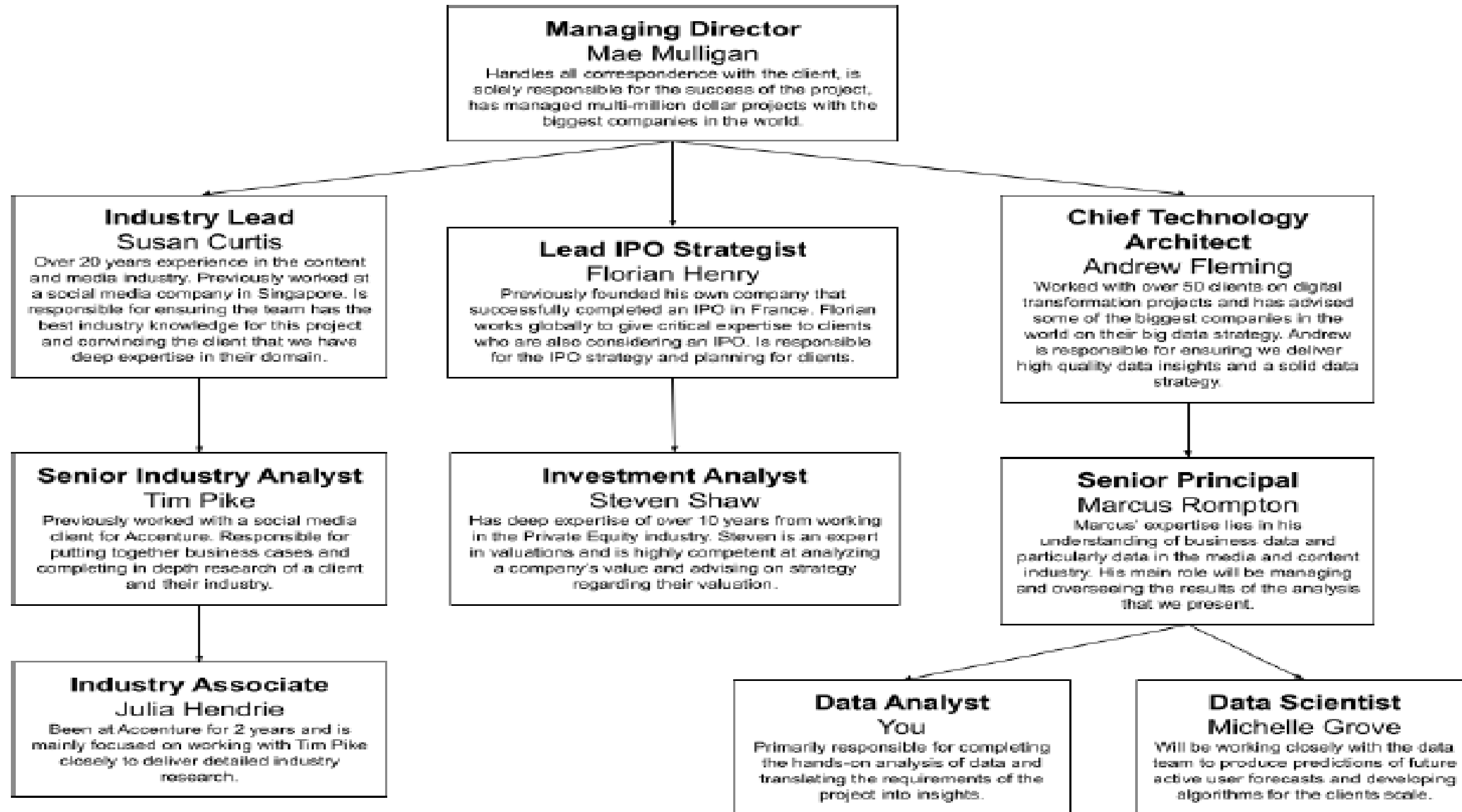
- Audit of Social Buzz's big data practice
- Recommendations for a successful IPO
- Analysis of Social Buzz's top 5 most popular content categories

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



Process



Data Understanding



Data Cleaning



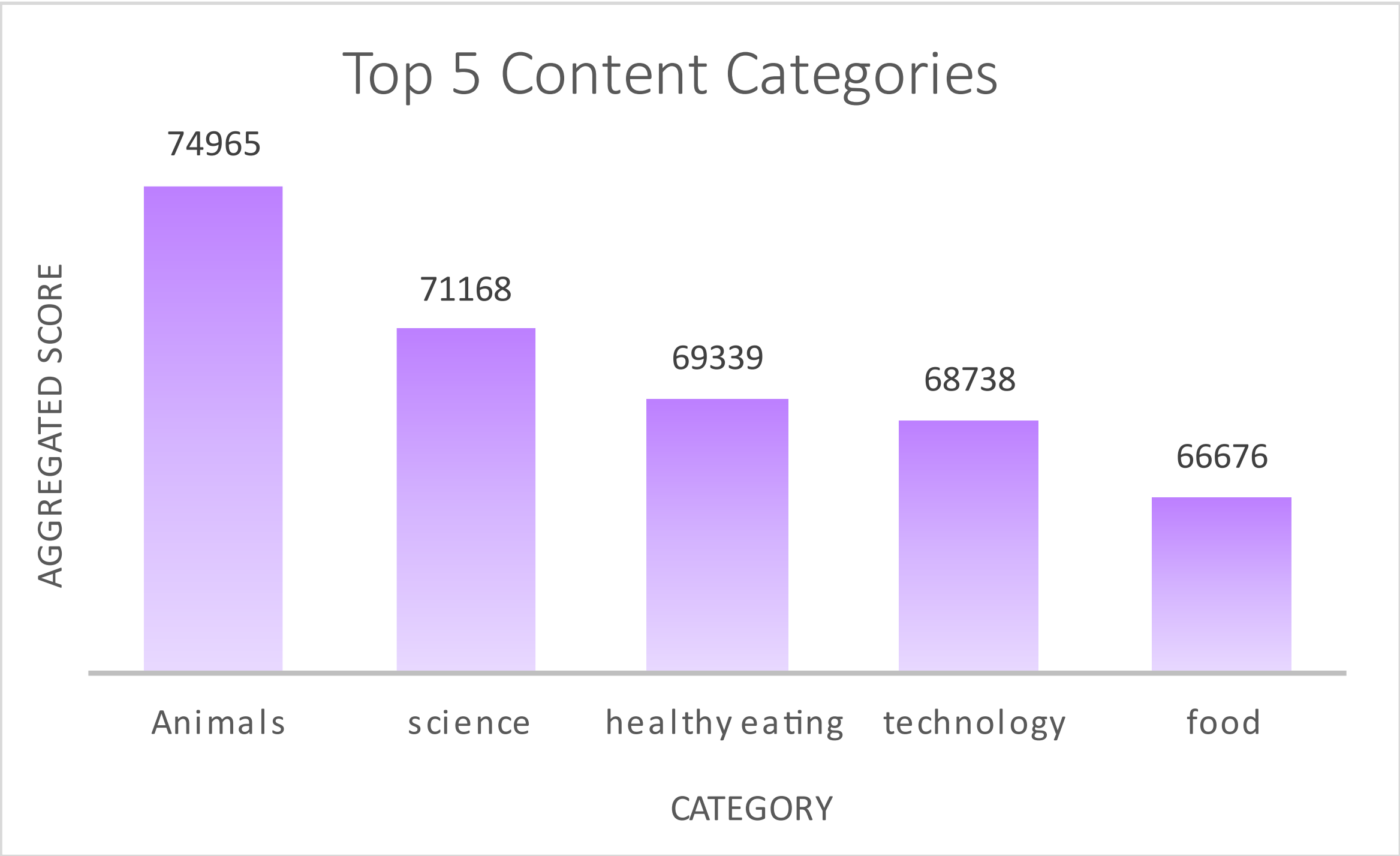
Data Modelling

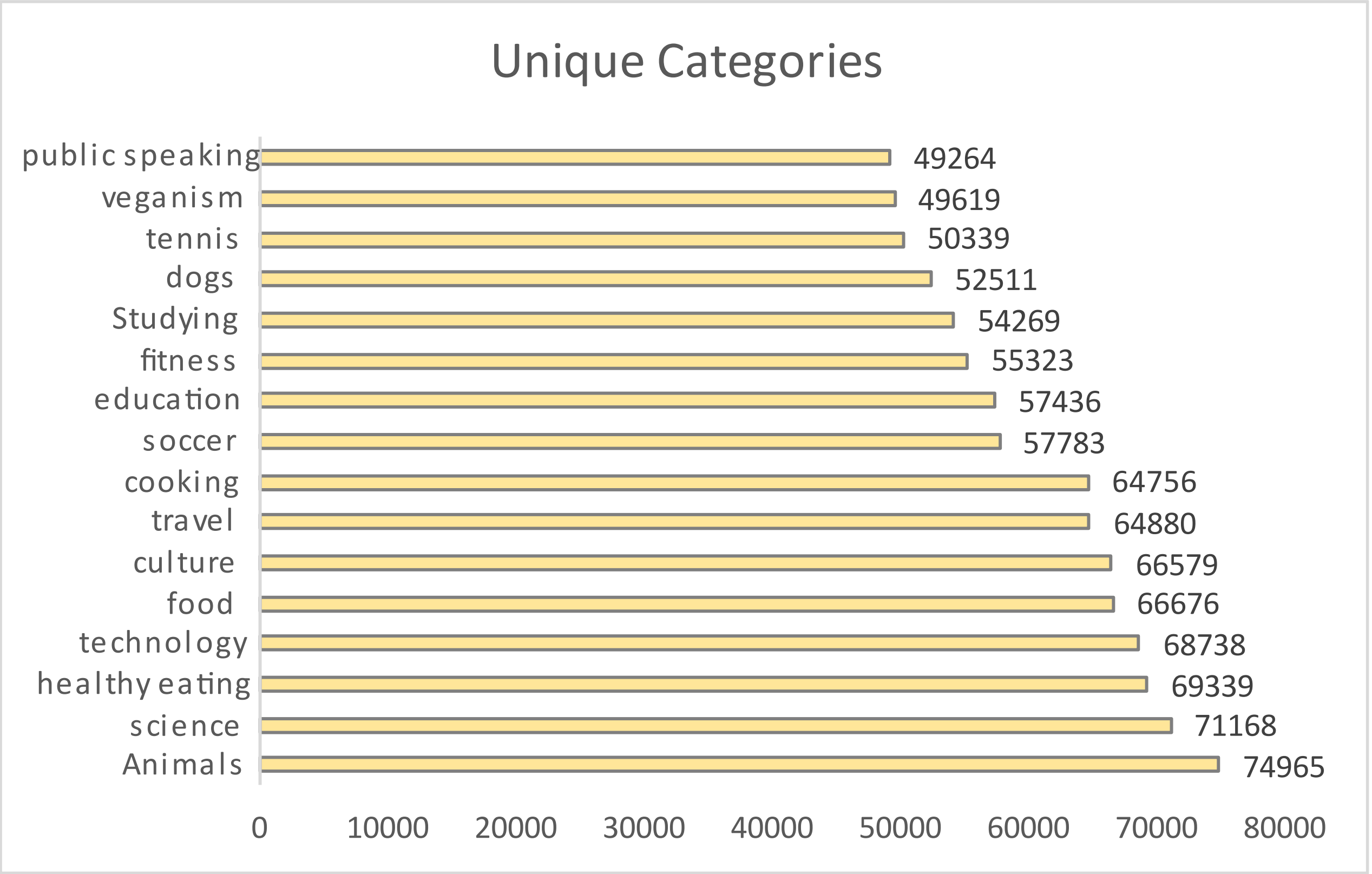


Data Analysis



Data Insights





Summary



ANALYSIS

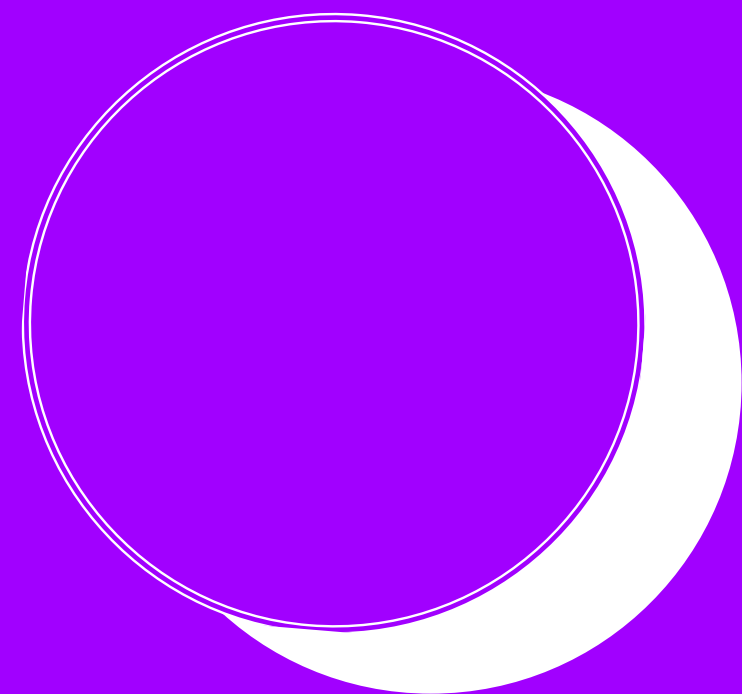
Animal and Science are the most popular categories of content showing that people enjoy “real-life” and “factual” content the most.

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?