



SOCIAL BUZZ ANALYSIS



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing social media and content creation company keen on managing the challenges of big data.

Accenture has begun a 3-month project focusing on the following:

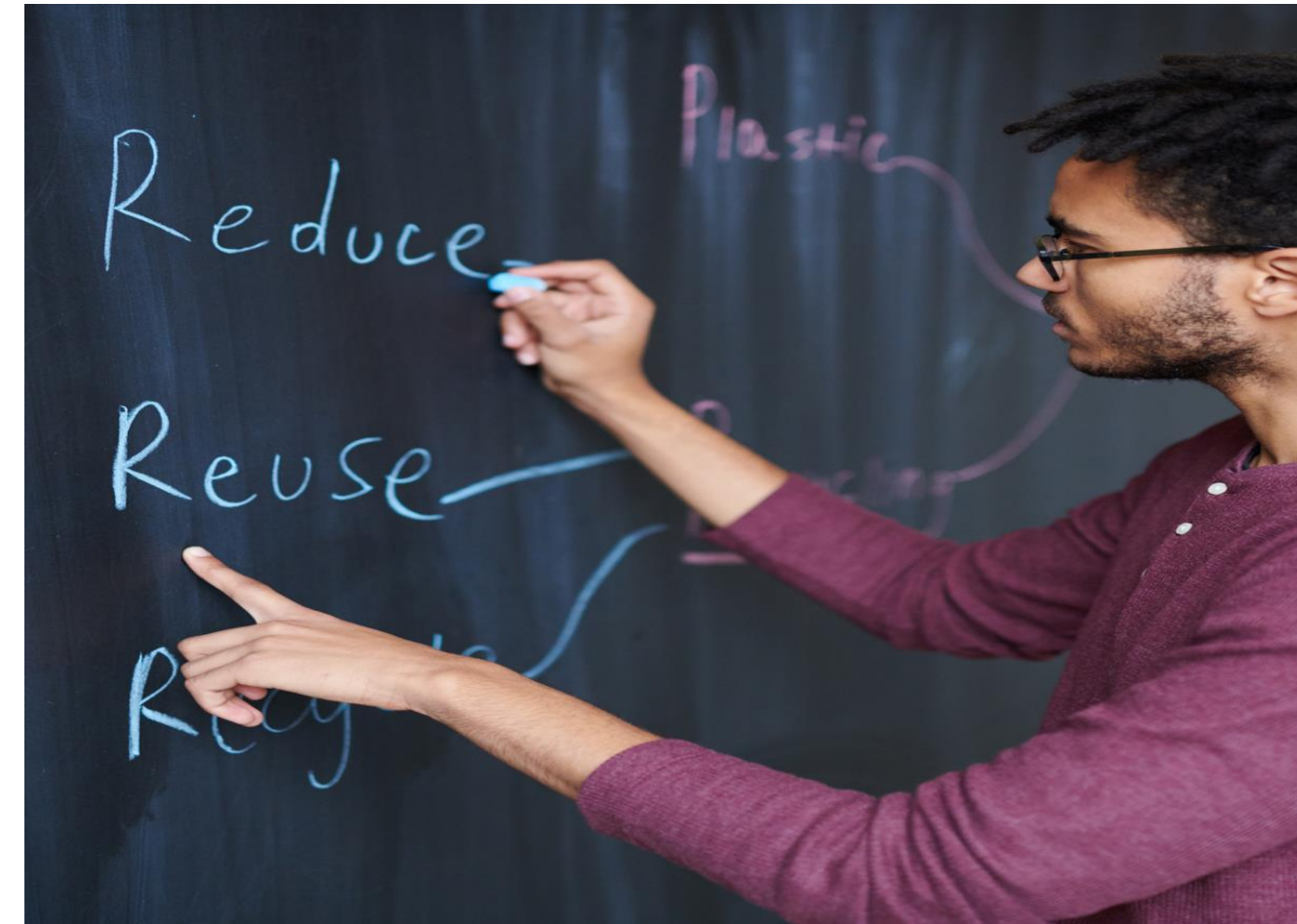
- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis that highlights the top 5 most popular content categories.

Problem

- Over 100,000 posts per day.
- 36,500,000 pieces of content per year.

How can we capitalize on it when there is so much data?

Analysis to highlight Social Buzz's top 5 most popular content categories.



Process

1

Understanding the data

2

Data Cleaning

3

Data Modelling

4

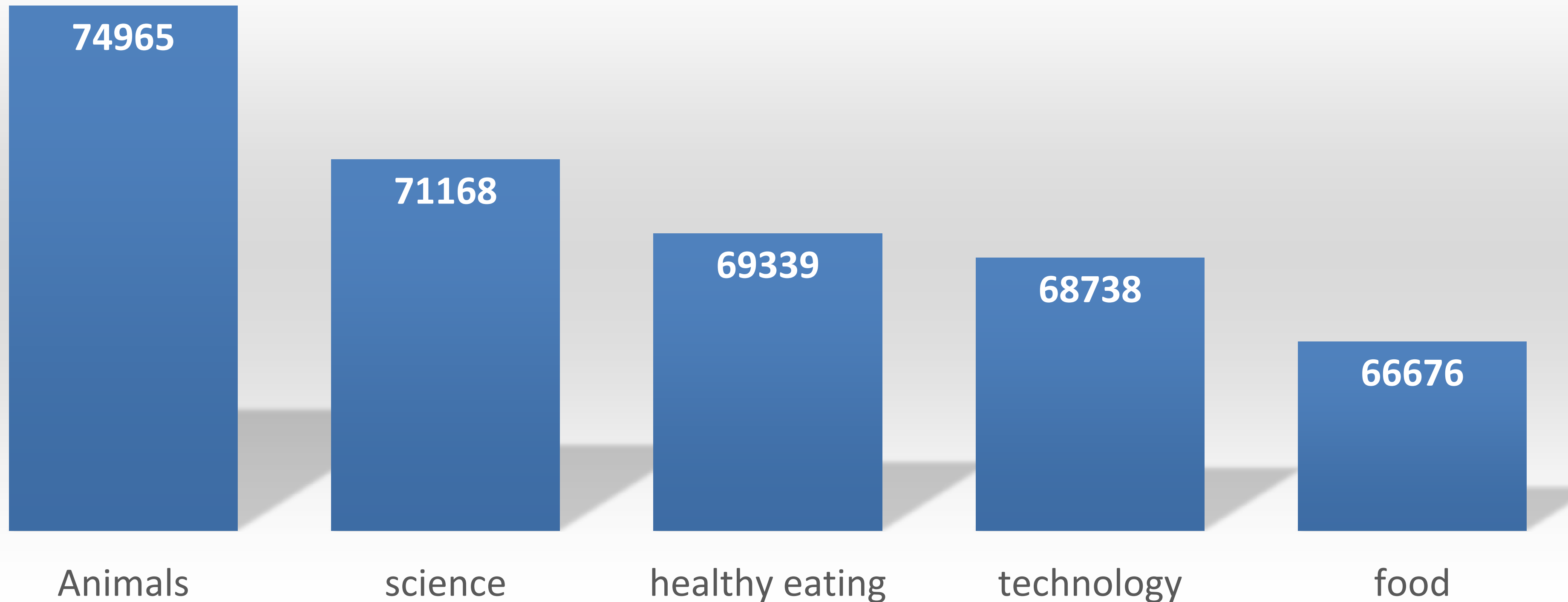
Data Analysis & Visualization

5

Uncover Insights

Insights

Top 5 Most Popular Content Categories



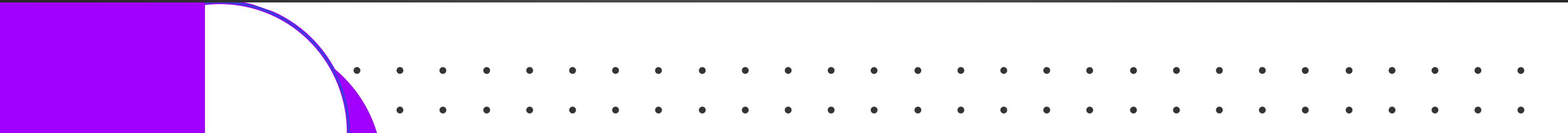
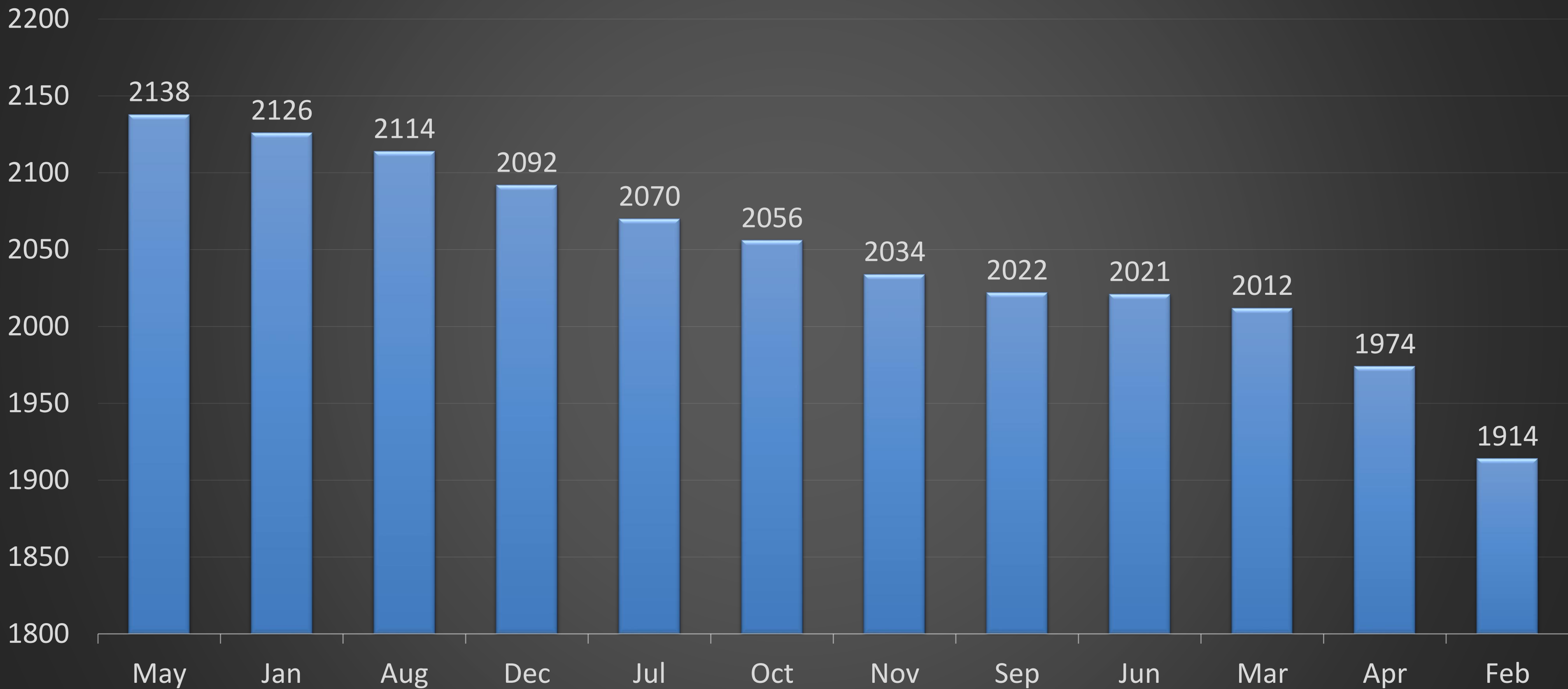
There are 16 unique categories:

Category
Animals
science
healthy eating
technology
food
culture
travel
cooking
soccer
education
fitness
Studying
dogs
tennis
veganism
public speaking

The most popular category has 1,897 reactions:

Category	Count of Reaction Type
Animals	1897
cooking	1664
culture	1676
dogs	1338
education	1433
fitness	1395
food	1699
healthy eating	1717
public speaking	1217
science	1796
soccer	1457
Studying	1363
technology	1698
tennis	1328
travel	1647
veganism	1248

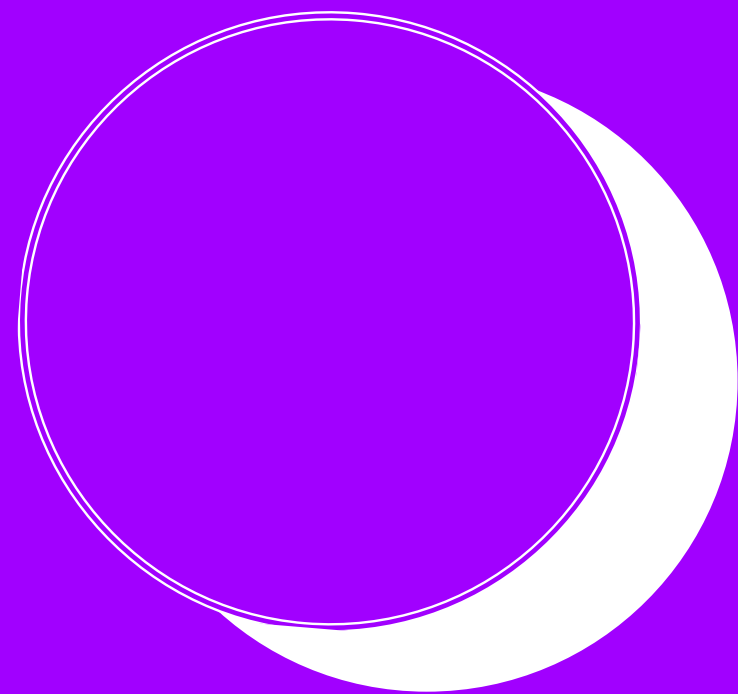
Month with the most post



Summary



- The top 5 most popular content categories are: Animals, Science, Healthy eating, Technology and Food.
- There are 16 unique Categories of Posts.
- The most popular category which is Animals had 1,897 reactions which shows that people really like animals.
- The month with the most post was May with a total of 2,138 posts which aligns with the seasonal trends of social media users who feel the need to reconnect with people during and after events like graduation.



Thank you!

ANY QUESTIONS?