

A graphic featuring a large, bright blue circle on the left side of a purple background. The circle contains the text "Social Buzz" in white. To the right of the blue circle is a dark blue, semi-transparent circle that overlaps with it. The purple background is covered with a grid of small white dots. On the far right, there is a vertical white bar.

Social Buzz



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. Accenture has begun a 3 month POC focusing on these tasks:

- An audit of Social Buzz's big data practice
- Recommendations for a successfully IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

- Over 10000 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

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

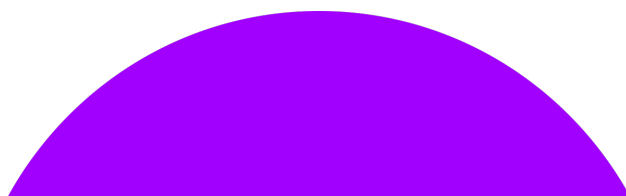
16

UNIQUE
CATEGORIES



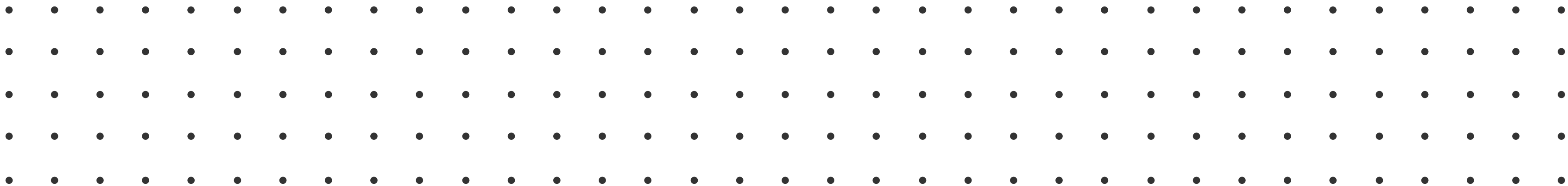
1897

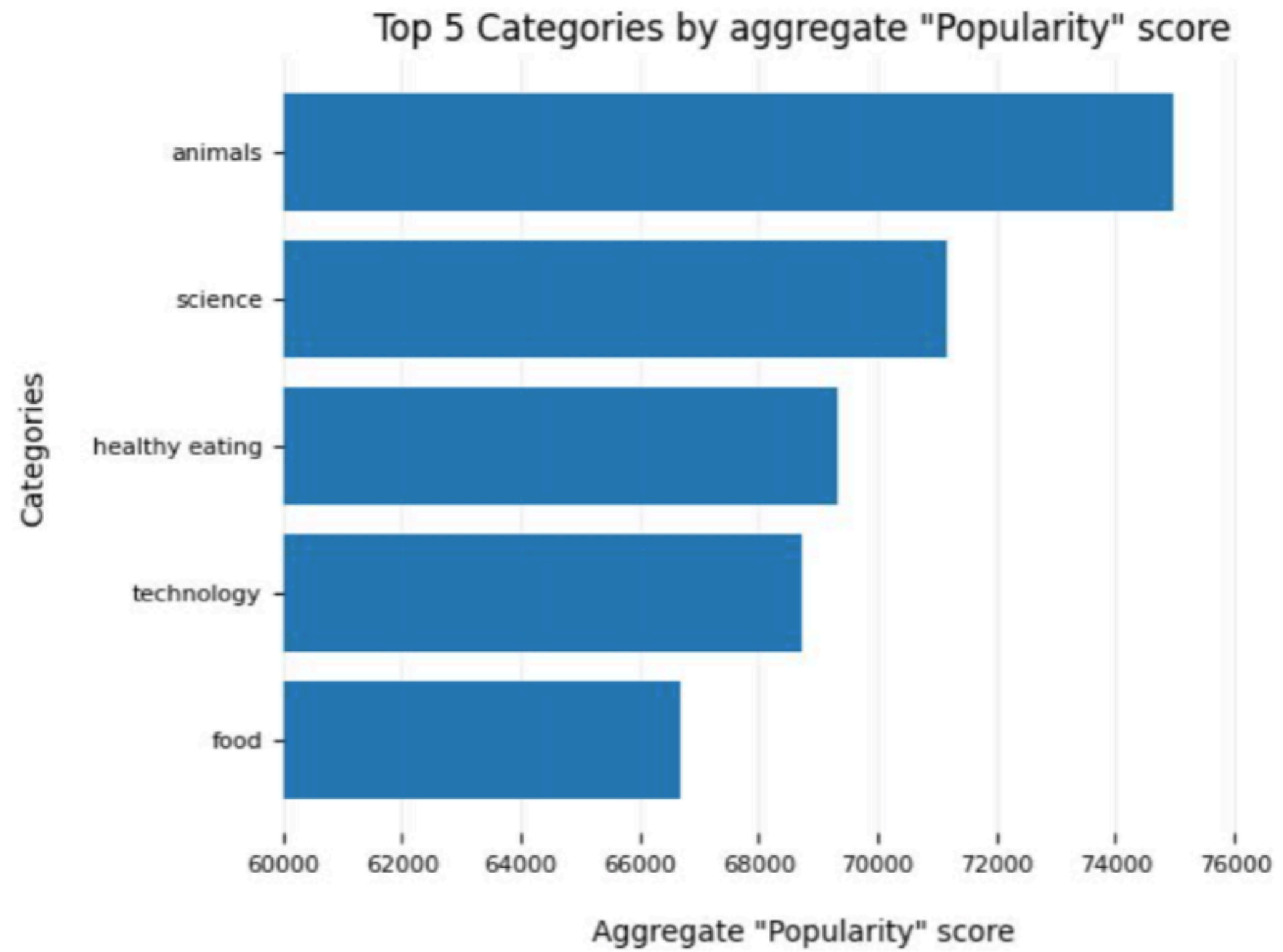
REACTIONS TO
“ANIMAL
POSTS”



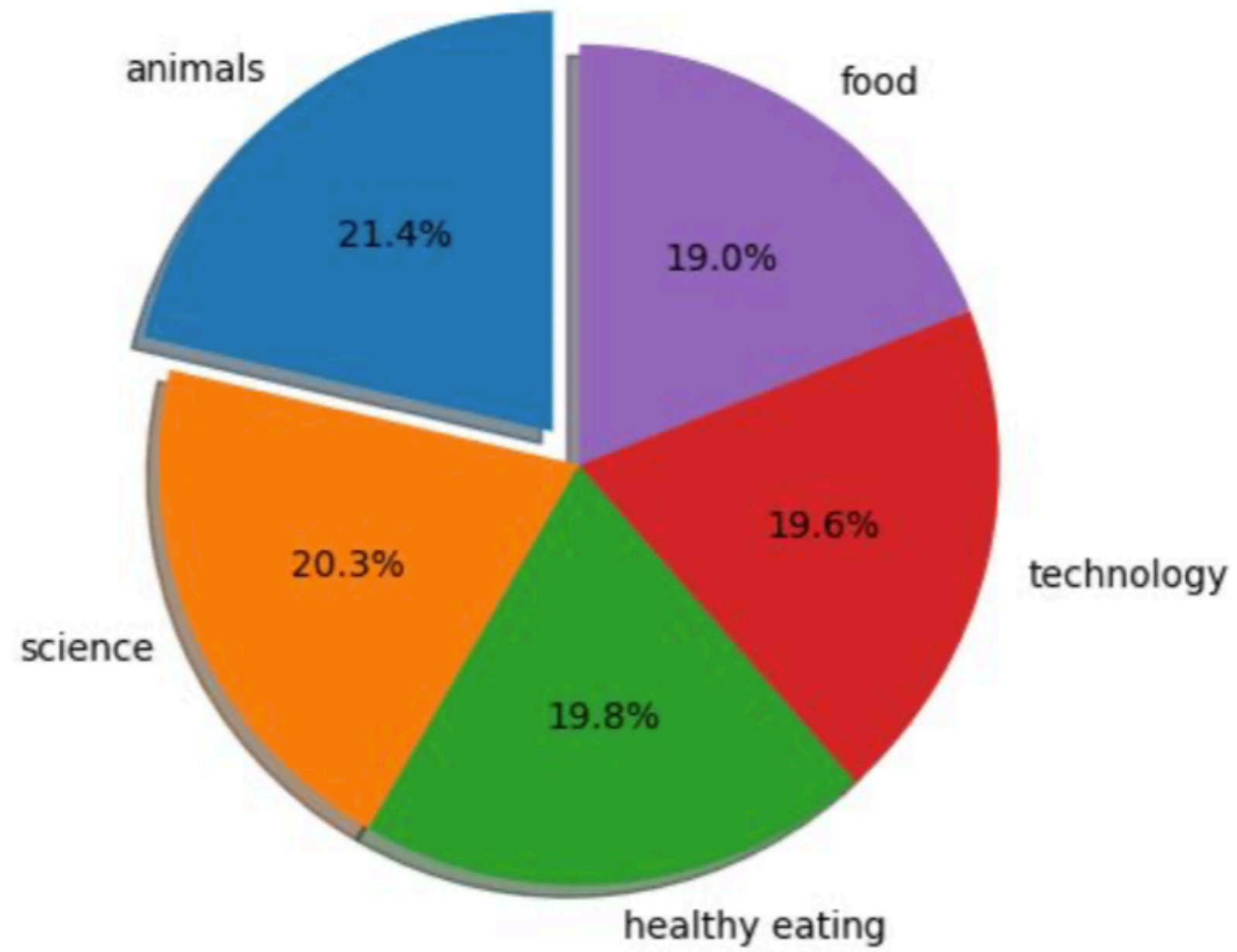
JANUARY

MONTH WITH
MOST POSTS





Popularity percentage share from top 5 categories

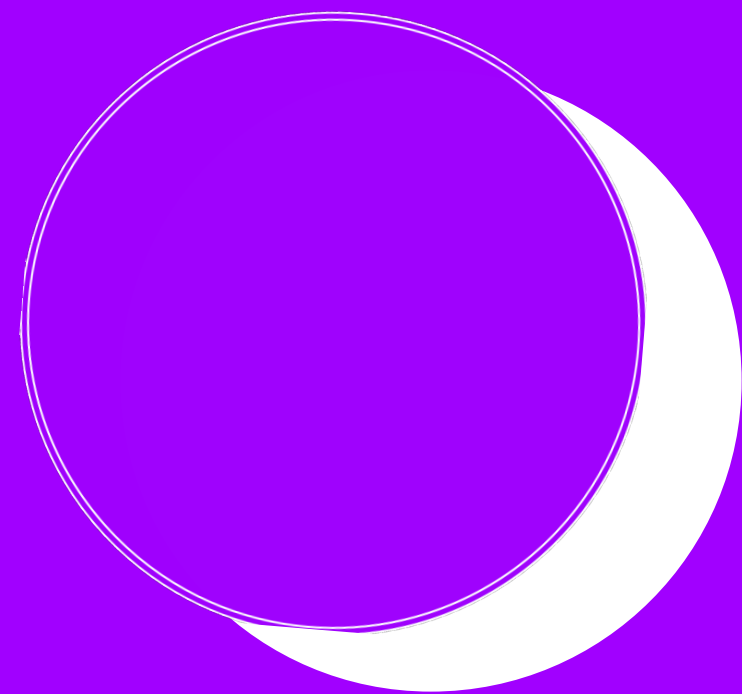


Summary



Your top 5 performing categories were:

1. Animal
2. Science
3. Healthy Eating
4. Technology
5. Food



Thank you!

ANY QUESTIONS?