Social Buzz

Today's agenda

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
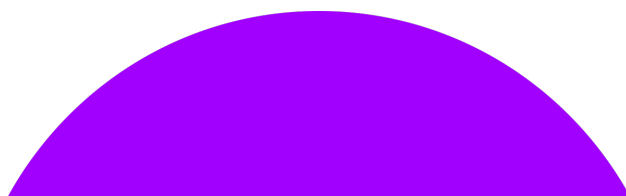
5 Uncover Insights

Insights

16

UNIQUE CATEGORIES

1897

REACTIONS TO "ANIMAL POSTS"

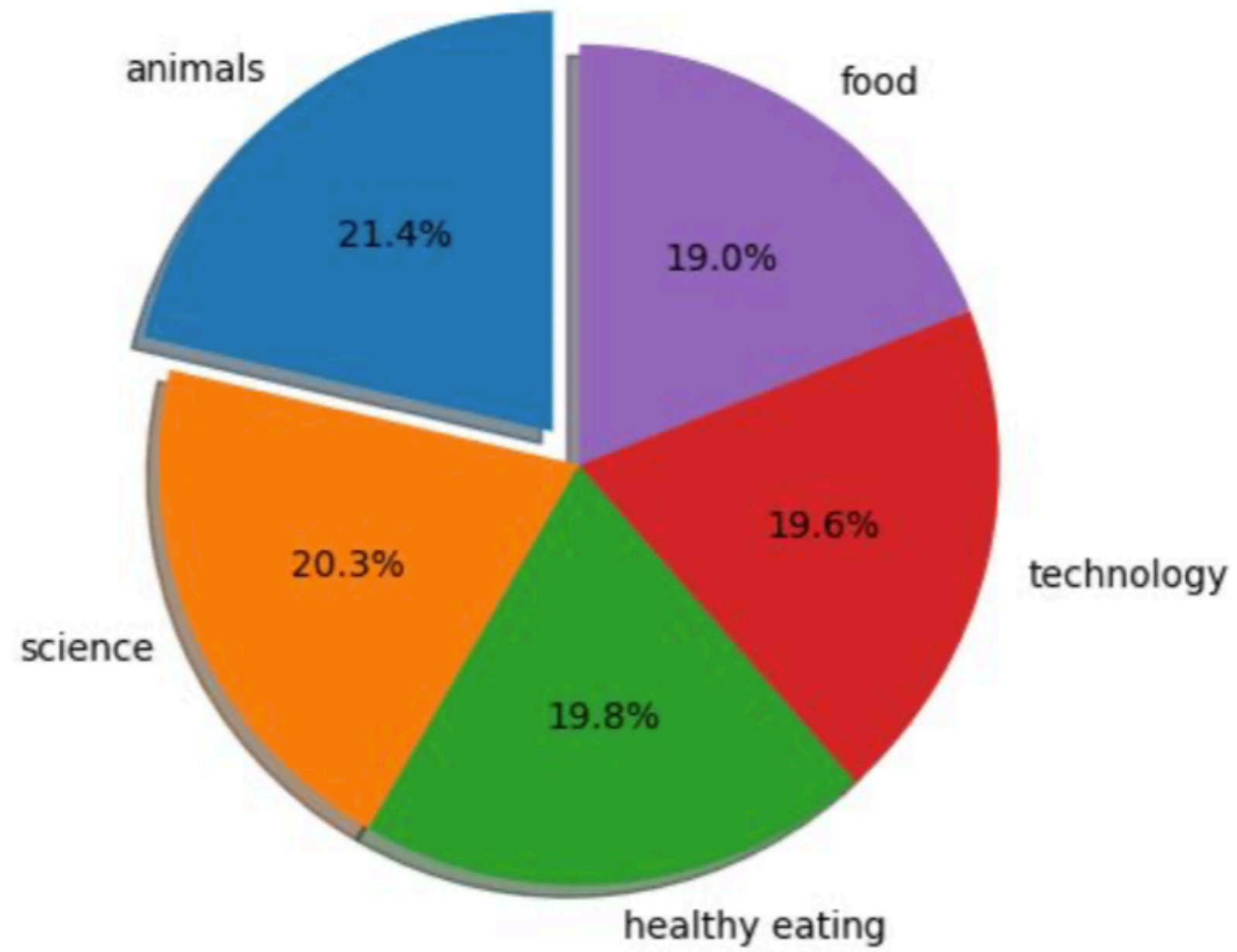**JANUARY**

MONTH WITH MOST POSTS

Top 5 Categories by aggregate "Popularity" score
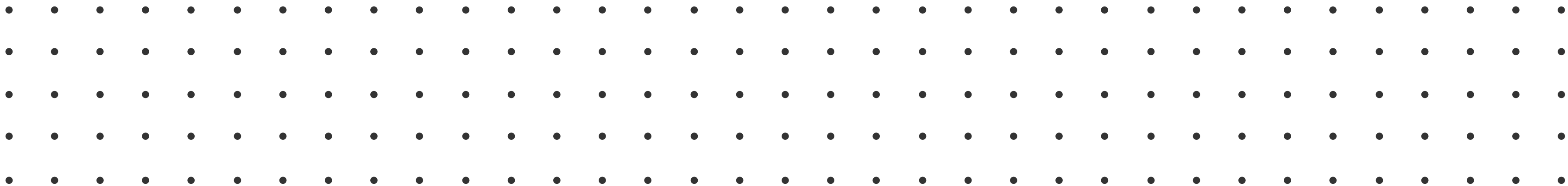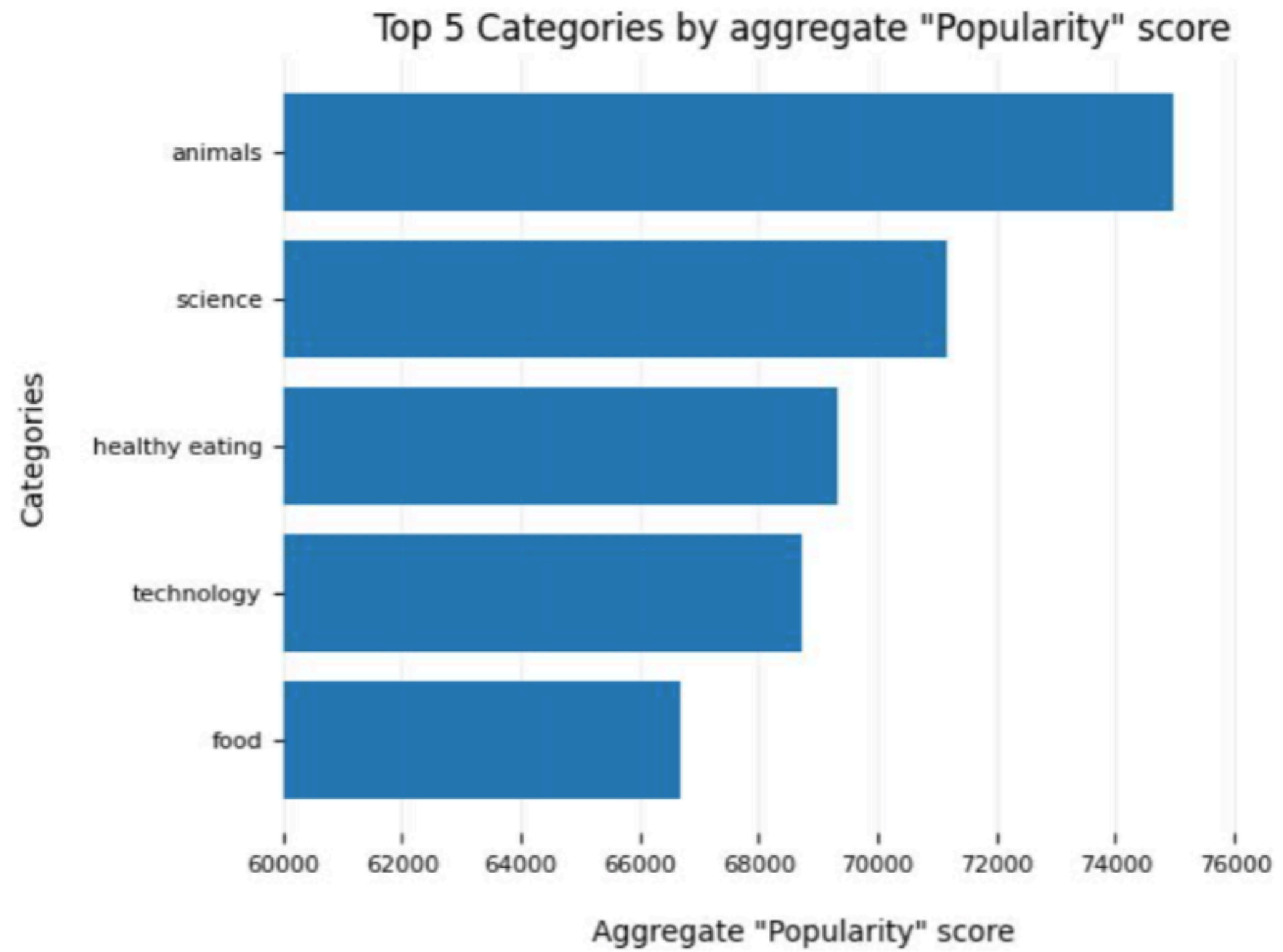
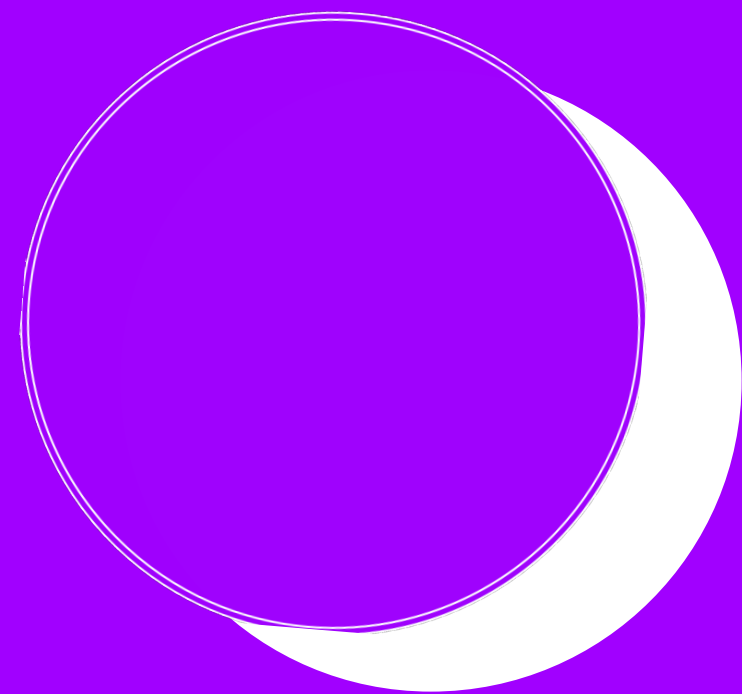Popularity percentage share from top 5 categories

Summary

Your top 5 performing categories were:

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

Thank you!

ANY QUESTIONS?