



[social  
buzz]

A vertical grid of 20 rows and 3 columns of small black dots on the left side of the slide.

# Today's agenda

Project recap

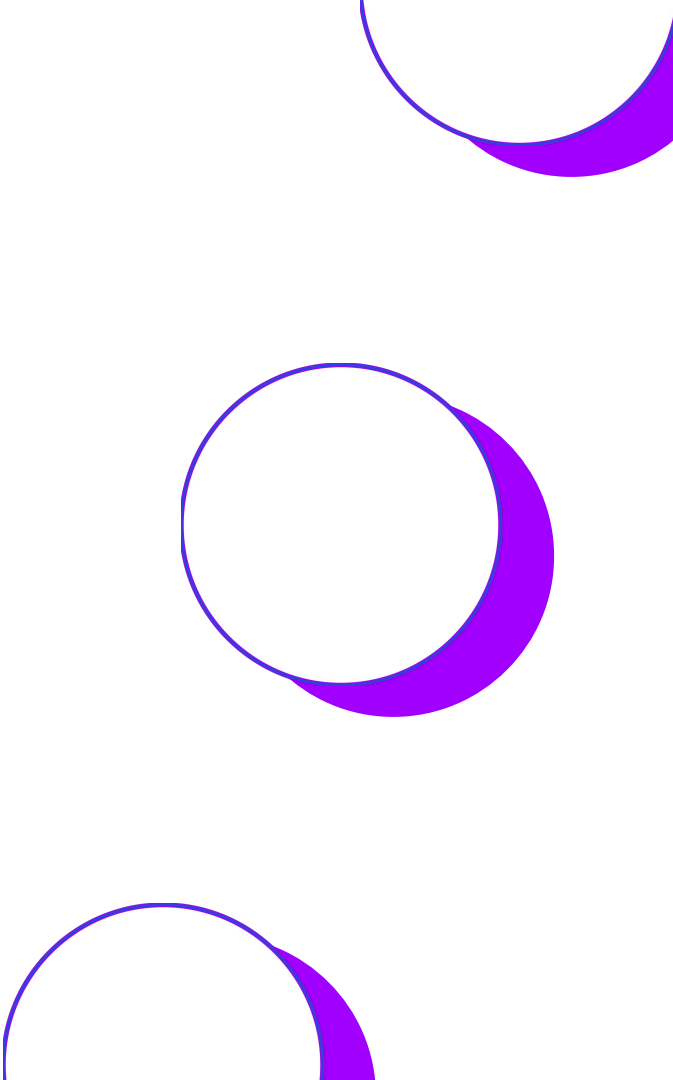
Problem

The Analytics team

Process

Insights

Summary

Three large, stylized purple circles on the right side of the slide. Each circle is partially filled with a solid purple color, creating a crescent-like effect on the right side.

# Project Recap

Social buzz is a fast growing technology unicorn that need to be 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 successful IPO
- Analysis to find social buzz's top 5 most popular categories of content

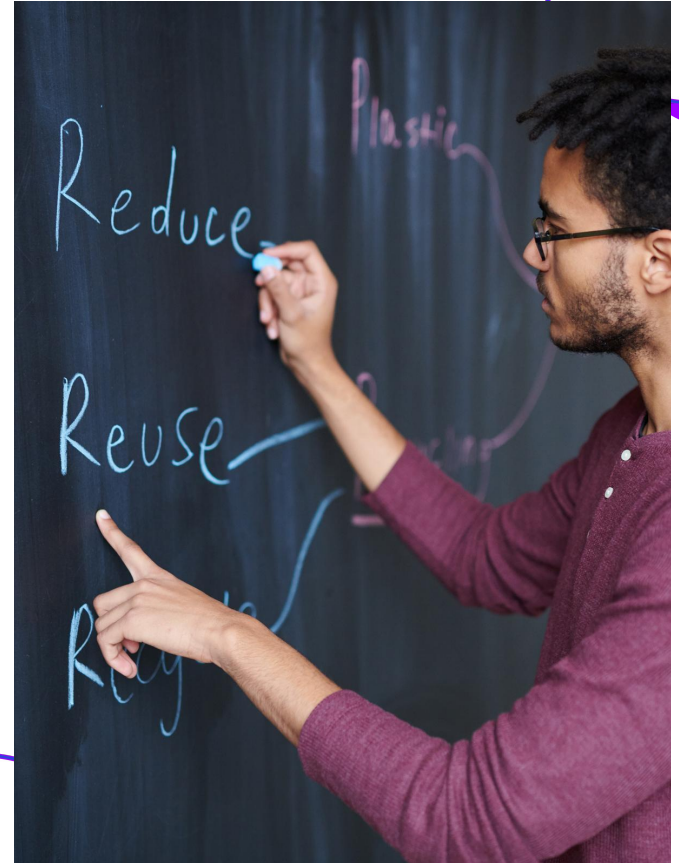
# Problem

Over 100000 posts per day

36,500,000 pieces of content per year!

But how to capitalise on it when there is so much?

Analysis to find social buzz's top 5 most popular categories of content



# The Analytics team



**Sarah salvatore**  
Senior principle



**Adam smith**  
Senior executive



**Jack dawson**  
Senior principle

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

16 unique categories

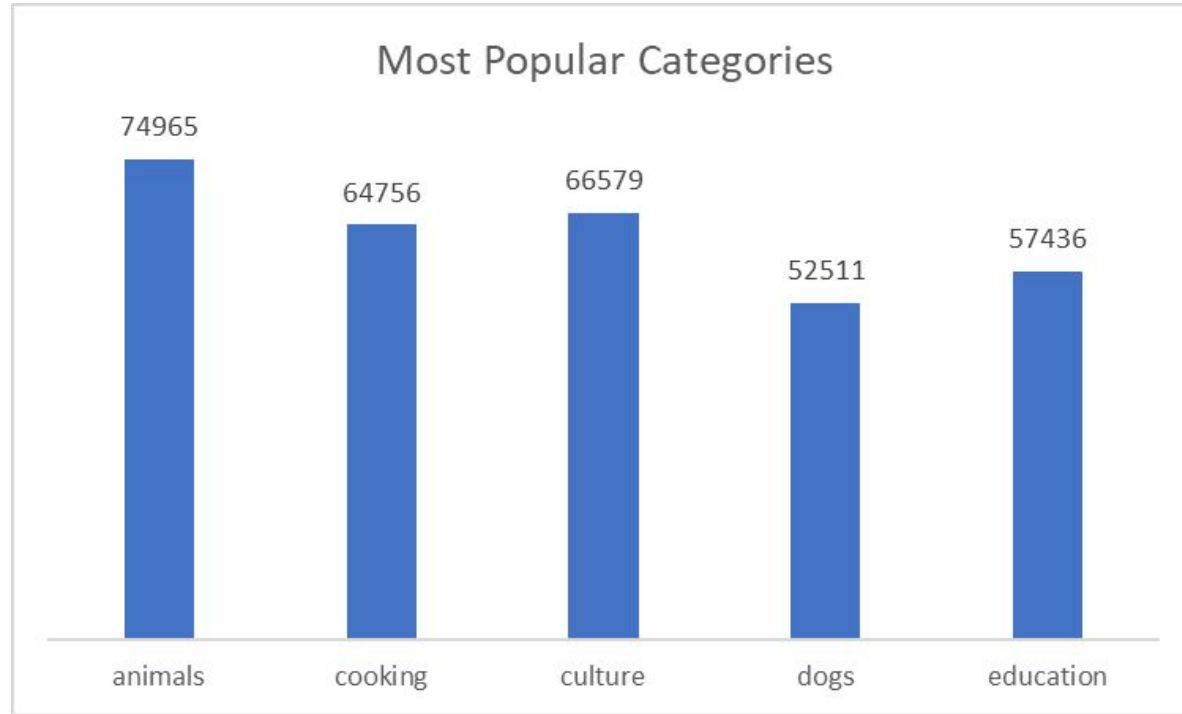


Animal most favourite category

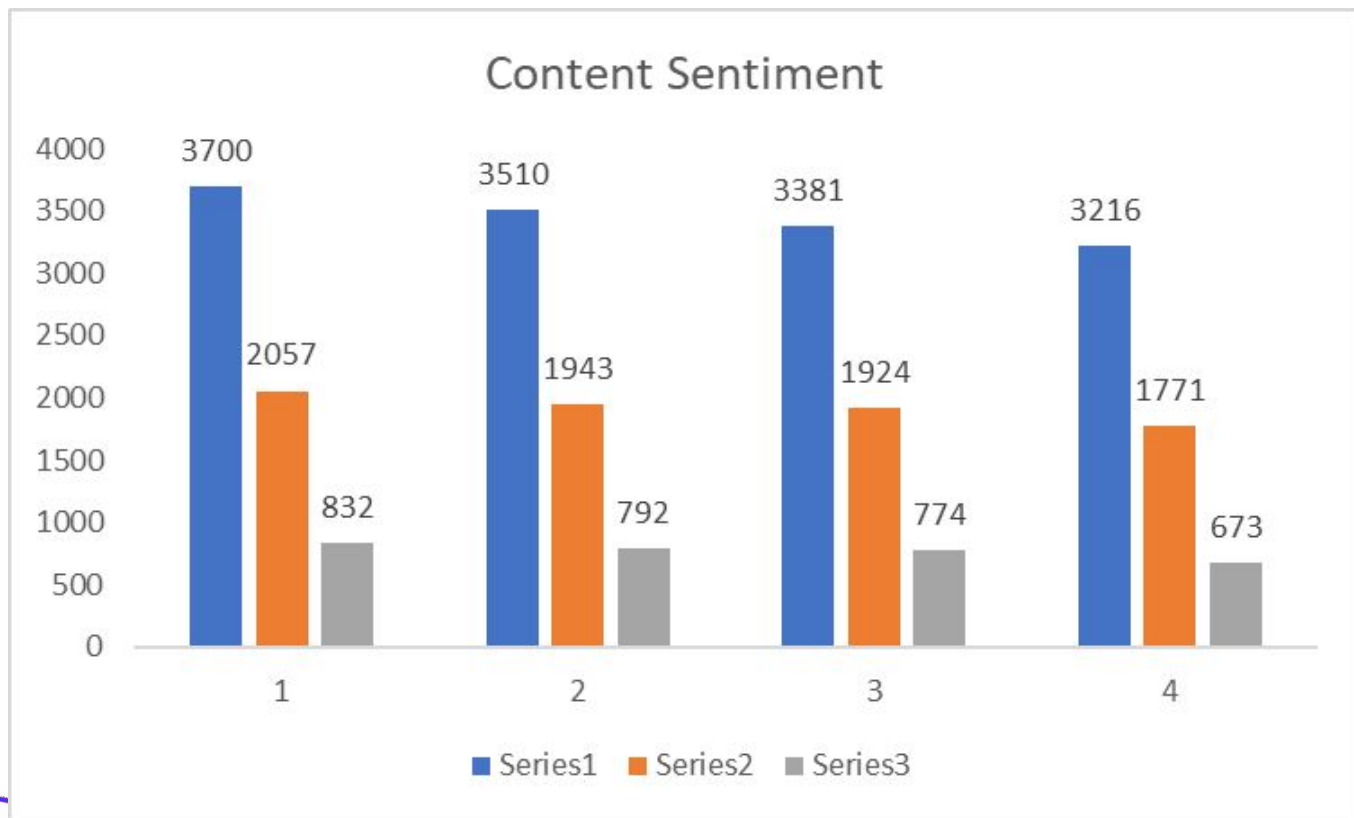


May with more number of pot









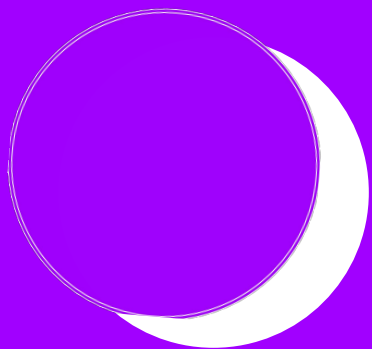
# Summary



- There are total of 16 distinct content categories. Out of which Animal and science content is the most popular one.
- 4 type of content- Photo, Video, Graphic, and Text.
- Out of which people prefer photo content.
- May month has the highest number of posts.

## Conclusion

- Should focus more on the top 5 categories: animal, technology, science, health, and food.
- Create campaign to specifically target the animal audience.
- Need to maximize in the month of august as they number of posts in the highest.



# Thank you!

ANY QUESTIONS?