

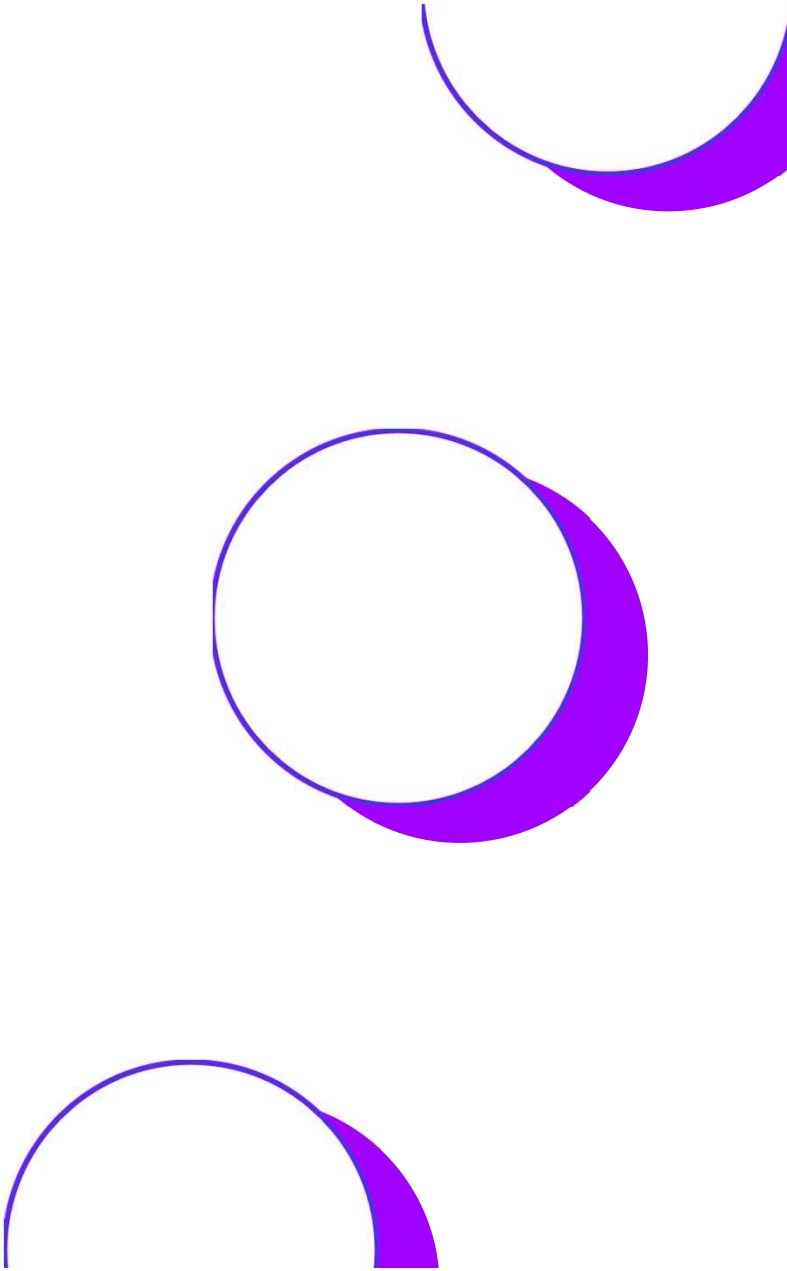
A graphic featuring a large cyan circle with a dark blue shadow, set against a purple background with a white dot grid. The text "Social Buzz Report" is centered inside the cyan circle in white.

# Social Buzz Report

A decorative grid of 24 dots arranged in 8 rows and 3 columns on the left side of the slide.

# Today's agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

Three decorative purple shapes on the right side of the slide: a crescent moon at the top, a large circle in the middle, and a semi-circle at the bottom. Each shape has a thin purple outline and a solid purple fill on its right side.



# 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 successful IPO
- Analysis to find Social Buzz's top most popular categories of content

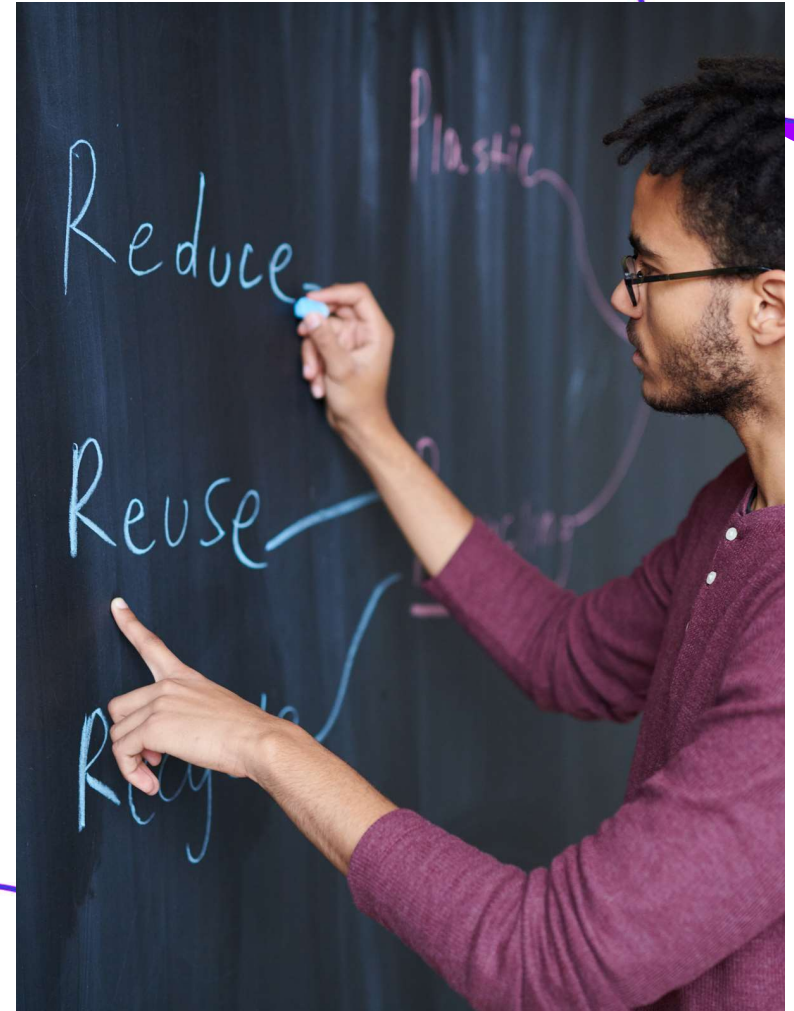
# Problem

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



**Andrew Fleming**

Chief Technical Architect



**Marcus Rompton**

Senior Principle



**Kashish**

Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

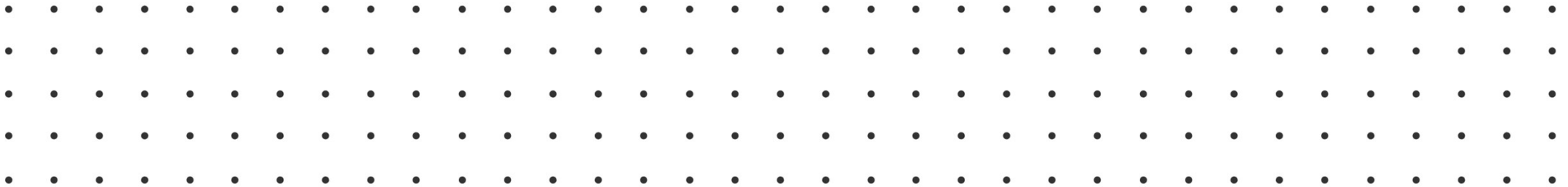
Number of **Unique**  
**Categories**



Number of  
**Reactions** for the  
most **popular**  
**Categories**

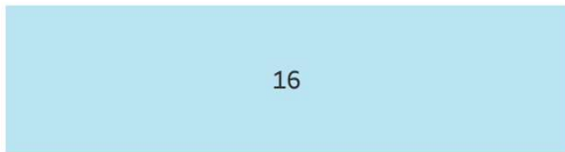


**Month** with the  
most **posts**





### Numer of Unique Categories



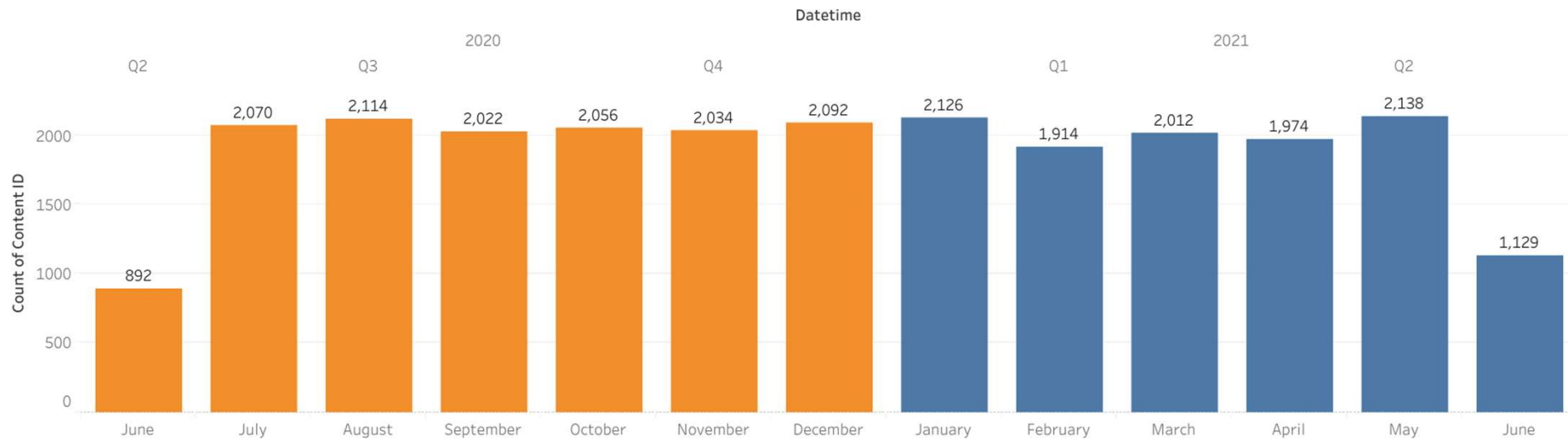
### Numer of Reactions for most popular categories

Category	
animals	1,897

### Month with the most posts

Datetime	
2021	
Q2	
	2,138

### Most posts month wise





# Summary



Social Buzz is a Social Media and Content Creation company Founded in 2010.To manage it's rapid growth it needs the professional organization to maintain the growth and recommendation for successful IPO. Hence our organization assigned a team lead by Mae Mulligan for solving their problem.

With the analysis of companies' data we can observe the following points:

- Consistent posts throw out the year except **June** Month.
- Unique categories are **16** in which most reacted is **animal**.
- Month with the most post is **May**.