PROJECT

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 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 5 most popular categories** of content.

Problem

Over **<u>100000</u> 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

Khanh Huyen

Data Analysis

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insight

Insights

16

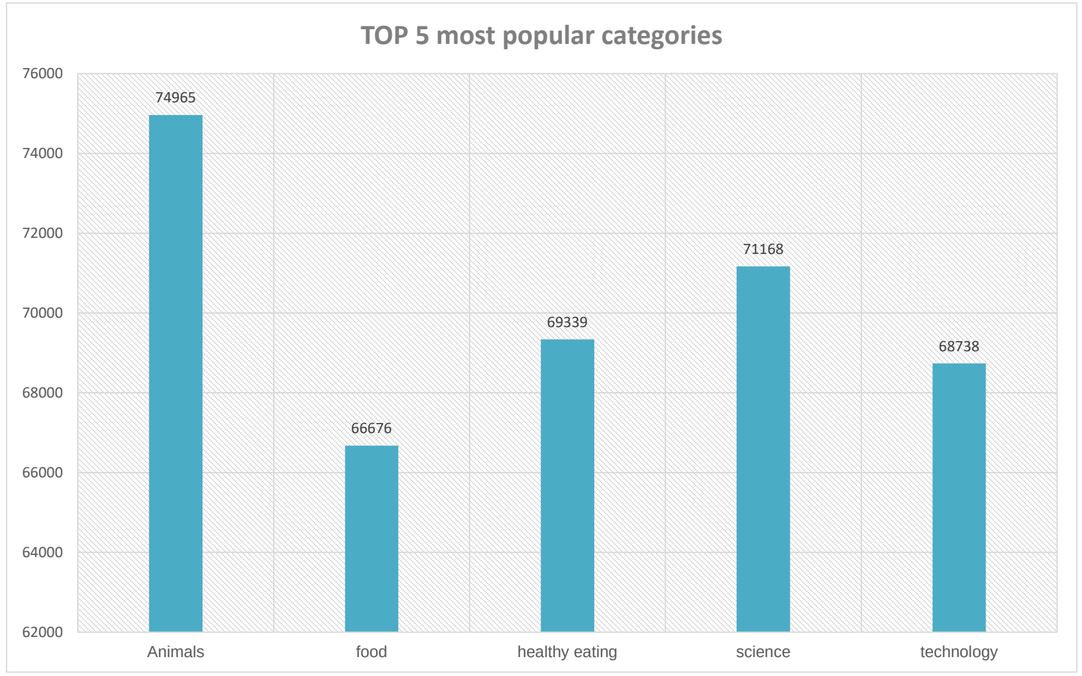
UNIQUE CATEGORIES

1897

REACTION TO
ANIMAL POSTS

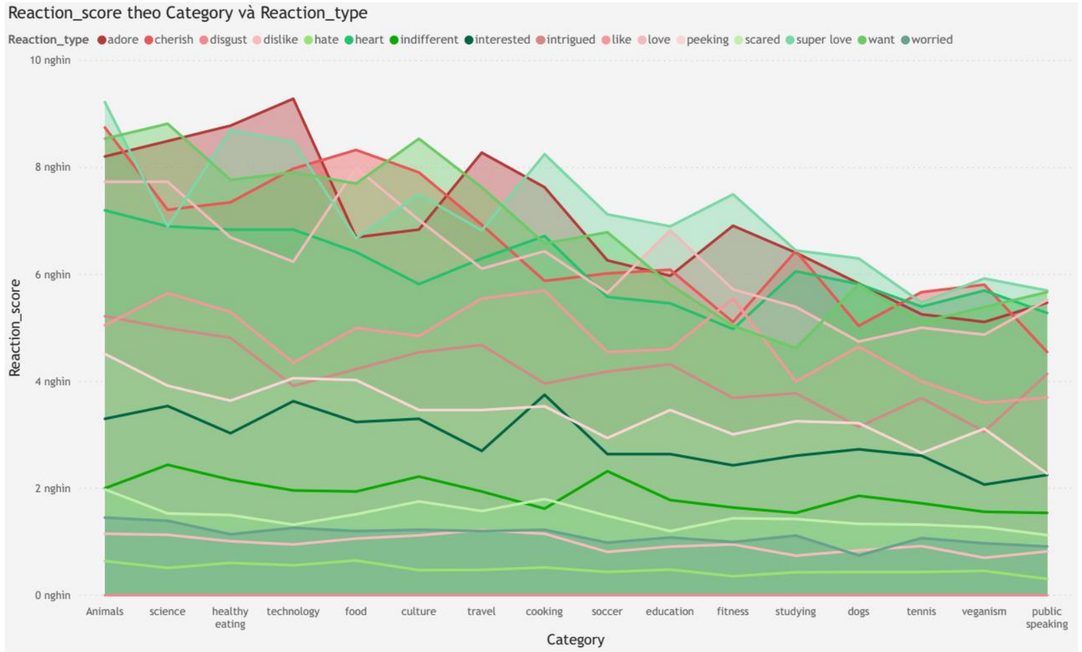
JANUARY

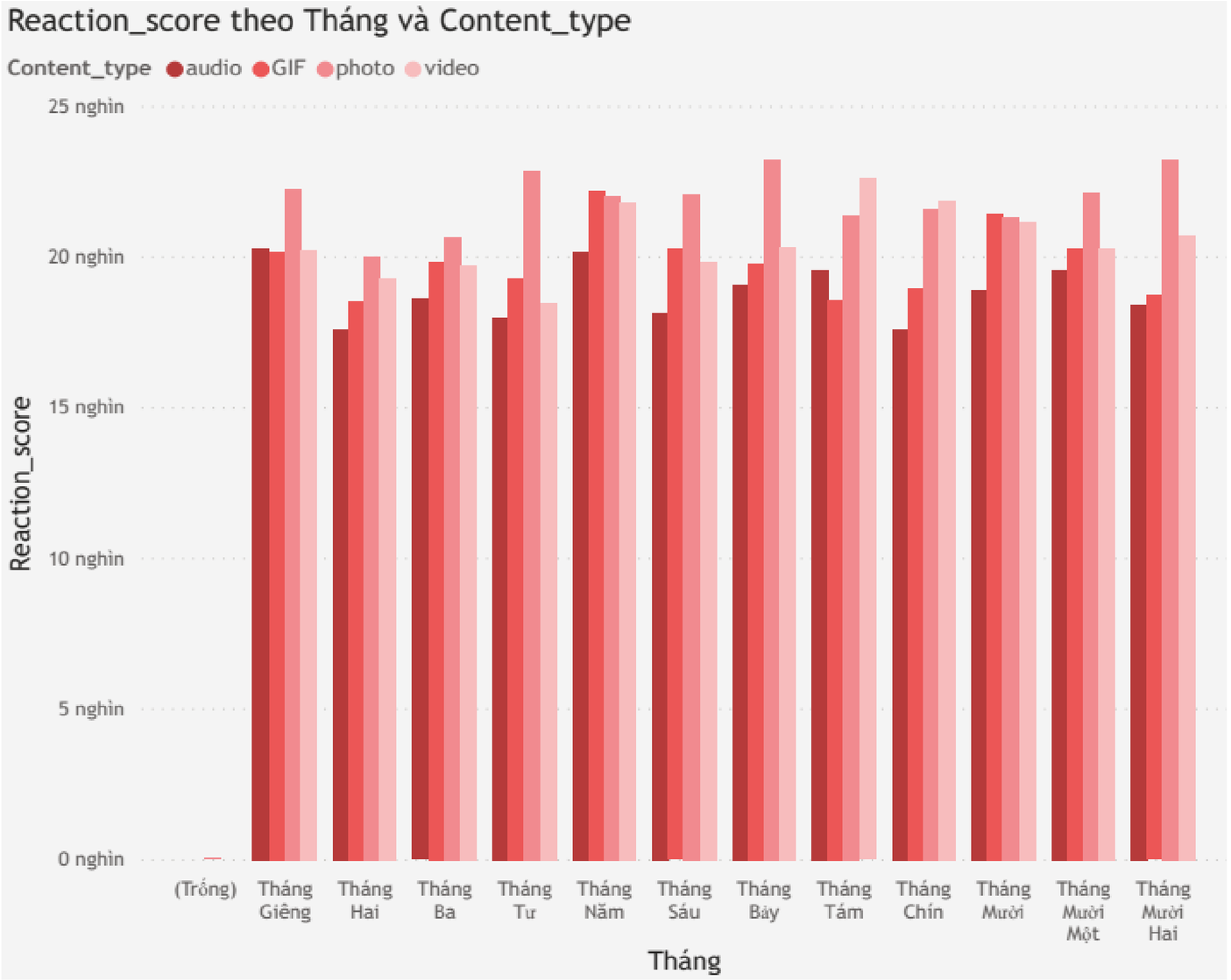
MONTH WITH
MOST POSTS



Top 5 most popular categoriesa is Animal, Food, Healthy Eating, Science, Technology

The most unpopular content format is public speaking





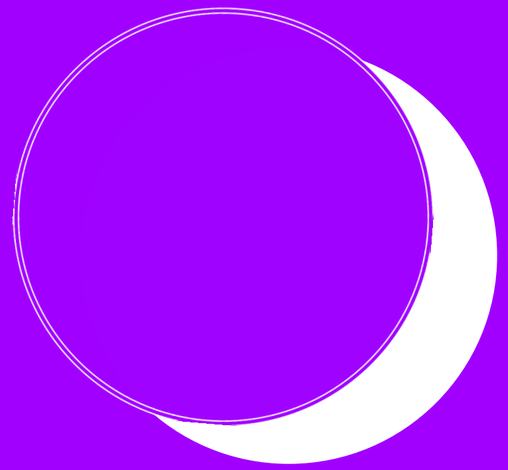
May's reactions were strong, especially for photo content, and audio content had the fewest reactions.

Summary

Developing content in the form of Animal, Food, Healthy Eating, Science, Technology

Promote posting in May to get the most reactions

Focus on posting photo content articles



Thank you!

ANY QUESTIONS?