The slide features a vibrant purple background with a white dot grid pattern. On the left, a large blue circle with a dark blue shadow contains the text "Accenture Presentation" in white. A white vertical bar is on the right.

Accenture Presentation



Today's agenda

Project recap

Problem

Process

Insights

Summary

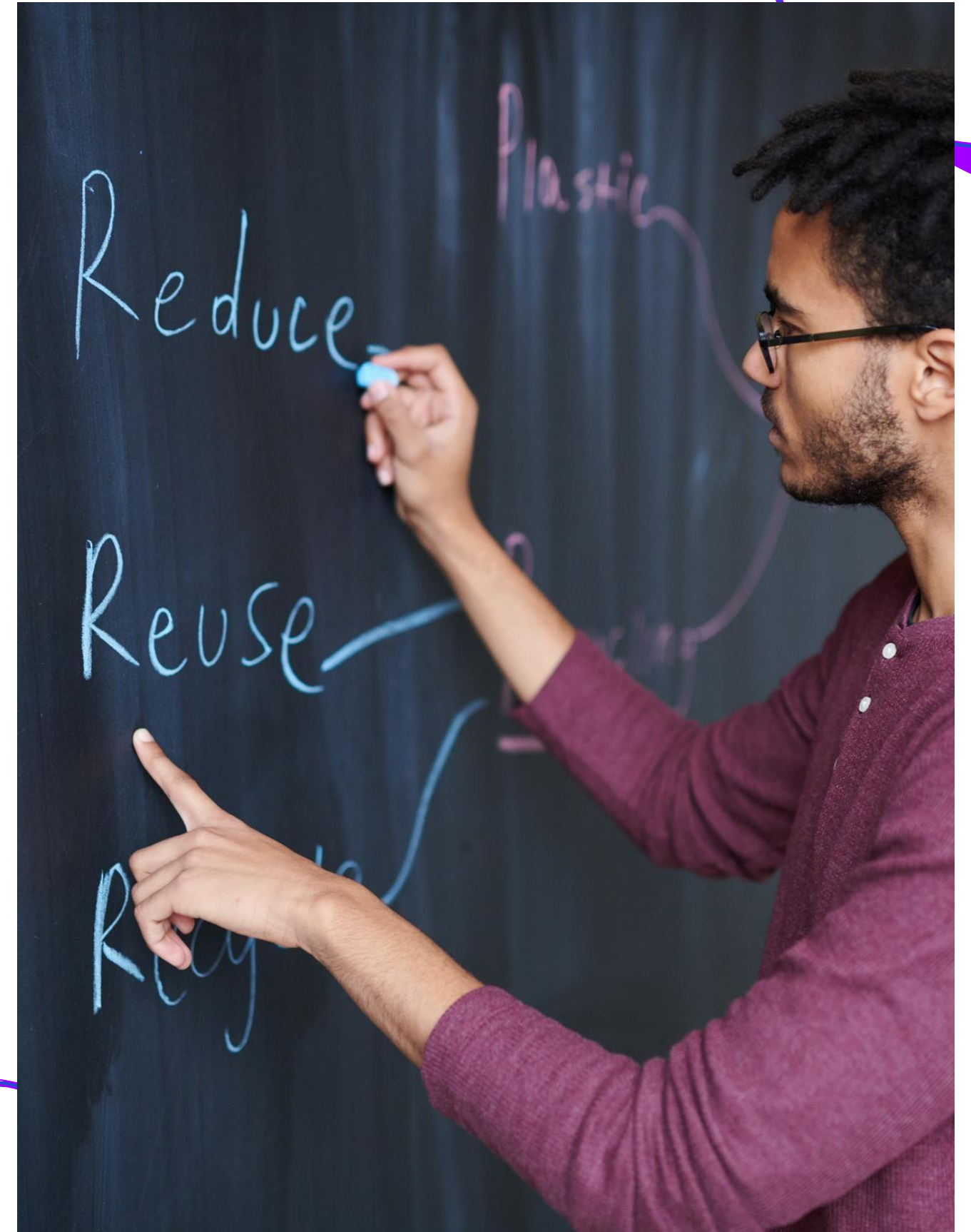
Project Recap

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 successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content

Problem

- Over 100.000 posts per day
- 36.500.000 pieces of contents 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



Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique categories



1897

Reactions to the most popular category

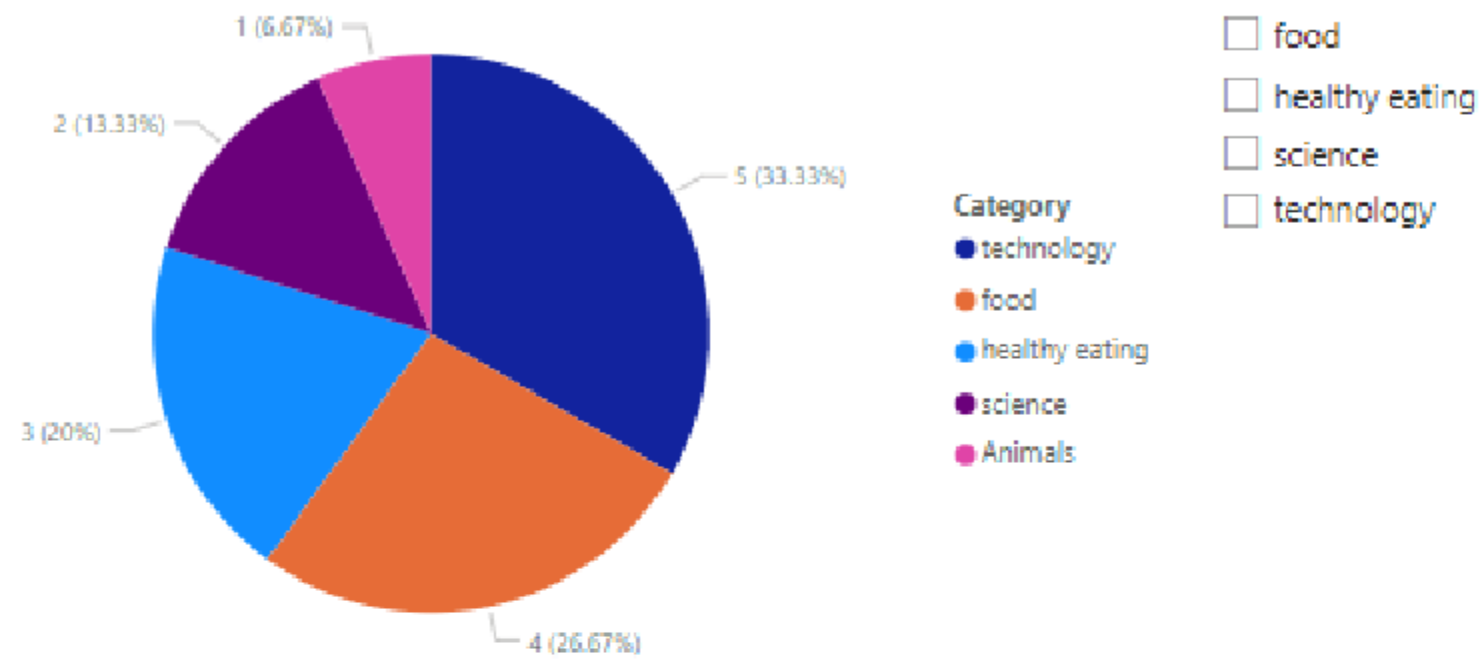


January

The month with the most posts

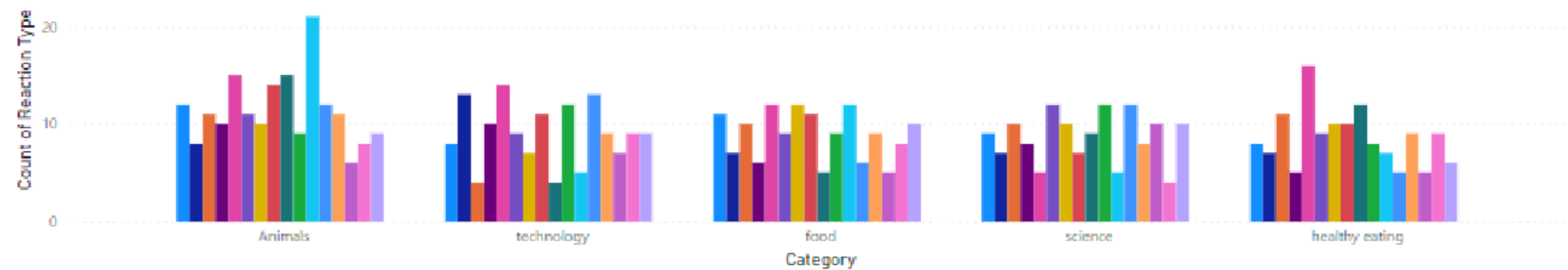


Top 5 Categories



Reaction Type of top 5

Reaction Type: adore, cherish, disgust, dislike, hate, heart, indifferent, interested, intrigued, like, love, peeking, scared, super love, want, worried

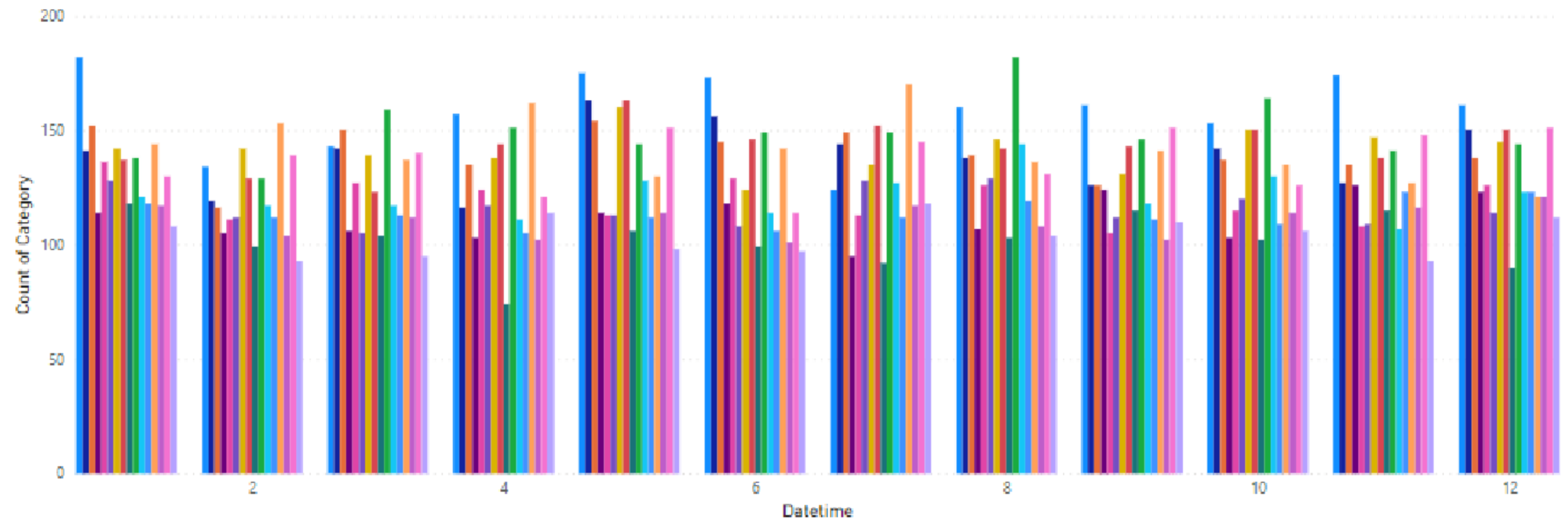


Datetime

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Month with the posts

Category animals cooking culture dogs education fitness food healthy eating public speaking science soccer studying technology tennis travel veganism



Summary



ANALYSIS

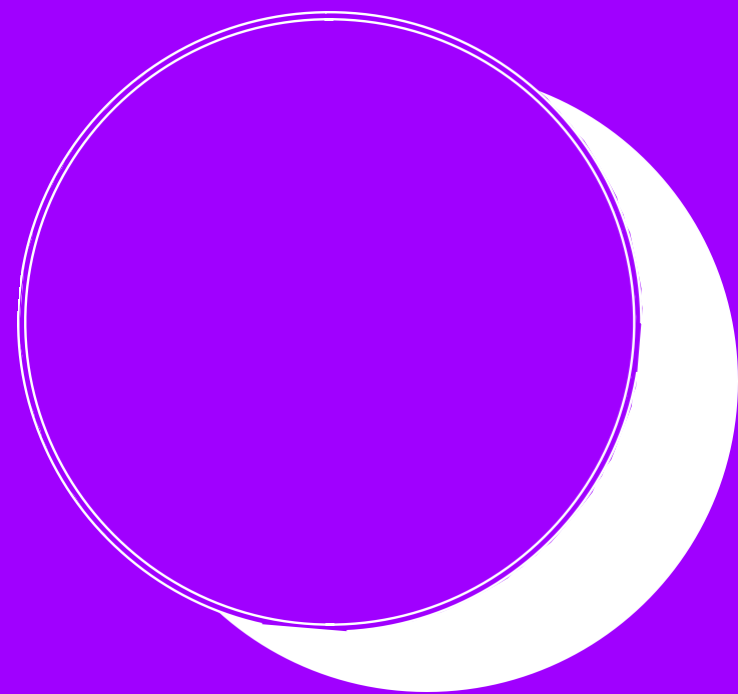
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

INSIGHT

Food is a common theme with the top 5 categories with “Healthy Eating” raking the highest. This may give an indication to the audience within your user base. You could see this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it’s time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this



Thank you!

ANY QUESTIONS?