

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

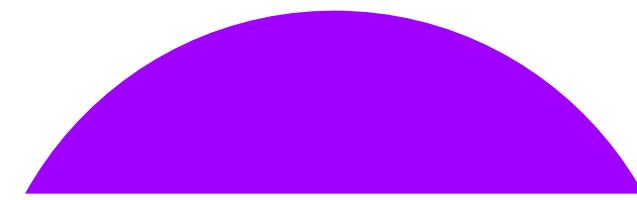
16

Unique categories



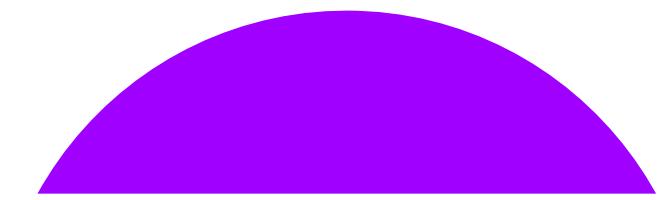
1897

Reactions to the most popular category

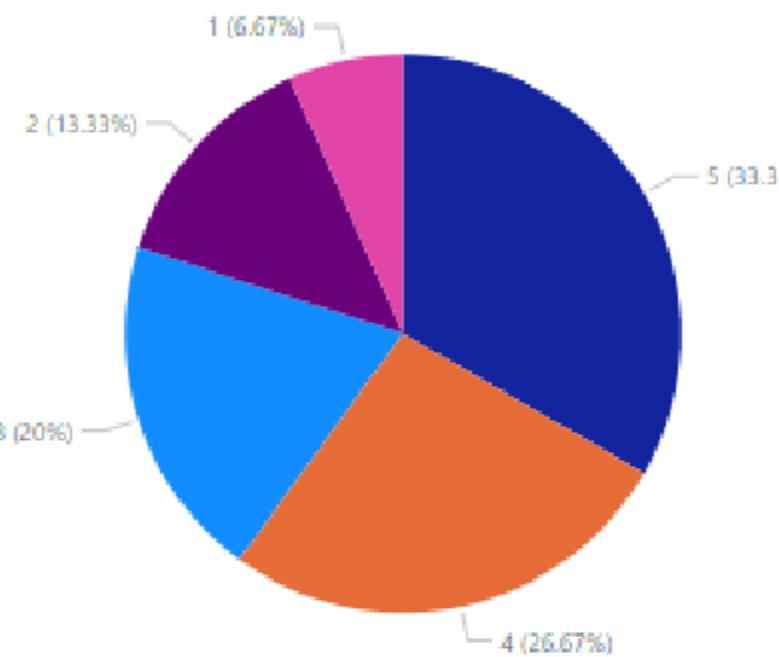


January

The month with the most posts



Top 5 Categories



Category

- Animals
- food
- healthy eating
- science
- technology

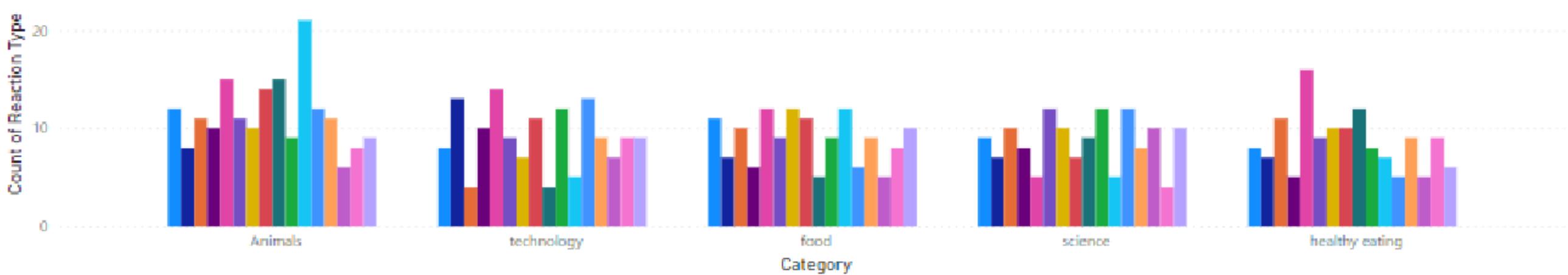
Category

- technology
- food
- healthy eating
- science
- Animals

Filters

Reaction Type of top 5

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



Top 5 Page 1

Data updated on 3/21/23, 11:58 AM

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160K

Datetime

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

200

Count of Category

150

100

50

0

2

4

6

8

10

12

Datetime

Month of the most posts, Page 1
Data updated on 3/21/23, 3:36 PM

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Summary



ANALYSIS

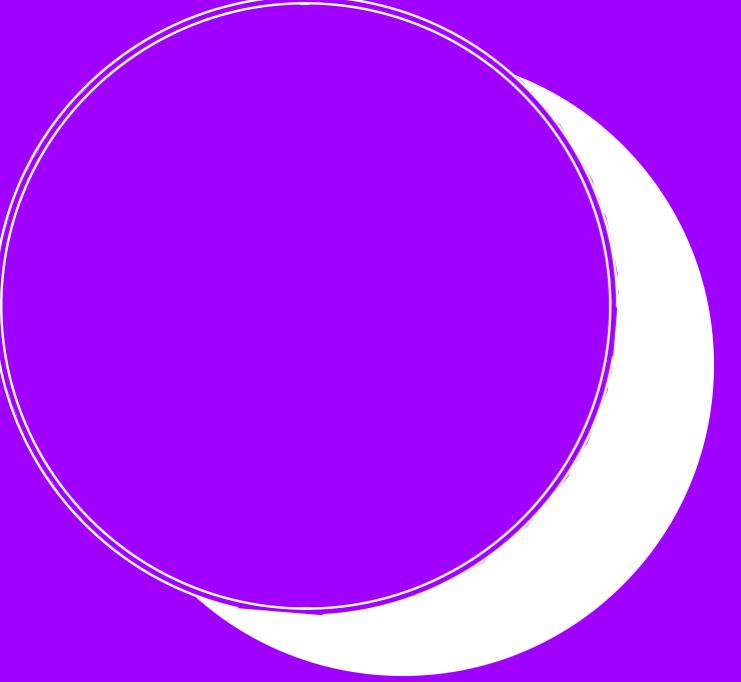
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

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?