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

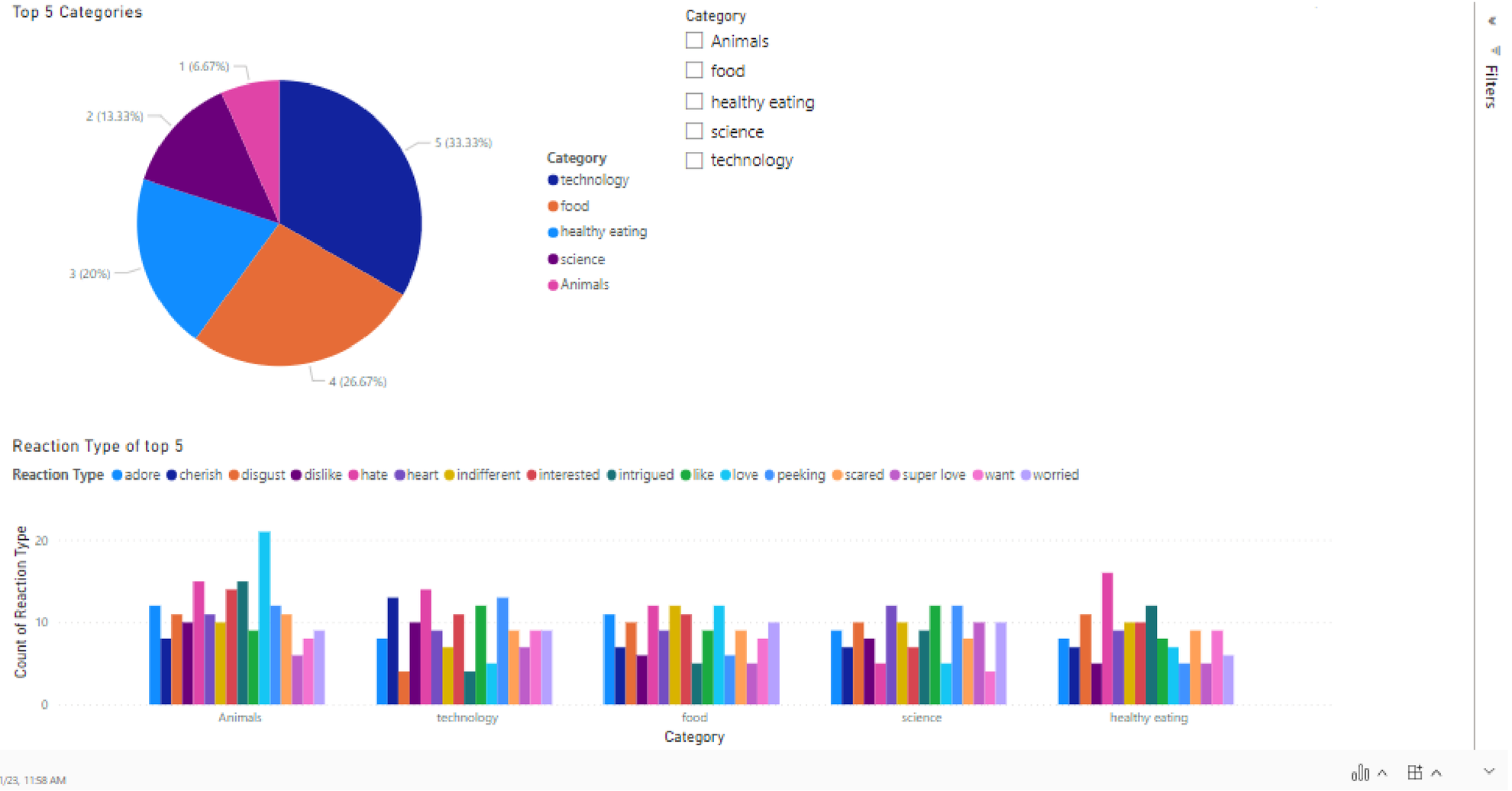
1. Data Understanding
2. Data Cleaning
3. Data Modeling
4. Data Analysis
5. Uncover Insights

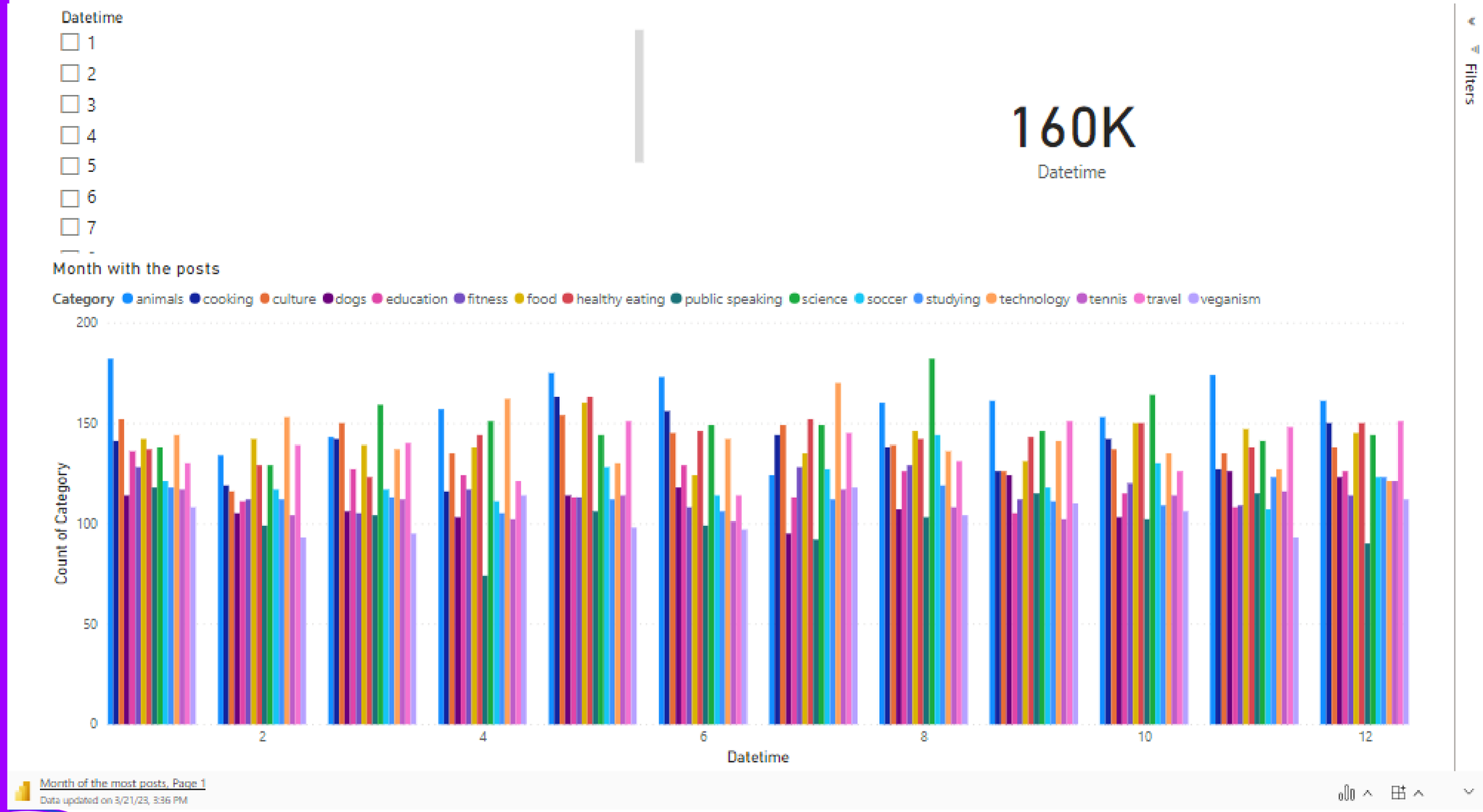
Insights

Unique categories

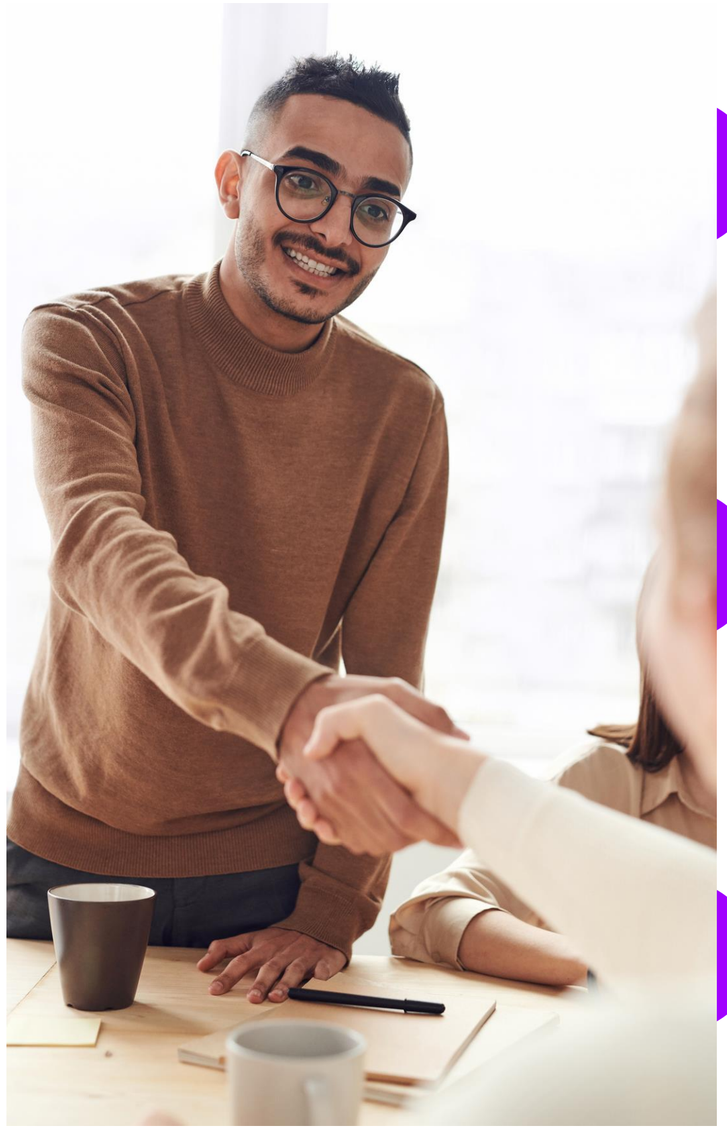
Reactions to the most popular category

The month with the most posts


Top 5 Categories
1 (6.67%)
2 (13.33%)
5 (33.33%)
3 (20%)
4 (26.67%)
Category
technology
food
healthy eating
science
Animals
Category
Animals
food
healthy eating
science
technology
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
Count of Reaction Type
20
10
0
Animals
technology
food
science
healthy eating
Category
Top 5, Page 1
Data updated on 3/21/23, 11:58 AM


Datetime
1
2
3
4
5
6
7
160K
Datetime
Filters
Month with the posts
Category animals cooking culture dogs education fitness food healthy eating public speaking science soccer studying technology tennis travel veganism
200
150
100
50
0
Count of Category
2
4
6
8
10
12
Datetime
Month of the most posts, Page 1
Data updated on 3/21/23, 3:36 PM

Summary



ANALYSIS

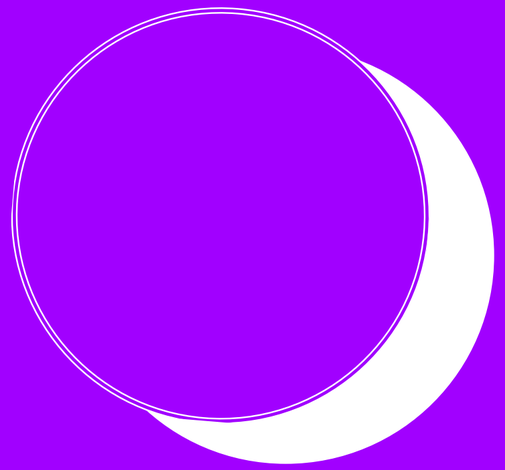
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

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?