A Content analysis

Social Buzz

Today's agenda

Project recap

Problem

The Analytics team
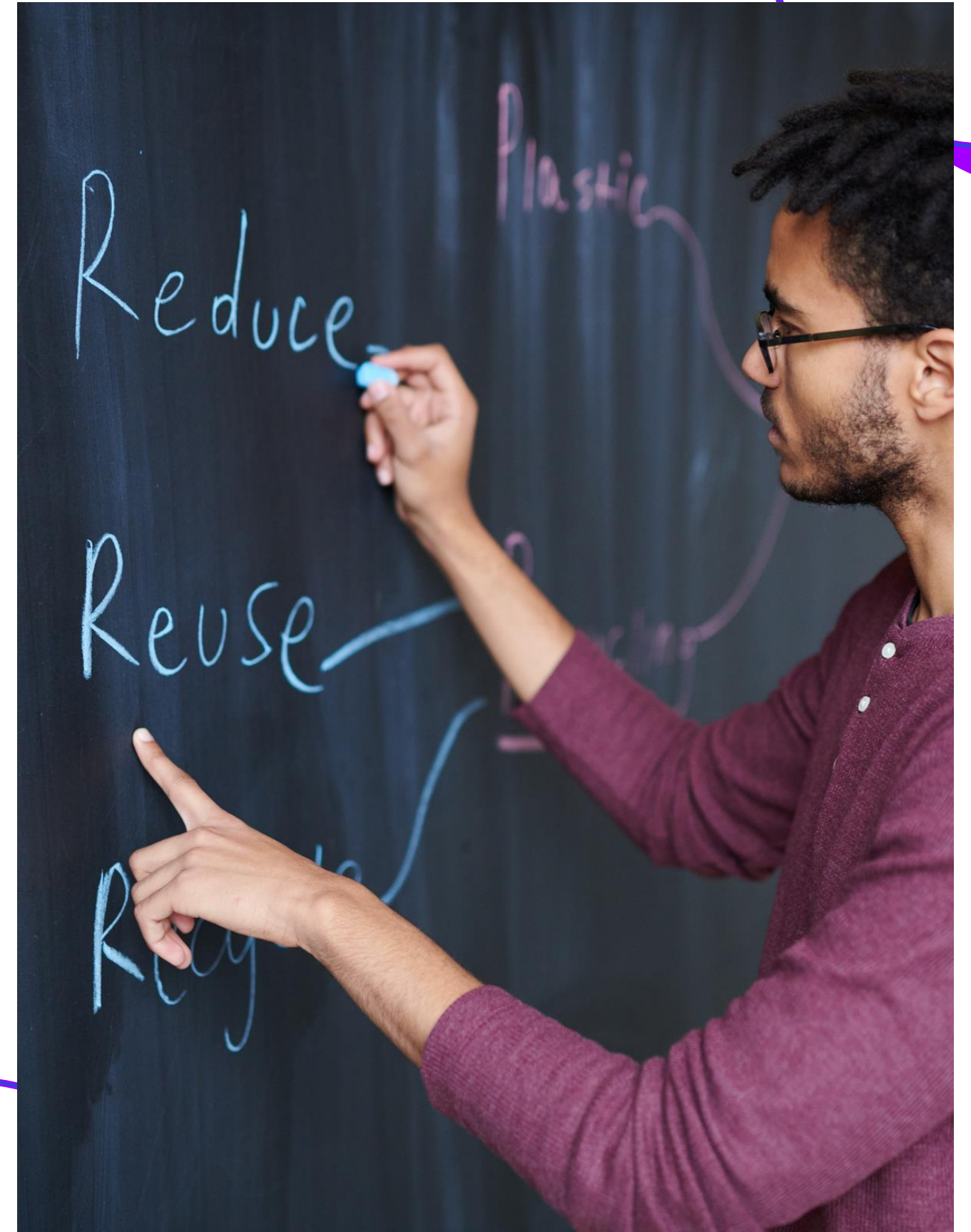
Process

Insights

Summary

Project Recap

Social Buzz is experiencing rapid growth in terms of number of users and available data. To help manage this huge scale, Accenture has embarked on a 3-month pilot with Social Buzz to:

• An audit of the company's big data practice.
• To recommend best practice for the upcoming IPO to be successful.
• Analysis to find the company's top 5 most popular category of content.

Problem

- Due to the sudden growth, the amount of data to handle have rapidly increased.
- If we take a closer look:
  - Almost 100k posts(images, text, video and GIFs every day.
  - All these are unstructured data and have to be handled properly.
  - 3650k number of contents every year.

Main challenge:

HOW TO CAPITALIZE ON THE HUGE AMOUNT OF DATA?

The Analytics team

- Andrew Fleming – Chief Technical Architect, Accenture

- Marcus Rompton – Senior Data Expert, Accenture

- Advait Chavan–Data Analyst, Accenture

Process

1 Data Understanding: Understand the model and the business field.

2 Data Extraction: Out of the several datasets provided, choose the one that would provide the required information to solve the problem.

3 Data Modelling: To model the data into a dataset that can answer the business questions and produce analytics.

4 Data Analysis: Use analytical expertise to uncover insights from the dataset and to produce visualizations to describe the insights.
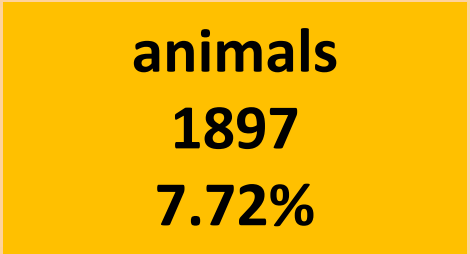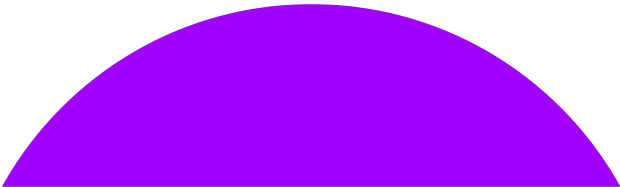
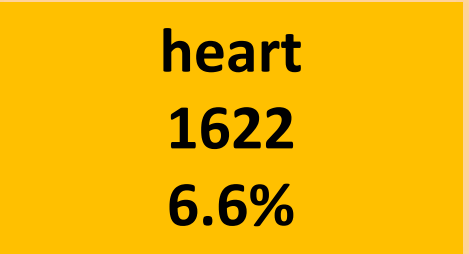**5** Recommendations: Based on the analysis what can be done improve the business and how to proceed further.

Insights

Photo
6589
25.4%
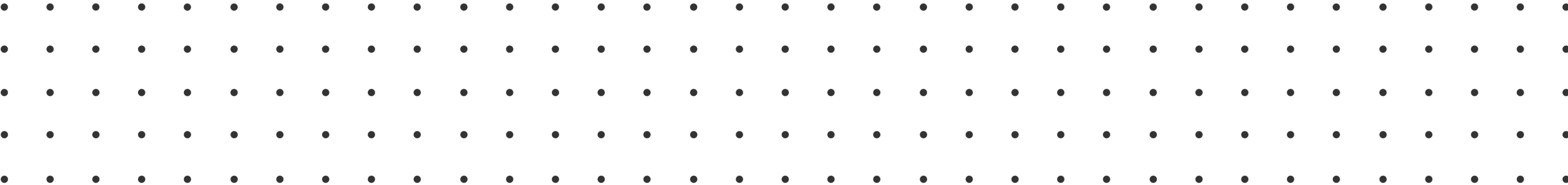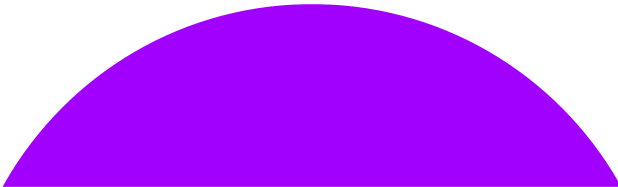
Top content type

animals
1897
7.72%

Top Category

heart
1622
6.6%
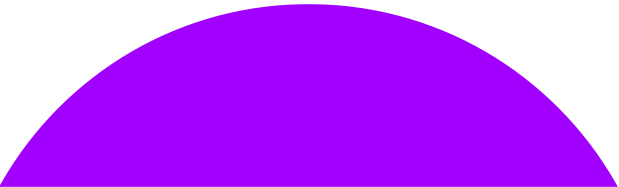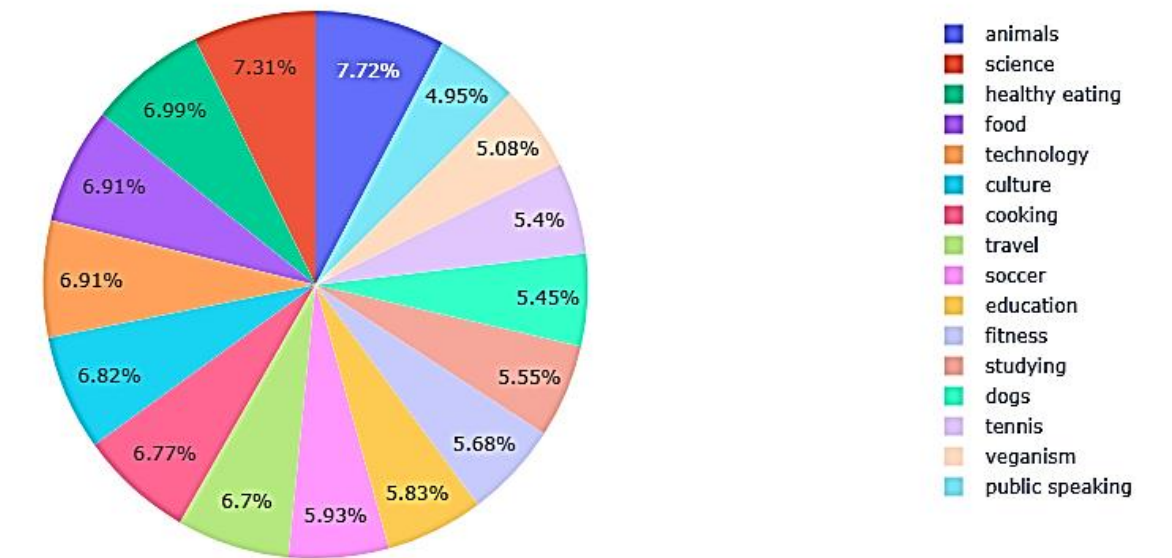
Top Reaction

Category Distribution
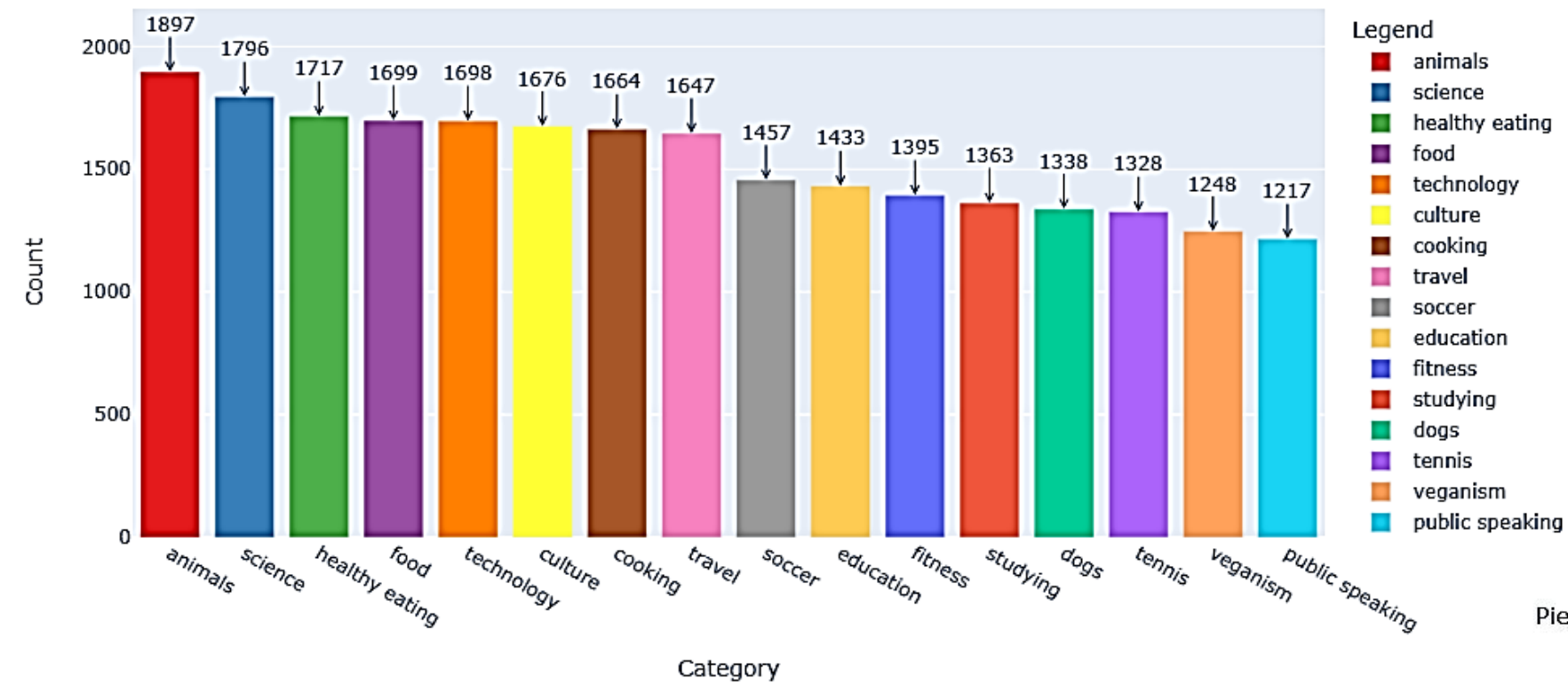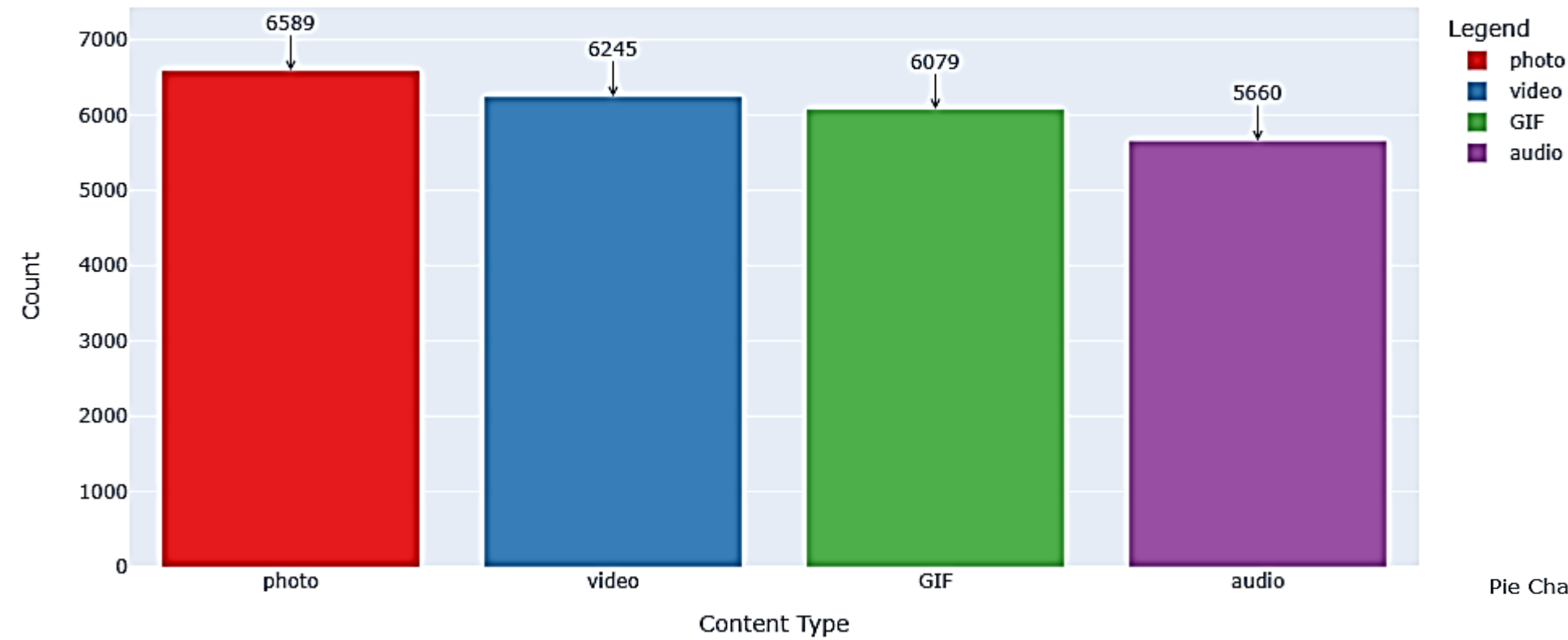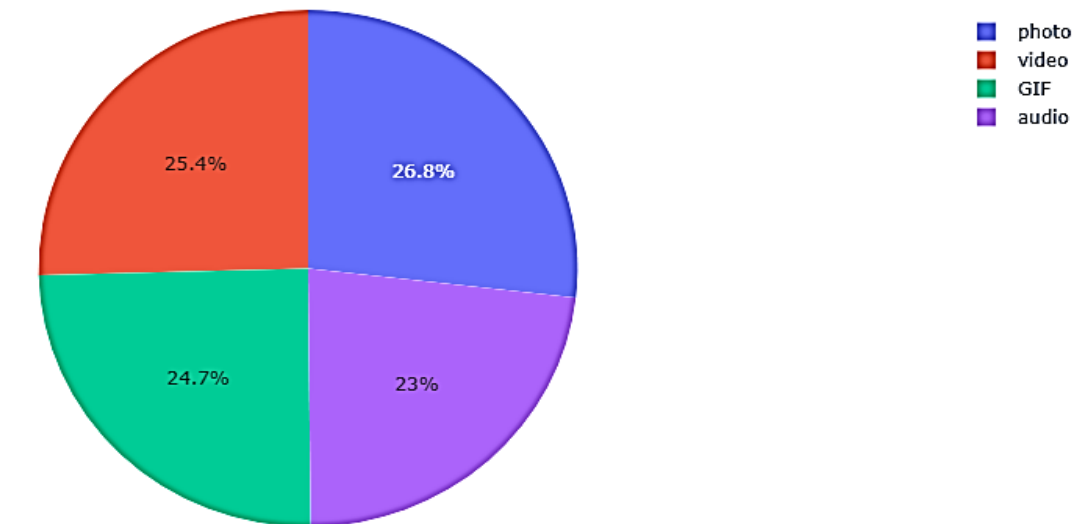
According to our analysis, the top 5 content categories are Animals, Science, Health Eating, Food, and Technology in descending order.

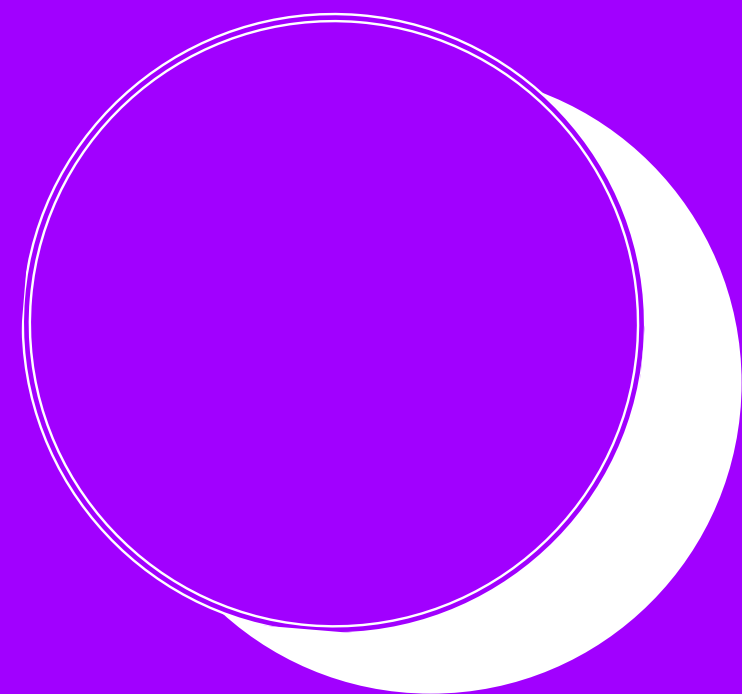## Content Type Distribution

Legend
- photo
- video
- GIF
- audio

According to our analysis, the most reacted content type is photo followed by videos which is in turn followed by GIF and then audio

Pie Chart Content Type

- photo
- video
- GIF
- audio

Summary

- Top content category : Animal & Science
- Common in all 5 category : Heathy eating & Food

- Based on this the company will have to run several campaigns or hire influencers or work with brans which support healthy eating and healthy lifestyles to boost the growth

Thank you!