



# Social Buzz



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

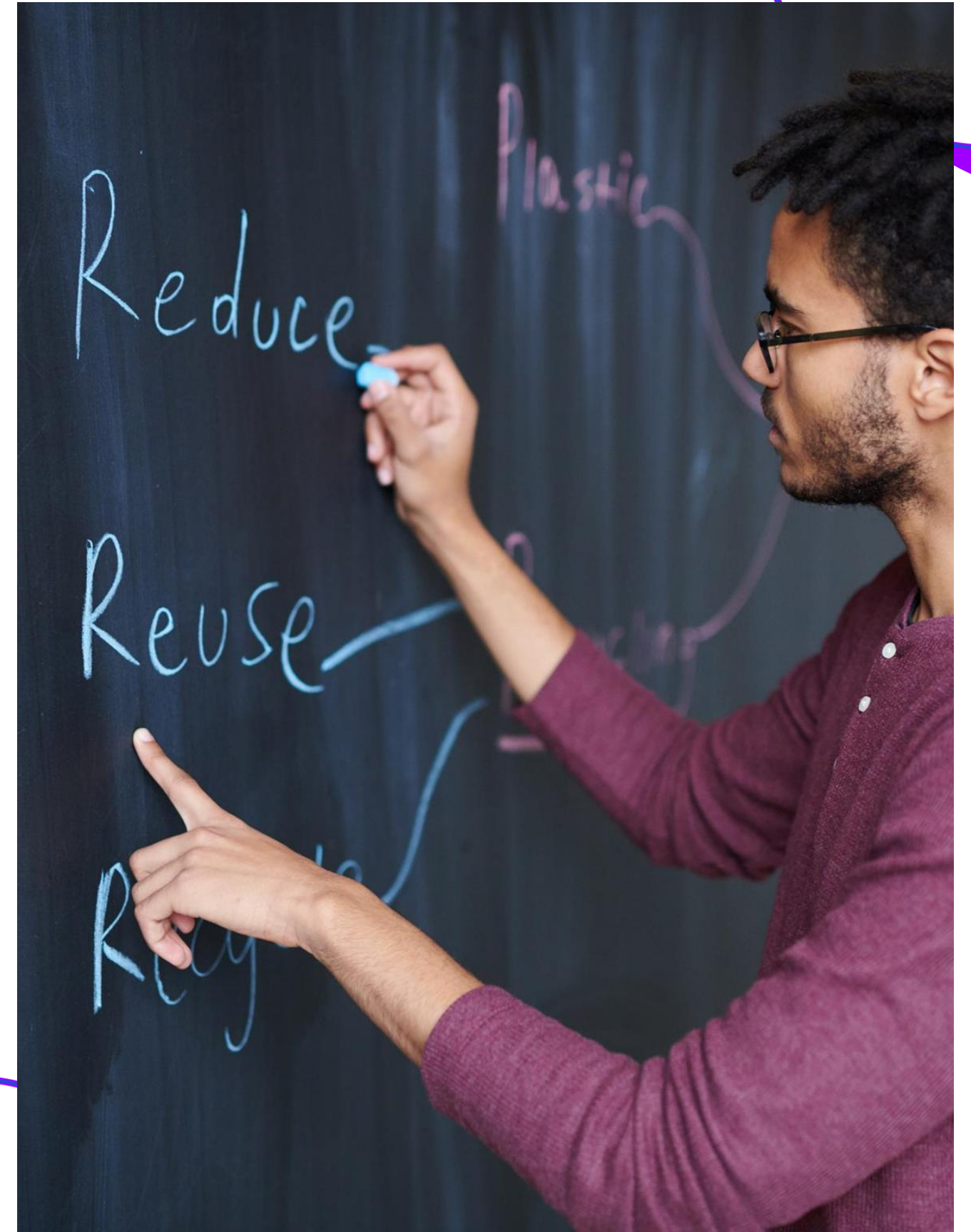
# Project Recap

Social Buzz is a fast growing social media unicorn that needs to scale rapidly. Accenture has begun a three – month initial engagement to:

- Audit their big data practice.
- Provide Recommendations for a Successful IPO.
- Analyze of their content categories that highlights the top 5 categories with the largest aggregate popularity.

# Problem

- Users post over 100,000 pieces of content every day
- With tens of millions of posts and hundreds of millions of users, how do you capitalize?



# The Analytics team



**Andrew Fleming**  
*Chief Technology Architect*



**Marcus Rompton**  
*Senior Principal*



**Krish Chaudhary**  
*Data Analyst*

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

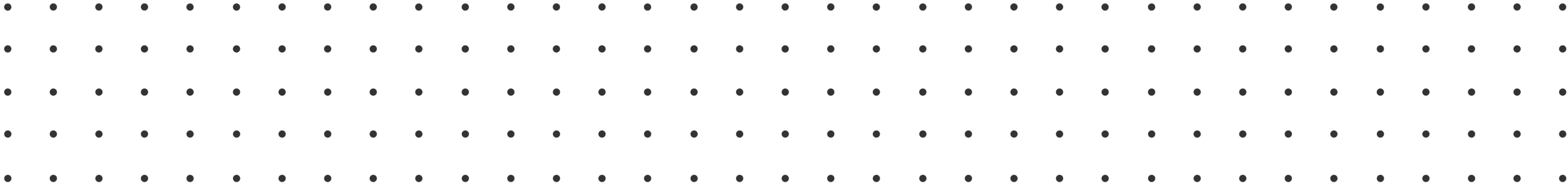
Uncover Insights

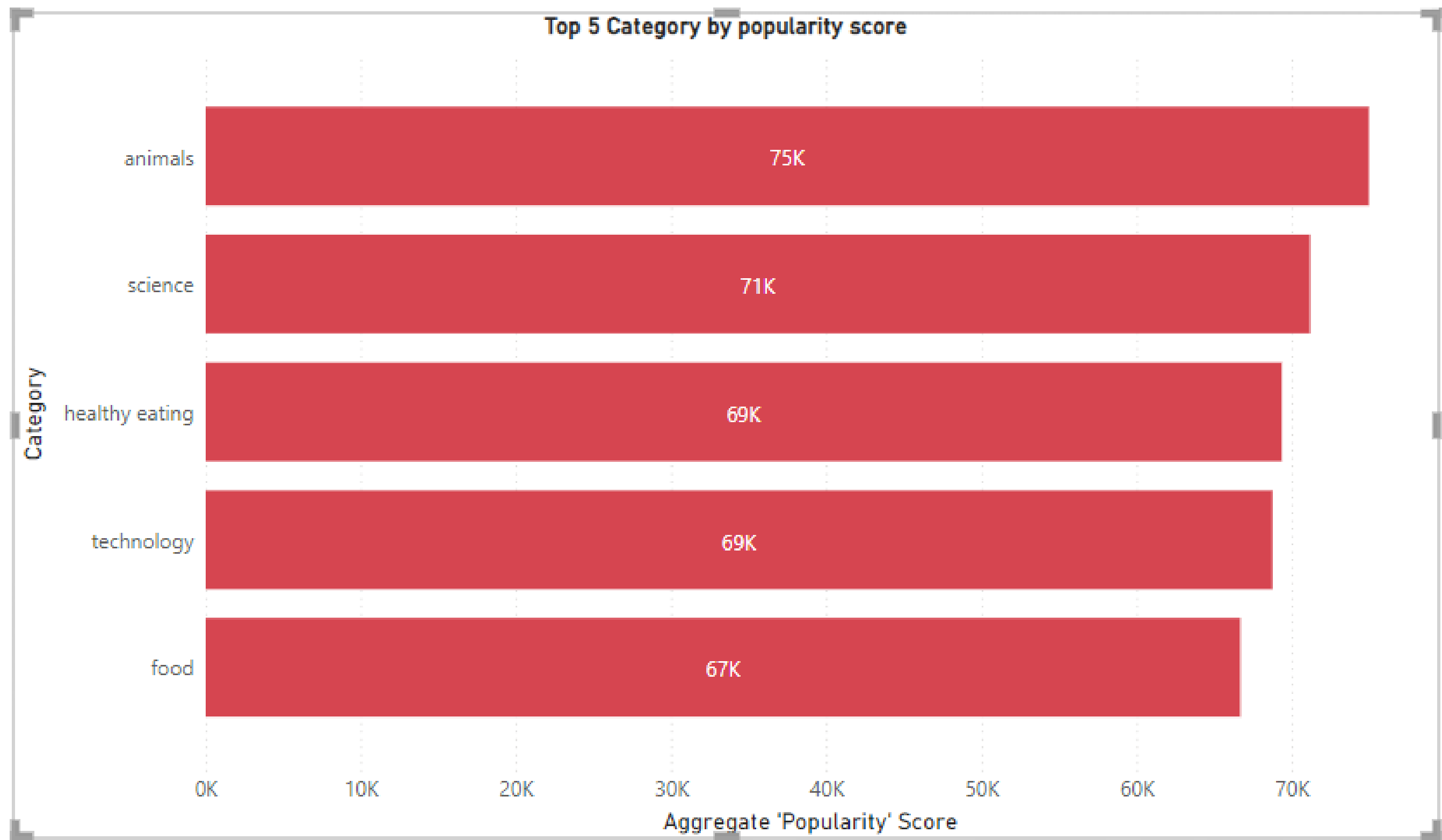
# Insights

**16**  
Unique Category

**1897**  
Reactions to 'Animal' Posts

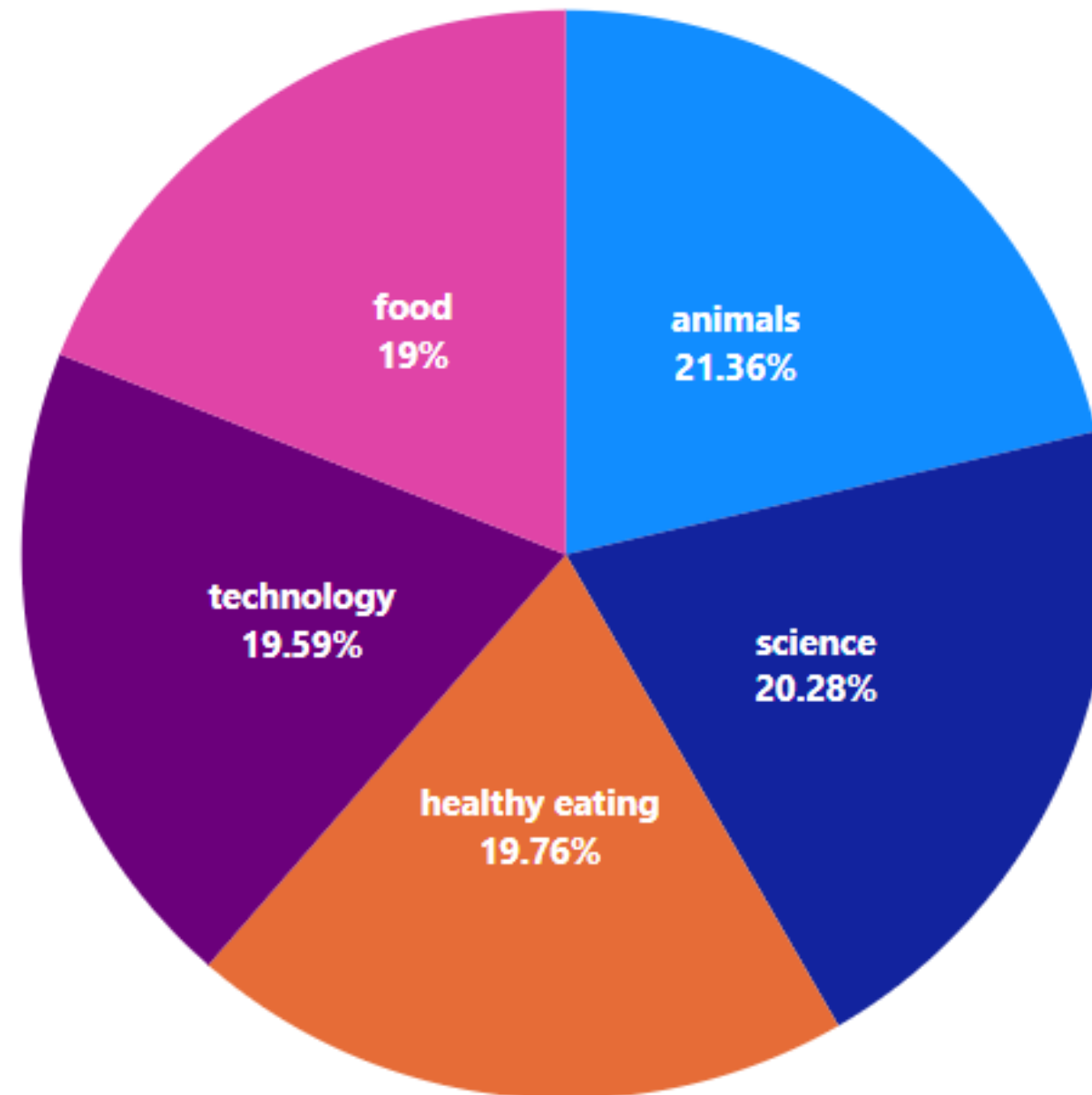
**MAY**  
Month with Most posts

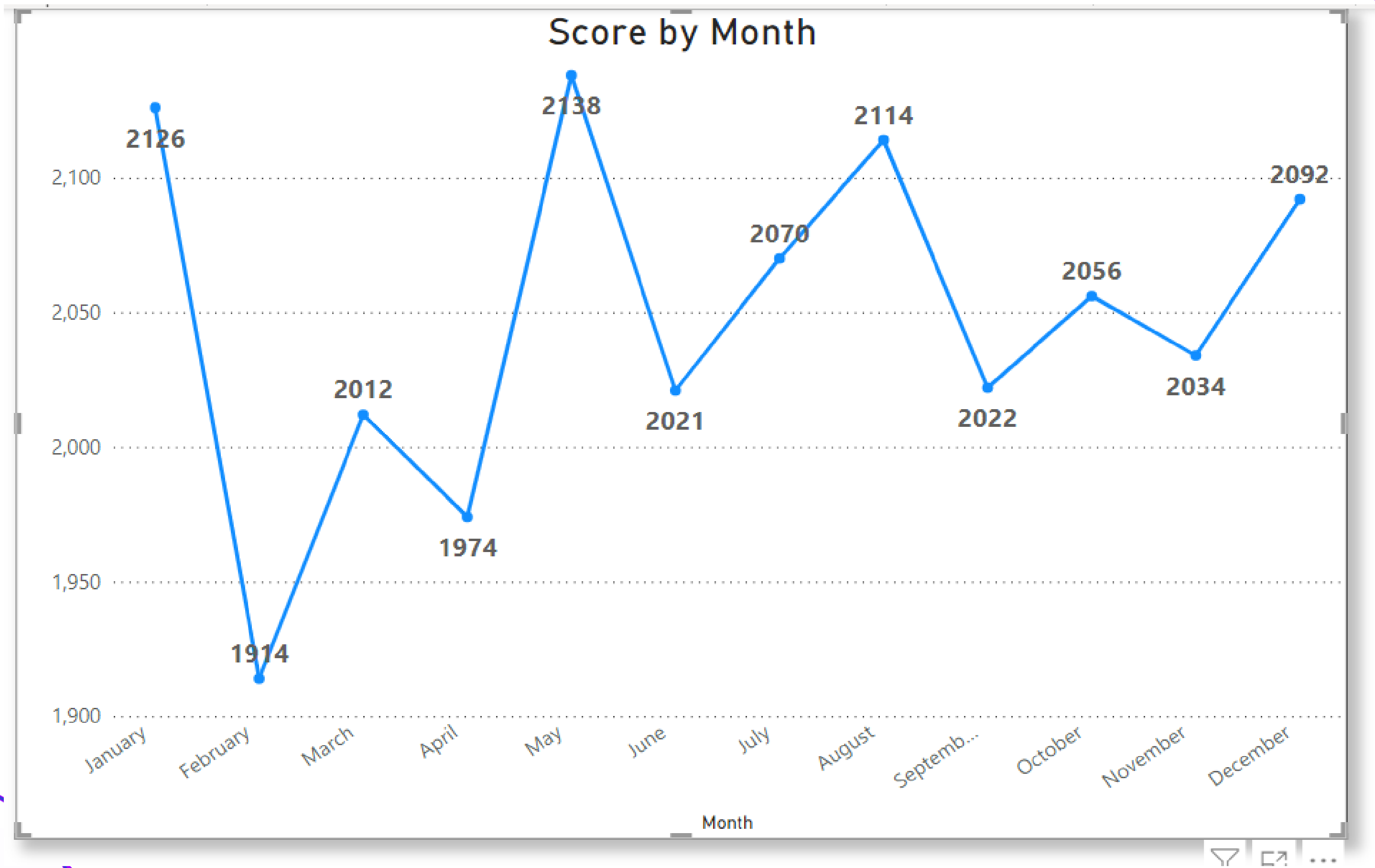






Popularity % share by top 5 Category





# Summary



## ANALYSIS

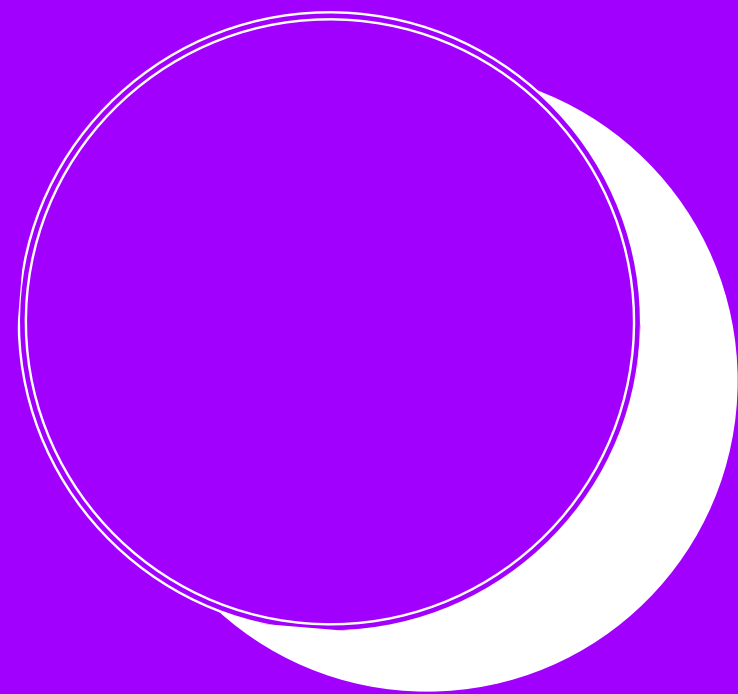
Animals and science are two most popular categories of content, showing that people enjoy 'real-life' and 'factual' content the most.

## INSIGHT

Food is the common theme with the top 5 categories with 'Healthy Eating' ranking the highest. This may give an indication to the audience within your user base. You could use 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 your business.



# Thank you!

ANY QUESTIONS?