

The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Social Buzz" and "Analysis" are written in a clean, white, sans-serif font, stacked vertically. The background of the entire image is a solid purple color. Overlaid on this purple background is a grid of small, white dots, which are more densely packed in the center and become sparser towards the edges, creating a subtle pattern. The blue circle has a slight shadow or gradient effect, giving it a three-dimensional appearance as if it's floating above the background.

Social Buzz Analysis

Today's agenda

Project Recap

To provide a high-level overview of the business problem we're tackling and the precise requirements, we will provide a summary of the entire project.

Problem

We will get into the particular issue that the Data Analytics team has been concentrating on and provide some context for why this is such a significant issue.

The Analytic Team

I'll start by outlining the issue and then discuss the team that is in charge of handling this assignment on our end.

Process

After that, I'll go into the general steps we took to do this assignment so you can fully understand how we approach tasks of this nature.

Insights and Summary

Lastly, I will review all significant findings and offer them as a collection of understandings and illustrations from our

Project Recap

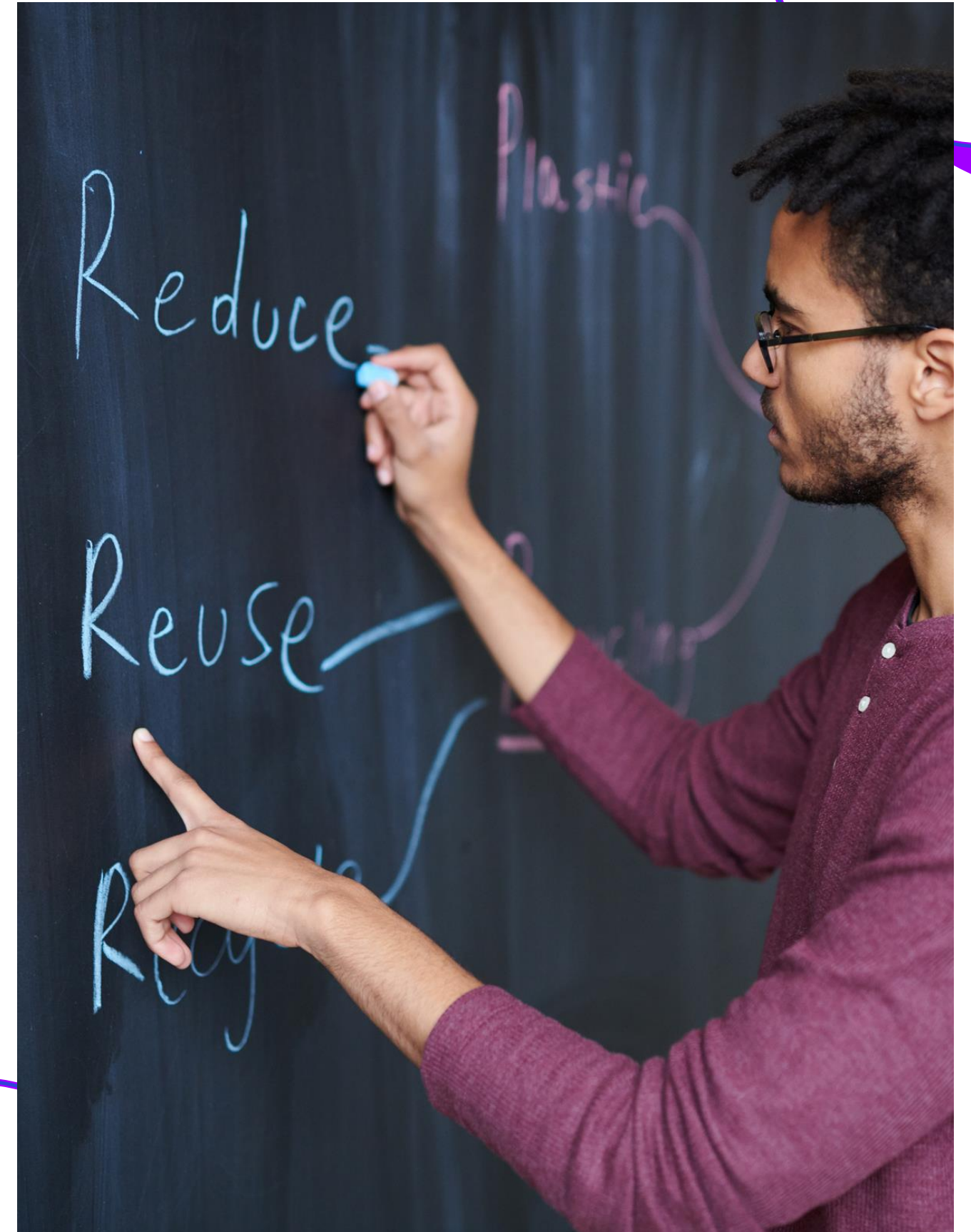
"**Social Buzz**" is a rapidly expanding unicorn in the technology space that needs to quickly adjust to its global reach.

Accenture has started working on the following activities during a three-month POC :

- An examination of Social Buzz's use of big data
- Strategies for a prosperous initial public offering (IPO)
- An examination to determine the top 5 content categories on Social Buzz

Problem

- In recent years, the customer has grown to an enormous extent, and they lack the internal resources to manage it.
- Every day, Social Buzz receives over 100,000 posts, totaling 36,500,000 posts annually. Since all of the content is unstructured, it might be challenging to make sense of it all.
- Determine the specifications that must be fulfilled for this project.
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 - Combining tables from the sample data set
 - An analysis of their content categories that identifies the top five with the highest total popularity



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Purelly Lingam Reddy
Jr. Data Analyst

Process

1

Understanding Data

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

Unique
Categories

16



Category With
Highest Score

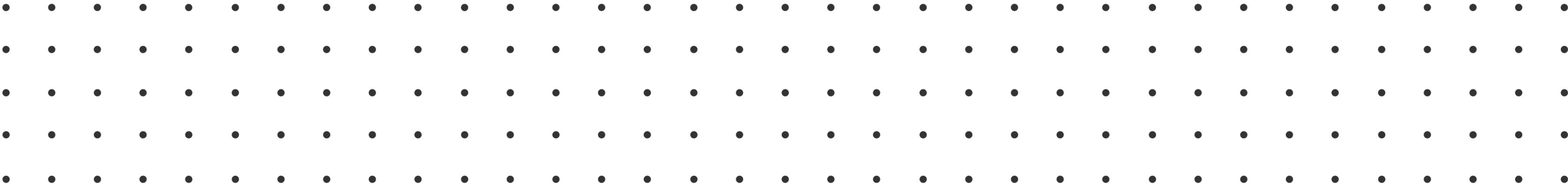
Animals

53K

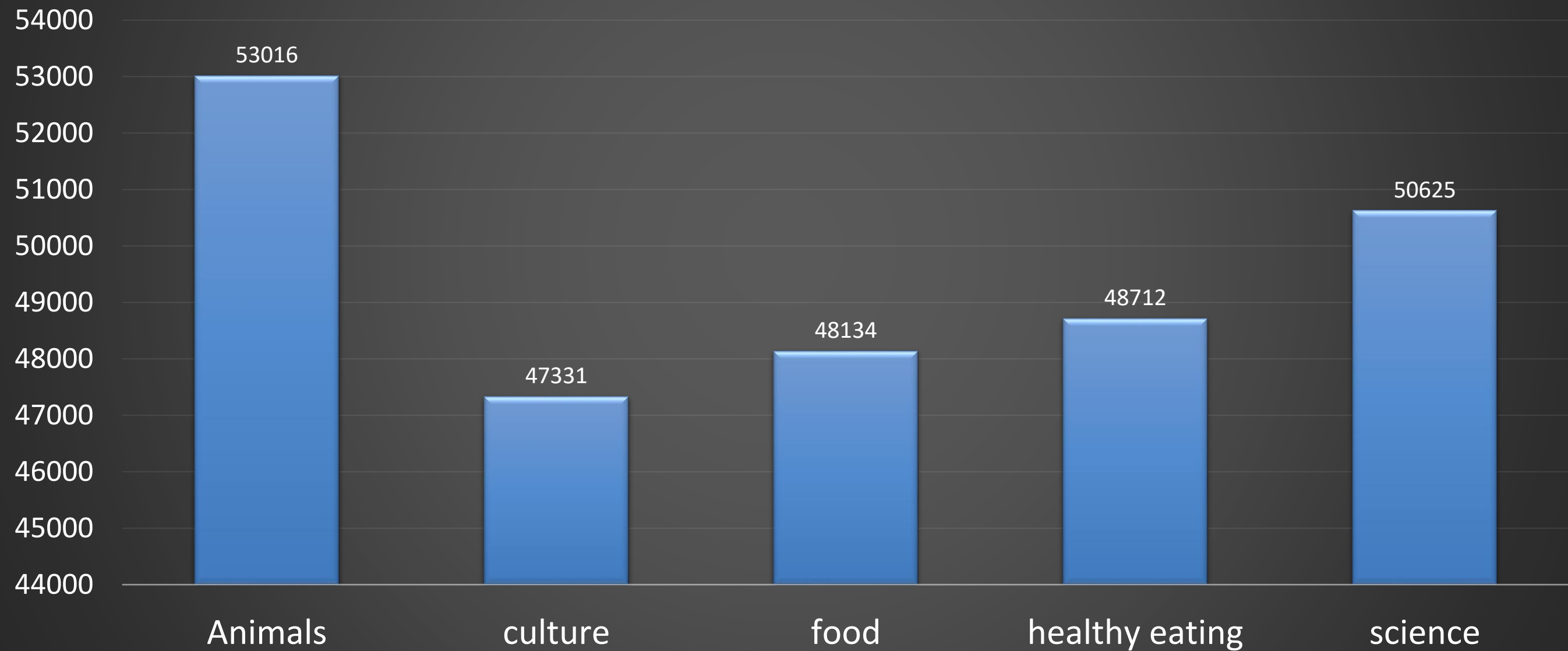


Month with
Most Posts

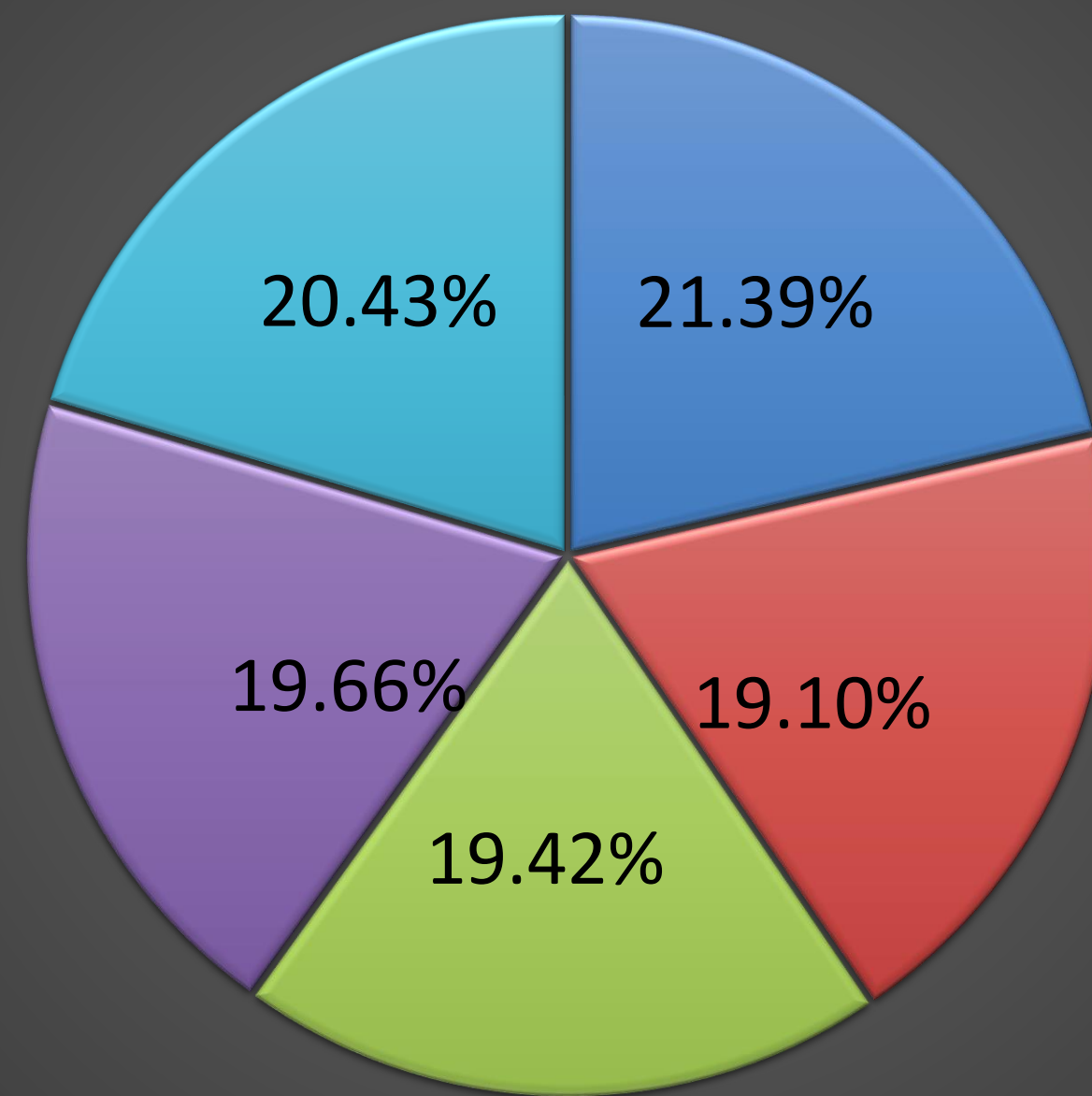
May



Top 5 Popular Categories



Categories wise Shares



■ Animals ■ culture ■ food ■ healthy eating ■ science

Summary



ANALYSIS

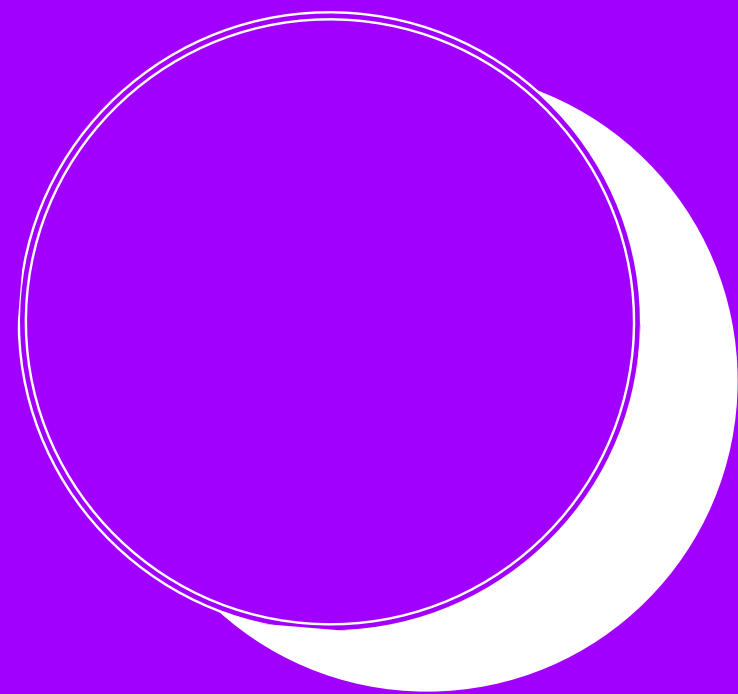
Animals and science are two of the most popular content categories, this shows that people enjoy “real-life” and “factual” content the most. So I would recommend that you keep creating more contents relating to these two categories.

INSIGHT

Food is a common theme with the top 5 categories with “Healthy Eating” ranking as one of 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

It should come as no surprise that technological content is among the top categories given the advancement of technology. It indicates that users like your technological material. Working with some of the biggest digital companies in the world is something I would suggest doing because it would undoubtedly increase user engagement.



Thank you!

ANY QUESTIONS?