



Analysis on Social Buzz



Today's agenda



Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

Accenture was given three main tasks:

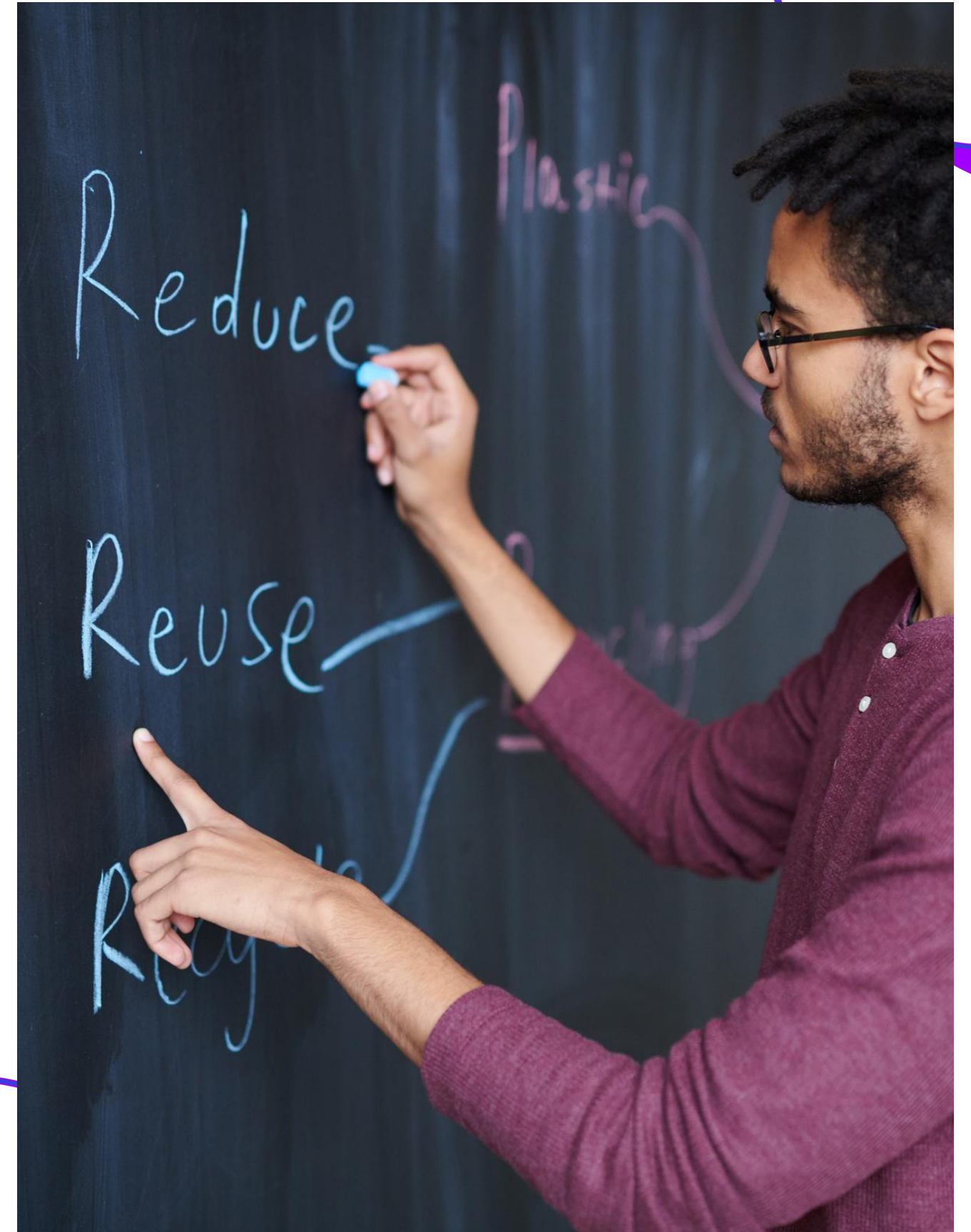
- An audit of their big data practice
- Recommendations for a successful IPO
- **An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity**

A task of analysing the given data from Social Buzz performance's record will be the main focus on this discussion as Social Buzz would be preparing for its IPO

Problem

Over **100,000** contents being posted every day ranging from **various types** including photos, videos, GIFs, and texts.

Most of the data are **unstructured** and it would be beneficial to extract various informations from it!



The Analytics team



Andrew Fleming
Chief Technology
Architect



Marcus Rompton
Senior Principal



Louis Widi
Data Analyst

Process

1

Understanding the Data

Gathering knowledge of the acquired dataset

2

Cleaning the Data

Removing duplicates and missing values

3

Data Modelling

Constructing a more comprehensible dataset

4

Data Analysis

Performing statistical analysis on the newly formed dataset

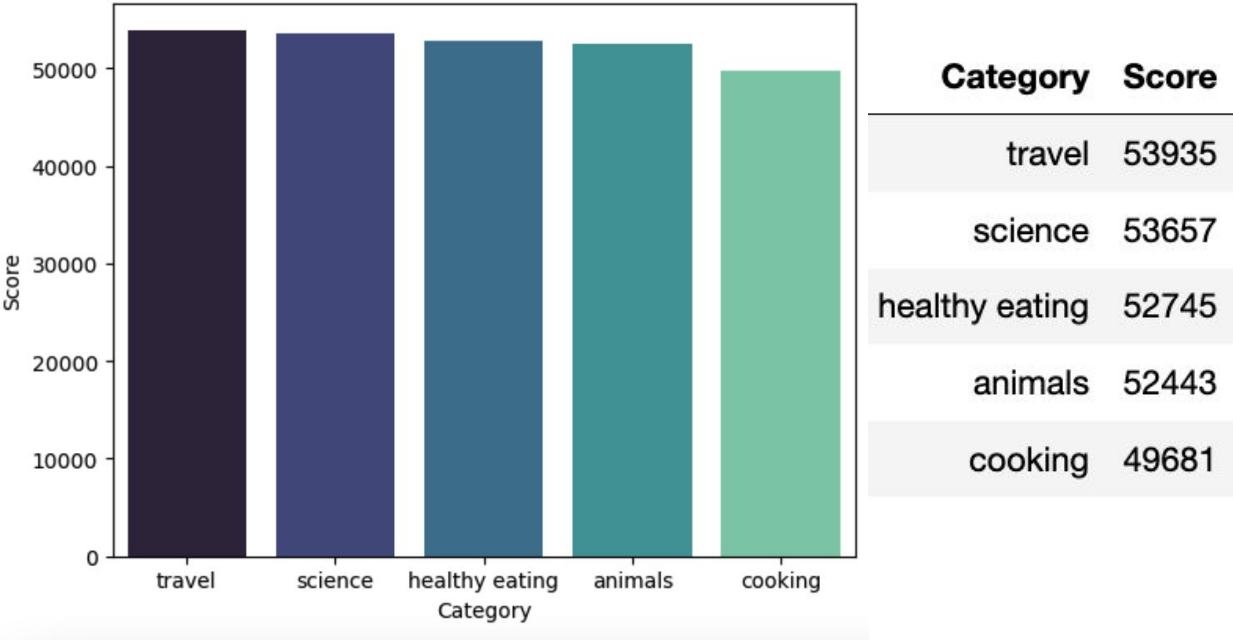
5

Information Uncovering

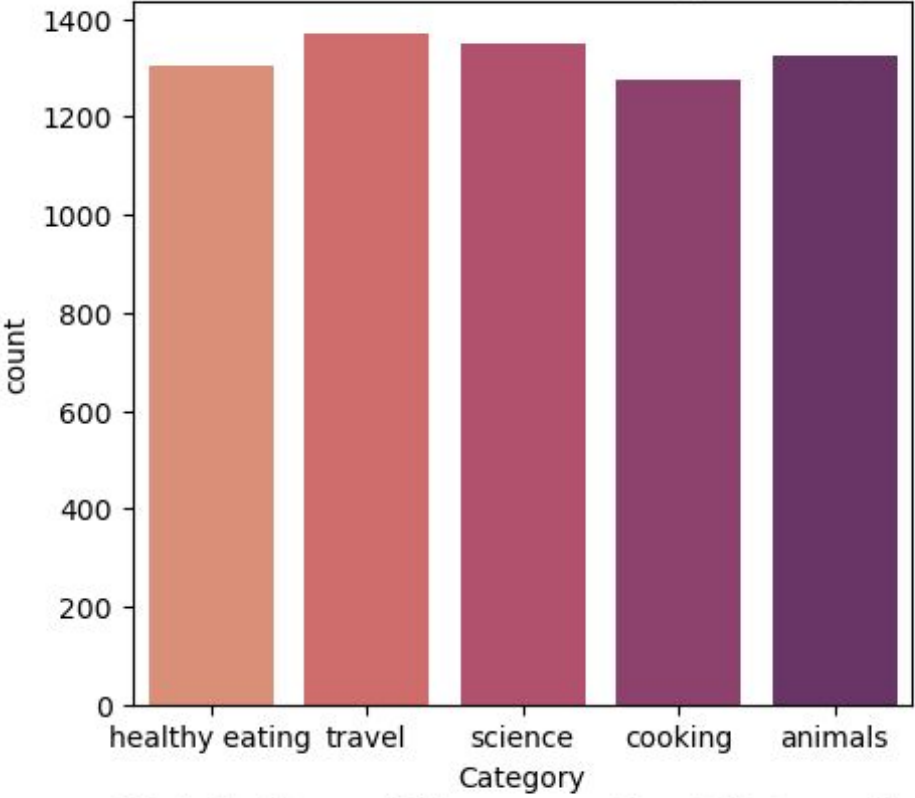
Taking keypoints and concluding the analysis process

Insights

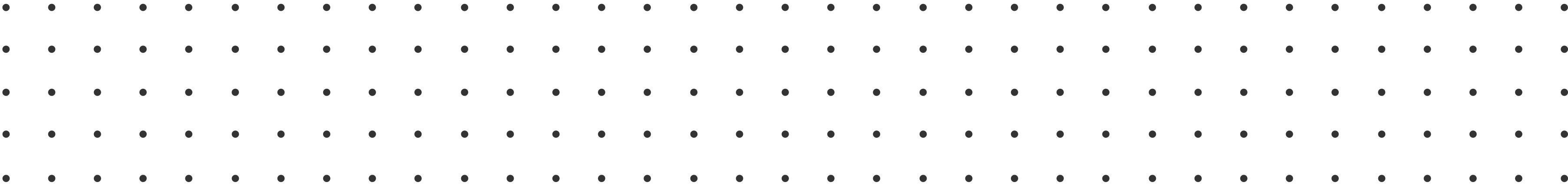
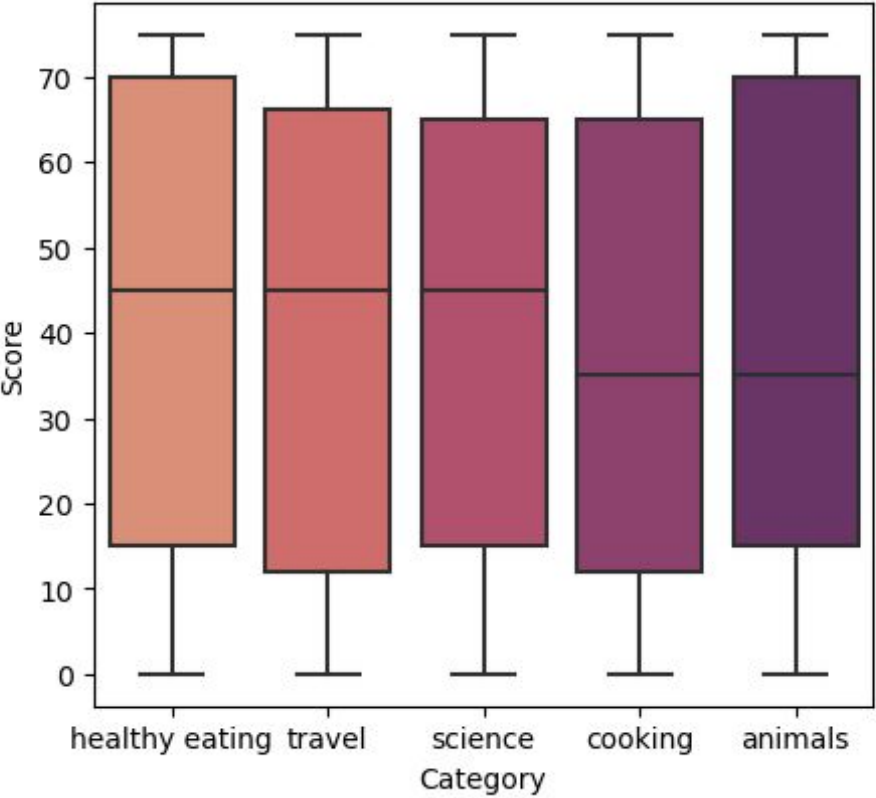
Top 5 Most Popular Categories

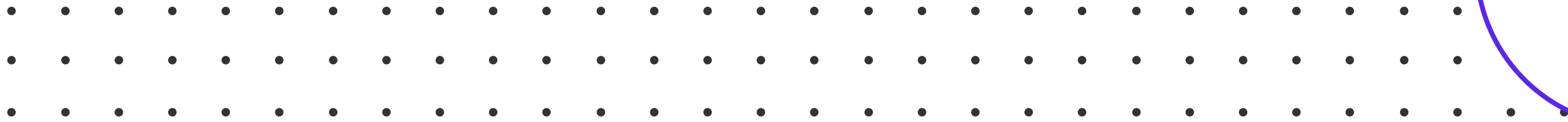


Distributions of Reactions on Top 5 Categories

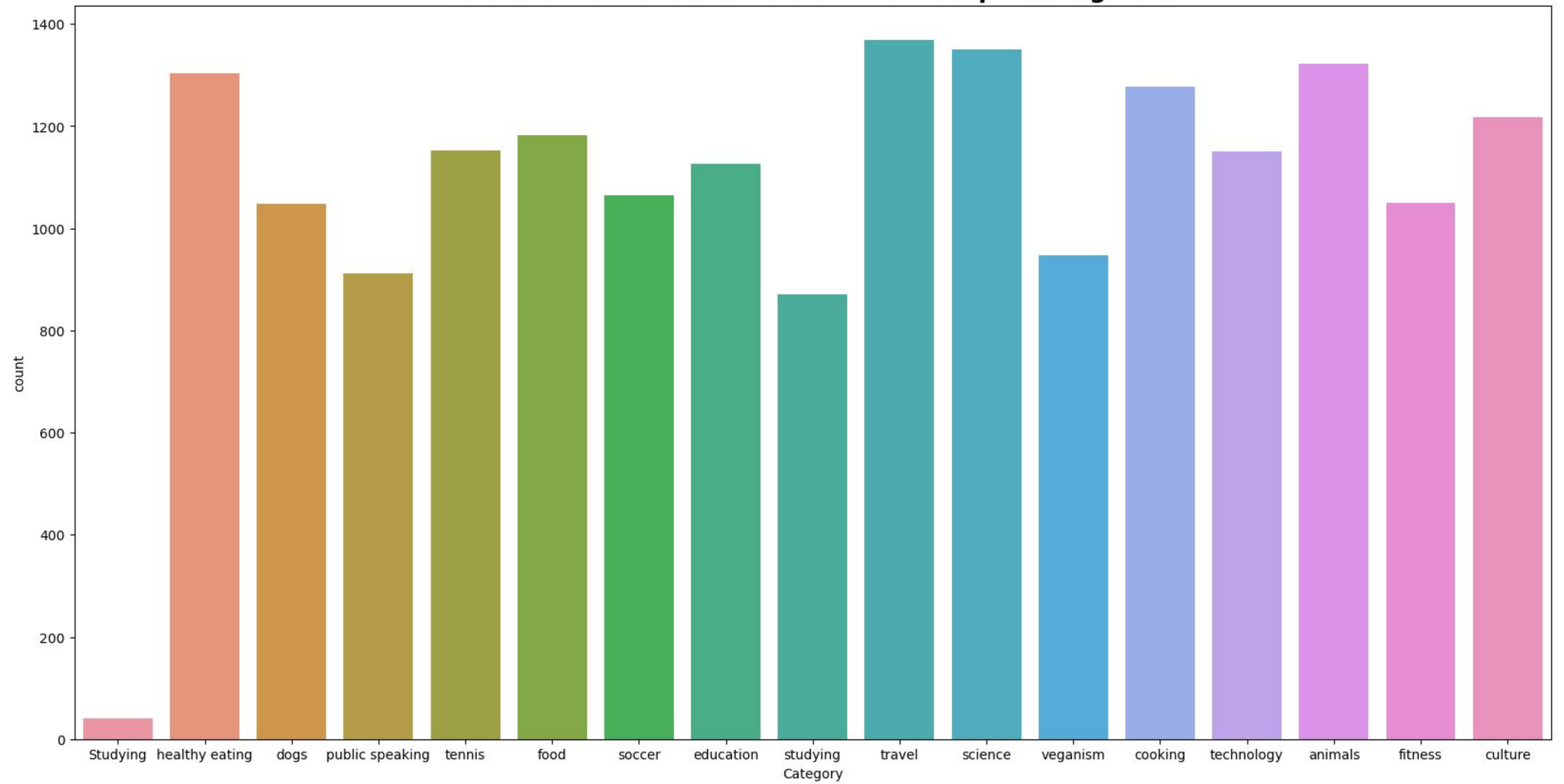


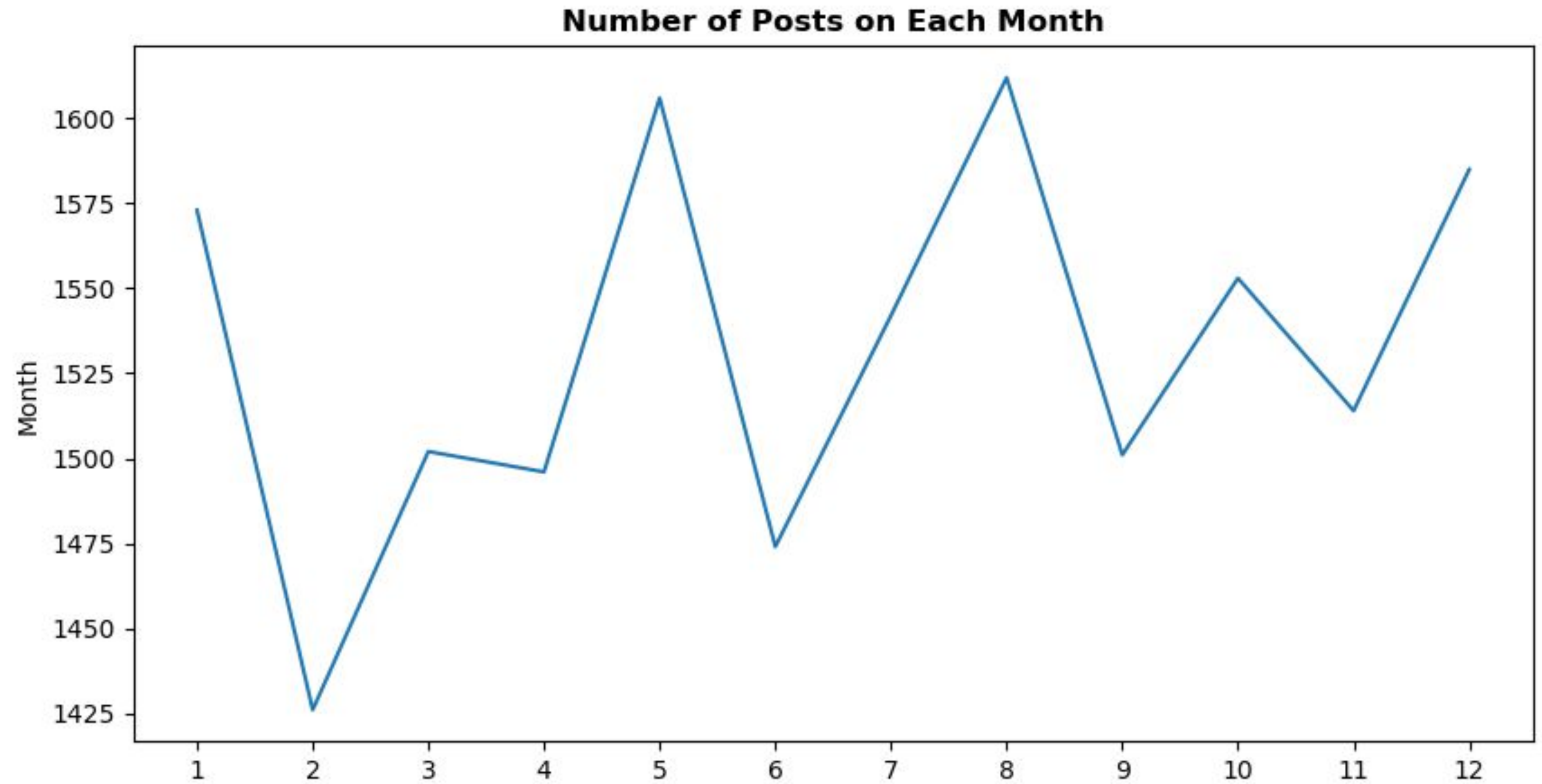
Distributions of Scores on Top 5 Categories





Distributions of Reactions on Each Unique Categories





August had the most posts overall

Summary



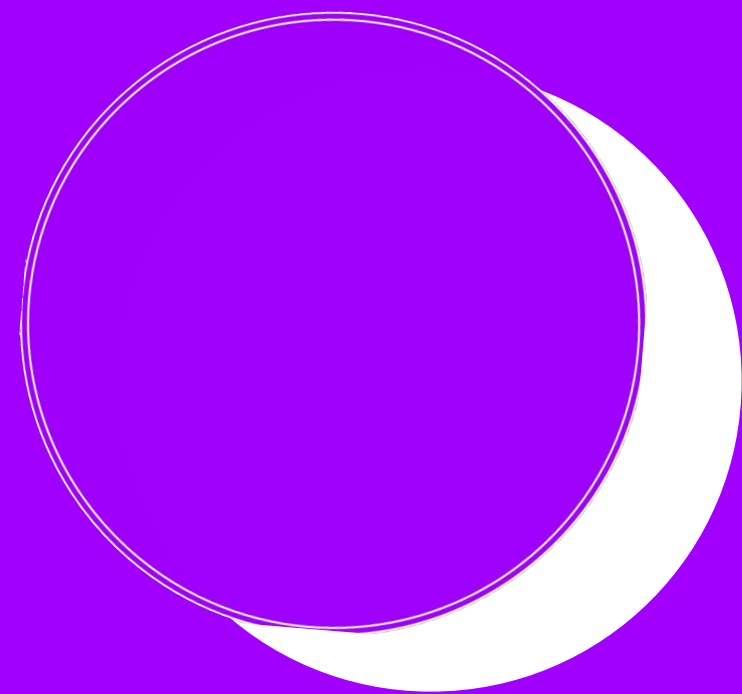
Process and Insights

Through the given data of Social Buzz record, we were able to extract various information while performing deeper analysis. The top 5 most popular categories were Travel, Science, Healthy Eating, Animal, and Cooking.

Alongside these information, some additional categories acquired high scores, this would be beneficial for promoting such contents while keeping in mind the times in which month most contents are uploaded.

Recommendation

Promoting the aforementioned contents would be beneficial, this would then help Social Buzz on capitalizing profit and market on the long run, especially with the plan of their IPO.



Thank you!

ANY QUESTIONS?