Social Buzz Data Analysis

Today's agenda

Project recap
Problem
The Analytics team
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 100000 posts per day 36,500,000 pieces of content per year. But how to capitalize on it when there is so much ?

Analysis to fins Social Buzz's top 5 most popular categories of content.

The Analytics team:

Process

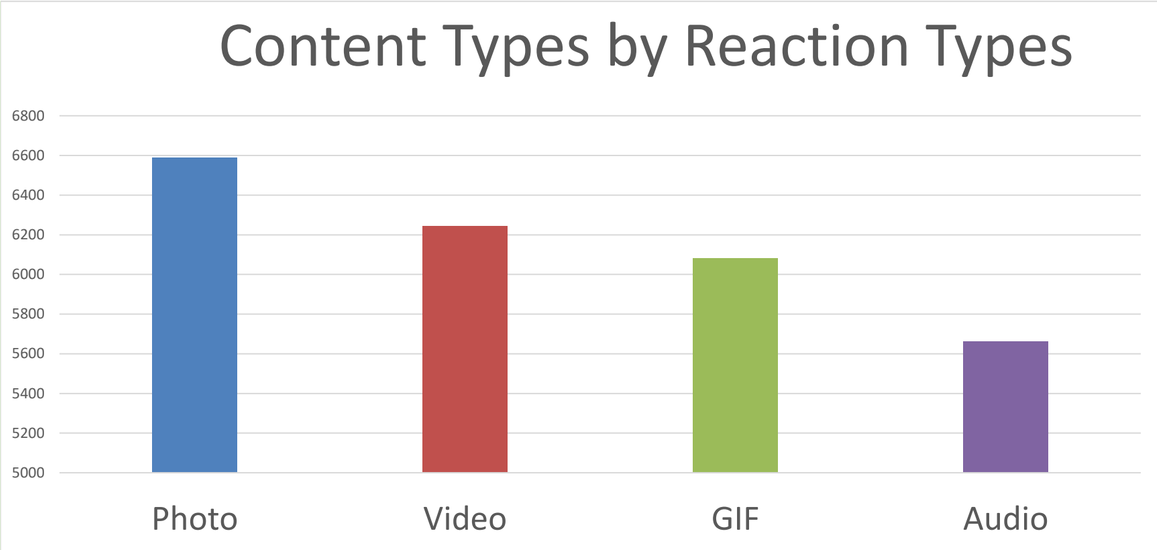
1. Data Understanding
2. Including only the tables required for analysis
3. Data Cleaning
4. Data Modeling
5. Uncover insights

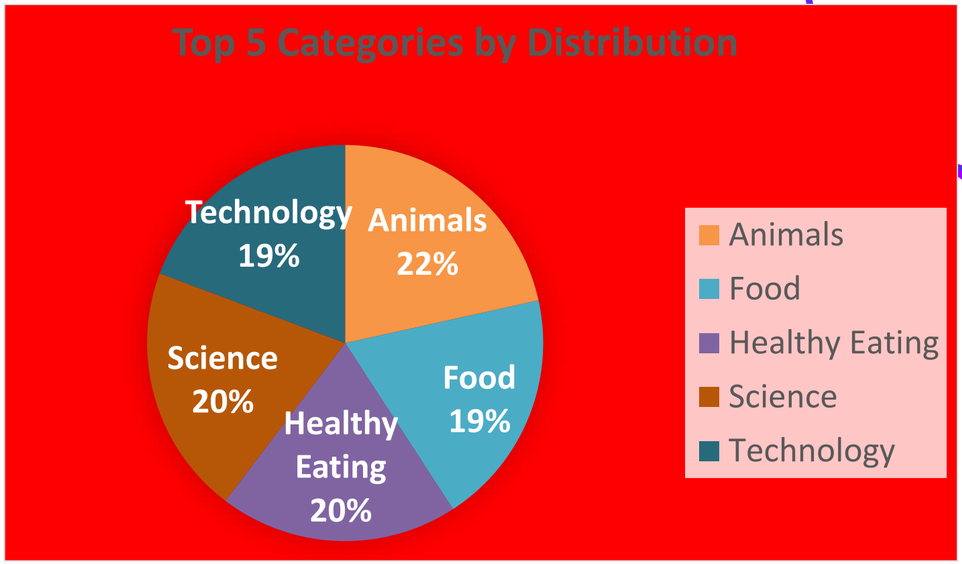
Insights

16 Unique Categories

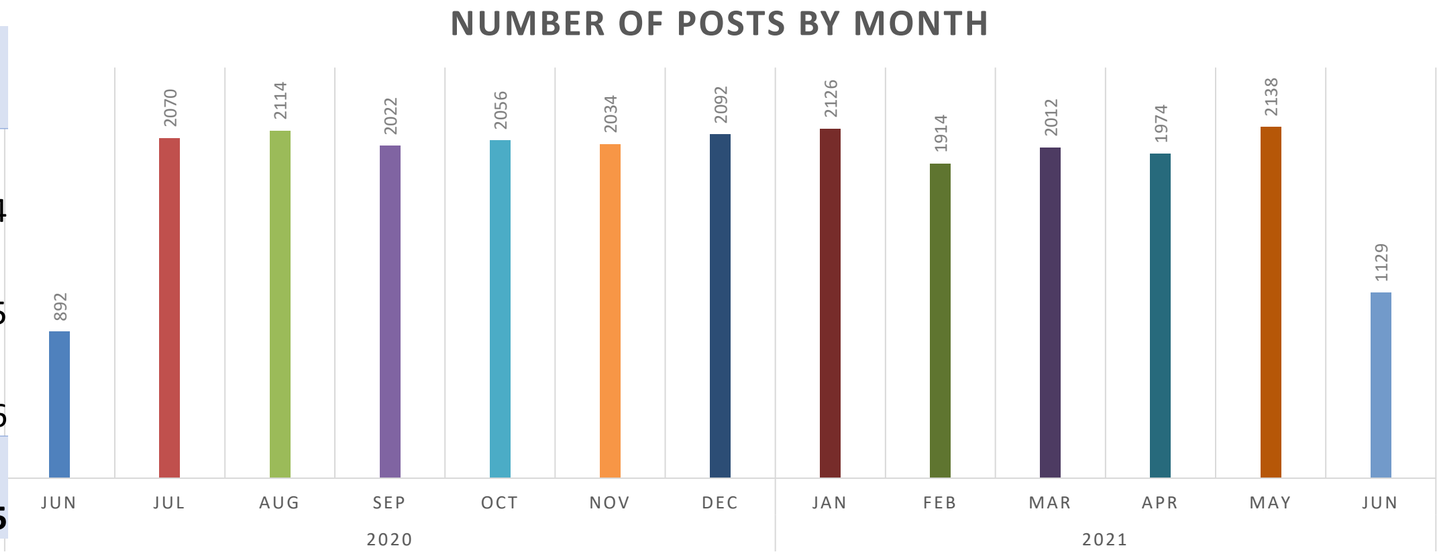
Animal Posts with 1897 Maximum Reactions

May 2021 has the highest number of posts





Row Labels	Sum of Score	Sum of Score2
Negative	6.65%	64784
Neutral	8.71%	84805
Positive	84.64%	824056
Grand Total	**100.00%**	**973645**

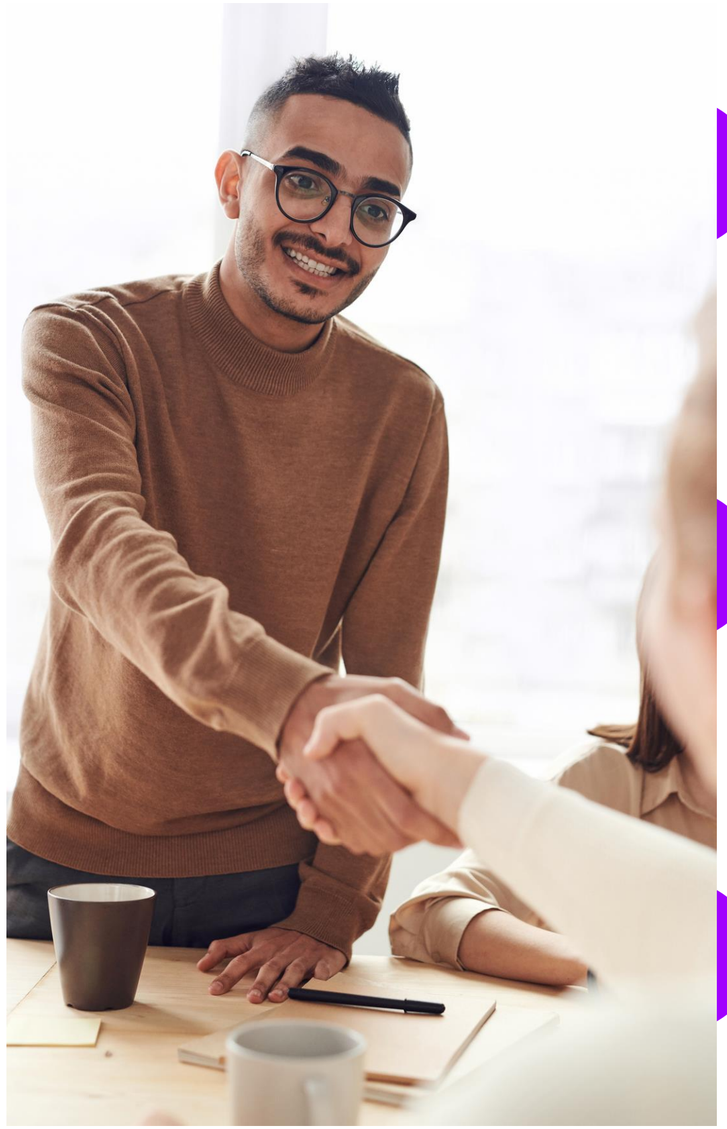


1.Animals has the highest number of reactions amongst all the content categories followed by healthy eating. Perhaps the content should be more focusing on healthy eating to make user engagement higher.

2. Major mode of posts were Photos followed by Videos.

3. May 2021 saw the maximum number of posts slightly greater than January 2021.

Summary



Thank you!

ANY QUESTIONS?