


[Top 5 categories Analysis]

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Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

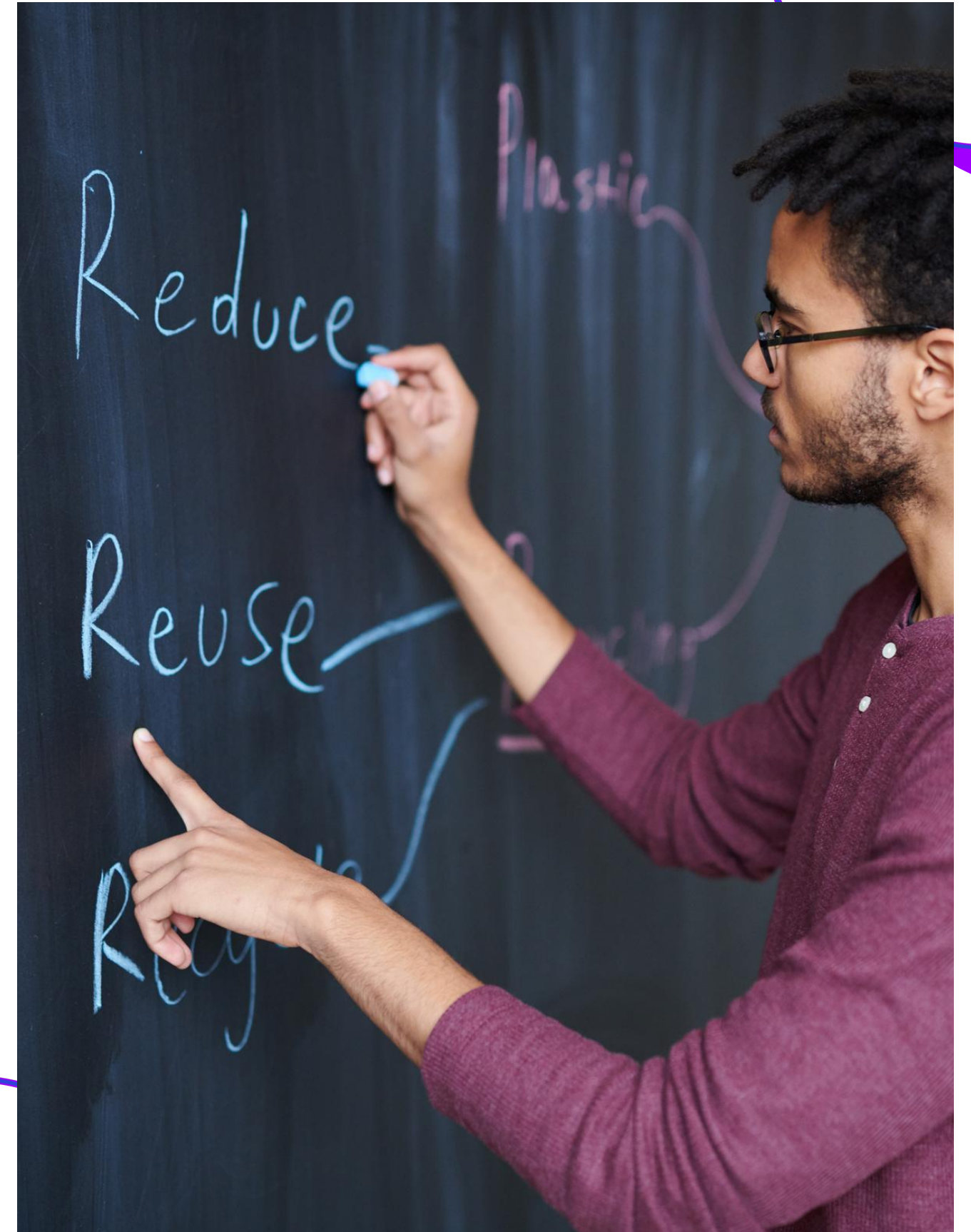
Social Buzz is fast growing technology unicorn that needs to adapt quickly to it's global scale.

Accenture has begun a 3 months POC focusing on these Tasks:

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

Problem

- ❖ Over 100,000 posts per day
 - ❖ 36,500,000 contents per year
 - ❖ But How to Capitalize on it when there is so much data.
- Analysis To find Social Buzz Top 5 Most Popular Categories of content



The Analytics team



Process

1

Data Wrangling

2

Data Cleansing

3

Data Mining

4

Data Analysis

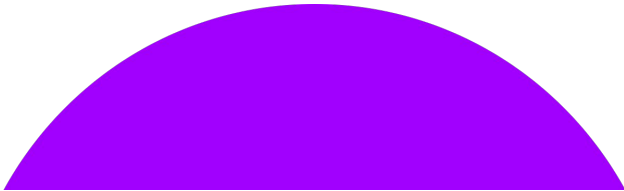
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Insights

Insights

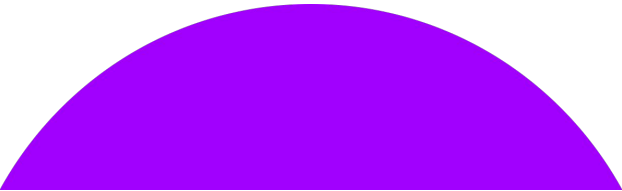
Number of unique categories

16



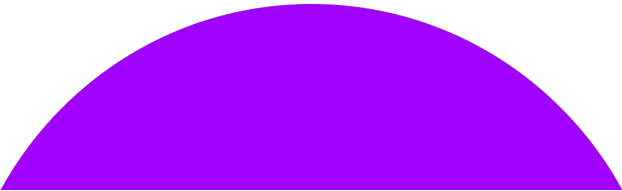
Number Of Reactions To the popular categories

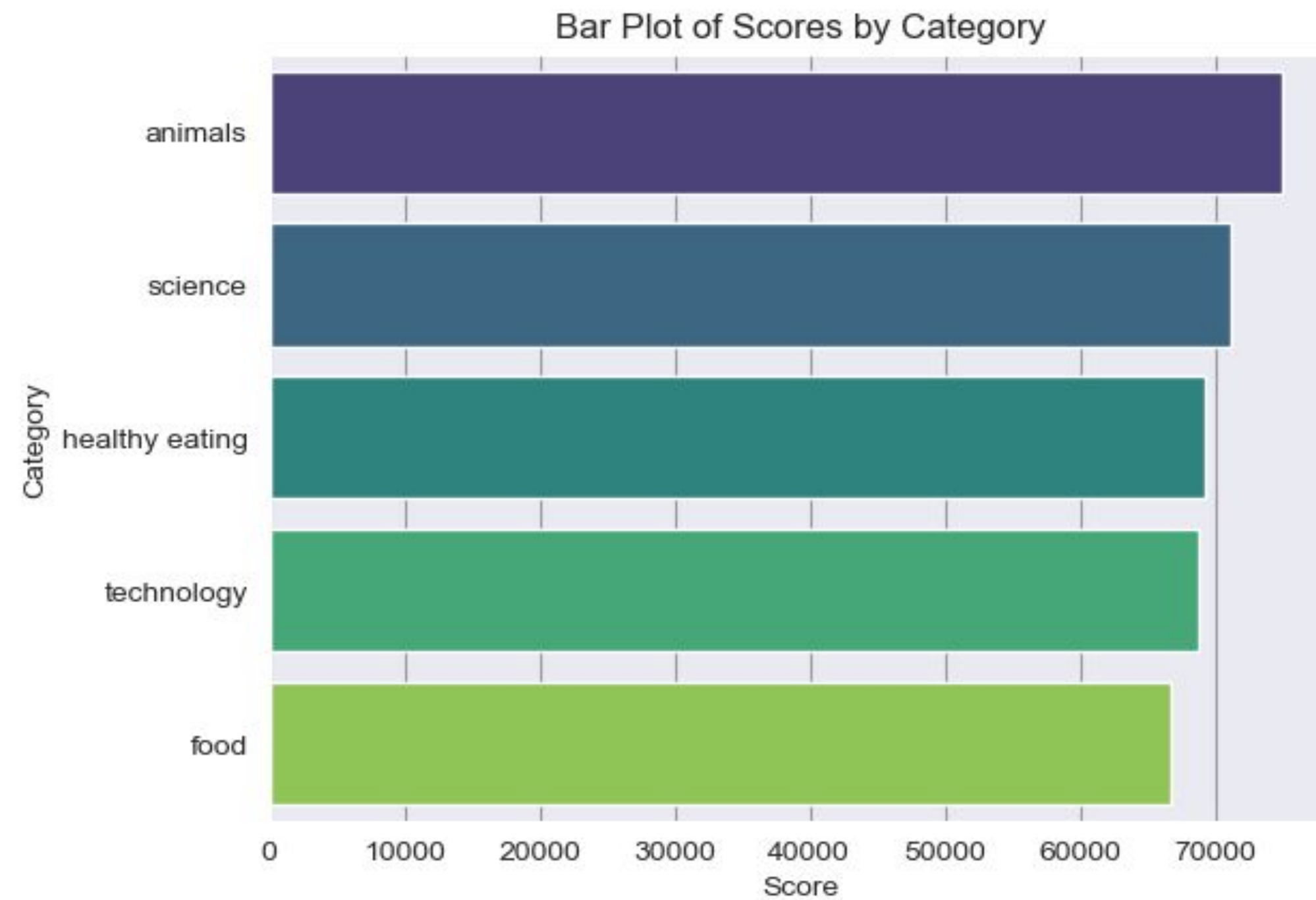
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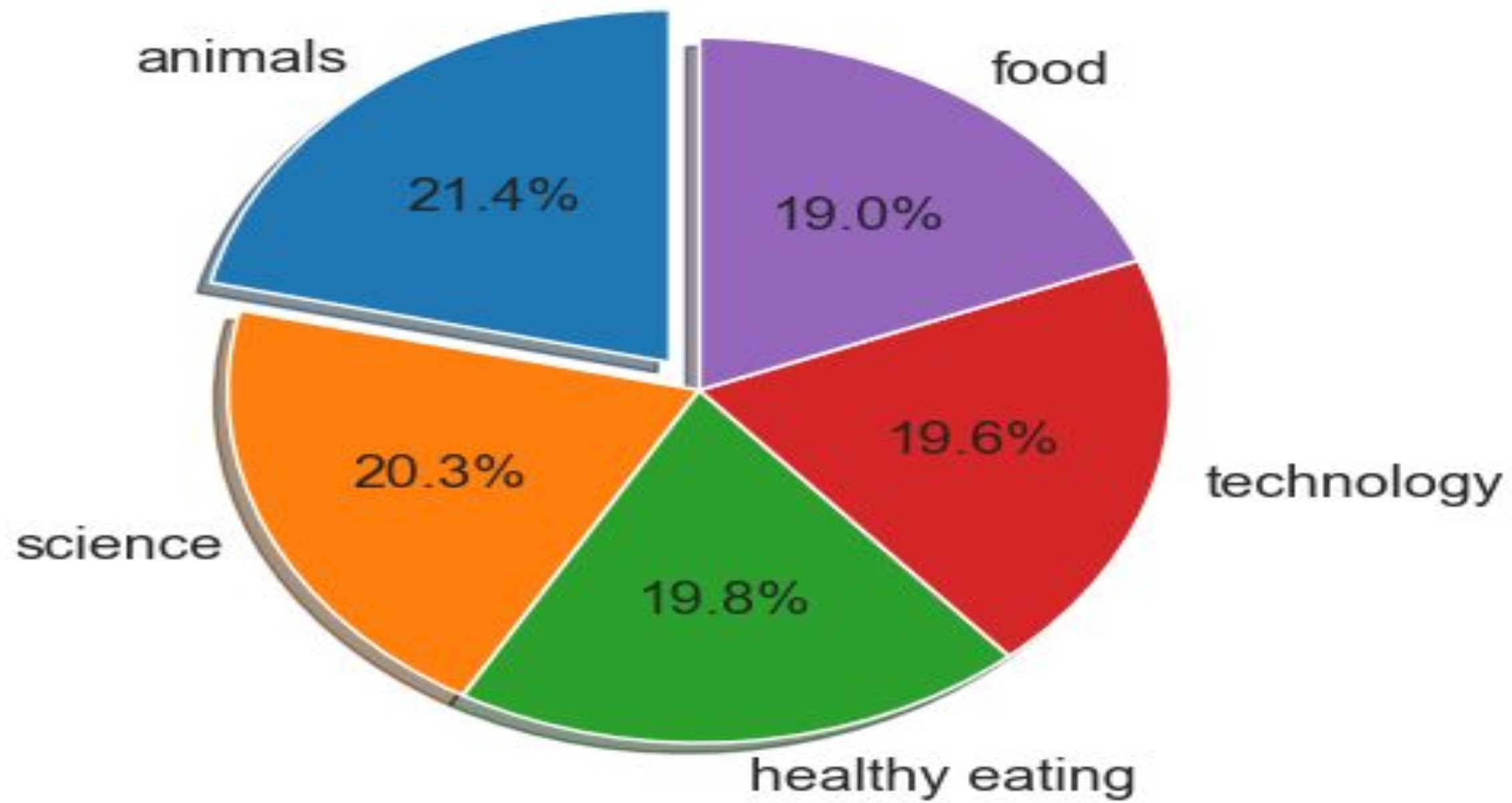
Month with most Post

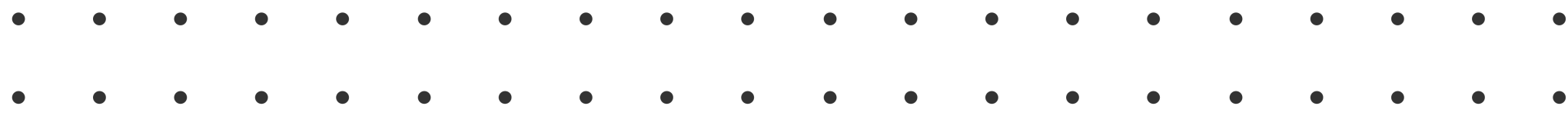
May





Percentage of Top 5 Categories





Summary

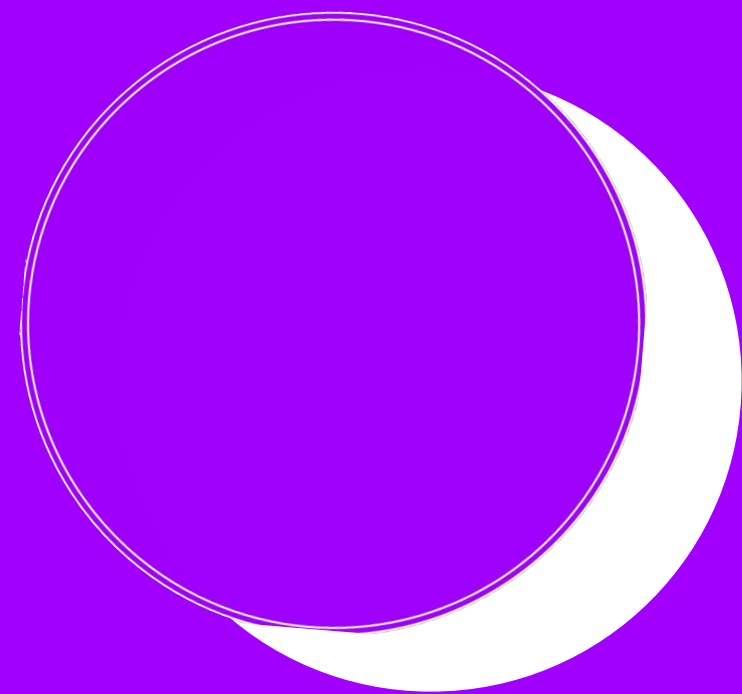


Analysis

Animals and science are the most Popular categories of the Content.

INSIGHT

Food is the common theme with top 5 categories with “Healthy Eating” ranking the highest.This ,ay give an Indication to the audience within your user base.



Thank you!

ANY QUESTIONS?