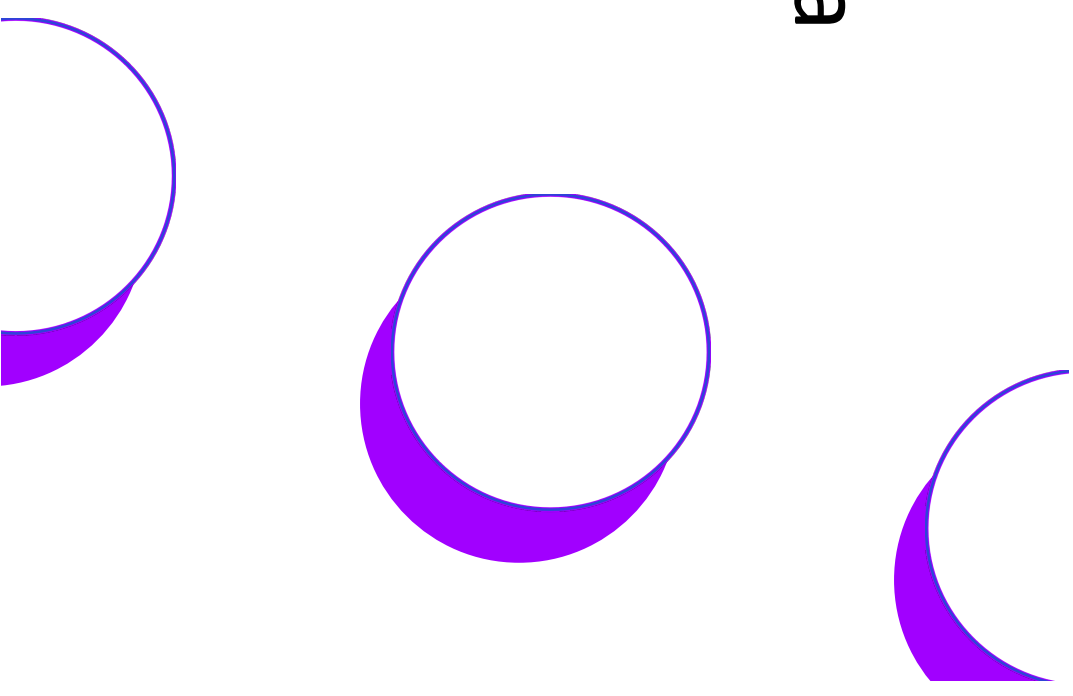# Social Buzz Data Analysis

BY MANAN PATEL

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

- Social Buzz has reached over 500 million active users each month.

- Due to their rapid growth, the amount of data that they create, collect and must analyze is huge.

- Every day over 100,000 pieces of content they create, collect and must analyze is huge.

- All data is highly unstructured and requires extremely sophisticated and high end technology to manage and maintain.

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

The Analytics team

ANDREW FLEMING
Chief Technology Architect

MARCUS ROMPTON
Senior Principal

YOU
Data Analyst

Process

1 — Data Understanding
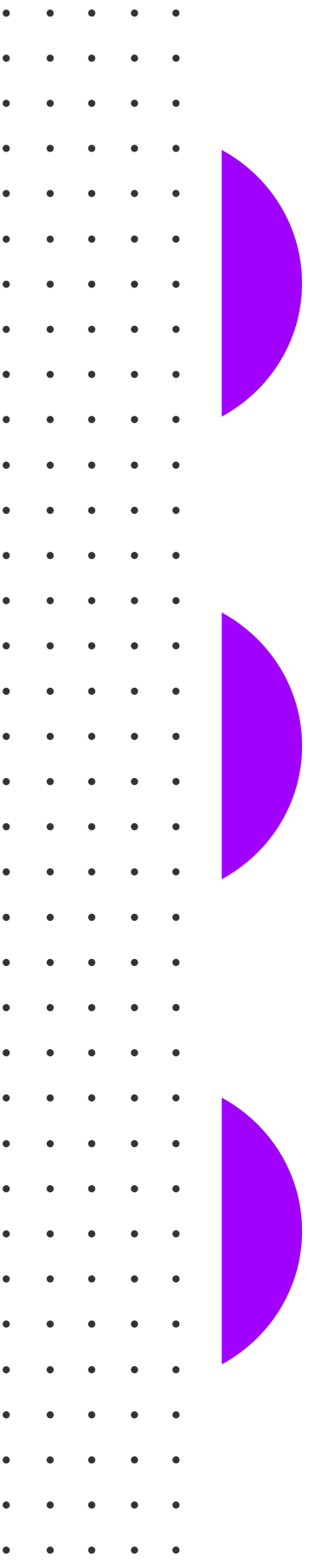
2 — Data Understanding

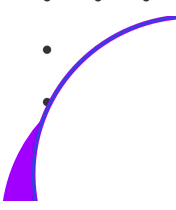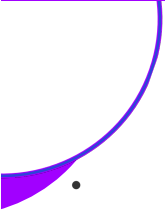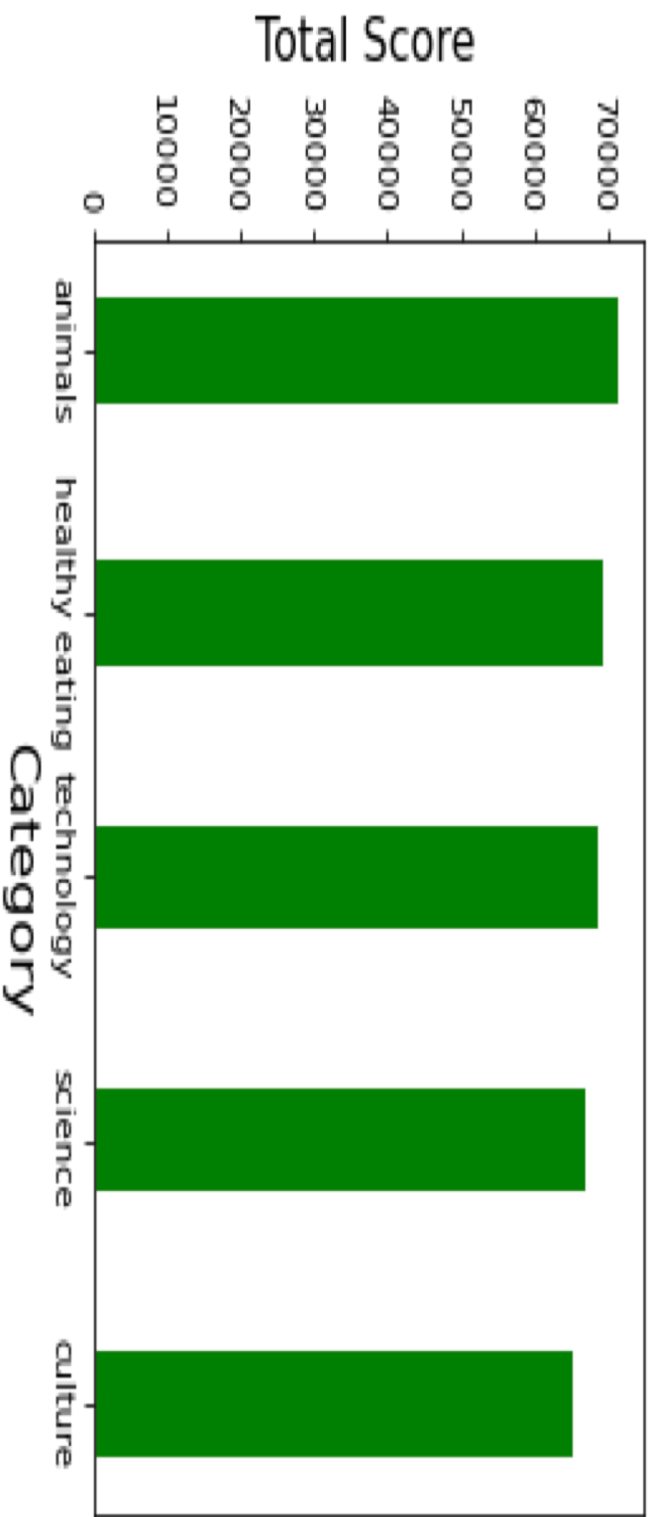3 — Data Modelling

4 — Data Analysis

5 — Uncover Insights

Insights

- In the given data set, we find out that there are 29 different categories which consists of animals, fitness, science, cooking, culture and so on.

- It is being observed that animals is the dataset with highest category containing a score of above 70000.

Total Score

Popularity percentage share from top 5 categories

animals 21.4%

food 19.0%

technology 19.6%

healthy eating 19.8%

science 20.3%
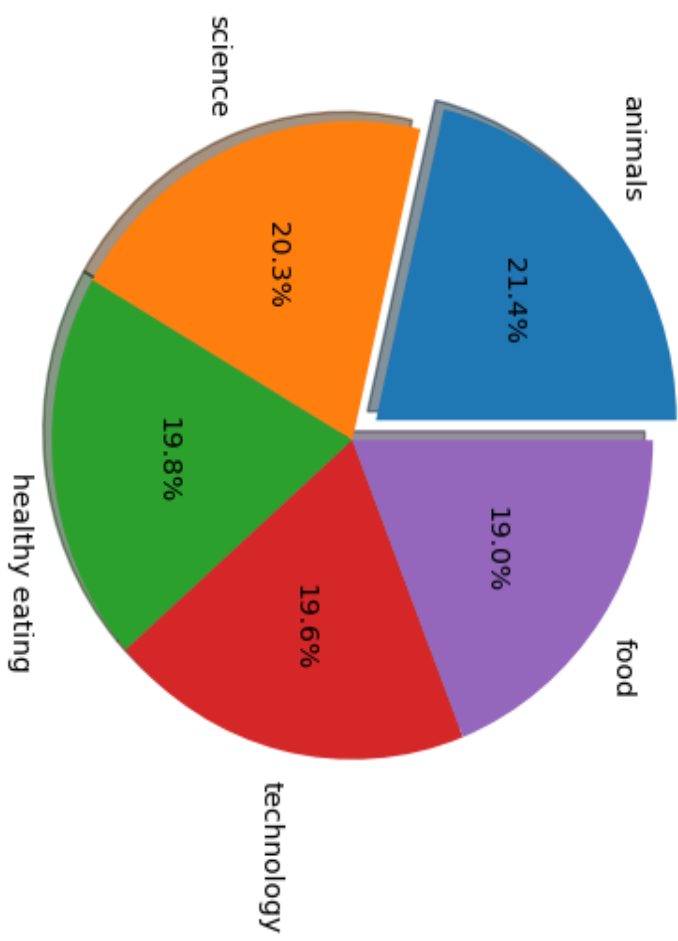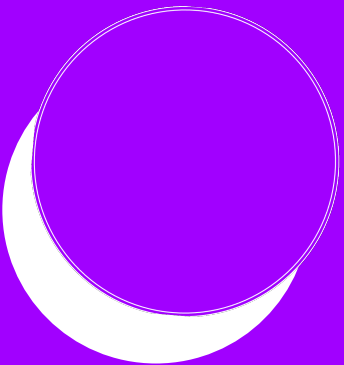
Summary

- From the dataset, the columns which create complexity are removed and reduced.

- We can clearly state that from the total score and category chart animals attract the highest score.

- And from the month and post data, people use the highest during the month of May.

Thank you!

ANY QUESTIONS?