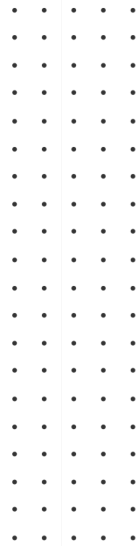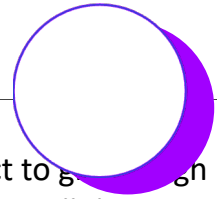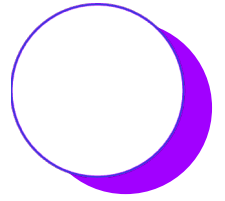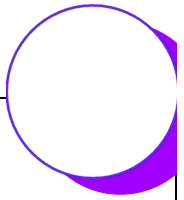Social Buzz's
Top Categories

accenture

Hello and welcome, my name is Michelle and today I will be presenting to you the results of the task.

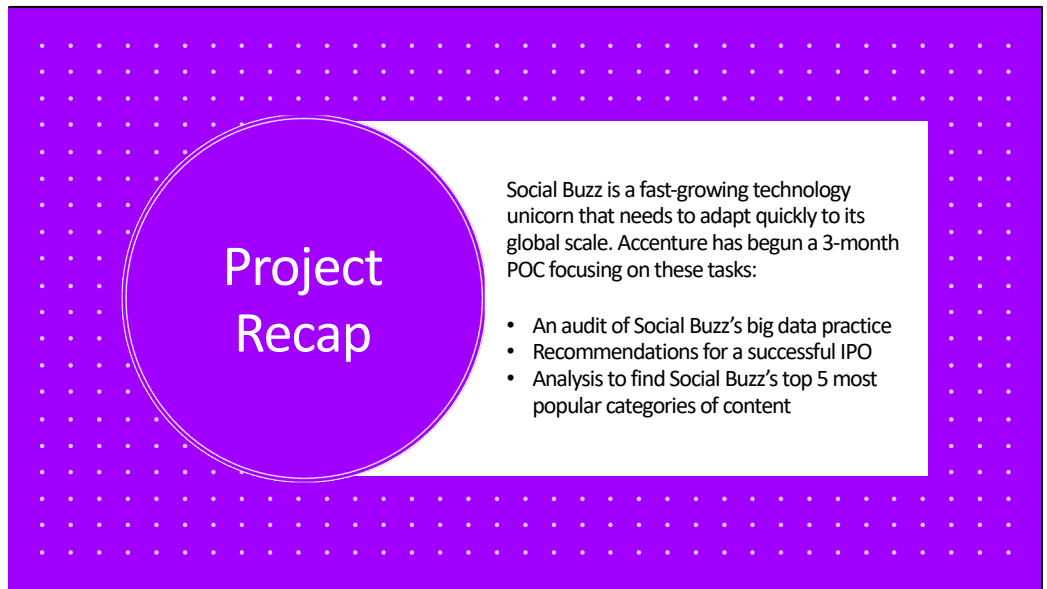# Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

Today's agenda will be as follows: 1. We will recap the overall project to g___ ___gh level unders___ business problem we're tackling and the specific requirements. 2. We will dive into the specific the Data Analytics team, have been focusing on and will give some background as to why this is 3. After introducing the problem, I will go over the team responsible from our side in tackling th go over the high-level process that we followed to complete this task, so that you have comple tackle these kinds of tasks. 5. Finally, I will go over the all important results and I will present th insights and visualizatios from our analysis. To wrap up, I will summarize and open for any ques

Project Recap

Social Buzz is a fast-growing technology unicorn that needs to adapt quickly to its 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

Project Recap – What are the key points from the brief?

To kick things off let me recap this engagement. We, Accenture have embarked on a 3 month p
to focus on 3 main tasks, aligned with some of the biggest challenges that you're currently facin
reached huge scale in recent years to become recognized as a global unicorn company. We are
manage this scale and to guide you in the right direction. Firstly, we will be doing an audit of yo
and sharing best practices and industry expertise. Secondly we will be guiding you through a su
which we have deep expertise and knowledge of within our team. And finally, we have conduct
your data to find insights regarding your top 5 most popular categories of content

Problem – What is the problem that you answer in this presentation?

Focusing on the last point that I mentioned there, this is what the Data Analytics team has been focused on. Clearly with such grand scale, this comes with a lot of data and with such vast amo... challenges. To give a background on how much data you've been creating: - You told us that you... over 100000 posts per day which amounts to 36 500 000 posts every year, of which, this is all u... making it very hard to make sense of. In this day and age, content is king. Just look at some of t... in the world, for example YouTube, Facebook and Netflix... they are all content businesses... Bu... on it when there is so much? It's not just all about harvesting as much content as possible... Th... understanding and crunching this content to gain a deeper understanding of your audience and... provide a more personalized and enjoyable experience. And this is where out data analytics exp... with the insights that we've uncovered from this task, we can show you exactly how to take an... at scale.
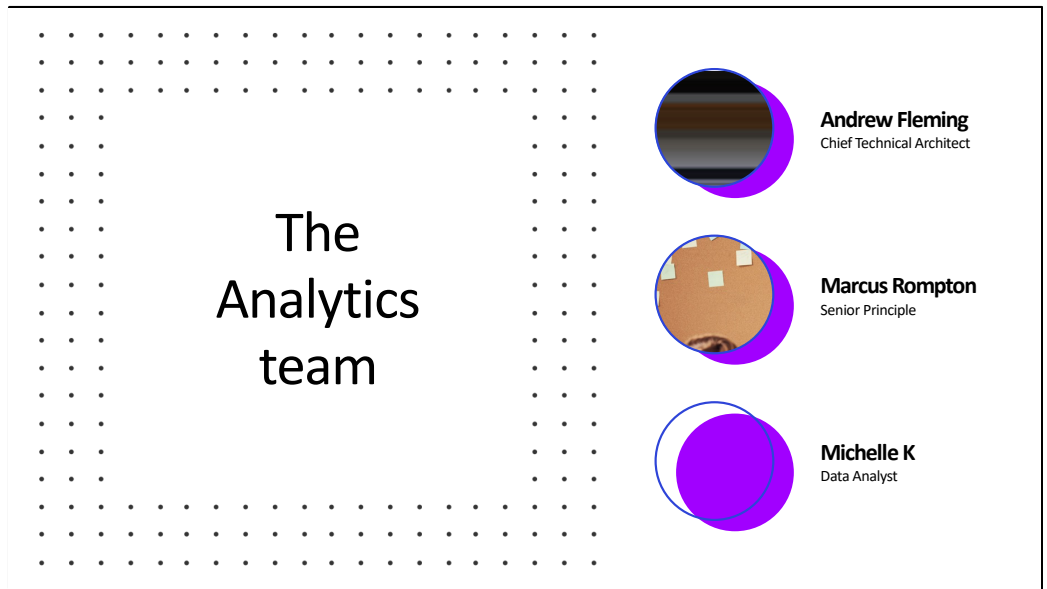
Talking about experience, we have a large data analytics practice at Accenture but we had a tea
primarily focusing on this task. Andrew Fleming is our Chief Technical Architect and his expertis
guide the team to produce high quality analysis. Marcus Rompton, a senior principal has worke
biggest clients on solving their data problems and was heavily involved in the data engineering
And finally myself, Michelle, who was solely responsible for taking leadership guidance and deli
insights from the raw datasets and turning these into business decisions.
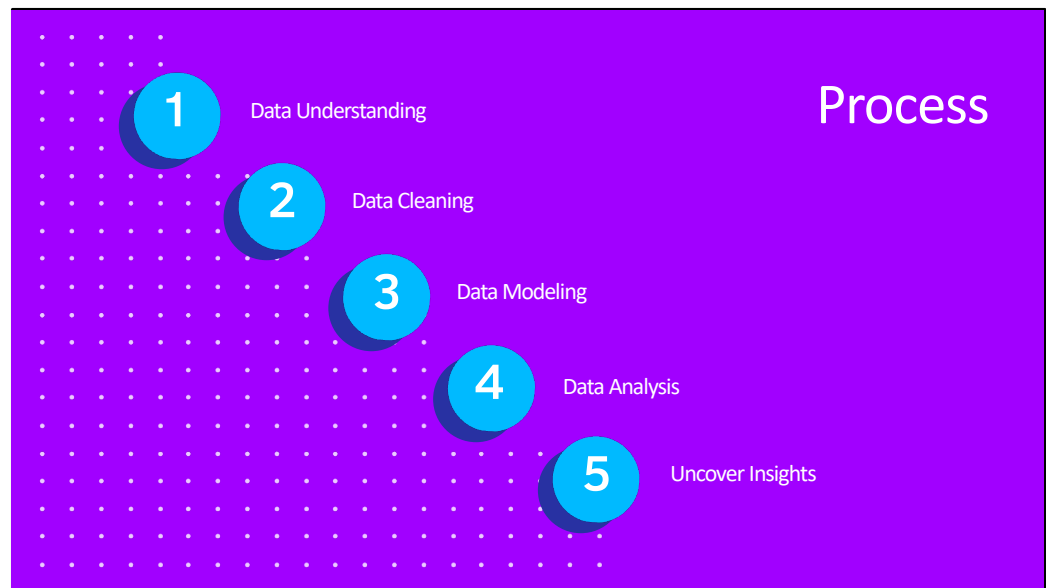
Process – How did you complete your analysis?

So, how did we tackle this problem? Well we approached it in 5 steps: 1. Data understanding - t
on any data project is to understand the data in detail. So we took the time to understand the
domain of your business. 2. Data cleaning - after understanding your business, we then cleaned
datasets and thought about what an ideal dataset should look like for this problem. 3. Data mo
ensuring the data was clean for analysis, we needed to process and model this data into a data
precisely answer the business questions and produce the results needed. 4. Data analysis - Witl
we used our analytical expertise to uncover insights from this dataset and to produce visualizat
insights. 5. And finally we used these insights to unlock business decisions and to make recomm
steps.

Insights

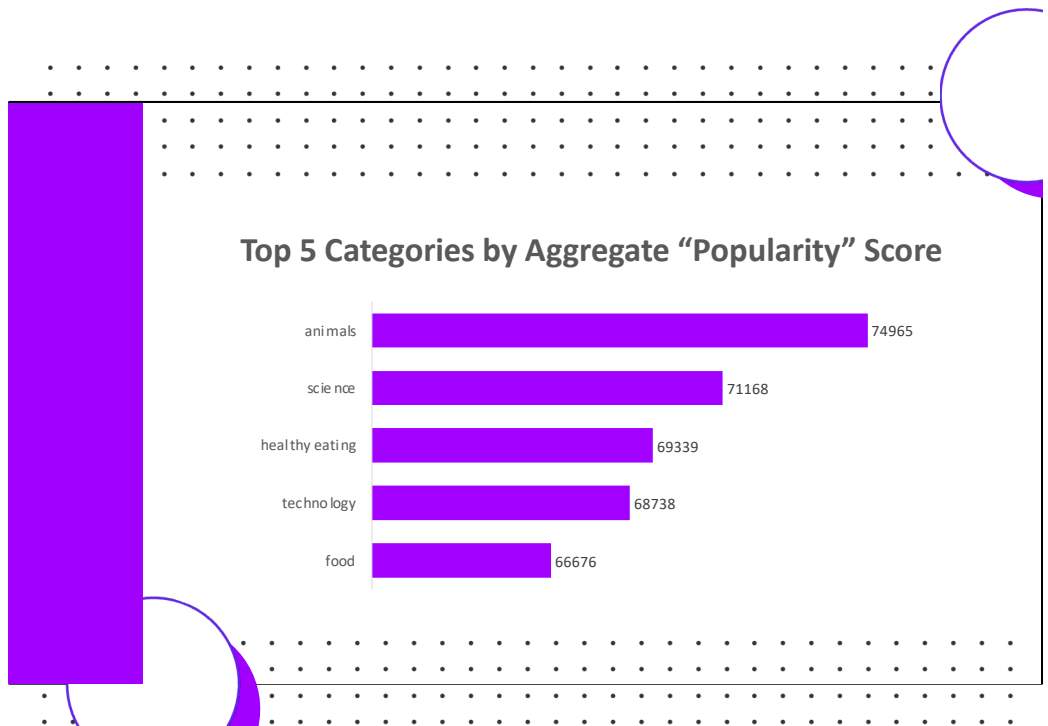| **16**	**1897**	**May**
unique categories	reactions to the "Animals" category	month with the most posts

From your data we found that you had a total of 16 unique categories of posts across your sam
includes things such as Food, Science and Animals. As well as this, there were 1897 reactions fr
category alone! People obviously really like animals! And also the most common month for use
was January. This aligns with seasonal trends of social media users that feel the need to reconn
after calendar events such as Christmas. But now, onto the main question... which is... what we
popular categories of posts?

Top 5 Categories by Aggregate "Popularity" Score

Category	Score
animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676

From our analysis, you can see the top 5 most popular categories of posts were animals; science, healthy eating, technology and food in descending order. Animals had an aggregate popularity score of very interesting to see both food and healthy eating within the top 5, it really shows that food is content category. Healthy eating ranks slightly higher than food, so perhaps your user base may be healthy eaters and health-conscious people. Finally, its also interesting to see science and technology suggest that people enjoy consuming factual content and snippets of content that they can learn

Popularity Percentage Share of Top Categories
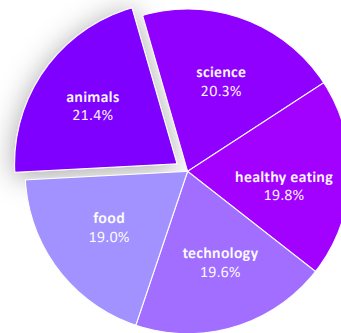
Additionally, you can see fro[m the ch]art the % split of popularity between the top 5 categories. difference between the share of each category, however, the difference between the 1st most the 2nd most popular, science, is the largest gap equal to 1.1%. In business terms, this could su popular category, animals, is tailing away from the rest of the categories and may continue to g popular. To avoid an issue where 1 content category consumes the entire platform, it will be im ensure that any algorithms used to govern the content on the platform gives a fair balance to tl categories.

Summary

ANALYSIS

"animals" and "science" are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking 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.

ANALYSIS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.

So to summarize: We tackled this task and found the top 5 most popular categories as asked, b step further. - We found that animals and science are the two most popular categories, suggest "real-life" and "factual" content - We also found that food was a common theme amongst popu most popular food category was healthy eating. This could be a signal to show the types of peo your platform, and you could use this insight to boost engagement even further. For example, y campaign with content focused on this category or work with healthy eating brands to promote as this analysis was insightful, we are ready to take it to the next stage and we have the experti to help you realize these kinds of insights in production across your organization and in real-tim help you with this.

Thank you very much for listening, please feel free to ask any questions that you may have!