Social Buzz's Top Categories

accenture

Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary

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

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 find Social Buzz's top 5 most popular categories of content

The Analytics team

Andrew Fleming
Chief Technical Architect

Marcus Rompton
Senior Principle

Michelle K
Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modeling
4. Data Analysis
5. Uncover Insights

Insights

16

unique
categories

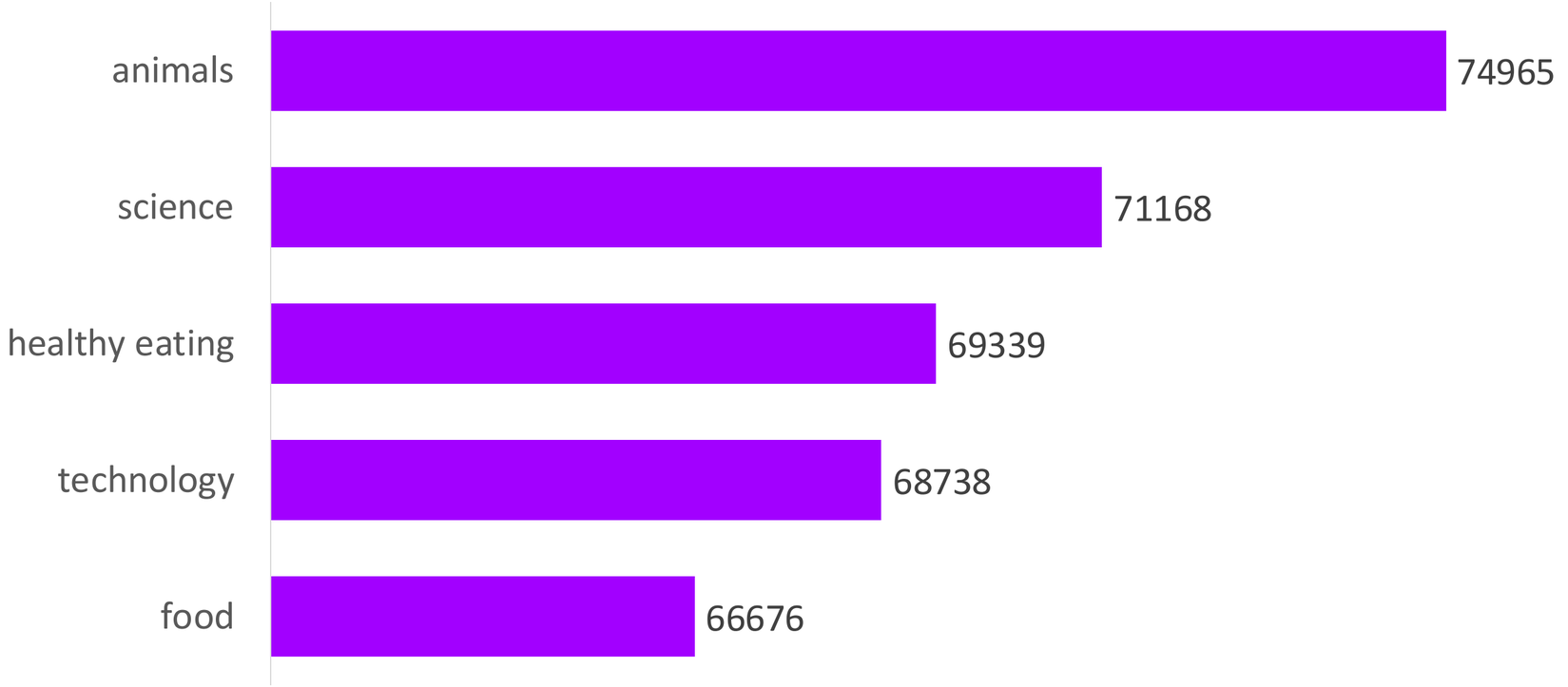
1897

reactions to the
“Animals” category

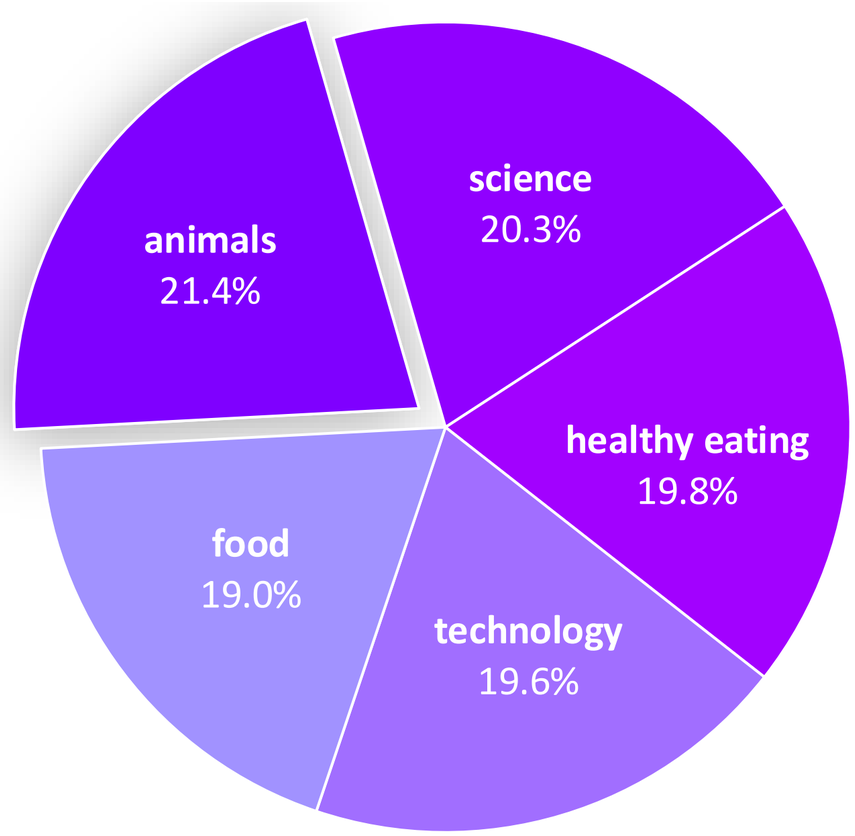
May

month with the
most posts

Top 5 Categories by Aggregate “Popularity” Score



Popularity Percentage Share of Top Categories



Summary

ANALYSIS

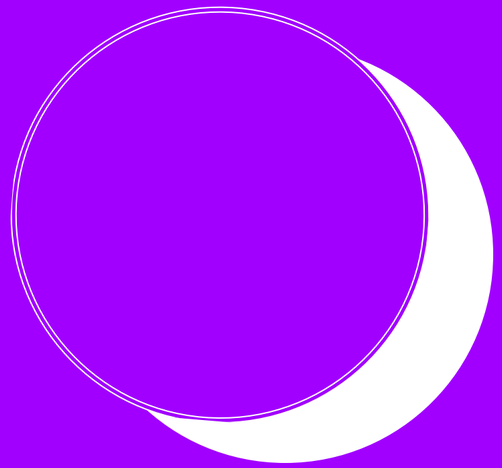
”animals” and “science” are the two most popular categories of content, showing that people enjoy “real-life” and “factual” content the most.

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.



Thank you!

ANY QUESTIONS?