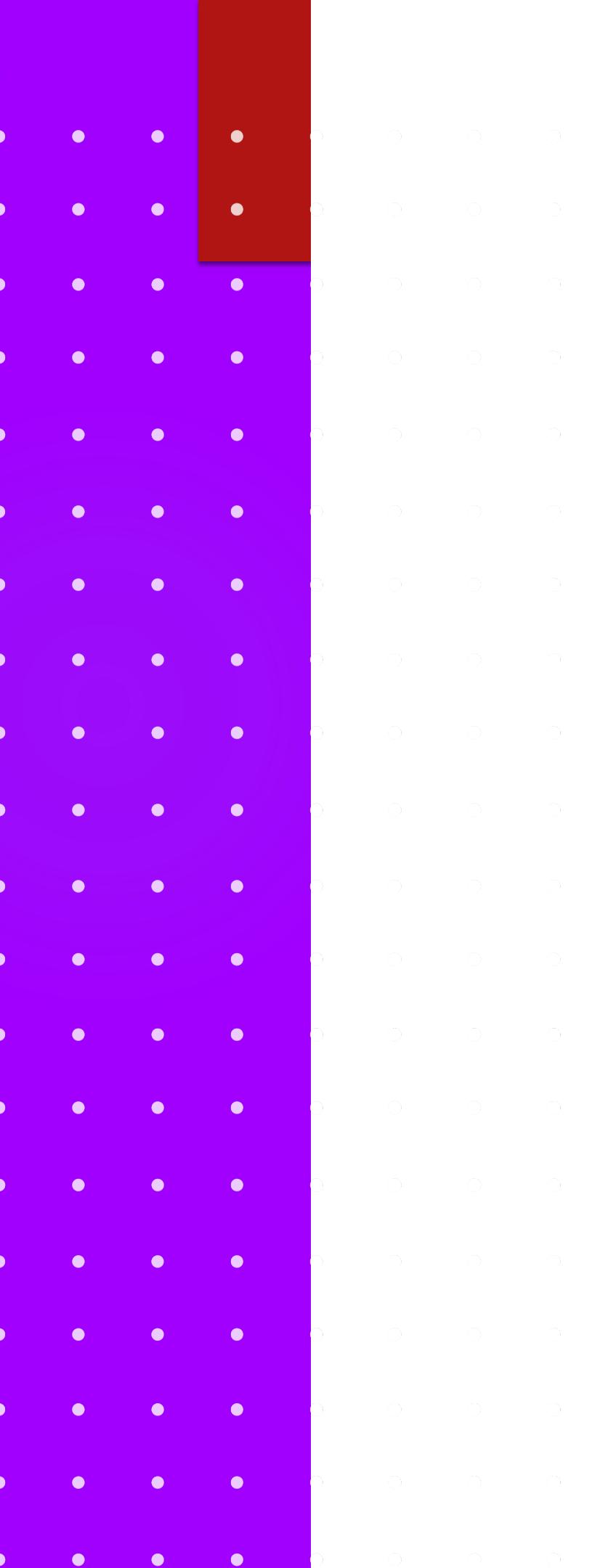


Data Analysis



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



The Analytics team



Rahul Ahuja
Chief Technology
Architect



Rohith Mukku
Senior Principal



Ridwik Modi
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

16

UNIQUE
CATEGORIES



1897

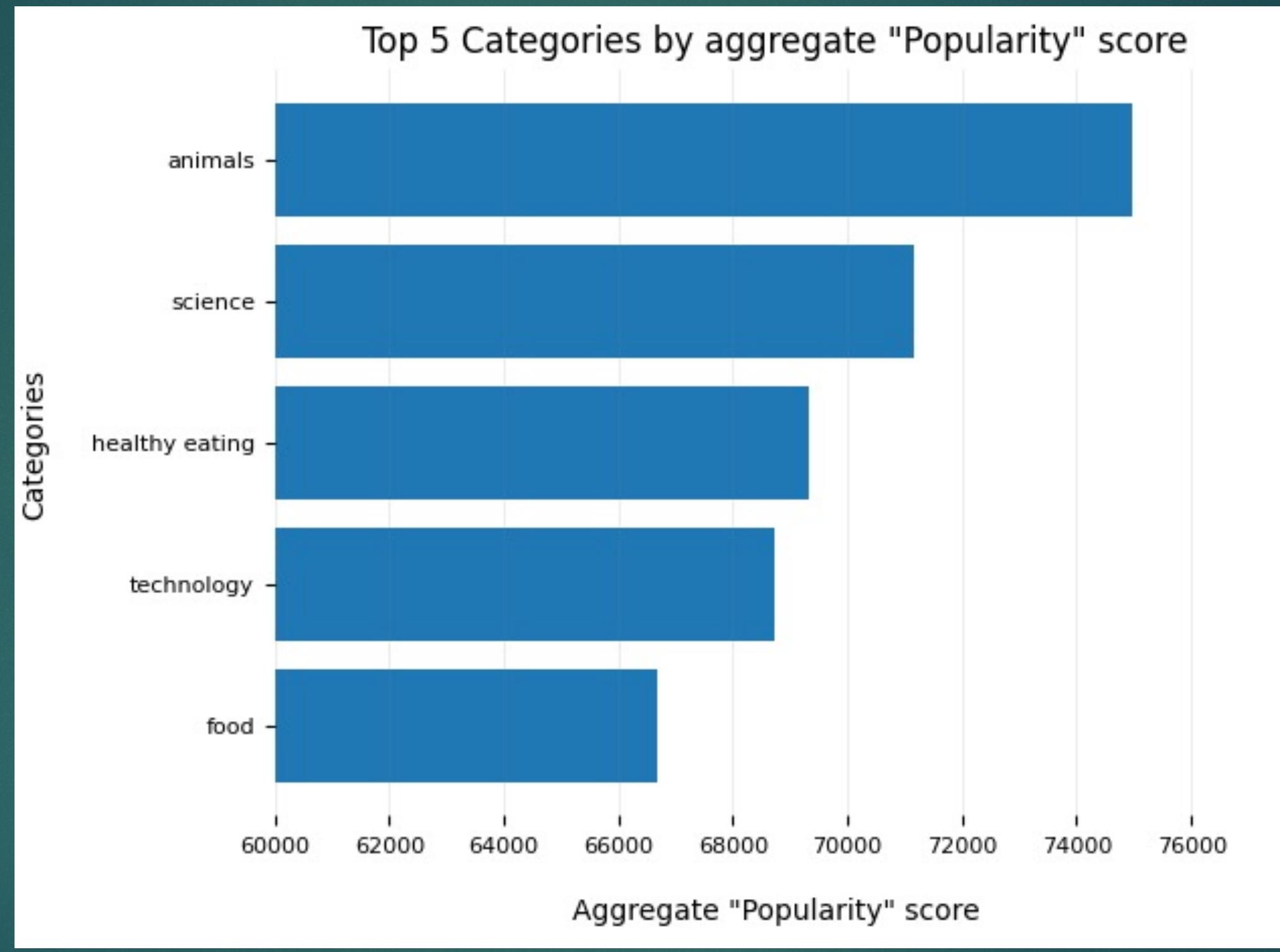
REACTIONS TO "ANIMAL"
POSTS



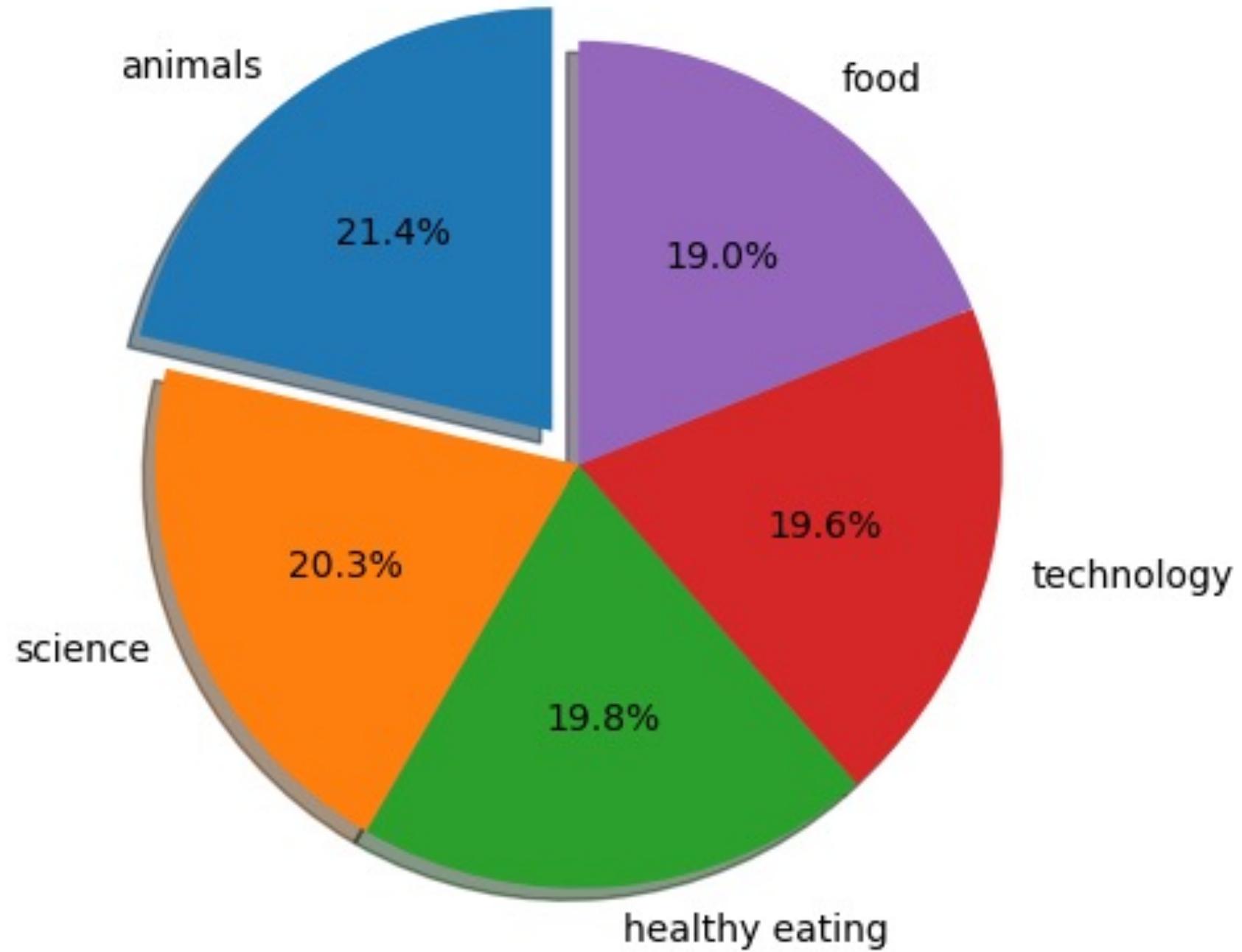
JANUARY

MONTH WITH
MOST POSTS





Popularity percentage share from top 5 categories



Summary



ANALYSIS

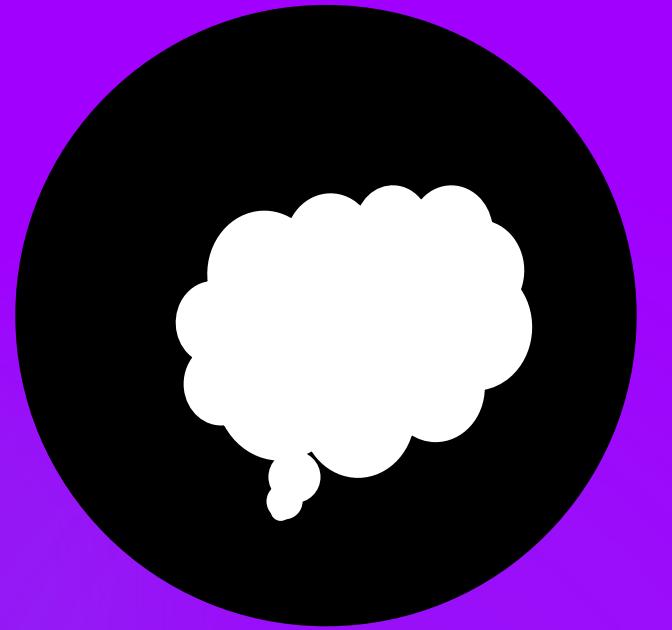
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

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.

NEXT STEPS

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?