Social Buzz

Accenture Data Visualization and Story Telling Task 3

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

Andrew Fleming

Chief Technical Architect

Marcus Rompton

Senior Principle

Narendra Bariha

Data Analyst

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insight

Insights

16

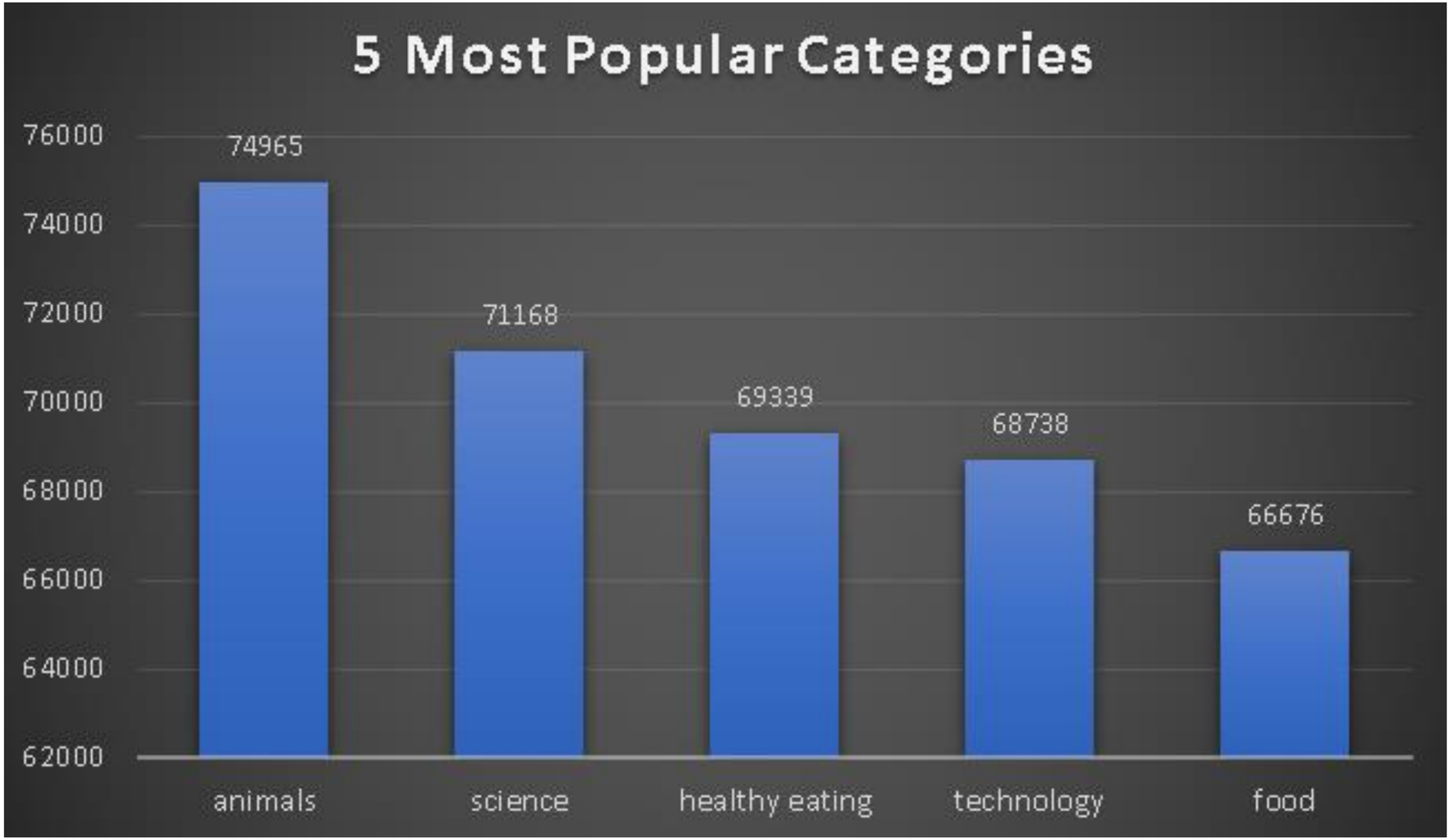
Unique Categories

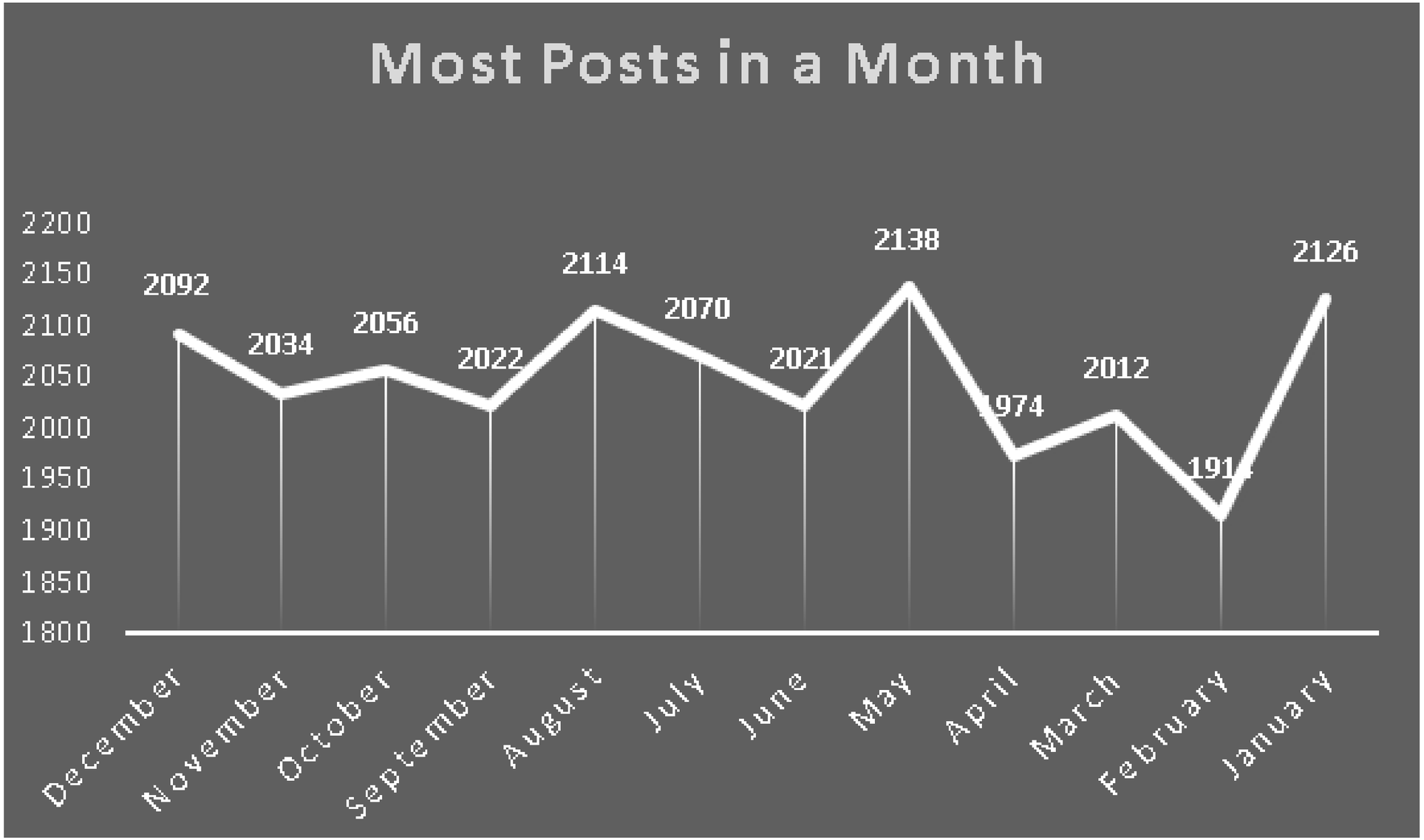
Animal

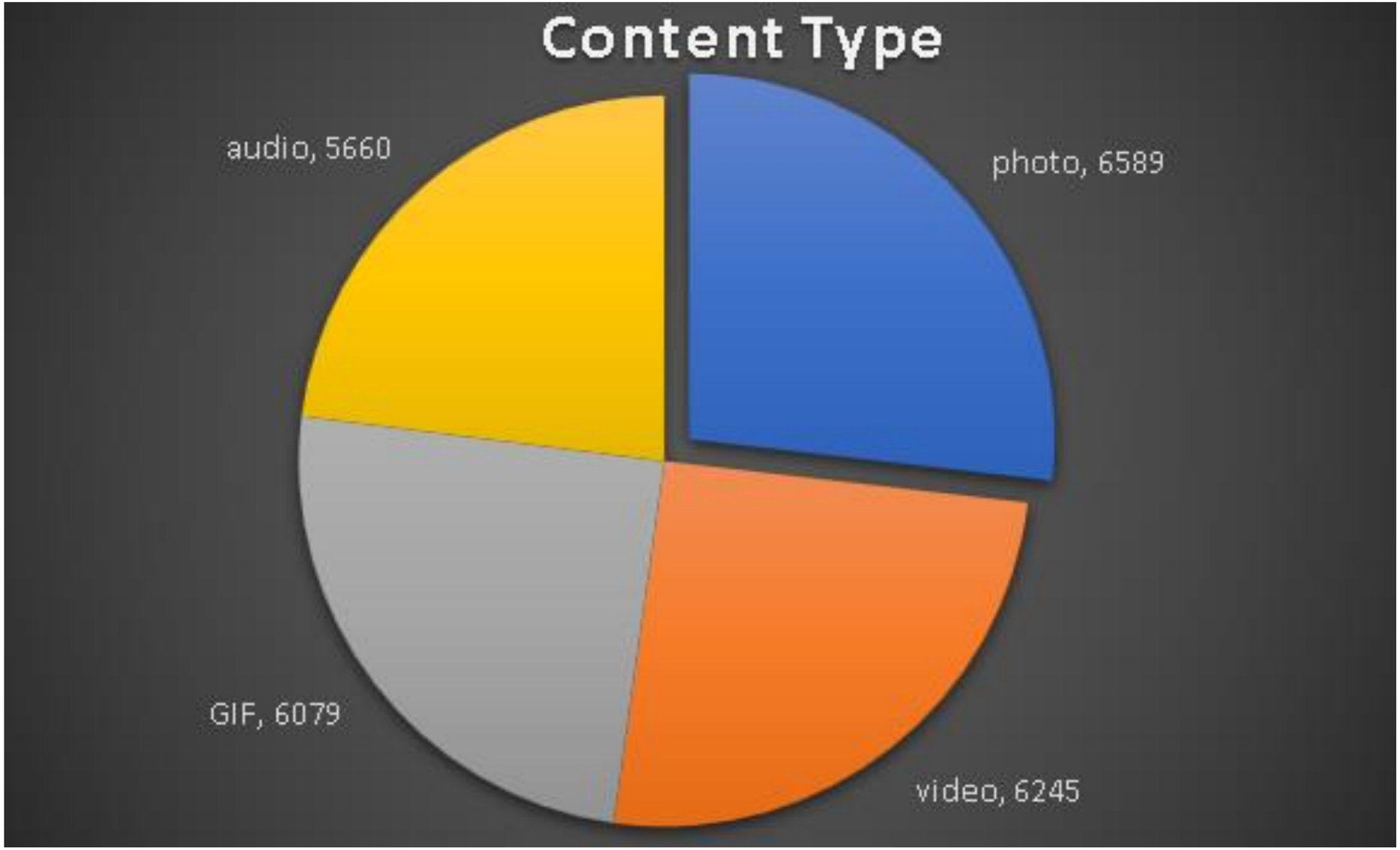
Most Favorite Category

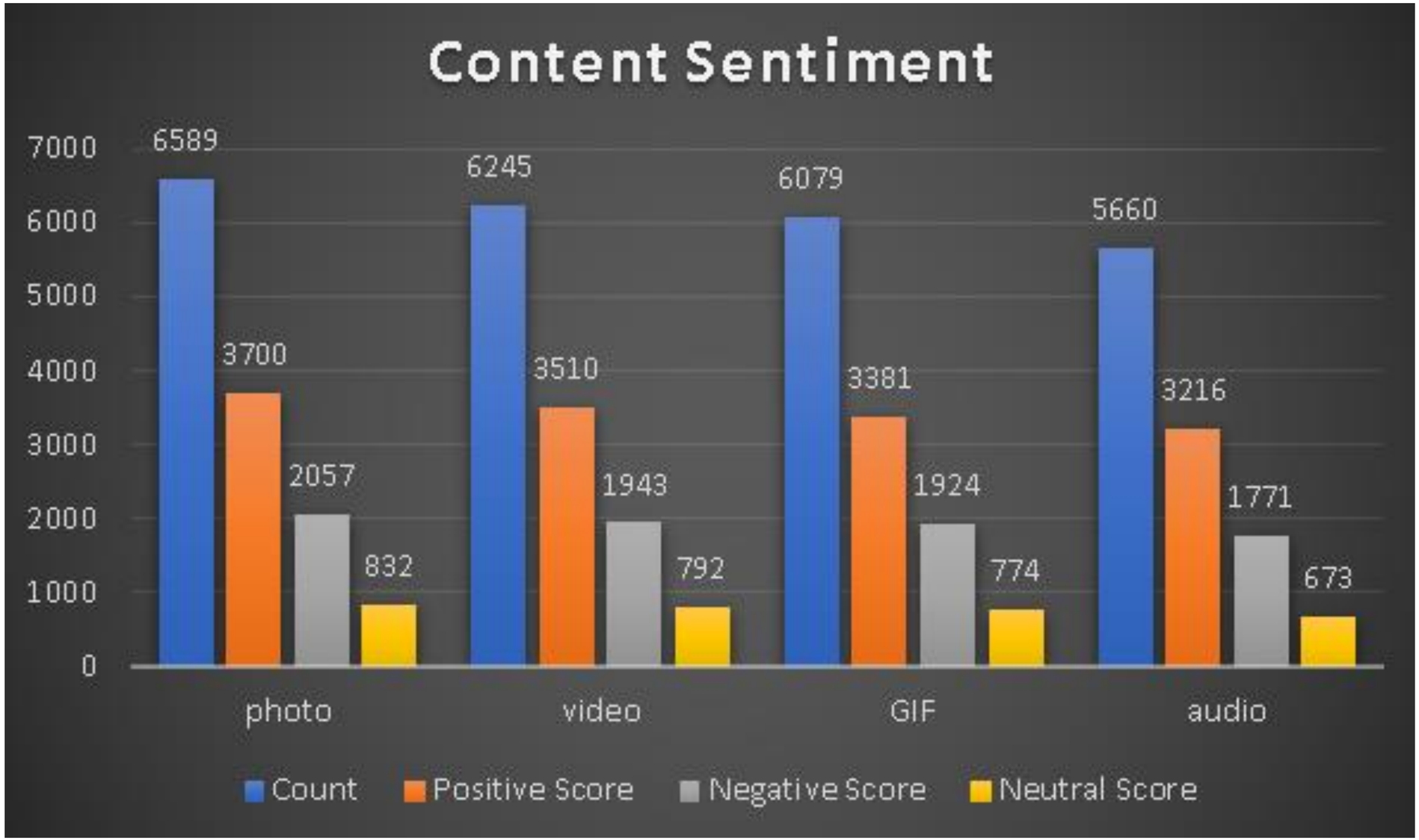
May

With Most Number of Posts


5 Most Popular Categories
76000
74000
72000
70000
68000
66000
64000
62000
74965
71168
69339
68738
66676
animals
science
healthy eating
technology
food


Most Posts in a Month
2200
2150
2100
2050
2000
1950
1900
1850
1800
2092
2034
2056
2022
2114
2070
2021
2138
1974
2012
1914
2126
December
November
October
September
August
July
June
May
April
March
February
January


Content Type
audio, 5660
photo, 6589
GIF, 6079
video, 6245


Content Sentiment
7000
6000
5000
4000
3000
2000
1000
0
6589
3700
2057
832
6245
3510
1943
792
6079
3381
1924
774
5660
3216
1771
673
photo
video
GIF
audio
Count
Positive Score
Negative Score
Neutral Score

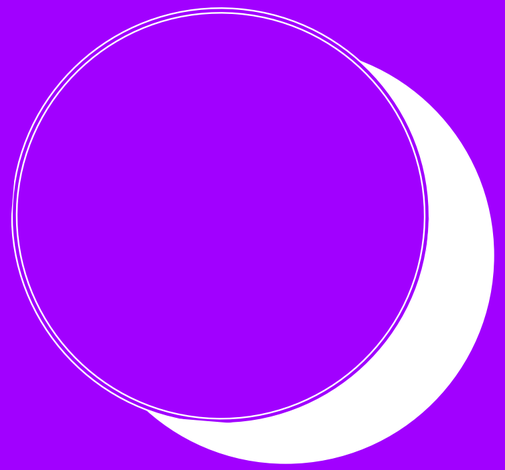
Summary

Insight :

- There are a total of 16 distinct content categories.
- Out of which Animal and Science categories are the most popular one.
- 4 type of content - Photo, Video, Gif and Audio.
- Out of which people prefer photo and video.
- May month has the highest number of posts.

Conclusion:

- Should focus more on the top 5 categories that's animal, technology, science, healthy eating and food.
- create campaign to specifically target those audiences.
- Need to maximize in the month of January, may and august as they number of posts in these months are the highest.



Thank you!