



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

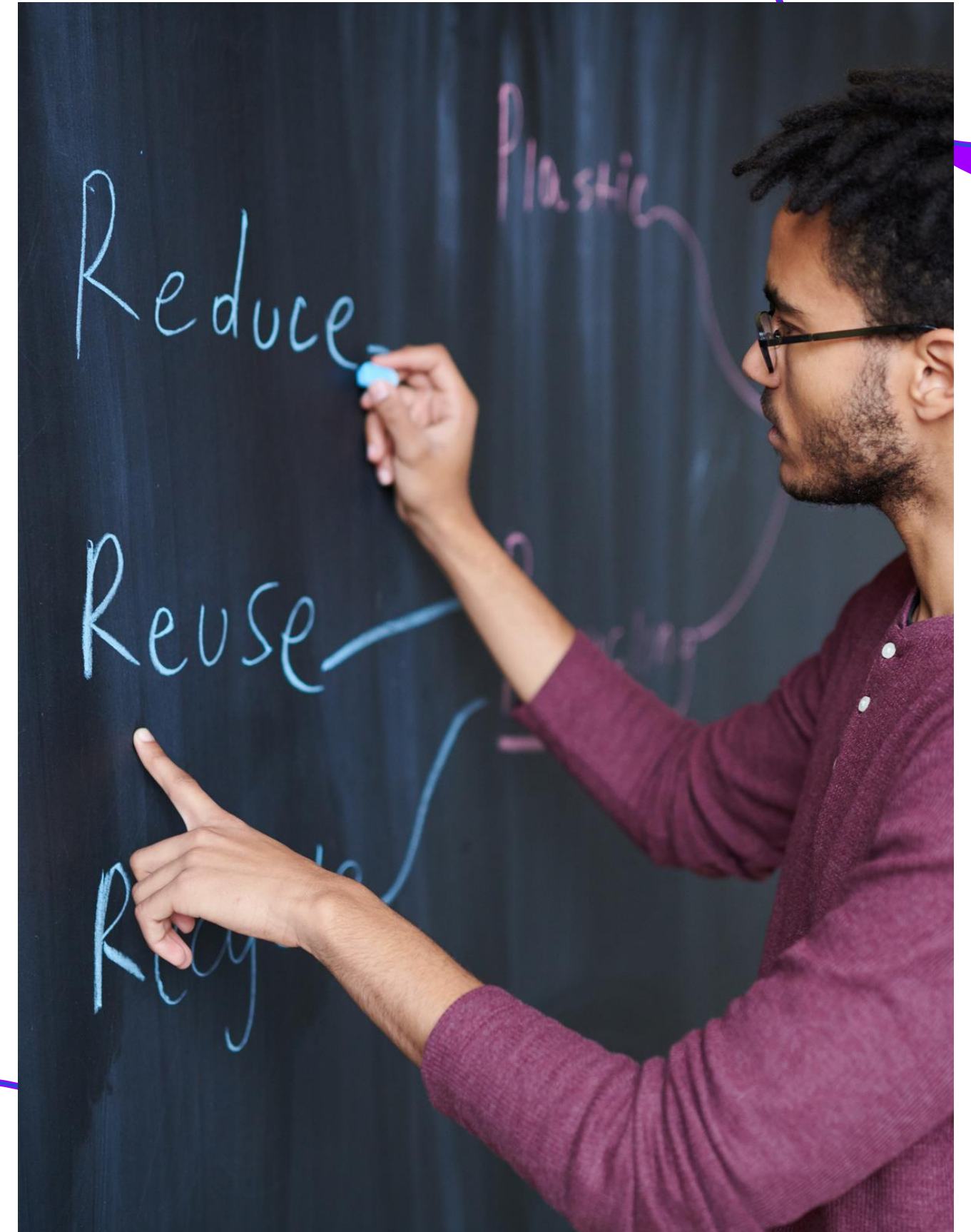
Problem

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



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

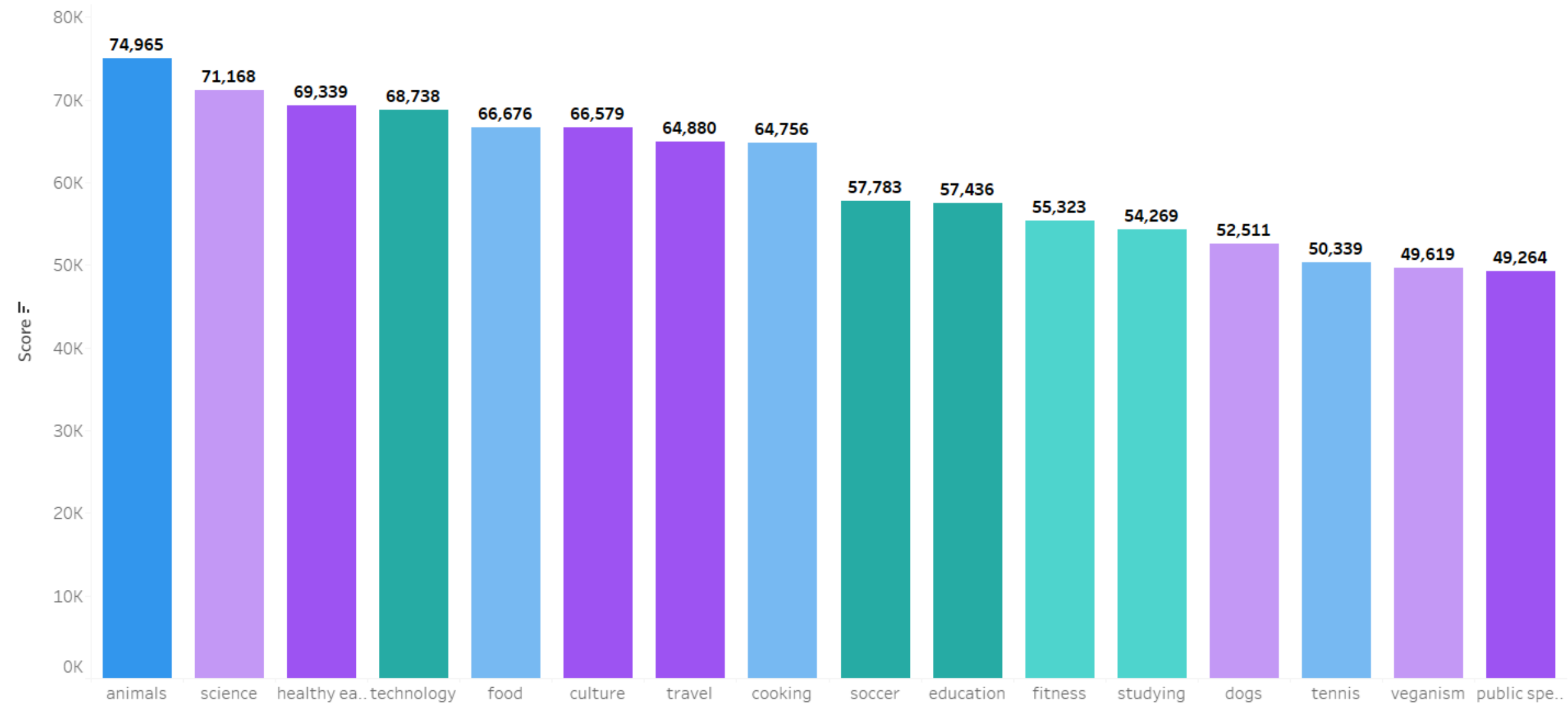
Data Analysis

5

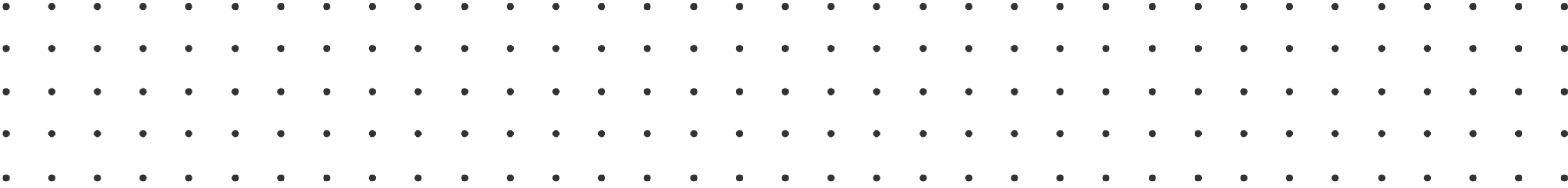
Uncover Insights

Insights

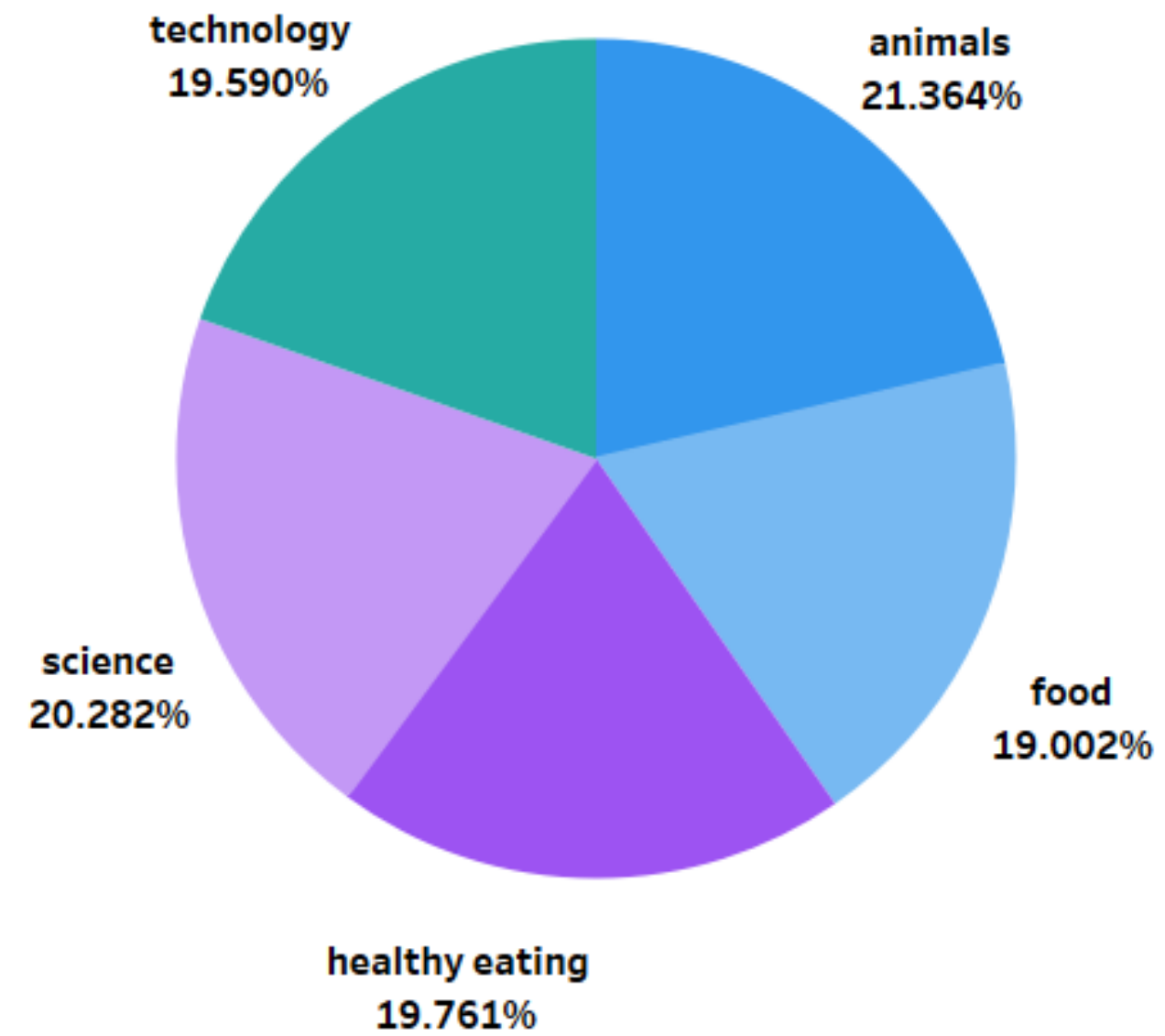
Popular Categories



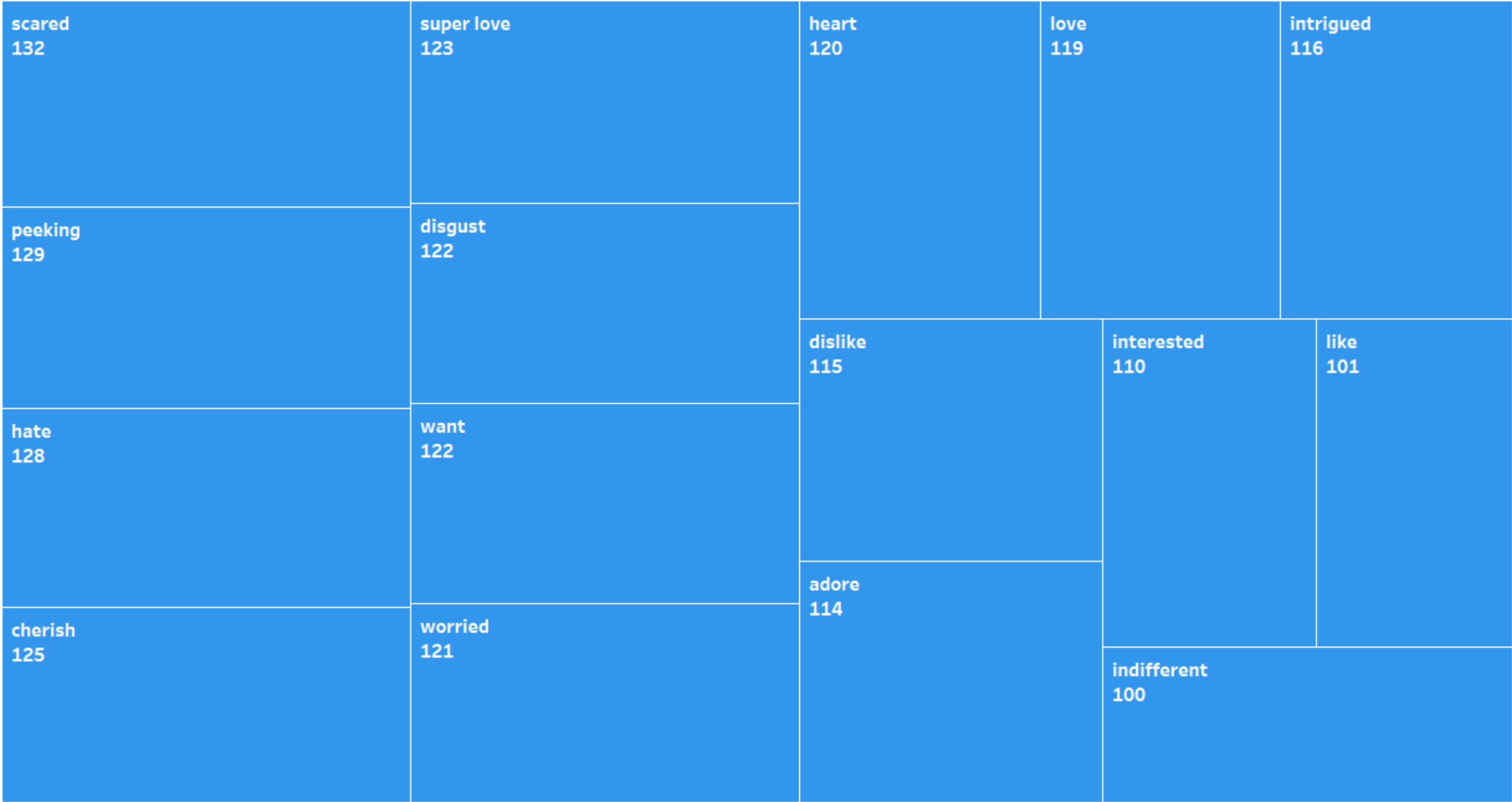
16 unique categories

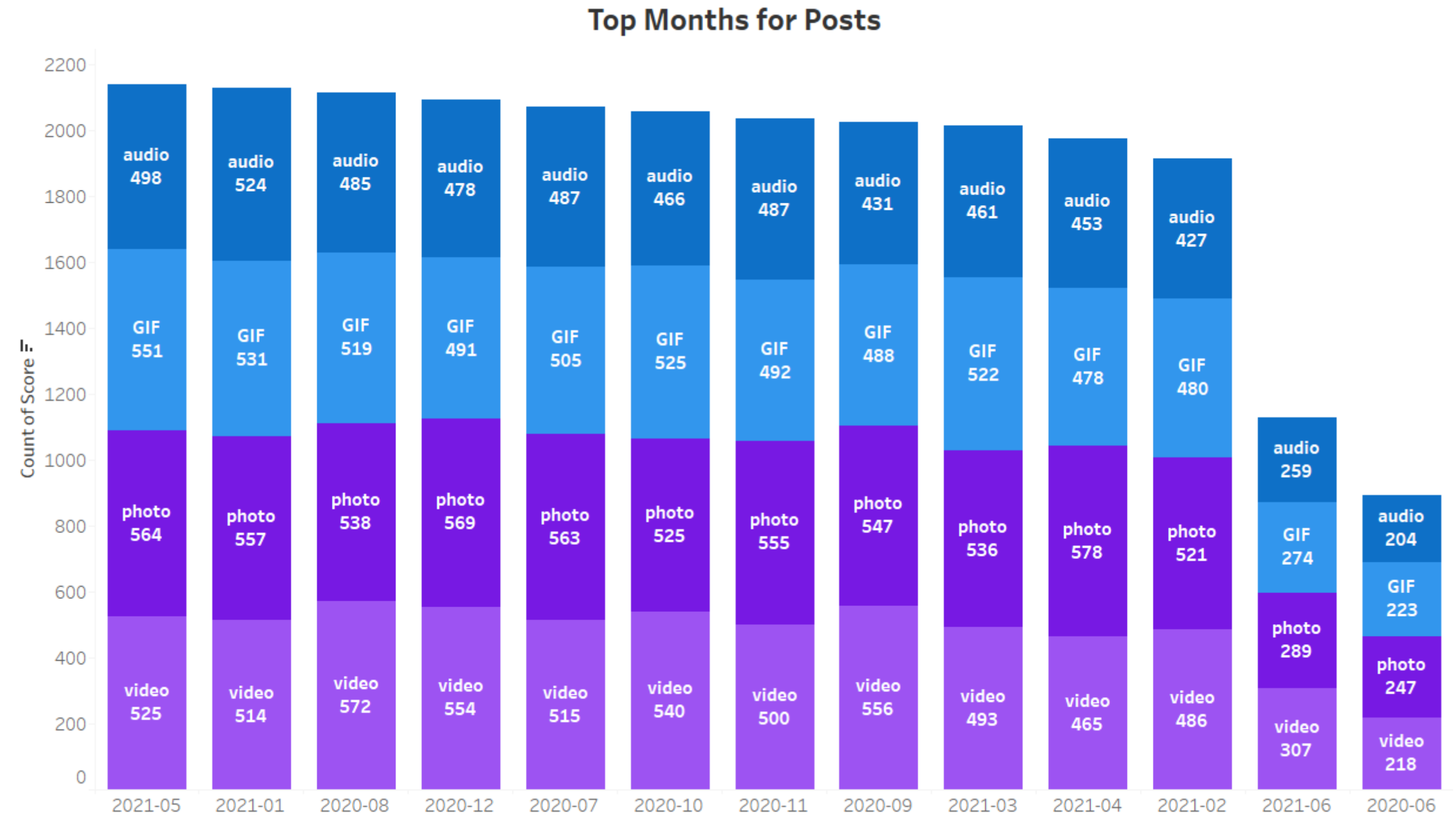


Breakdown of top 5 categories



1897
reactions





May was most popular month

Summary



Analysis

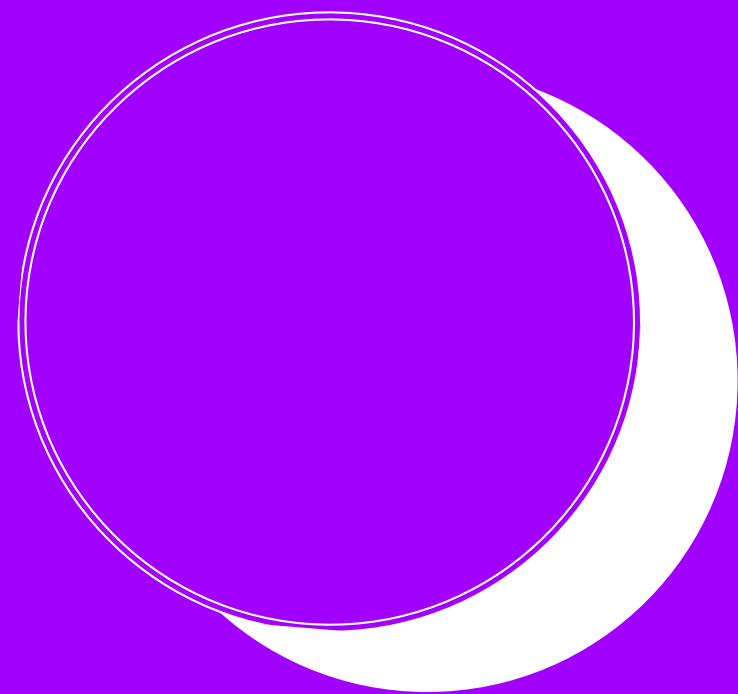
Animals and science are the two most popular categories of content, showing that people enjoy real life and factual content the most.

Insight

Food is a common theme with the top 5 categories with Health Eating ranking the highest. This may give an indication to the audience within your user 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?