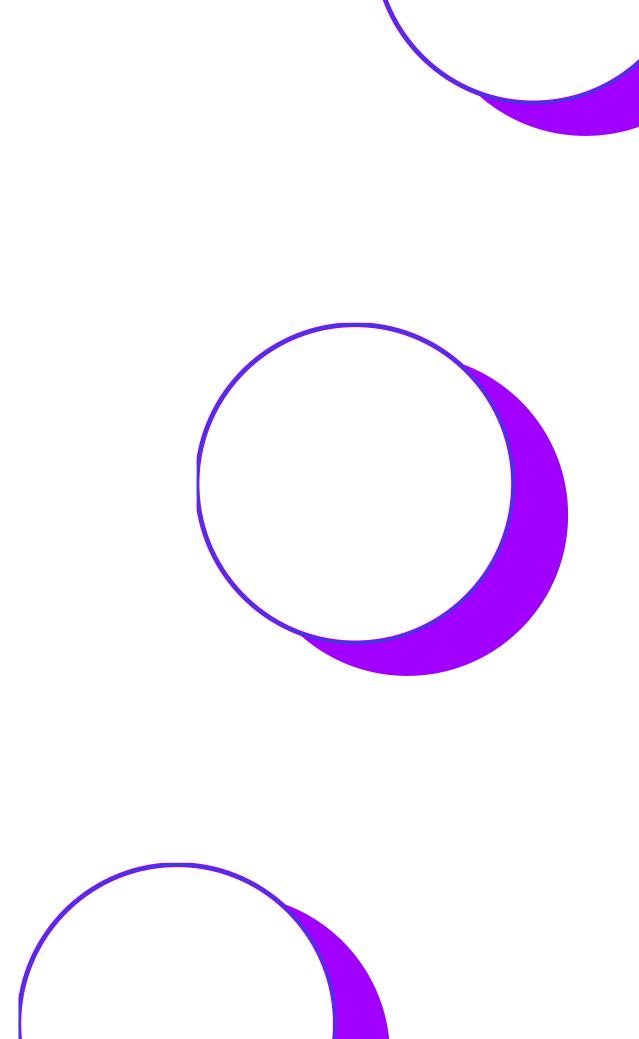


Today's agenda Project Recap Problem The Analytics team **Process** Insights Summary





Social Buzz, a startup in the social media and content creation sector, was established in 2010. With a robust user base exceeding 500 million monthly active users, the company has experienced significant growth and is now seeking the expertise of an advisory firm to assist in effectively managing this expansion, particularly in preparation for its forthcoming Initial Public Offering (IPO).

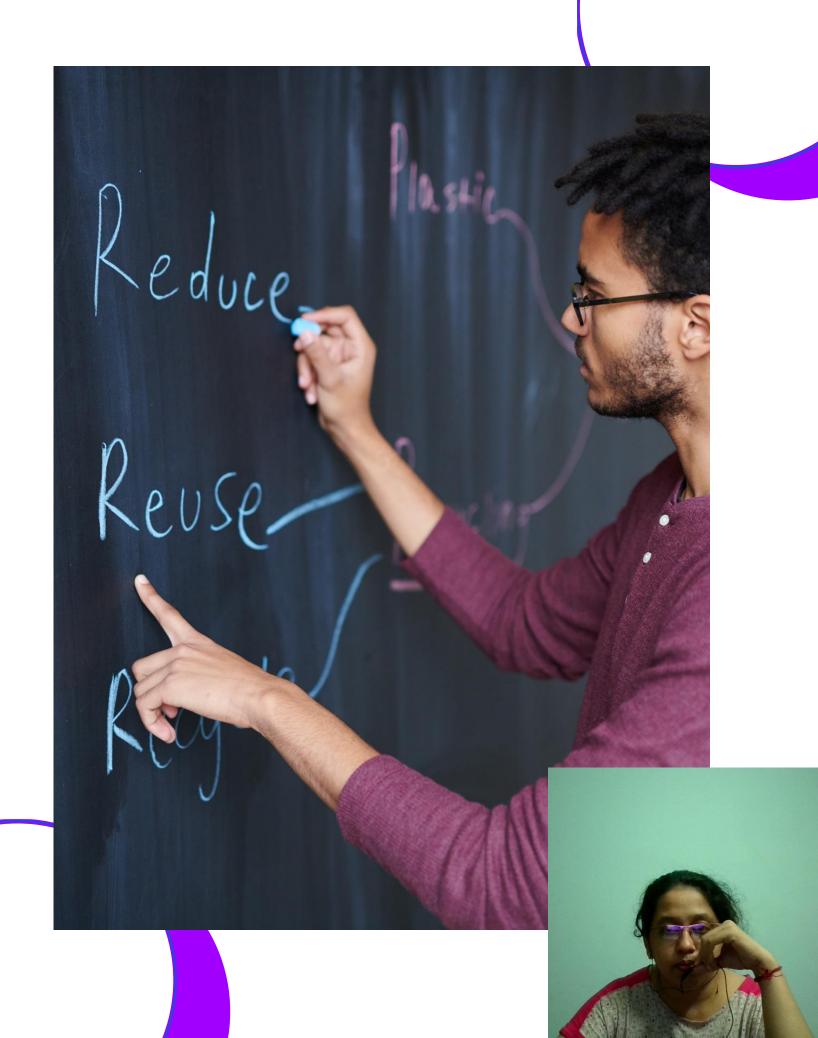
To this end, Accenture has initiated a preliminary three-month engagement aimed at showcasing its capability as a strategic partner for Social Buzz. The company has outlined several expectations for this collaboration, which include:

- 1. Conducting a comprehensive audit of Social Buzz's big data practices to identify strengths and areas for enhancement.
- 2. Providing strategic recommendations to facilitate a successful IPO.
- 3. Performing an analysis of the company's content categories, specifically identifying the top five categories that exhibit the highest aggregate popularity.

# Problem

Social Buzz is experiencing rapid growth, resulting in substantial data generation due to the digital nature of its core product. Each day, the company processes over 100,000 pieces of diverse content, including text, images, videos, and GIFs. This wealth of unstructured data necessitates advanced technology for effective management and analysis, which is costly and complex. Out of 250 employees, 200 are dedicated technical staff focused on maintaining this intricate system.

To enhance the content strategy and optimize resource allocation, an in-depth analysis of content categories is required. This analysis aims to identify the top five categories with the highest aggregate popularity.



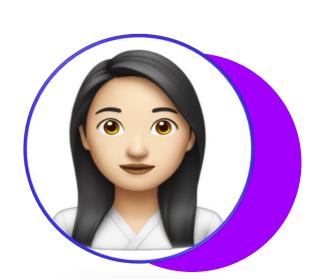
## The Analytics team



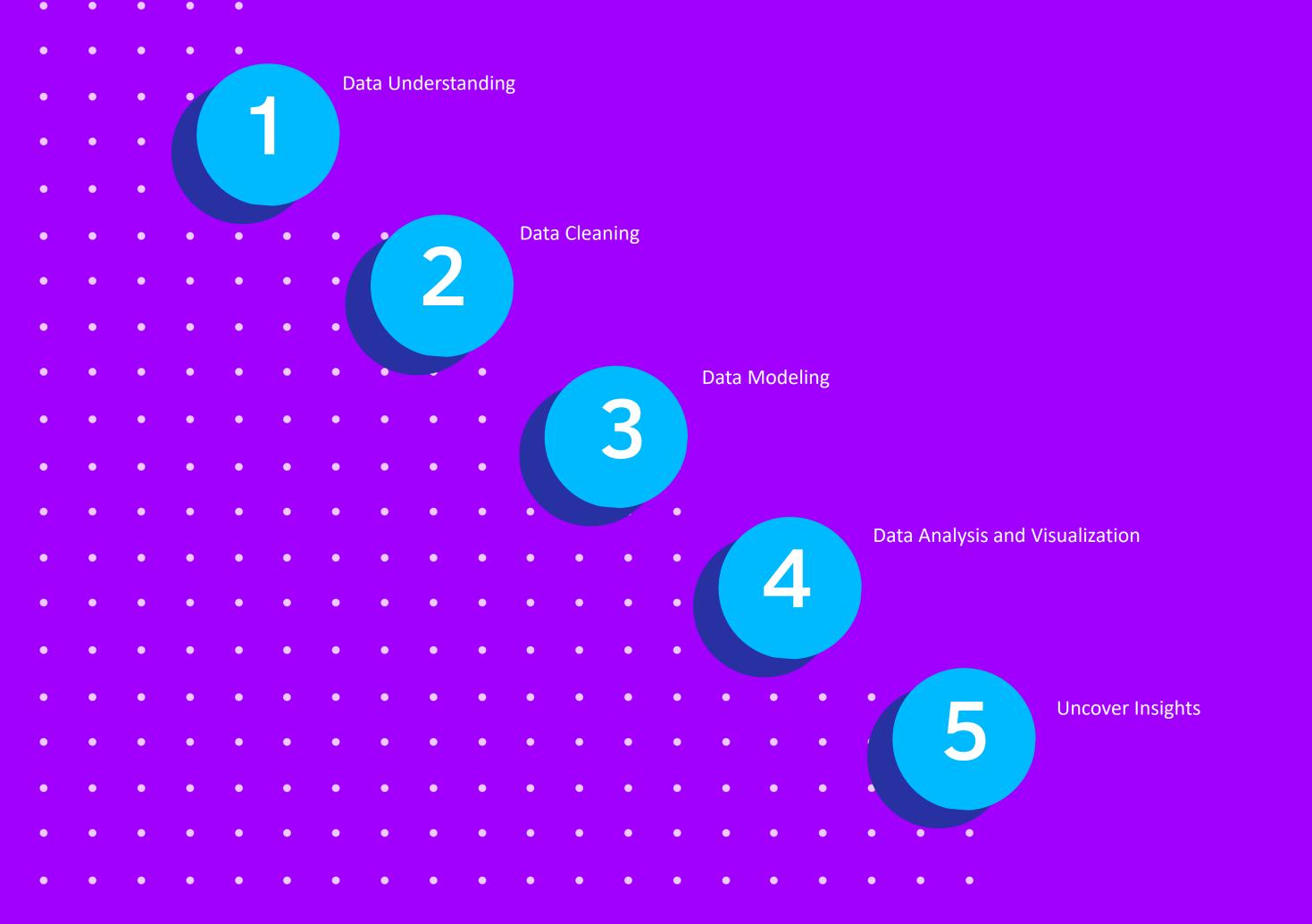
**Andrew Fleming** 



**Marcus Rompton Senior Principle** 



**Snehalata Anklekar Data Analyst** 



### Process

### Insights

**Unique Categories** 

16

**Total Score** 

973645

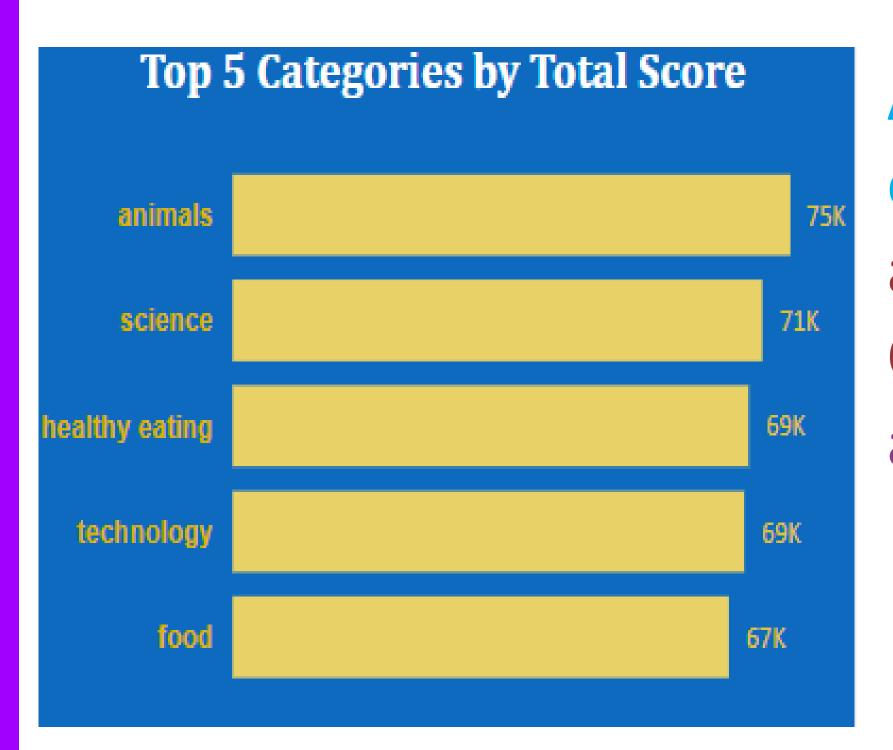
**Total Reactions** 

24573

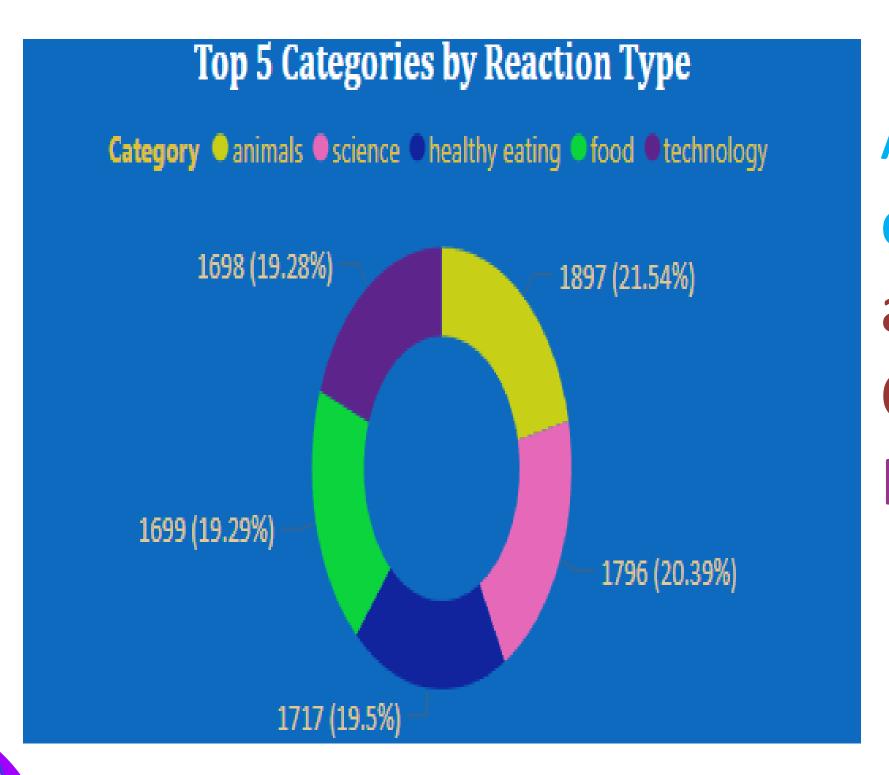




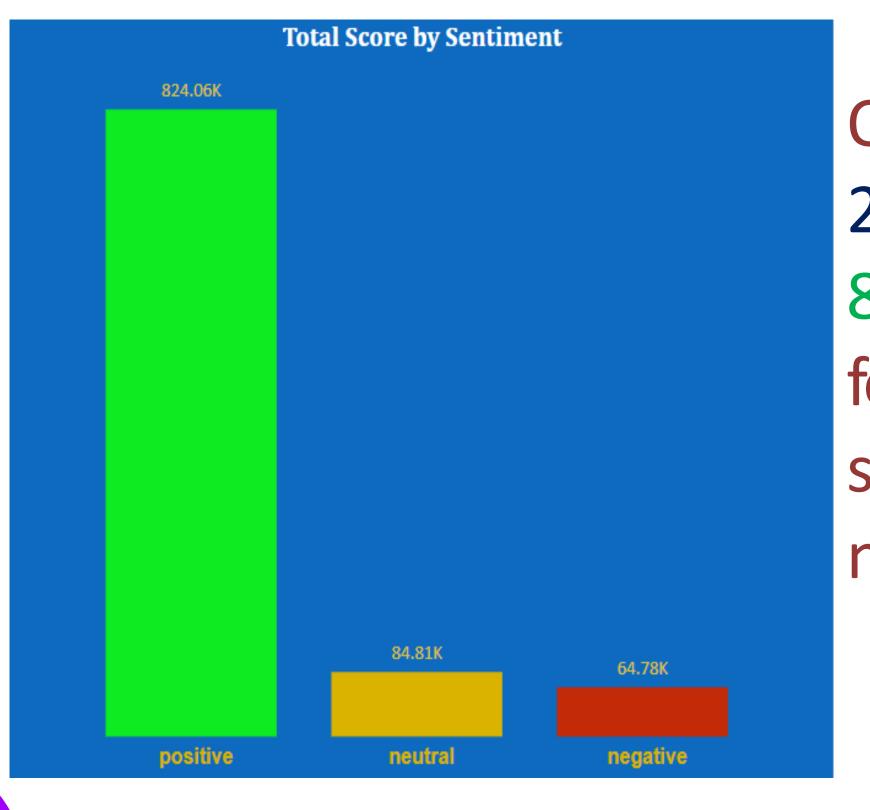




Animals, science, healthy eating, technology and food are the top 5 content Categories with the highest aggregate popularity (Score).



Animals, science, healthy eating, food and technology are the top 5 content Categories with the highest Reaction type.



Overall, over the two years of 2020 and 2021, there were 824.06K positive sentiments, followed by 84.81K neutral sentiments and 64.78K negative sentiments.

	Total Posts by Month and Year											
Year	January	February	March	April	May	June	July	August	September	October	November	December
2020						892	2070	2114	2022	2056	2034	2092
2021	2126	1914	2012	1974	2138	1129						

 In 2021, May had the highest number of posts, totaling 2138, followed by January with 2126 and March with 2012.
June had the lowest number of posts at 1129.

 In 2020, August had the highest number of posts, totaling 2114, followed by December with 2092 and July with 2070.
June had the lowest number of posts at 892.



### Summary

### **Insights and Recommendations**

1) User Interest and Engagement: The presence of the same categories Animals, Science, Healthy Eating, Technology, and Food in both user interest and engagement metrics demonstrates a strong correlation between what users find popular and how they react to that content. By focusing on these categories, Social Buzz can enhance user engagement and retention, as they not only attract attention but also generate positive reactions from users.

#### I. Recommendations:

- Develop targeted content strategies around these high-performing categories, such as influencer partnerships and user-generated content campaigns.
- Experiment with various content formats (e.g., interactive content, live streams) to further boost engagement within these popular categories.
- **2) Sentiment Analysis:** With 824.06K positive sentiments, it's clear that a majority of user interactions are favorable. However, the 84.81K neutral and 64.78K negative sentiments point to areas that need improvement. Understanding the sources of neutral and negative feedback is essential for refining content strategy.

#### I. Recommendations:

- Utilize tools such as Brandwatch and Hootsuite Insights to regularly monitor user feedback and identify specific issues contributing to neutral and negative sentiments.
- Organize surveys or focus groups to gather qualitative insights on user experiences and preferences, enabling targeted improvements.
- **3) Trends in Posting Activity:** The data indicates that May 2021 and August 2020 saw the highest post volumes. This may correlate with seasonal trends or specific events that generated more interest. Identifying these triggers could help Social Buzz capitalize on peak times in the future.

#### I. Recommendations:

- Investigate the events or themes that contributed to high posting volumes in these months to replicate successful strategies in future campaigns.
- Schedule special promotions, contests, or collaborations during peak posting periods to maximize engagement and capitalize on user interest.

### **Power BI Dashboard**



### SOCIAL BUZZ REACTION ANALYSIS (Reset



**Unique Categories** 

16

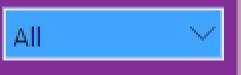
**Total Score** 

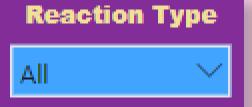
973645 24573

**Total Reactions** 

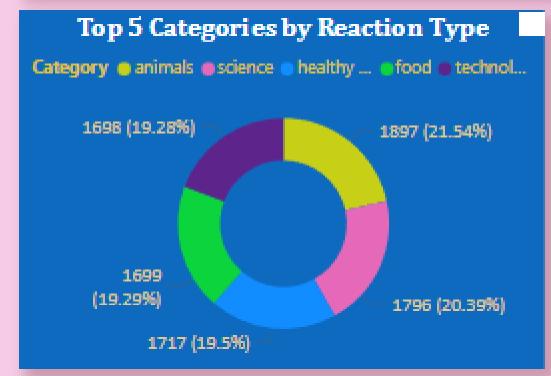




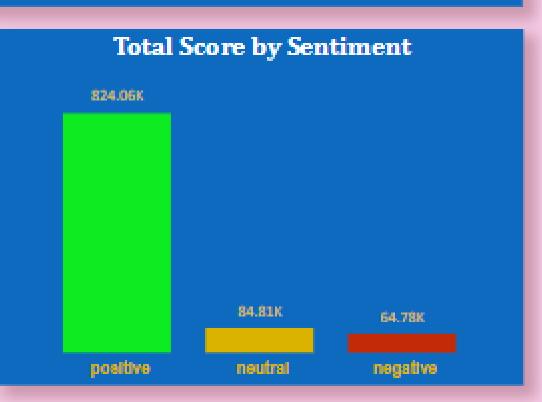


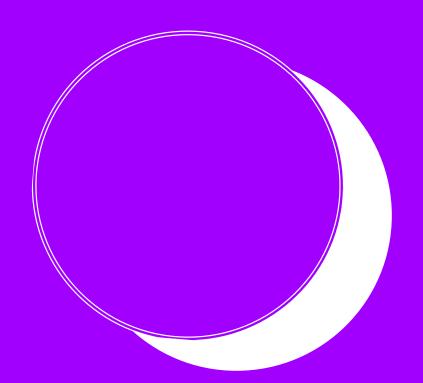


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# Thank you!

**ANY QUESTIONS?**