# Social Buzz Analysis

# Today's agenda

Project recap

Problem

The Analytics team

**Process** 

Insights

Summary

# Project Recap

Social Buzz is a fast-growing tech company, that needs to adjust quickly for its global expansion.

Accenture has started a three-month test to help with this.

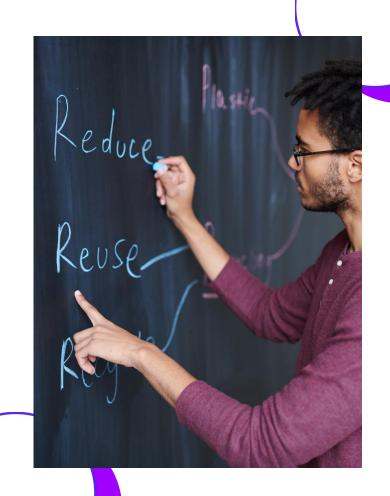
- Audit how Social Buzz uses big data,
- suggest ways to have a successful stock market debut
- figure out the top five types of content people like most on Social Buzz.

## Problem

Over <u>100000</u> posts per day <u>36,500,000</u> pieces of content per year!

But how to capitalize on it when there is so much?

Analysis to find social buzz top 5 most popular category of content.



# The Analytics team



**Promise Adetayo** Data Analyst



Andrew Fleming
Chief Technical
Architect



**Marcus Rompton** Senior Principle

Data Understanding

Data Cleaning

### **Process**

Data Modelling

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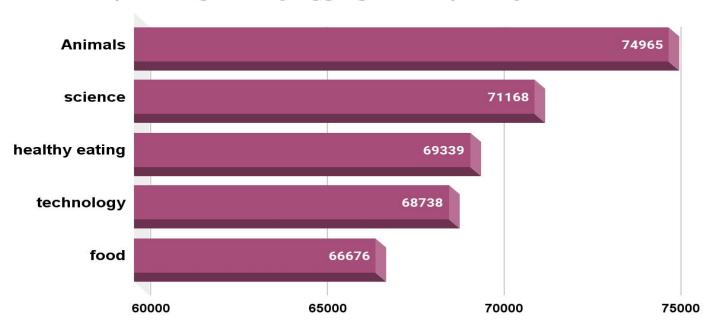
**Data Analysis** 

**Uncover insights** 

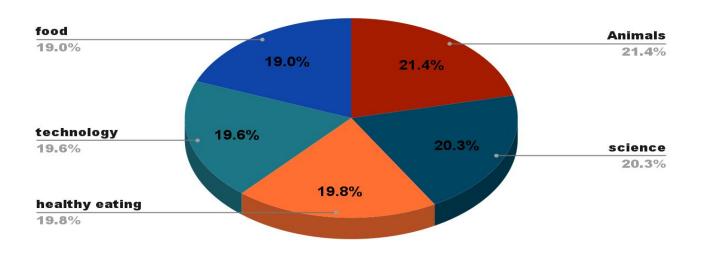
# Insights

**January** 1897 16 Month With **Reactions To** Unique "Animal Posts" **Most Posts** Categories

Top 5 Categories by aggregate "Popularity" Score.



#### Popularity percentage share from top categories



# Summary



#### Analysis

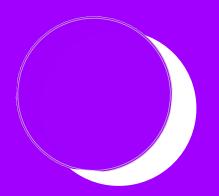
The two most popular content categories are science and animals, indicating that people are more interested in "real life" and factual material.

#### **Insight**

The top five categories all have food as a common theme, with "Healthy Eating" coming in first. This might provide insight into your user base's audience. With this information, you might develop a campaign and collaborate with companies that promote healthy eating to increase user engagement.

#### **Next Steps**

This ad hoc study is enlightening, but for a real-time understanding of your business, it's time to put this analysis into large-scale production. We can walk you through the process.



# Thank you!

**ANY QUESTIONS?**