



# Today's agenda

Project recap  
Problem  
Process  
Insights  
Summary

# Project Recap

Social Buzz is a fast-growing technology unicorn that need to adapt quickly to its 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

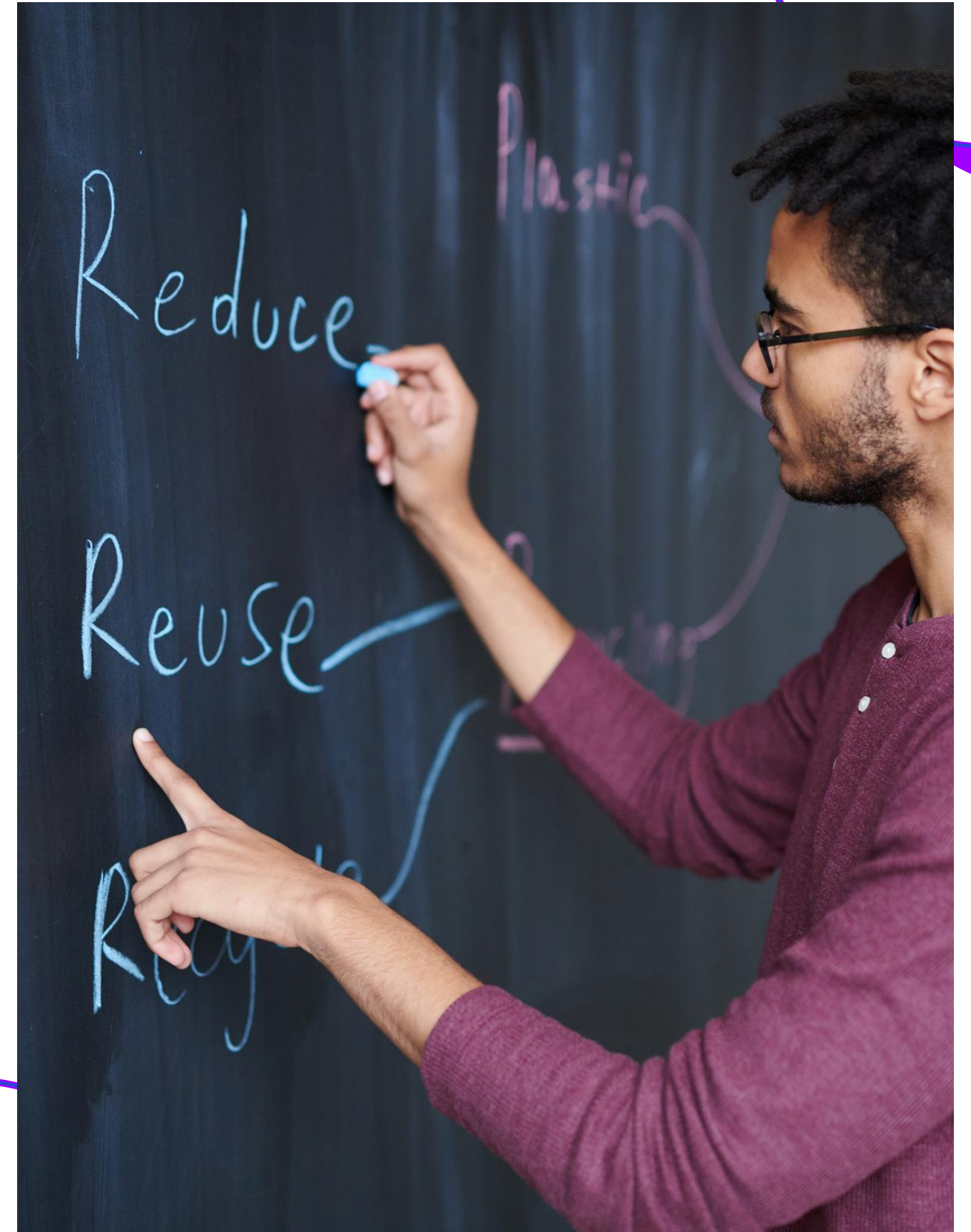
# Problem

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



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

# Insights

16

Unique  
Categories



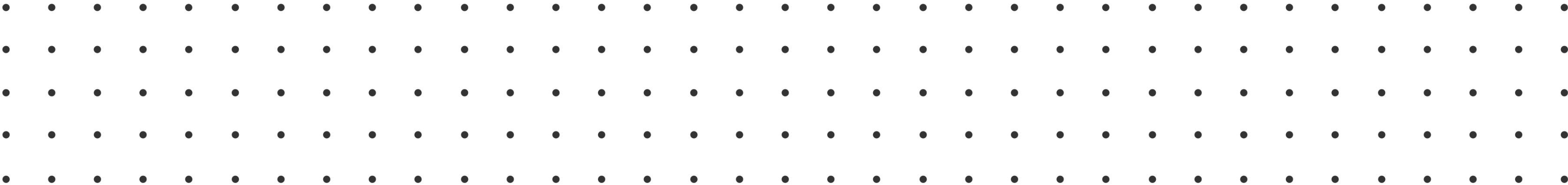
1091

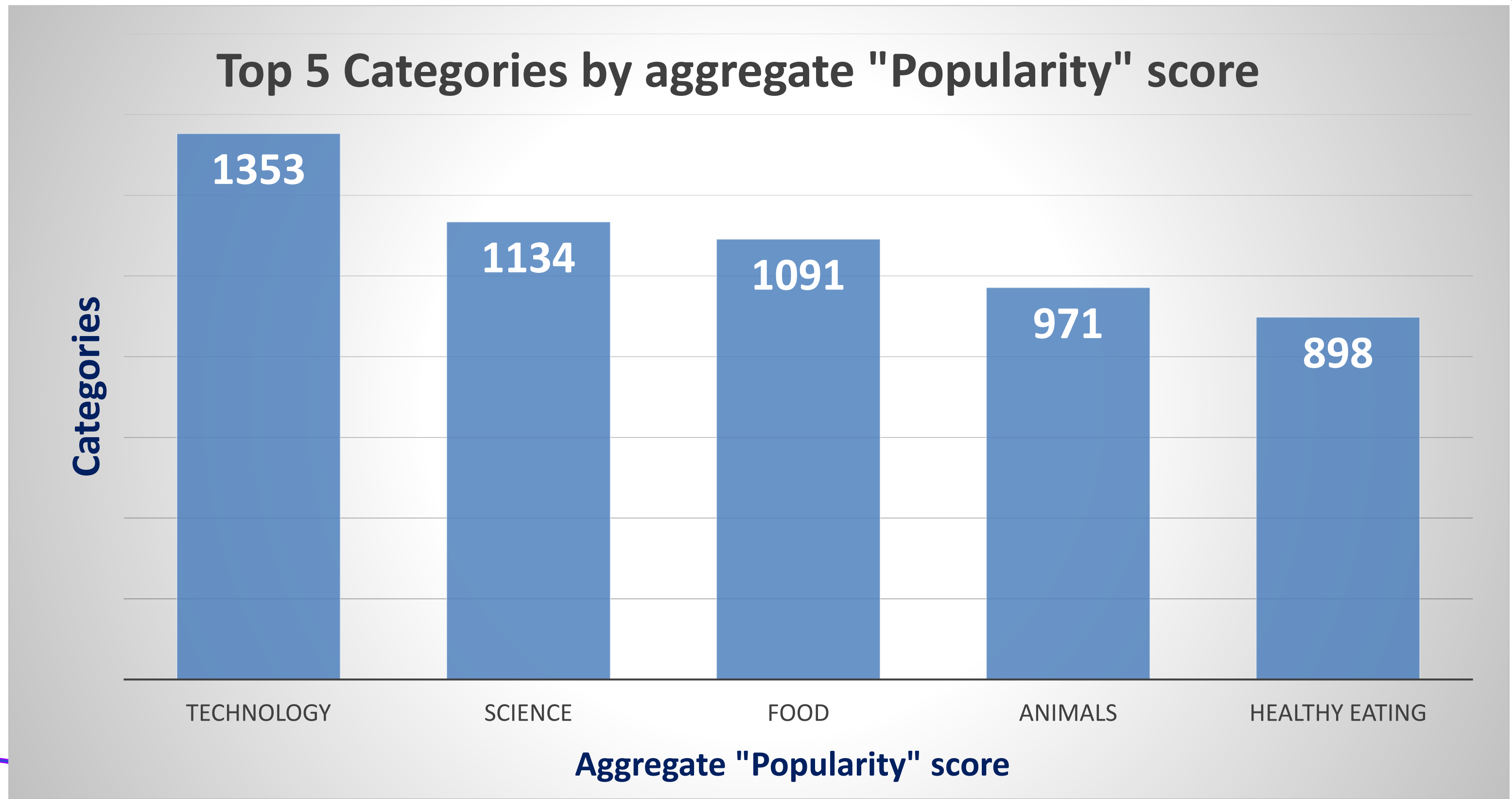
Reactions to  
“Food” posts



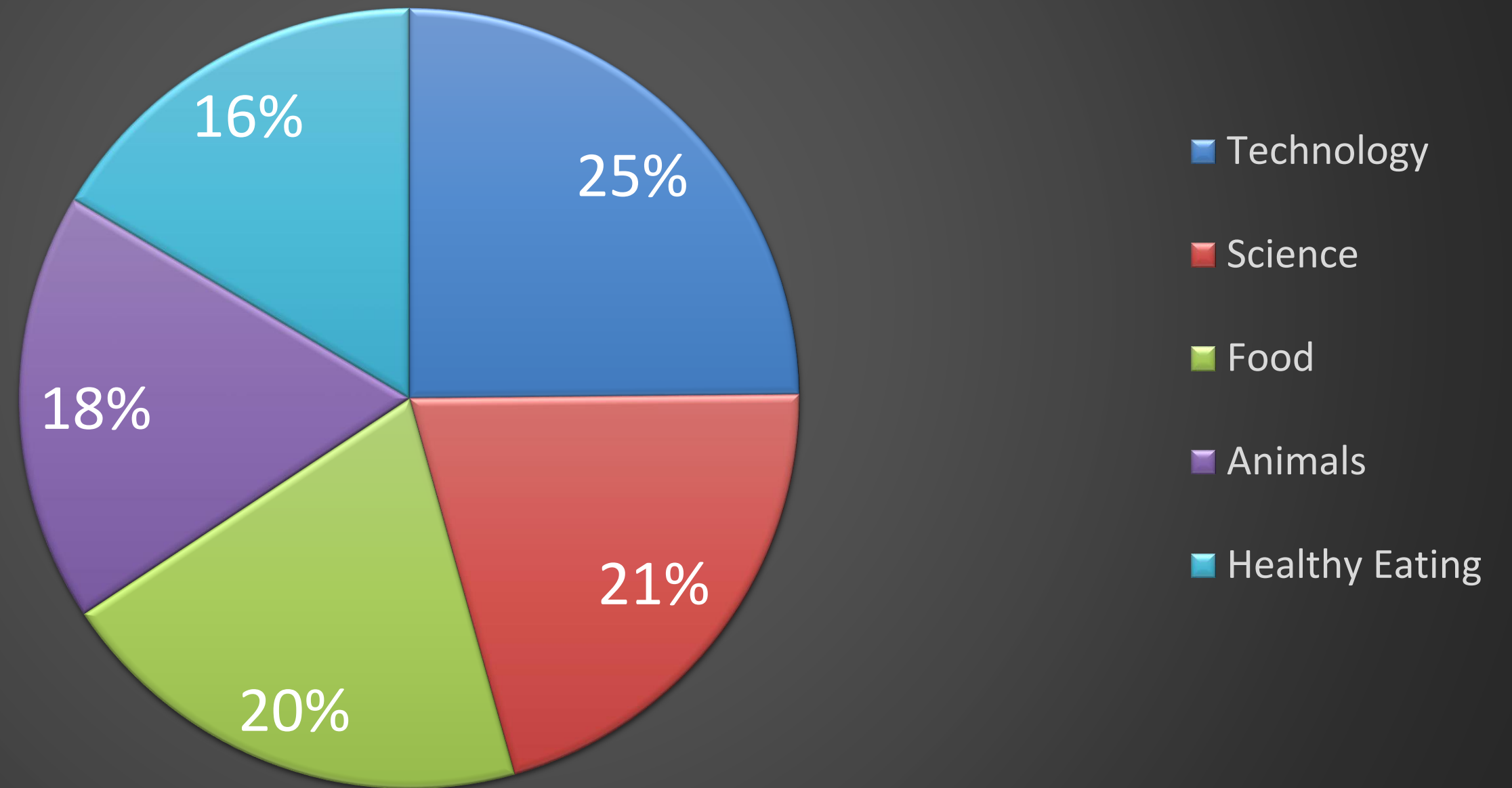
February

Month with  
most posts





## POPULARITY PERCENTAGE SHARE FROM TOP 5 CATEGORIES





# Summary



## ANALYSIS

Science and Technology are the most popular categories of content showing that people enjoy “real-life” and “factual” content the most.

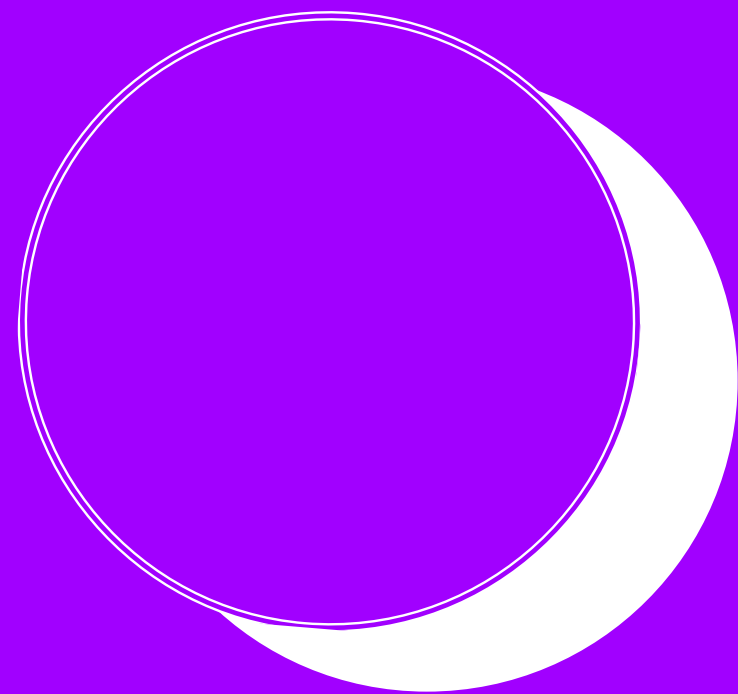
## INSIGHT

Food is a common theme with the top 5 Categories with “Science” ranking the highest. This may give an indication to the audience within your user base. You could use the 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?