

How to optimize profits ?

Today's agenda

Project Recap

To provide high-level overview of the business problems we're tacking and the precise requirements, we will provide a summary of the entire project

Problem

We will get into the particular issue that the Data Analytics team has been concentrating on and provide some context for why this is a such a significant issue

The Analytics Team

I'll start by outlining the issue and then discuss the team that is in charge of handling this assignment on our end

Process

After that, I'll go into the general steps we took to do this assignment so you can fully understand how we approach tasks of this nature

Insights & Summary

Lastly, I will review all significant findings and offer them as a collection of understandings and illustrations from our end

Project Recap

“Social Buzz” is a rapidly expanding unicorn in the technology space that needs to quickly adjust to its global reach.

Accenture has started working on the following activities during a three-month POC:

- An examination of Social Buzz’s use of big data
- Strategies for a prosperous initial public offering (IPO)
- An examination to determine the top 5 content categories on Social Buzz

Problem

- In recent years, the customer has grown to an enormous extent, and they lack the internal resources to manage it
- Every day, Social Buzz receives 100,000 posts
- All of the content is unstructured, it might be challenging to make sense of it all
- Determine the specifications that must be fulfilled for this project
- Combining tables from the sample data set
- An analysis of their content categories that identifies the top five with the highest total popularity



The Analytics team



Phuong Trang Tran
Jr Data Analyst



Marcus Rompton
Senior Principle



Andrew Fleming
Chief Technical Architect

Process

1

Understanding Data

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Insights

**Month with
Most Posts**

MAY

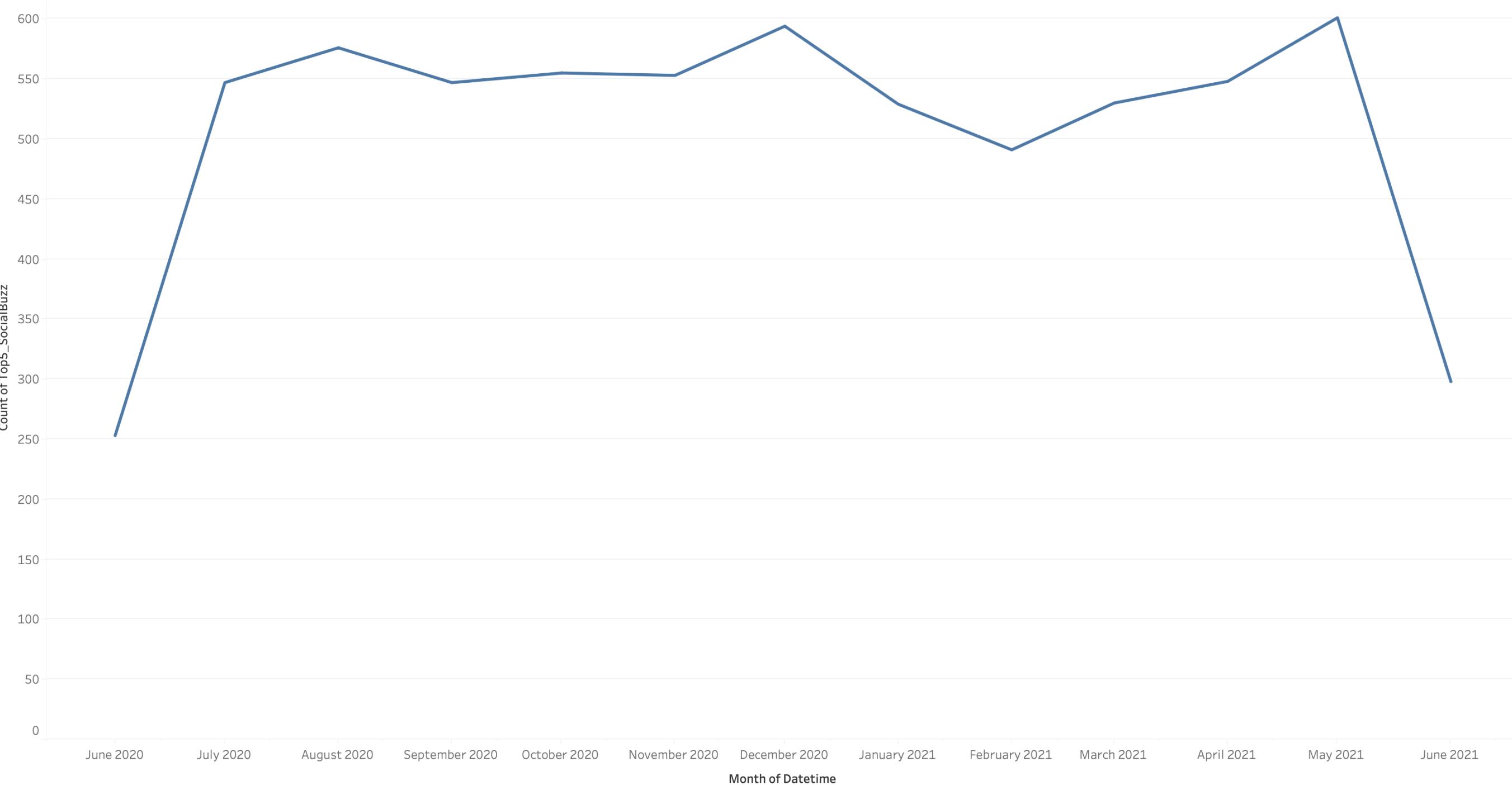
**Unique
Categories**

16

**Category with
highest Score
Travel**

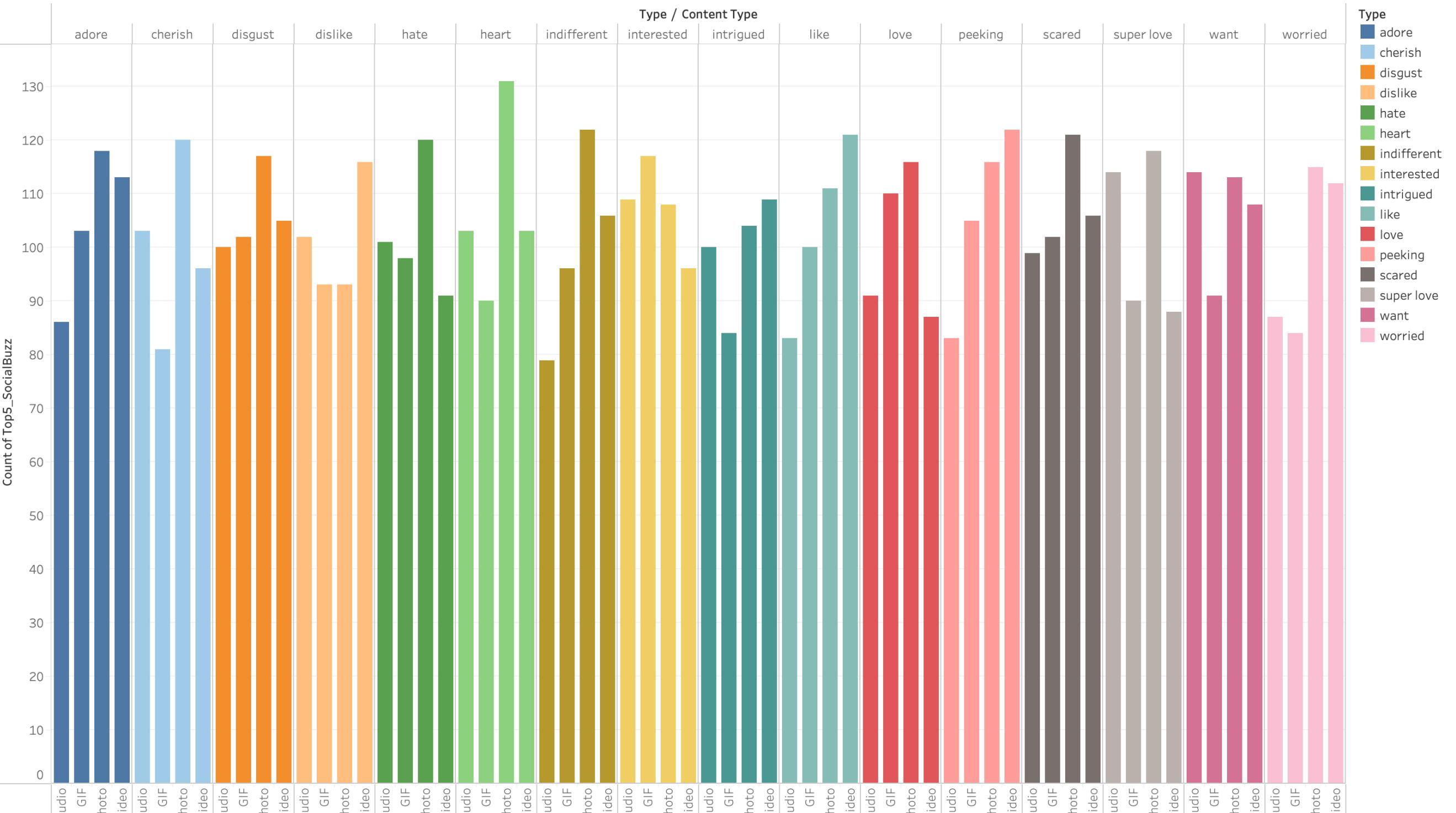
1,368

Most active



The trend of count of Top5_SocialBuzz for Datetime Month.

most liked based on type and content type



feedback based on category and content type

Sentiment	Category	Content Type			
		audio	GIF	photo	video
negative	animals	128	64	140	91
	cooking	105	114	116	80
	healthy eating	128	83	74	103
	science	79	80	117	123
	travel	49	138	119	133
neutral	animals	48	23	71	25
	cooking	35	51	42	24
	healthy eating	39	41	33	50
	science	21	39	49	73
	travel	19	47	43	56
positive	animals	252	99	239	143
	cooking	167	235	187	121
	healthy eating	248	157	157	190
	science	151	152	230	237
	travel	85	223	226	230

Count of Top5_SocialBuzz broken down by Content Type vs. Sentiment and Category.

Summary



Analysis

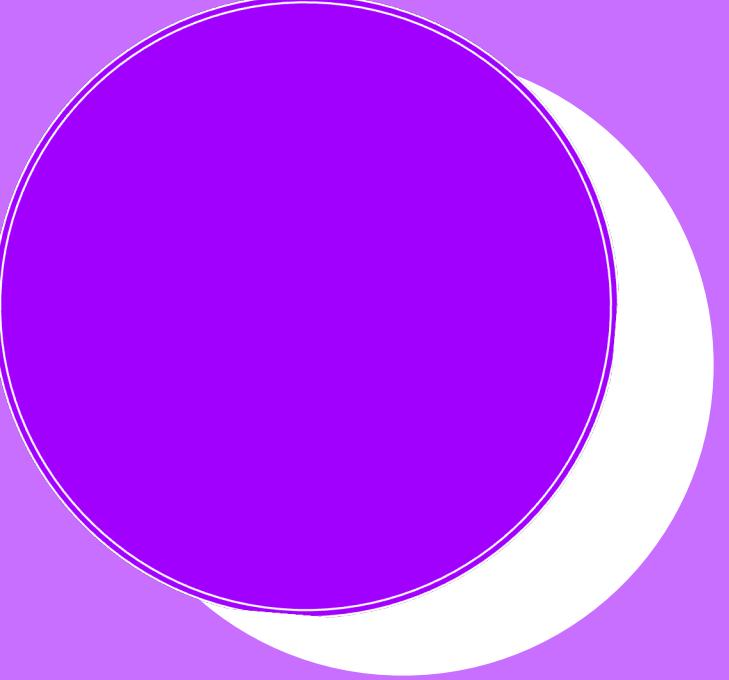
Categories “Animals” and “healthy eating” get high positive feedback, especially in audio and photo formats. “Cooking” content has significant negative feedback in GIF and photo formats. The first graph indicates consistent activity over time, with a peak around mid-2021.

Insights

1. Positive Sentiment: Animals and healthy eating resonate well with audience
2. Content Preference: Audio and photo content types are more engaging and elicit stronger positive reactions
3. Activity Trends: Consistent engagement with slight peaks, reflecting steady audience interaction

Next Steps

1. Content Focus: Increase audio and photo content in popular categories like animals and healthy eating to boost positive engagement
2. Addressing Negative Feedback: Investigate and resolve issues causing negative feedback
3. Trend Monitoring: Keep tracking monthly activity trends to identify any changes in audience preferences and adjust content strategies



Thank you!

ANY QUESTIONS?