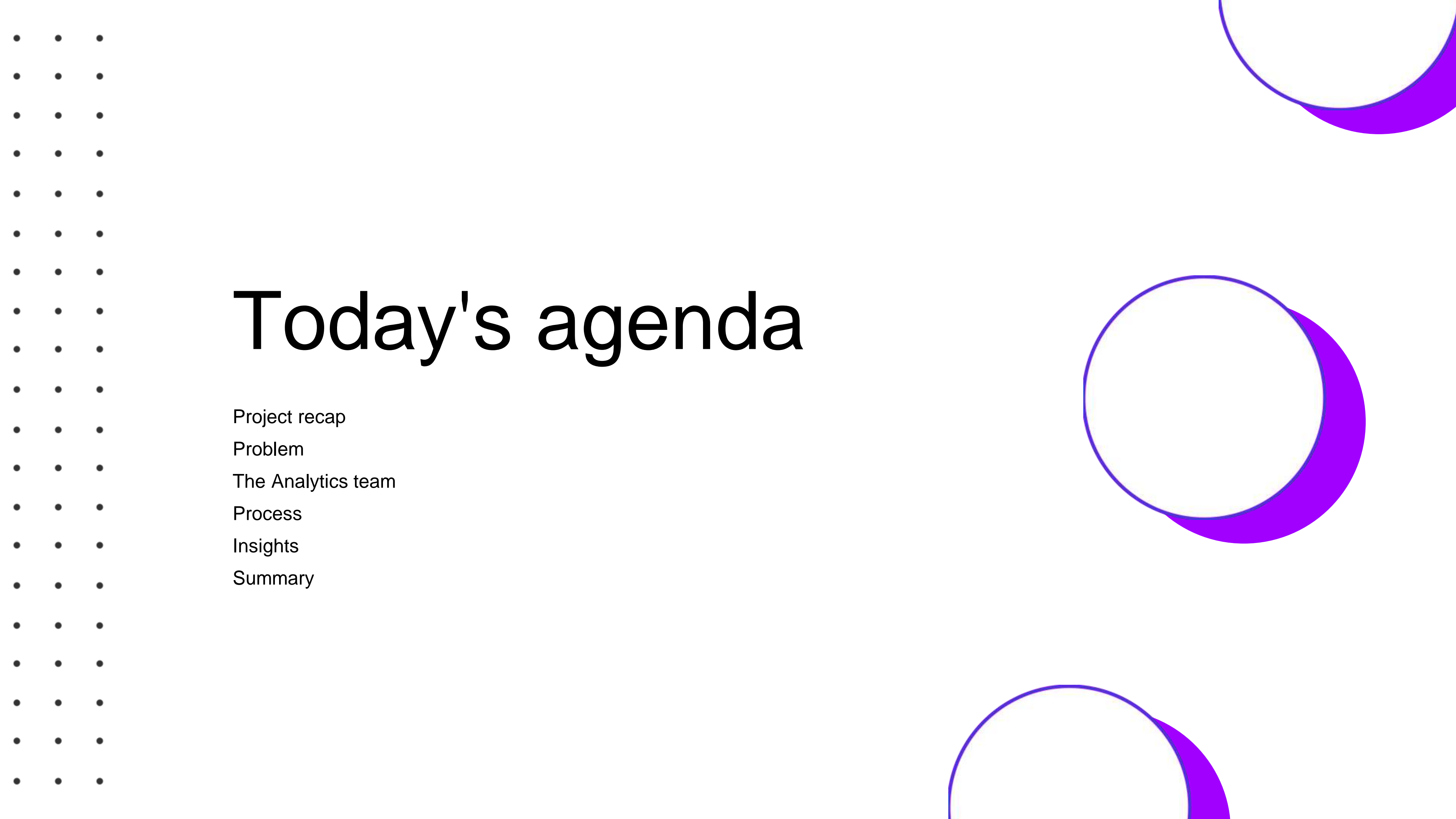




# Popular Content Categories

Social Buzz



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

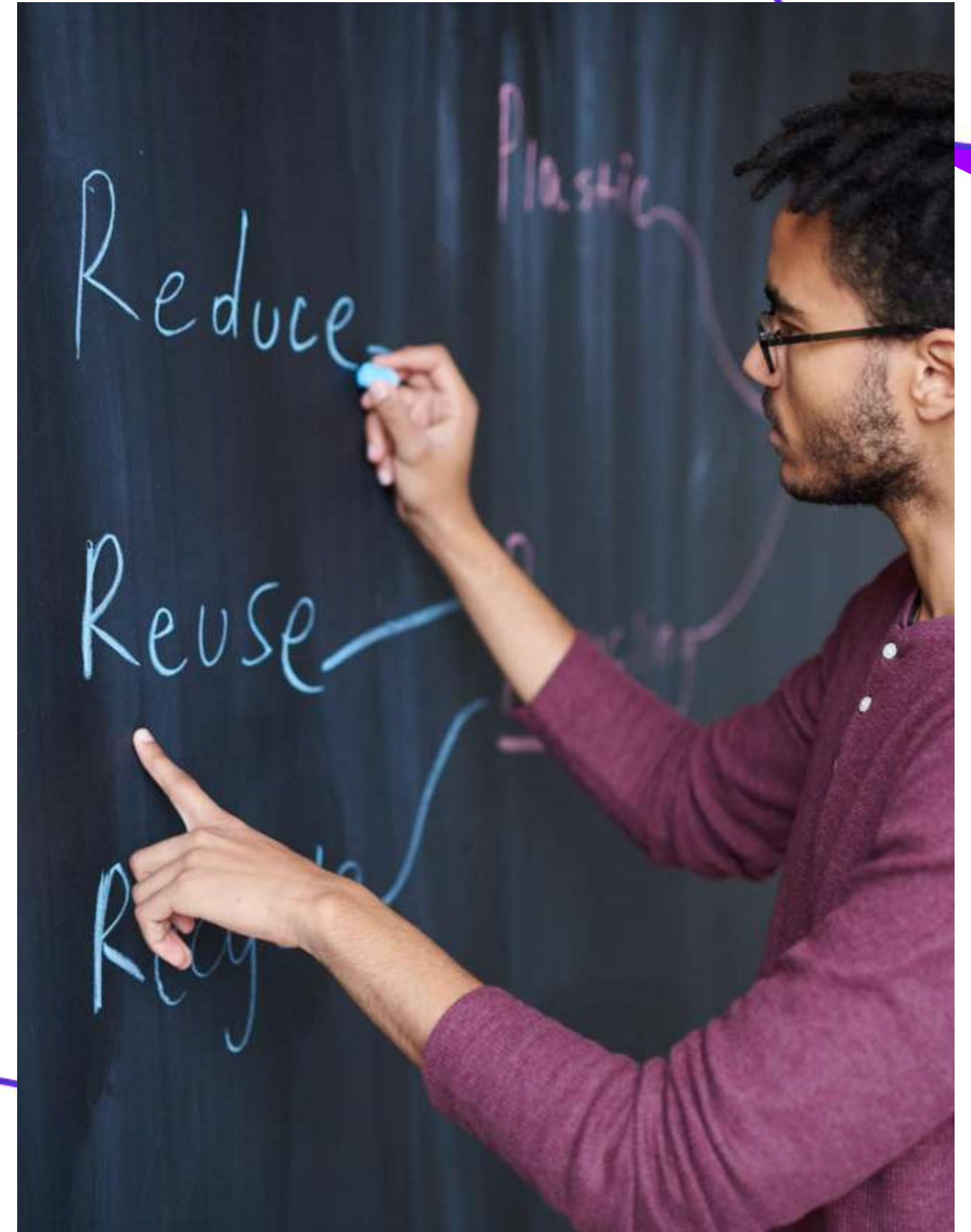
**Social Buzz is a fast growing technology unicorn that need to adapt quickly to its global scale.**

**Accenture is running a 3 month initial project in order to focus on these tasks**

- **An audit of Social Buzzbig data practice**
- **Recommendations for a successful IPO**
- **An analysis that shows the top 5 popular categories of content**

# Problem

- Over 10000 posts per day
- 36,500,000 pieces of content per year!
- But how to capitalize on it when there is so much to analyse???



# The Analytics team



Andrew Fleming  
Chief Technology Architect



Marcus Rompton  
Senior Principal



Punarva  
Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Insights

# Insights

## Engaging Content

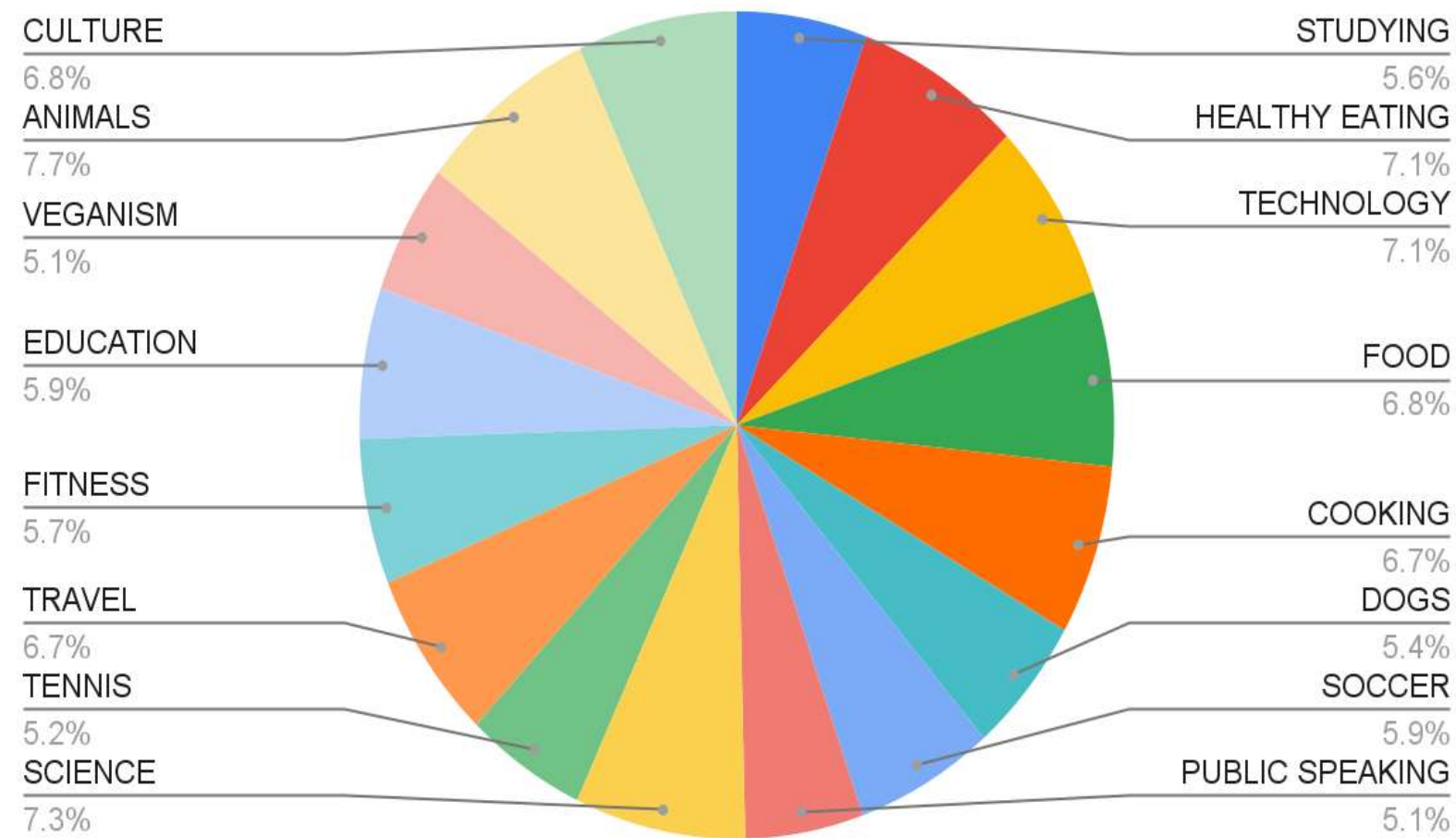
More than 25000+ data collected in span of 3 months  
Tables for Analysis of Categories  
Content, Reactions and Reaction Types

## 16 Categories





## Agg Sum



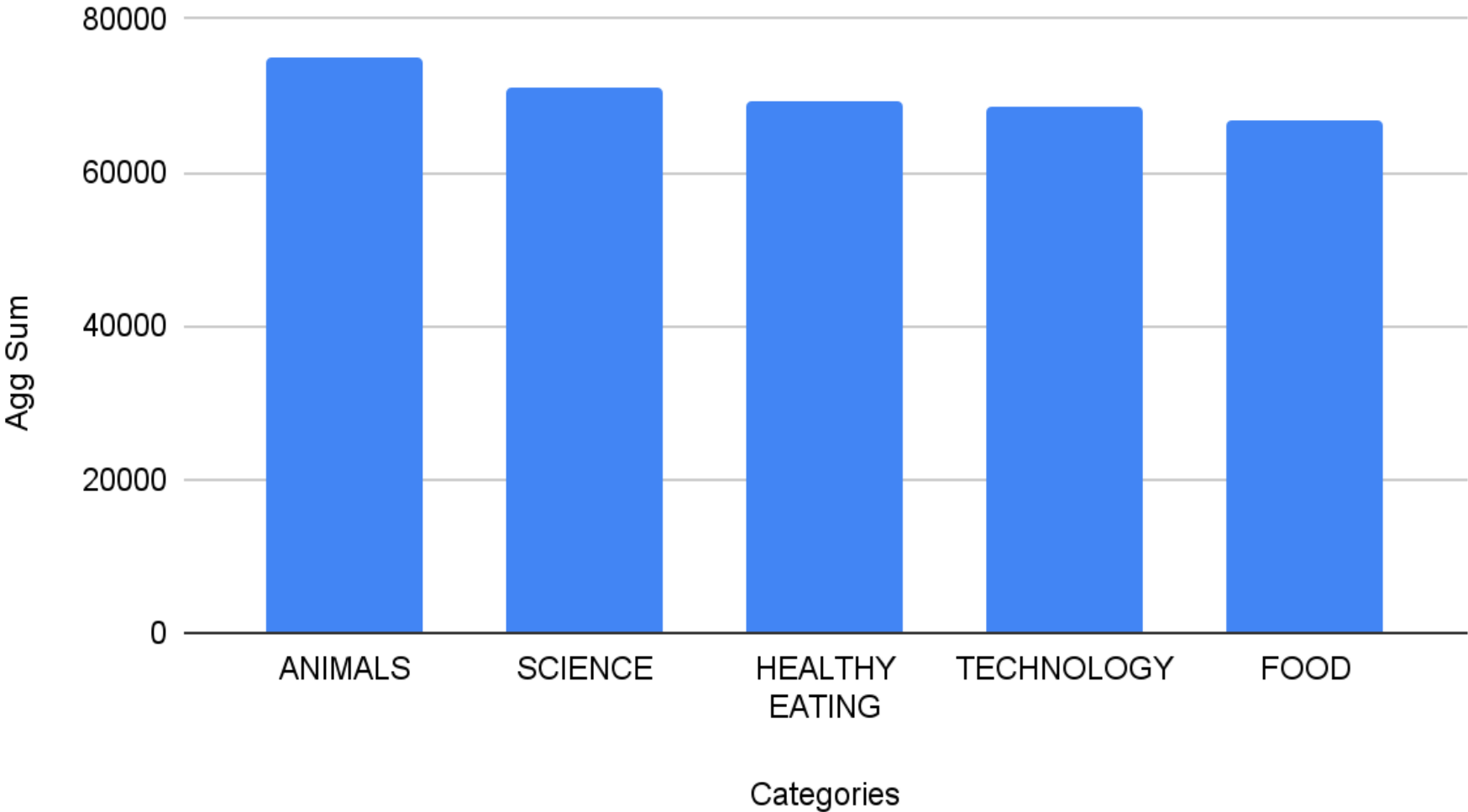
## 16 Categories

Animal is the Popular Category  
with reaction of **74965**.



# Top 5 Popular Content Categories

Agg Sum vs Categories



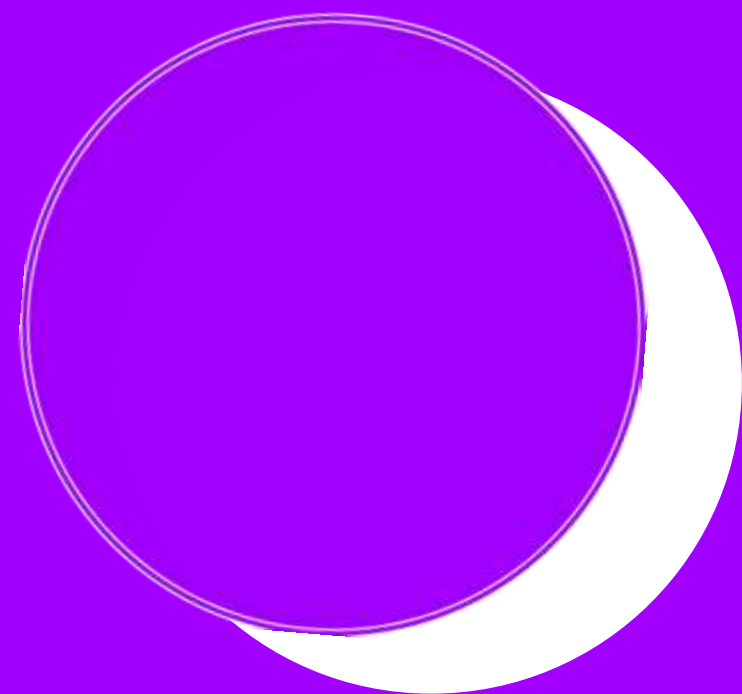
# Summary



Increase Marketing for Content Creation in these 5 Categories can generate more Profit for social Buzz.

Performance Metrics Tracking:  
Social Buzz can track key performance metrics such as user growth, engagement rates, retention rates, and content reach over time.

By tracking user reactions on every piece of content and emphasizing trending content in user feeds, Social Buzz can analyze patterns in user engagement



Thank you!

ANY QUESTIONS?