Data Analysis
By: Radhika Dubey
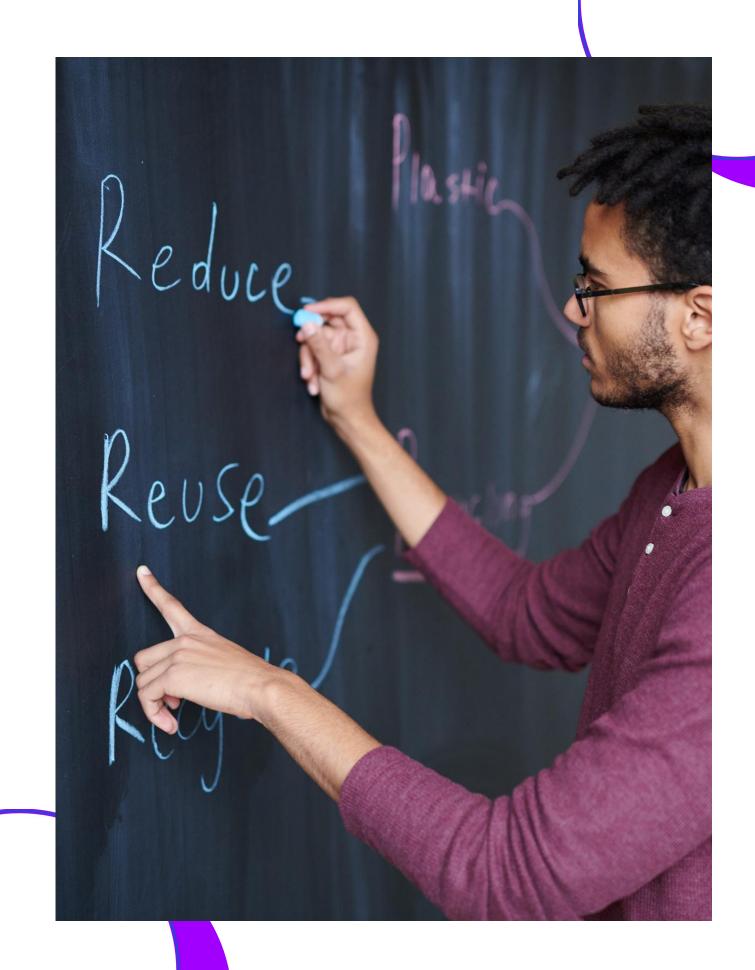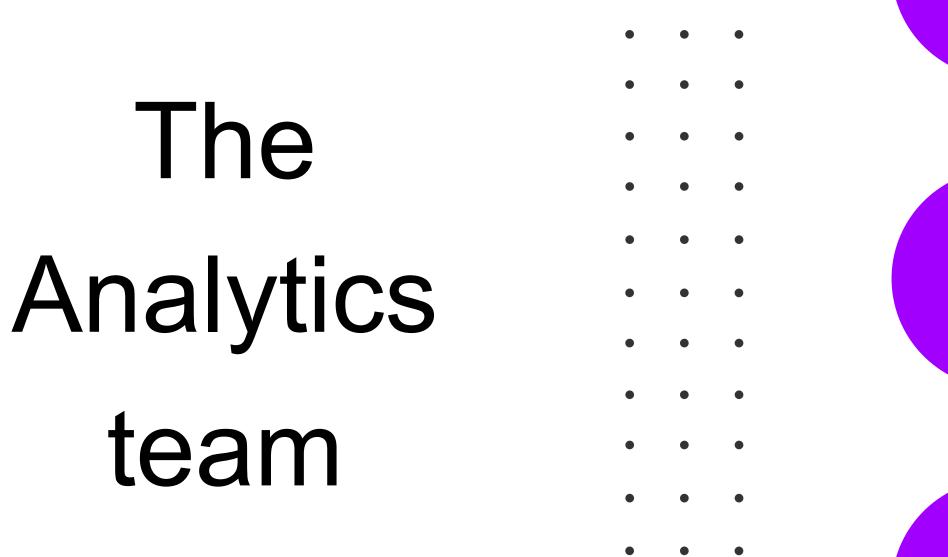
Today's agenda

Project Recap

- Social buzz is a fast growing technology. With Accenture they wants to:
  - An audit of their big data practice
  - Recommendations for a successful IPO
  - An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity.

Problem

- Over the past 5 years, Social Buzz has reached over 500 million active users each month.

- Every day over 100,000 pieces of content, ranging from text, images, videos and GIFs are posted.

- Due to their rapid growth and digital nature of their core product, the amount of data that they create, collect and must analyze is huge.
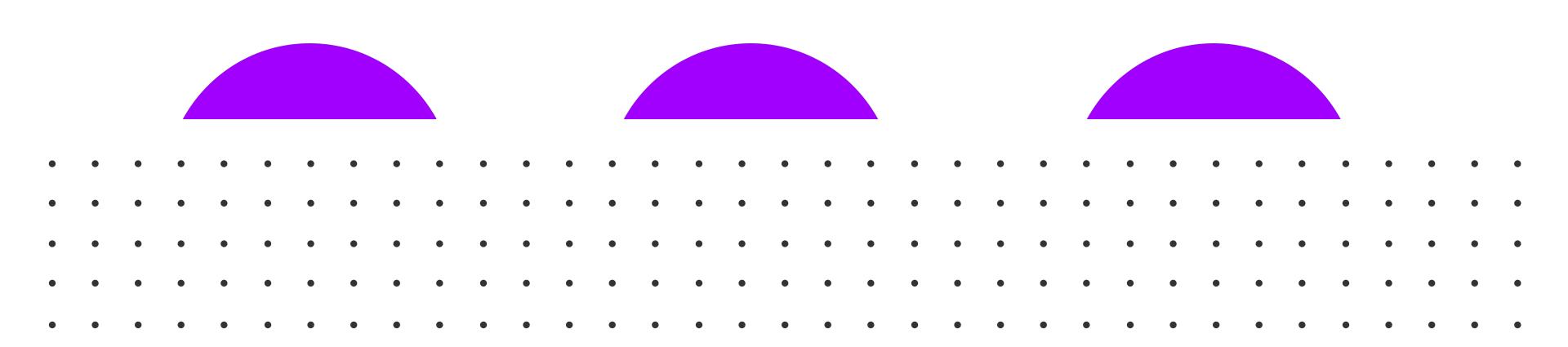
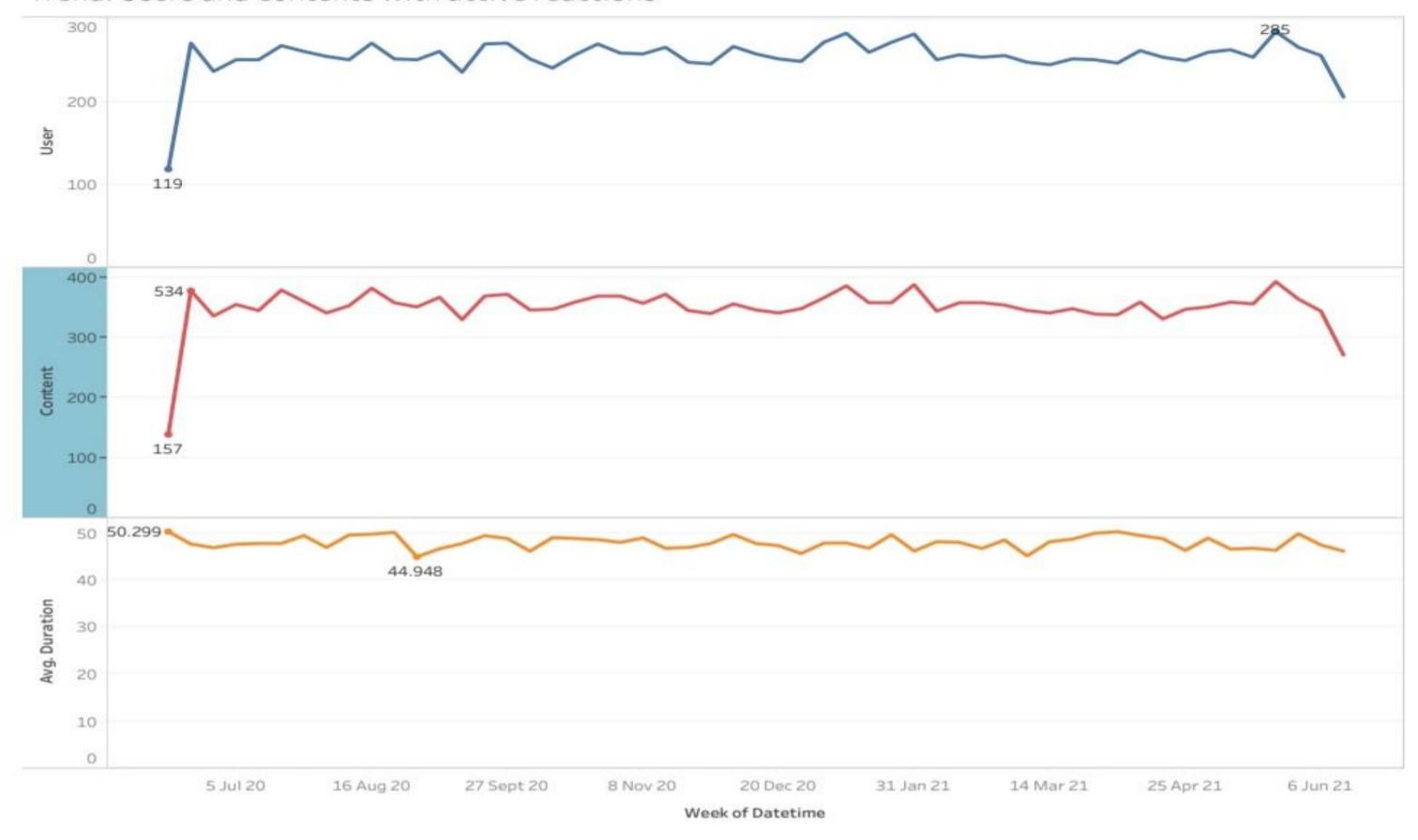# The Analytics team

Andrew Fleming
Chief Technical Architect

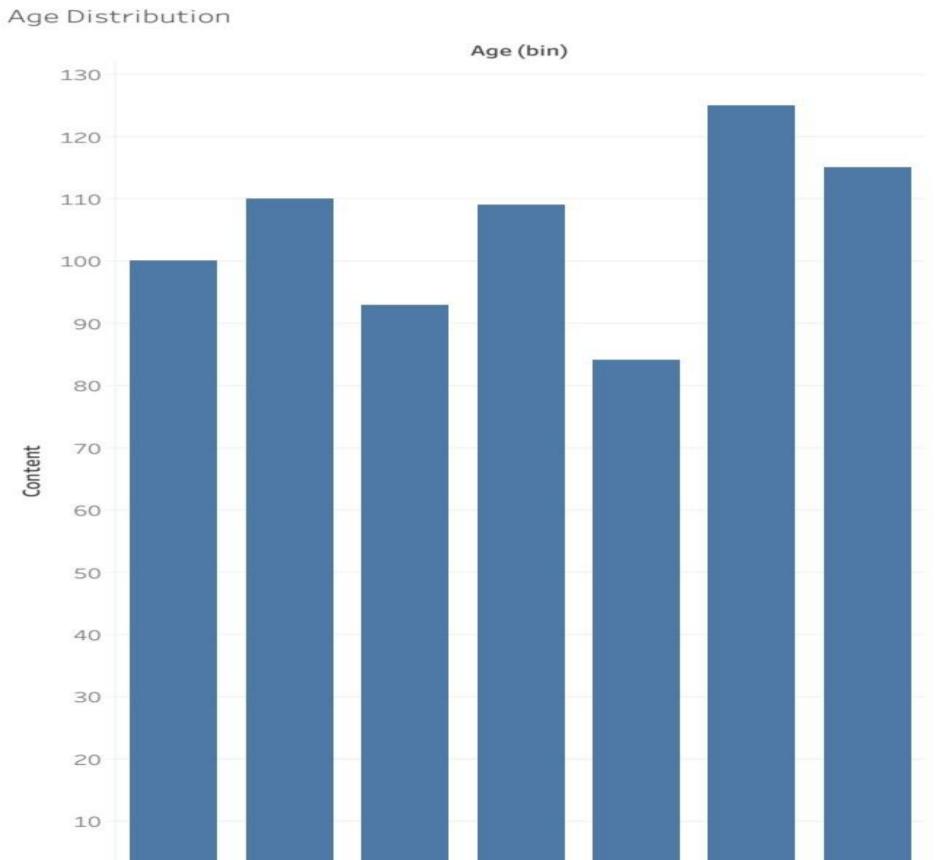Marcus Rompton
Senior Principal

Radhika Dubey
Data Analyst

Process

1) Data Understanding

2) Data Cleaning

3) Data Modelling

4) Data Analysis

5) Data Interpretation

Insights

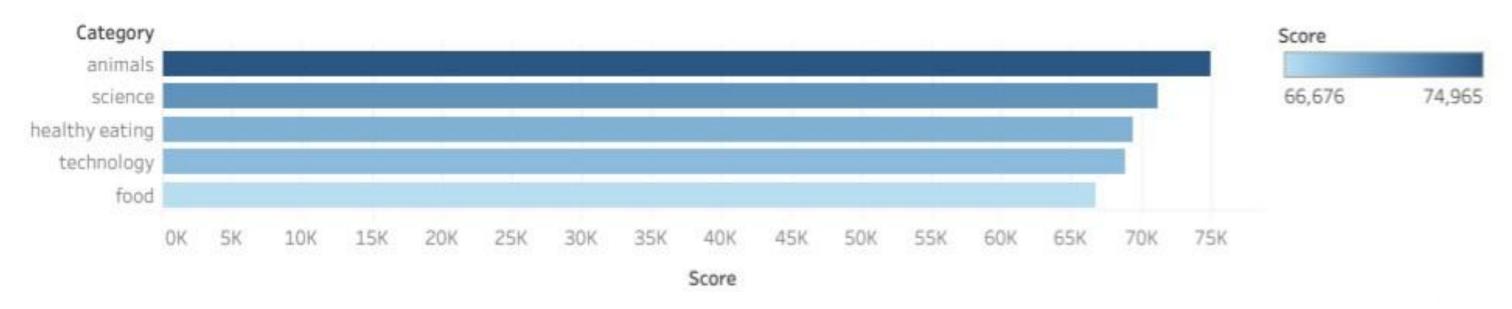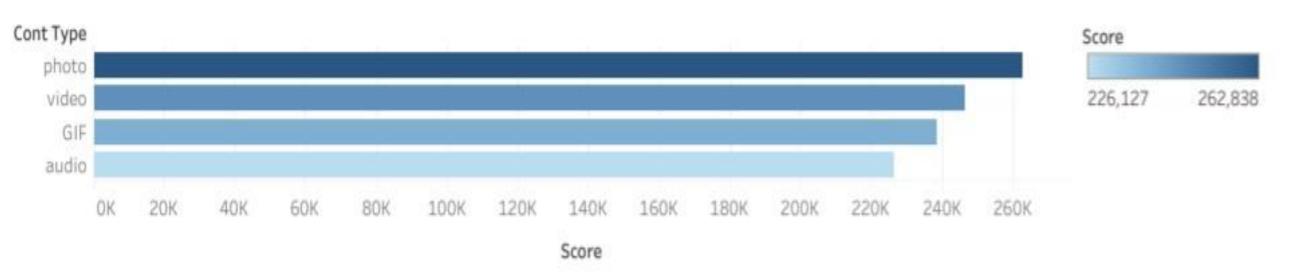Trend: Users and Contents with active reactions

Age Distribution

Top 5 categories with the largest popularity

Category

	Score
animals	
science	
healthy eating	
technology	
food	

Score: 66,676 — 74,965

Score axis: 0K, 5K, 10K, 15K, 20K, 25K, 30K, 35K, 40K, 45K, 50K, 55K, 60K, 65K, 70K, 75K

Score

Content Type Popularity

Cont Type

	Score
photo	
video	
GIF	
audio	

Score: 226,127 — 262,838

Score axis: 0K, 20K, 40K, 60K, 80K, 100K, 120K, 140K, 160K, 180K, 200K, 220K, 240K, 260K
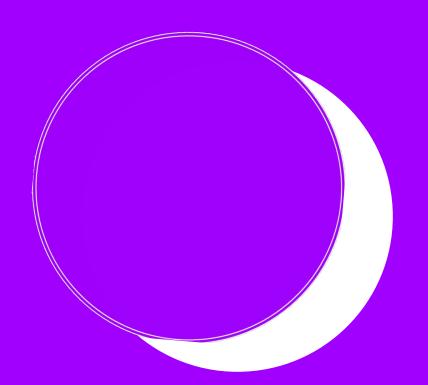
Score

Summary

ANALYSIS

An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

INSIGHT

We found that food and culture are the two most popular categories, suggesting that users like "real-life" content
- We also found that soccer was the third most popular, perhaps due to the tournament coming up. This presents a massive opportunity for Social Buzz to ride on this global event, as all eyes will be on it as well as the players.

NEXT STEPS

This 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?