A title card for a Data Analyst Virtual Project. It features a bright blue circle on a purple background with a white dot grid. The text "Data Analyst Virtual Project" is written in white, bold, sans-serif font inside the circle. Below the circle is a dark blue shadow. The name "Rahadian Ms" is written in white, bold, sans-serif font below the circle.

Data Analyst Virtual Project

Rahadian Ms



Today's agenda

1. Project recap
2. Problem
3. The Analytics team
4. Process
5. Insights
6. Summary

Project Recap

Social Buzz is a fast-growing social platform experiencing unprecedented user growth and data generation.

Accenture's 3-month Proof of Concept (POC) focuses on leveraging data to accelerate IPO readiness through these key objectives:

- **Data Optimization:** Assessing current big data infrastructure to identify areas for efficiency and scalability.
- **IPO Roadmap:** Developing a strategic plan with actionable recommendations for a successful IPO launch.
- **Content Performance:** Analyzing user engagement data to pinpoint **the top 5 most impactful content categories.**

Problem

🤯 100,000+ Posts DAILY!

📈 36.5 MILLION Pieces of Content ANNUALLY!

So much data, so little insight? 😞
We're diving deep to uncover the
Top 5 Content Categories that truly
resonate with your audience! 🚀



The Analytics team



Rahadian Ms
Data Analyst



Marcus Rompton
Senior Principle



Andrew Fleming
Chief Technical Architect

Process

1

Data Understanding 🤔 🔍

2

Data Cleaning 🖌️ 🧼

3

Data Modelling 📊 ⚖️

4

Data Analysis 📈

5

Uncover Insight 💡 🕵️

Insights

🏆 Top 5 Categories Popularity Score

- 1. Animals 🐾
- 2. Science 🔬
- 3. Healthy Eating 🍏
- 4. Technology 💻
- 5. Food 🍕



★ Top 5 Months Most Posts

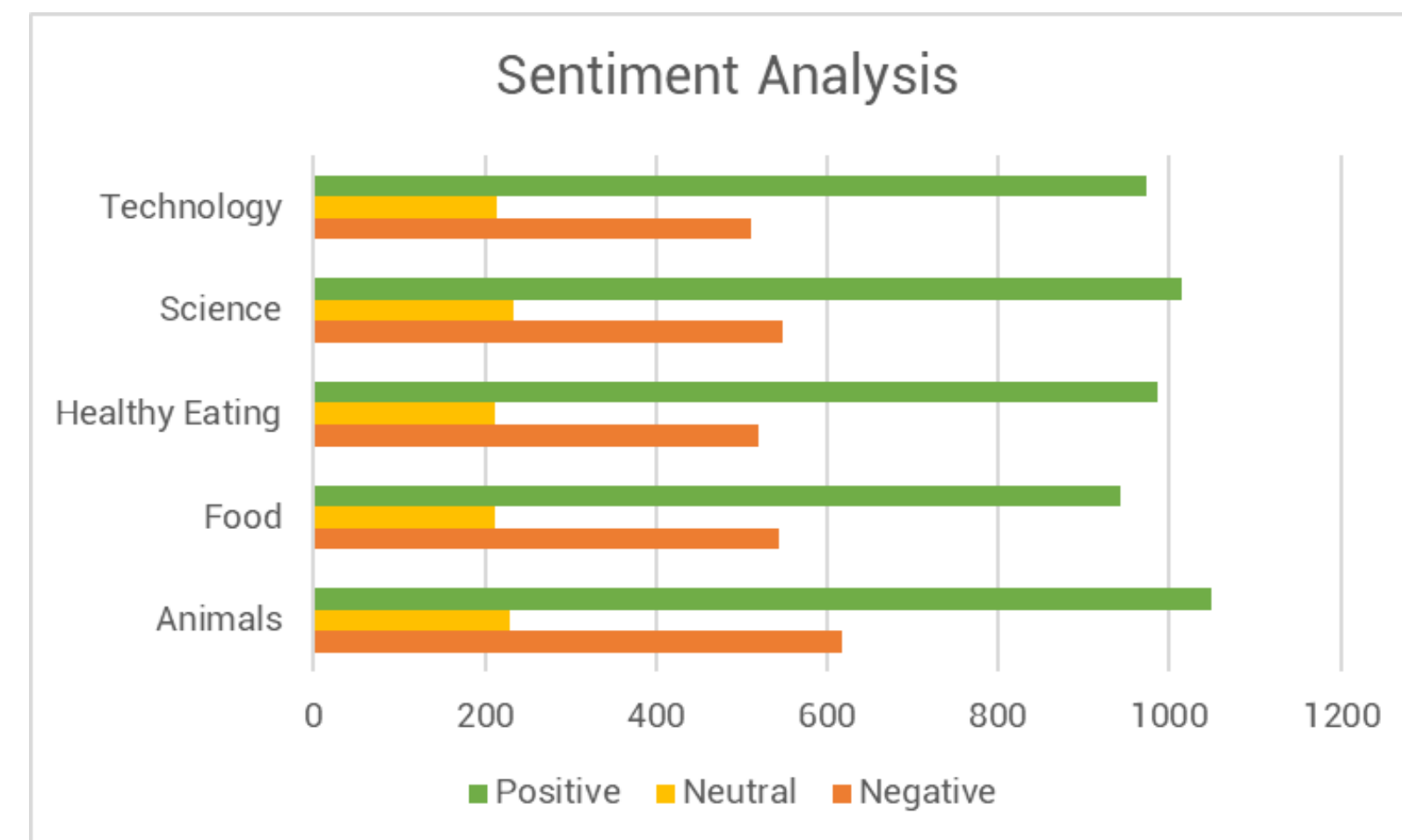
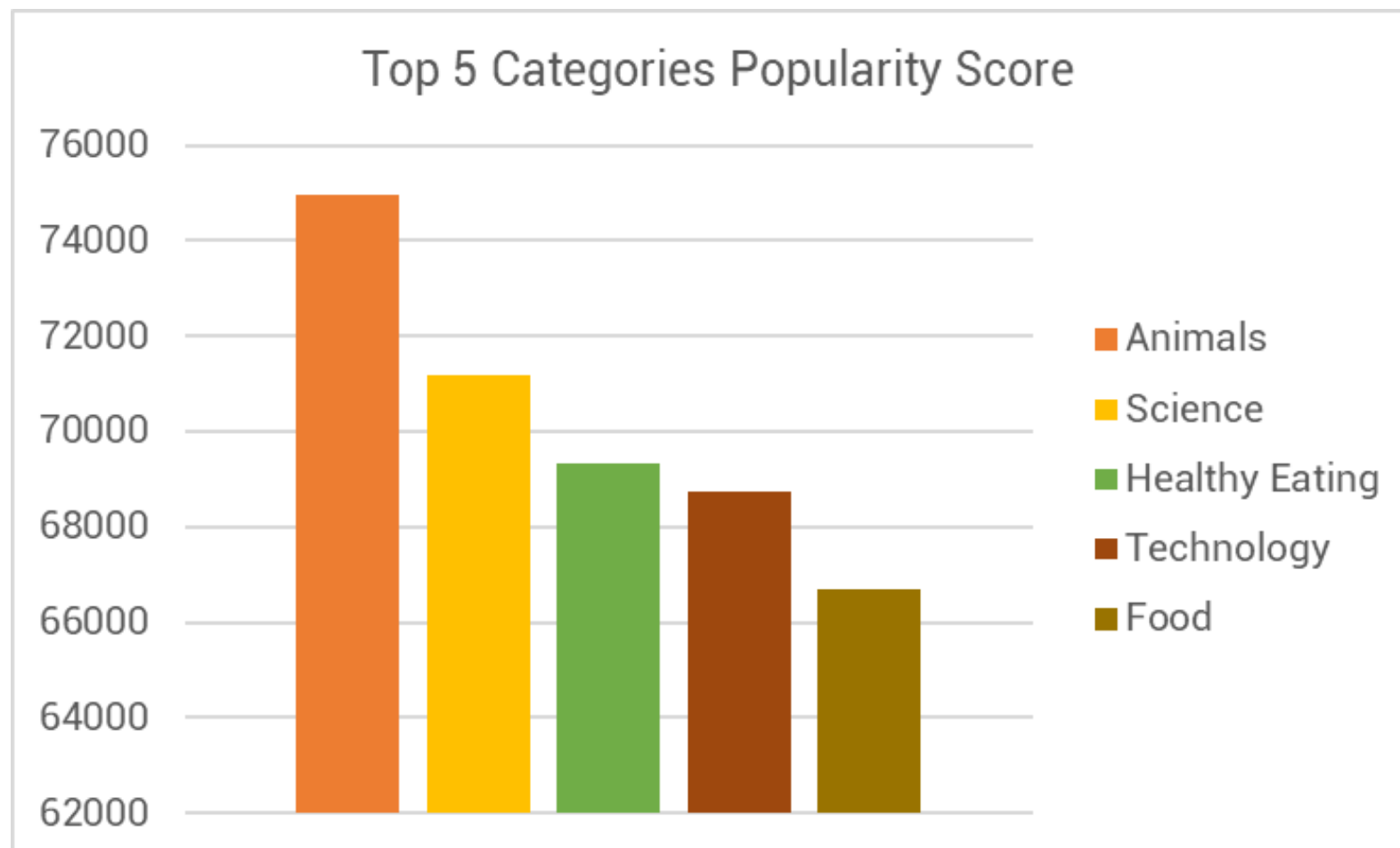
- 1. January
- 2. March
- 3. May
- 4. July
- 5. August

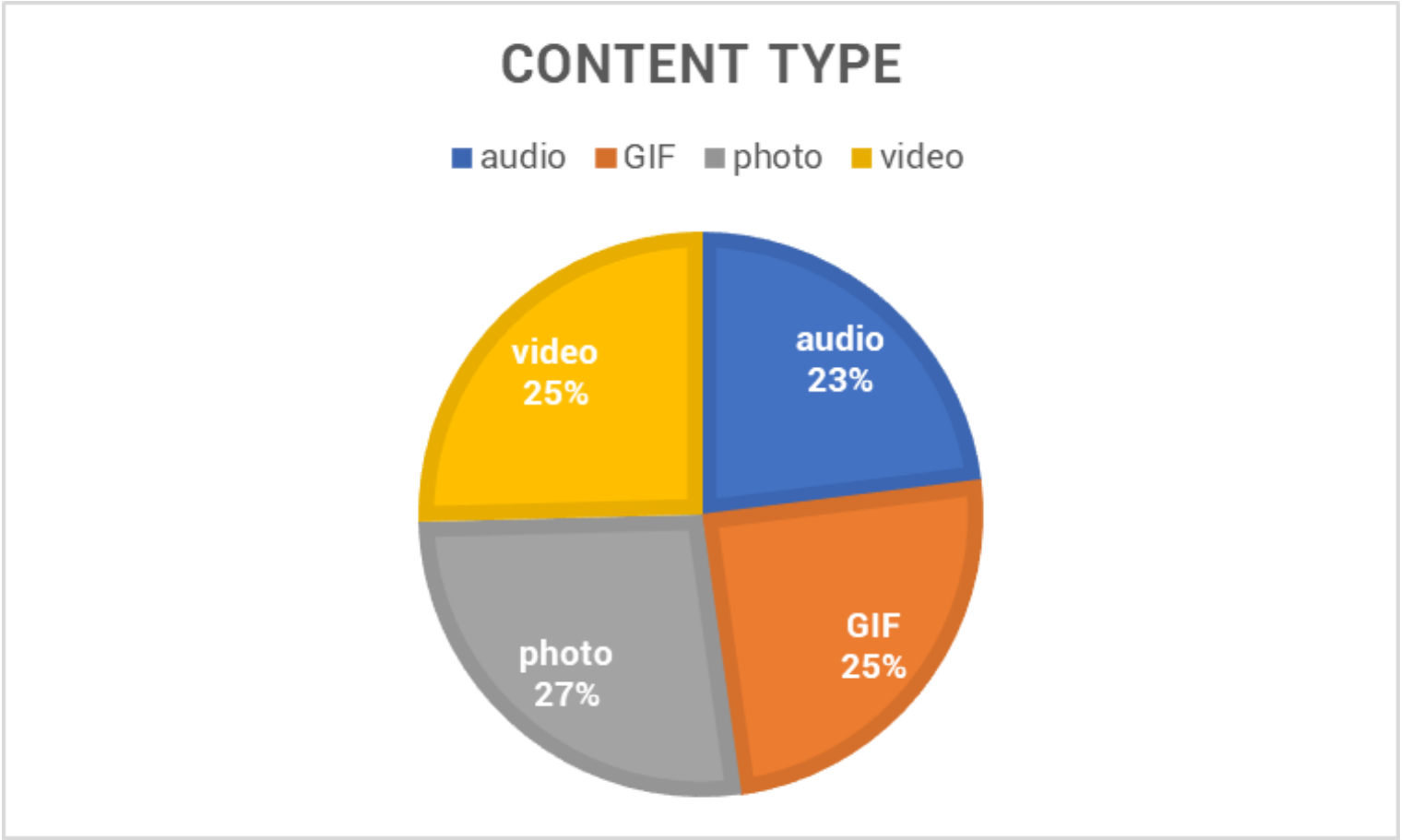
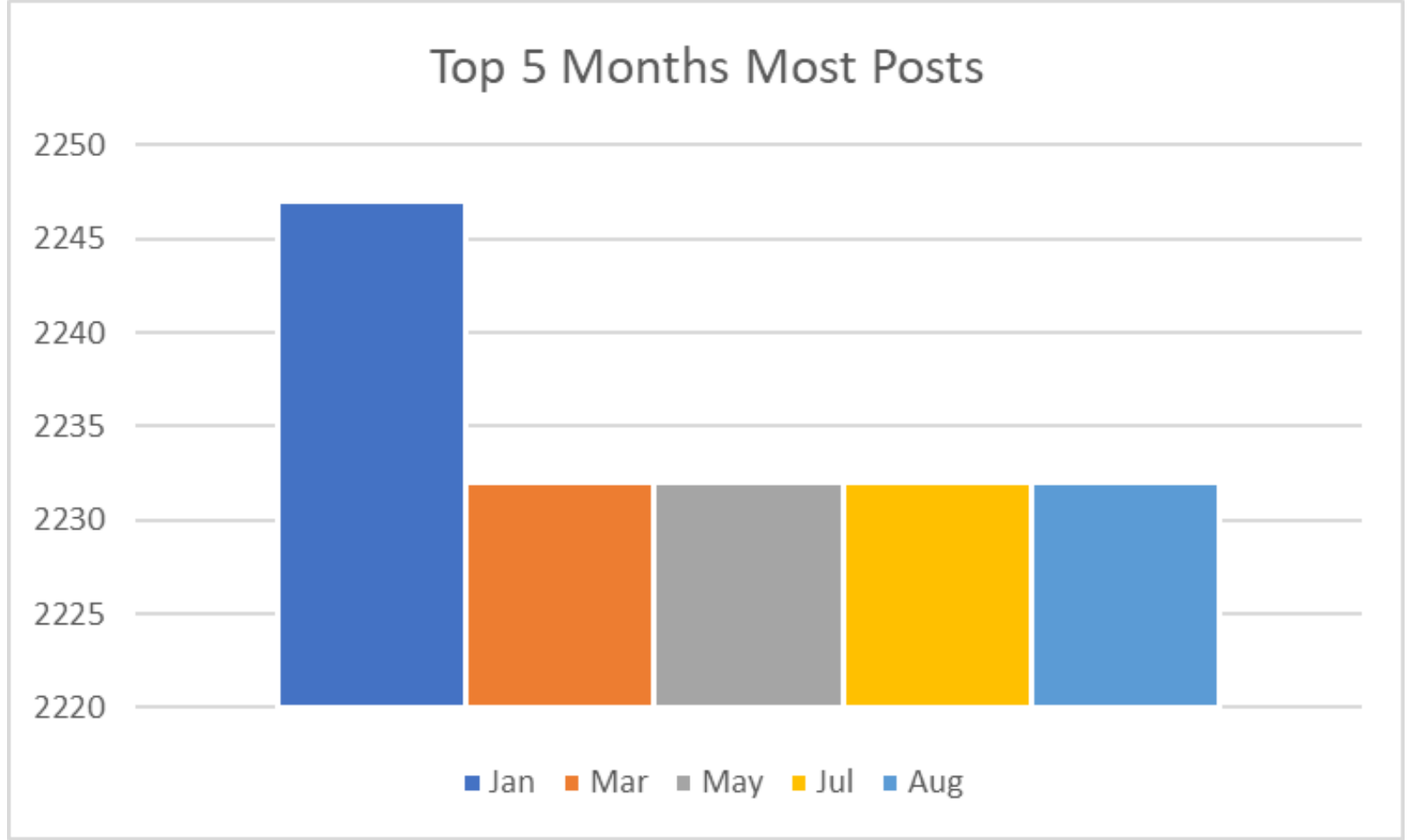


🏆 Top 4 Content Type

- 1. Photo
- 2. Video
- 3. Gif
- 4. Audio







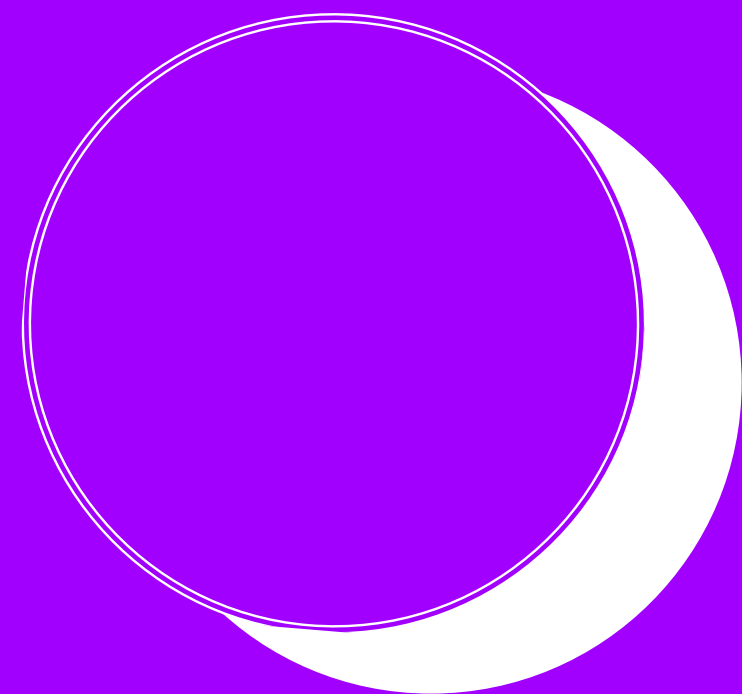
Summary



Analysis reveals a strong user interest in content related to Animals, Science, Healthy Eating, Technology, and Food.

Capitalizing on these core categories is essential for driving engagement, attracting new users, and establishing Social Buzz as a leading content platform.

Further exploration should focus on identifying specific sub-topics within these categories that are most popular with target demographics.



Thank you!

ANY QUESTIONS?