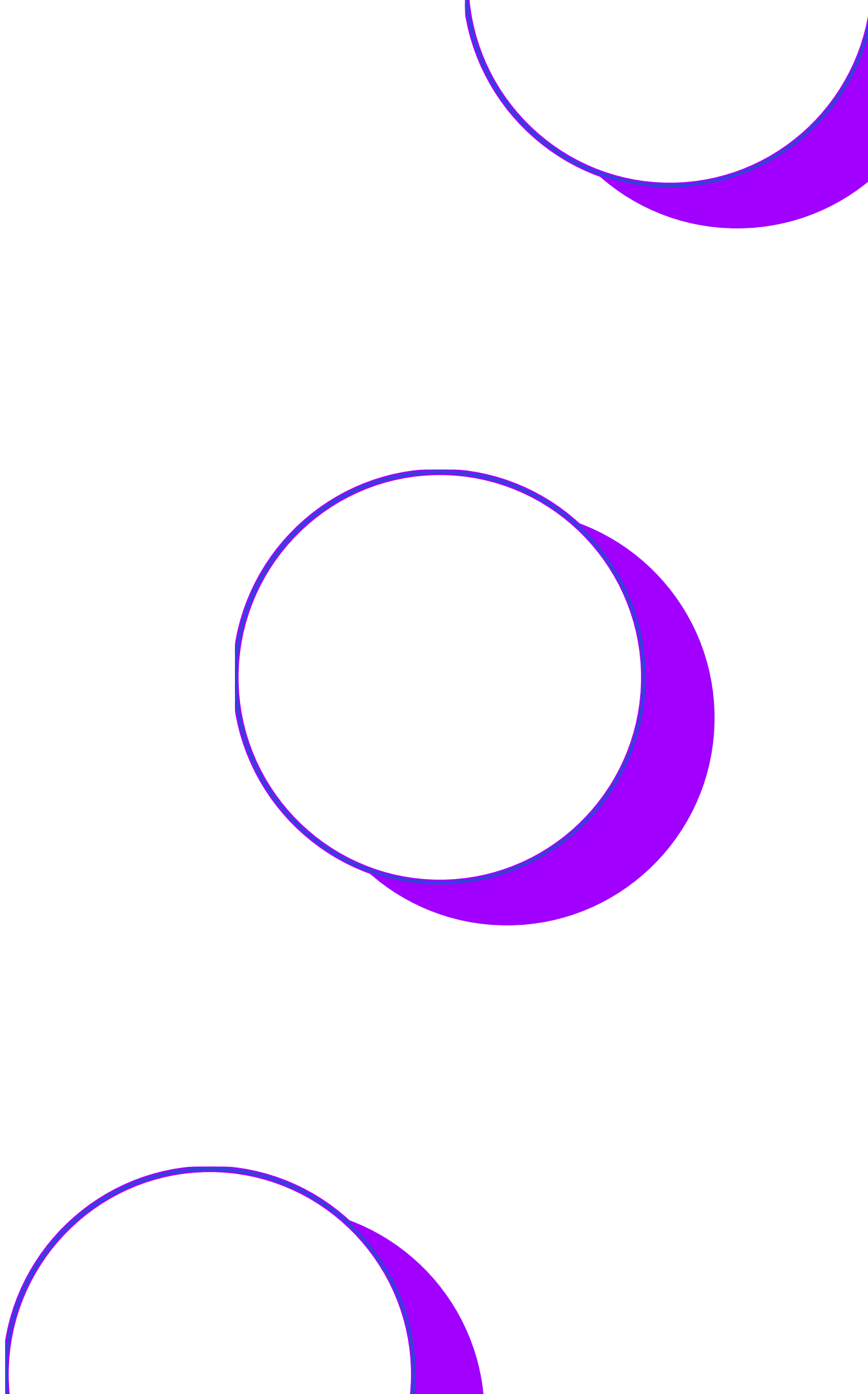# Analysis on Social Buzz's Popular Content Categories

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 it's 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**

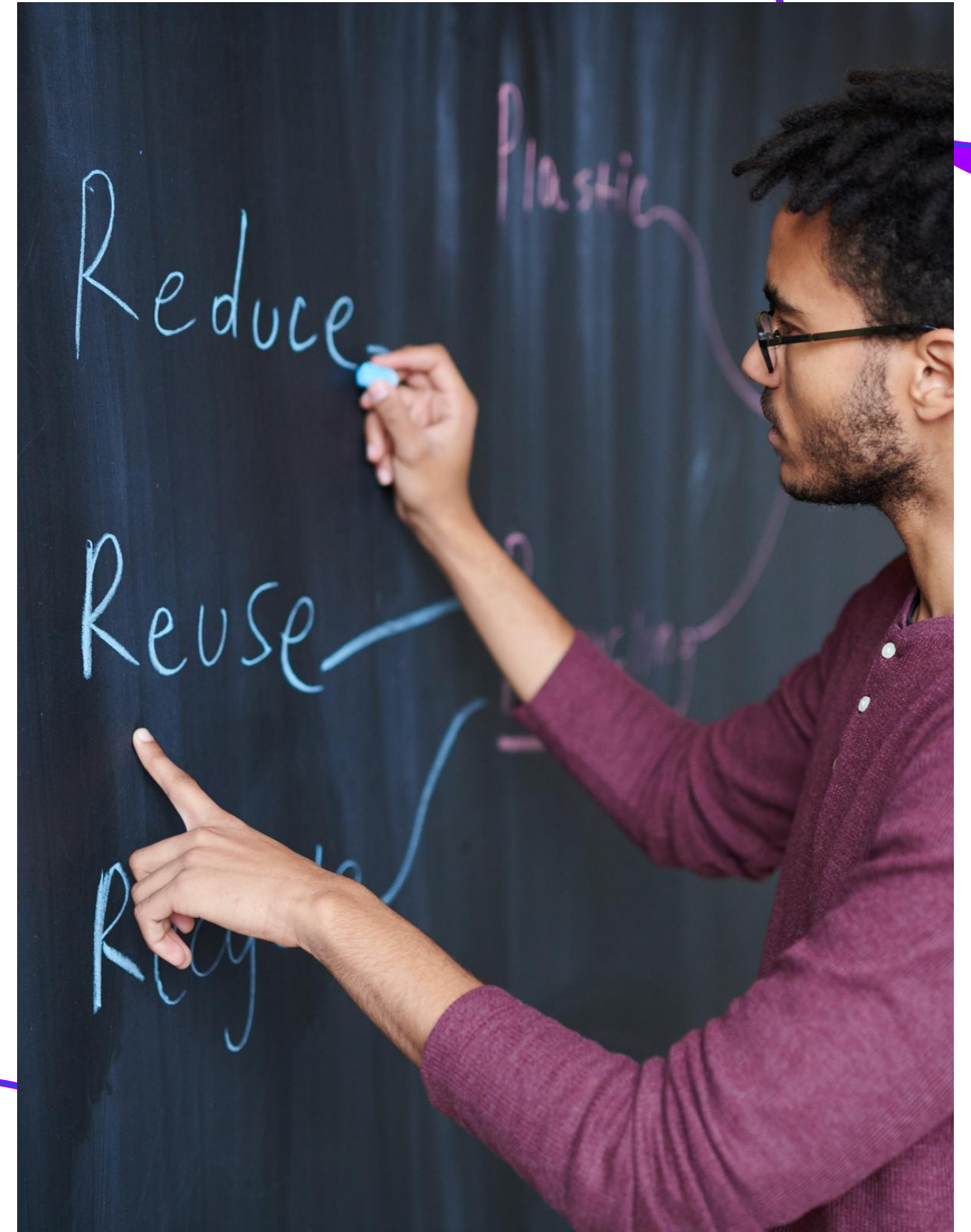- ✓ **Analysis to find Social Buzz's top 5 most popular categories of content**

> accenture

Problem

➤ **Over 100,000 post per day!**

➤ **36,500,000 pieces of content every 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

accenture

The Analytics
Team

accenture SocialBUZZ

Rakib Hasan
Data Analyst

Marcus Rompton
Senior Principle

Andrew Fleming
Chief Technical Architect

Process

1 Data Understanding
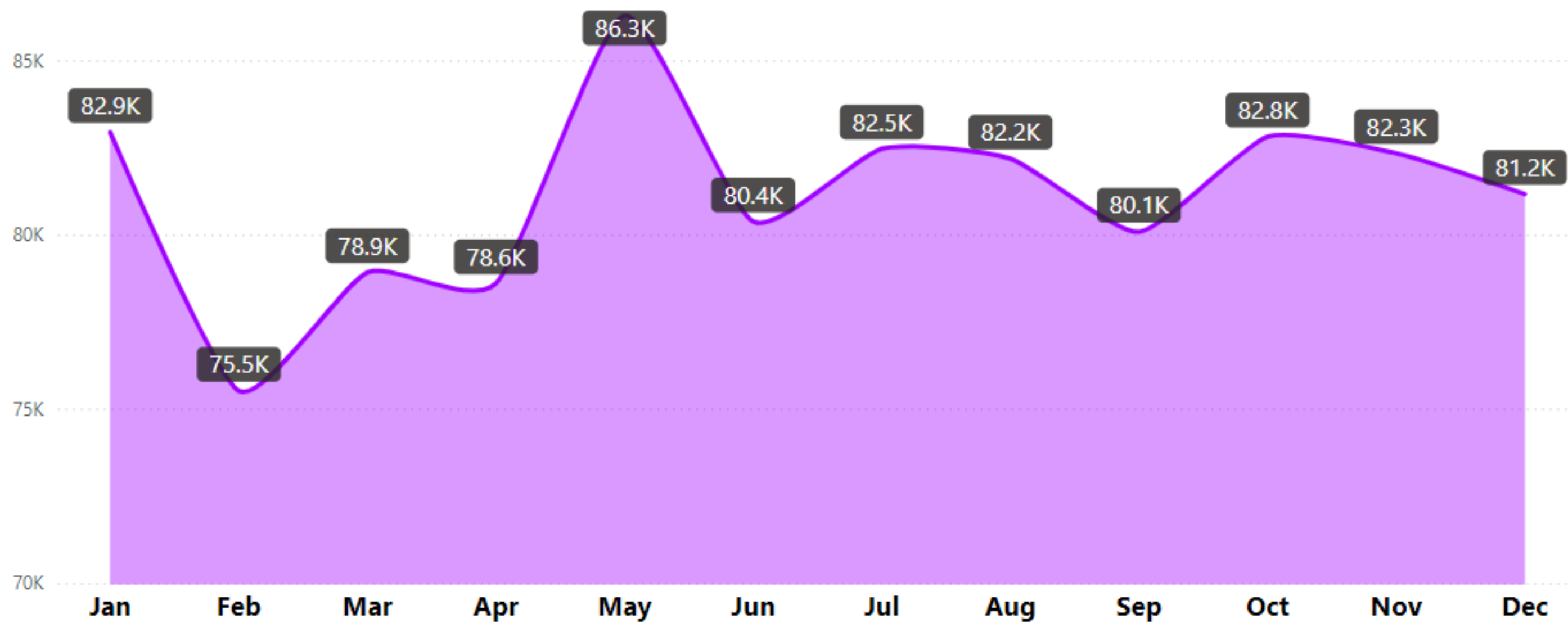
2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover Insights

Popularity Monthly Trends

Month	Value
Jan	82.9K
Feb	75.5K
Mar	78.9K
Apr	78.6K
May	86.3K
Jun	80.4K
Jul	82.5K
Aug	82.2K
Sep	80.1K
Oct	82.8K
Nov	82.3K
Dec	81.2K

Top 5 Popular Categories

Category	Value
animals	75K
science	71K
healthy eating	69K
technology	69K
food	67K

Analysis on Social Buzz's Popular Content Categories

SocialBUZZ

accenture
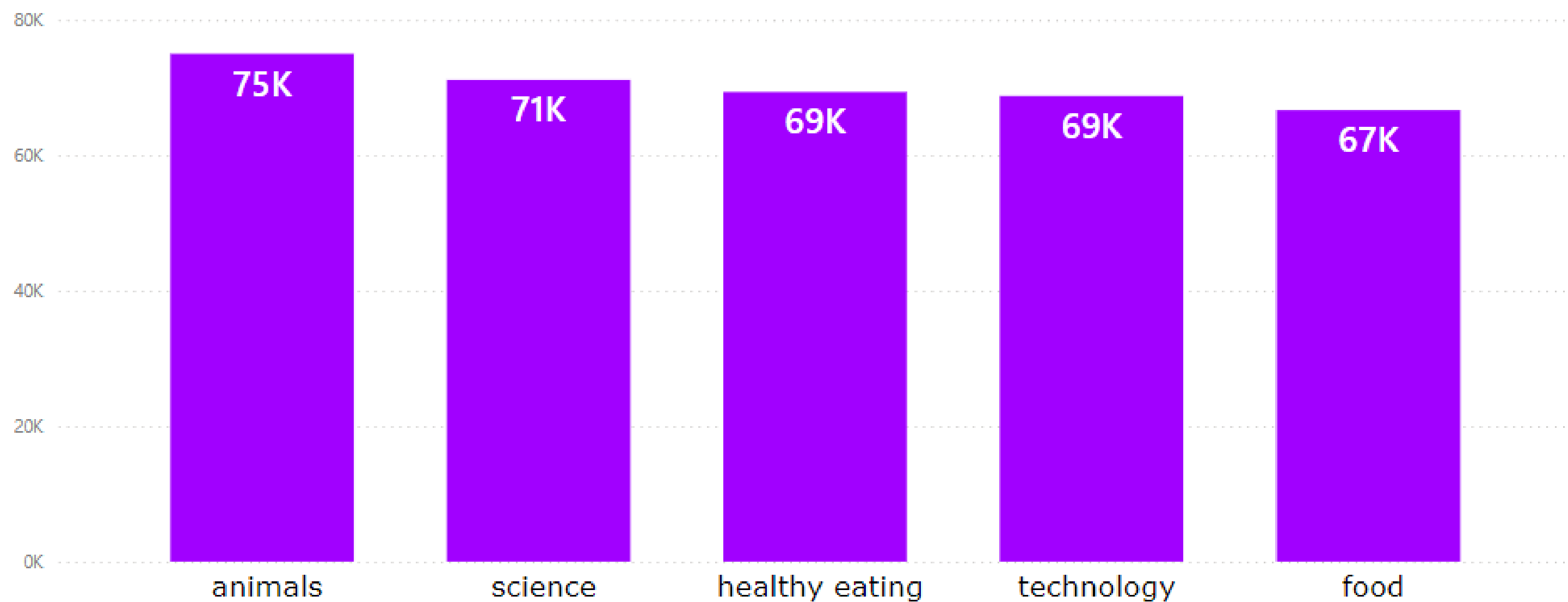
Total Reactions
24,573

Total Popularity Score
973.65K

Select Year
Select all | 2020 | 2021

Select Content Type
All ▾

Top 5 Popular Categories

Category	Value
animals	75K
science	71K
healthy eating	69K
technology	69K
food	67K

Popularity Monthly Trends

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
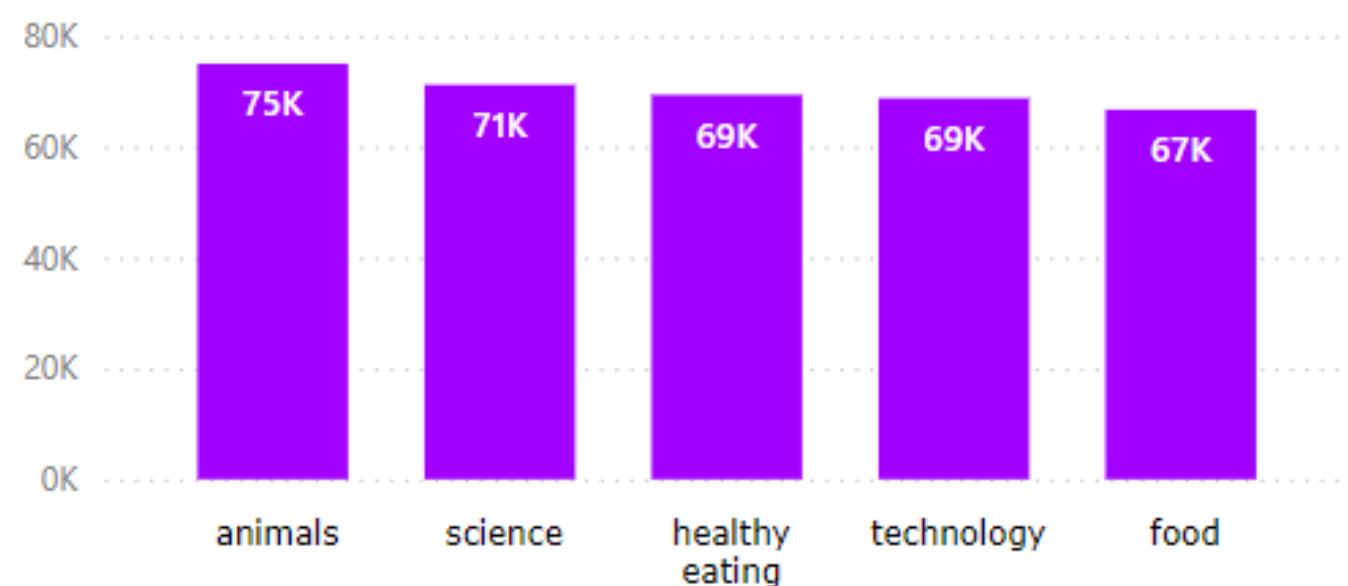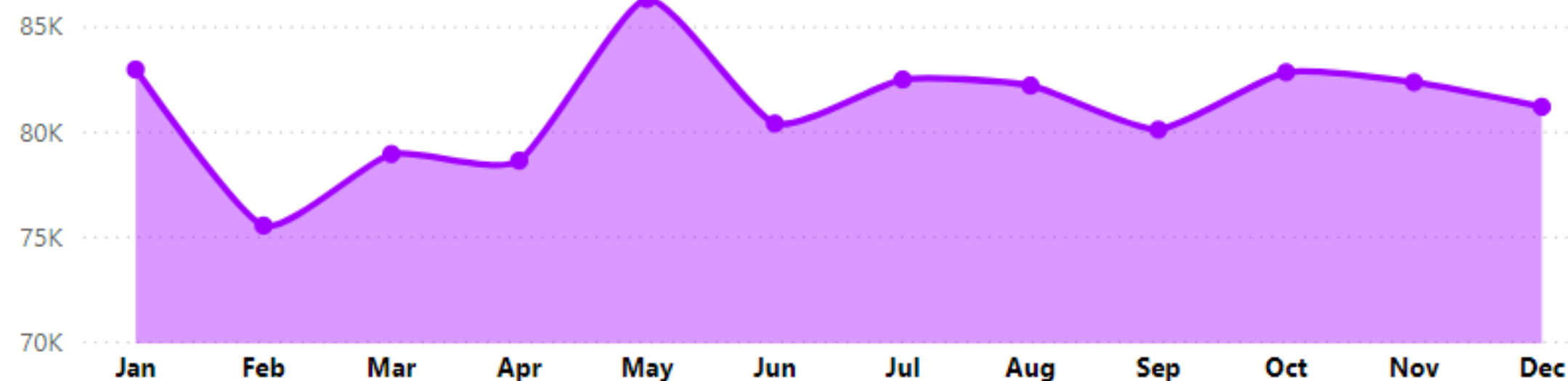
Percentage of all Categories

animals, food, soccer, educa..., fitness, science, culture, healthy eating, travel, studying, tennis, vega..., technology, cooking, dogs, public speaki...

5 Less Performing Categories

Category	Value
public speaking	49K
veganism	50K
tennis	50K
dogs	53K
studying	54K
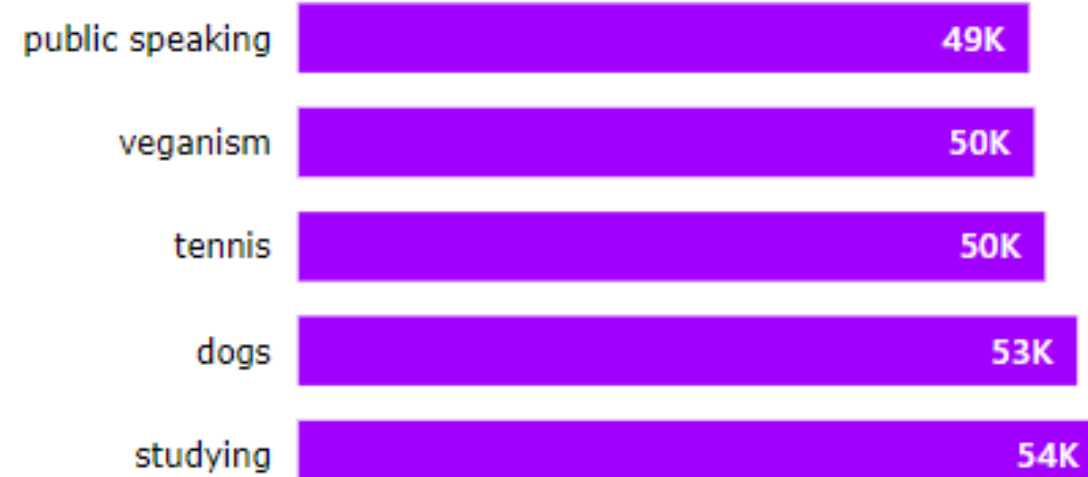
Popularity by Content Type

226K (23.22%)
263K (27%)
246K (25.31%)
238K (24.47%)

Content Type
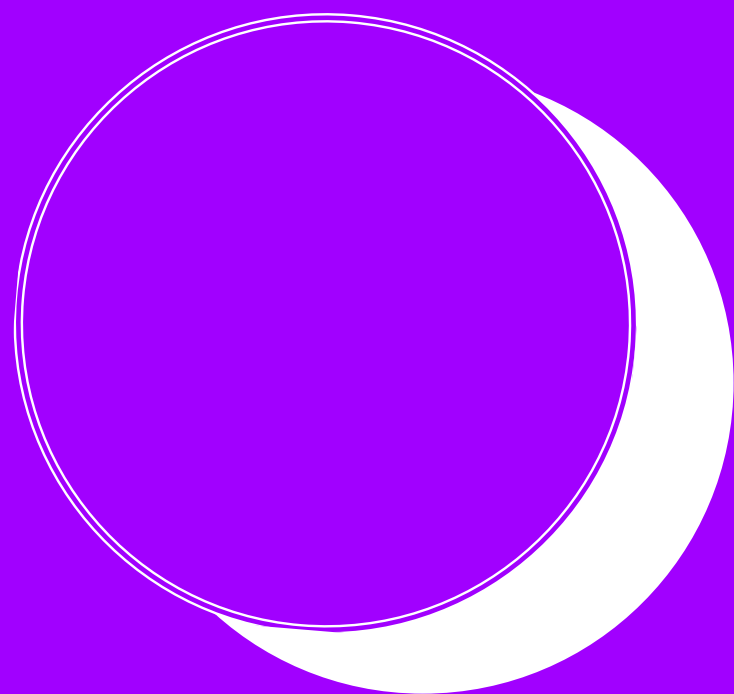- audio
- GIF
- video
- photo
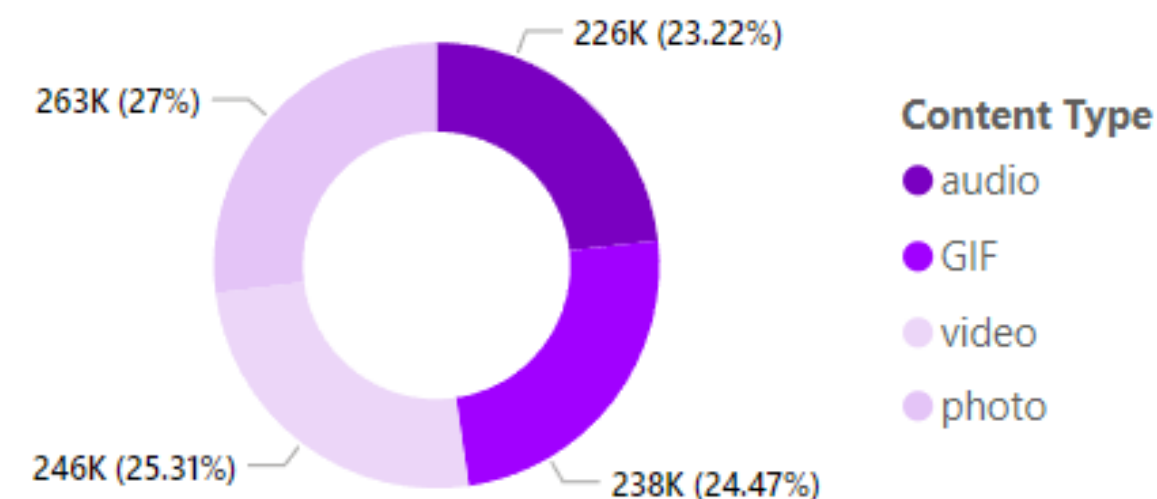
Summary

From our analysis,

- ✓ **Animals** is the most popular content category with a popularity score of **74,965** and total **1,897** reactions.

- ✓ **Science** is the next most popular content category with a popularity score of **71,168** and total **1,796** reactions.

- ✓ Healthy eating, technology and food are also among the top 5 popular categories.

- ✓ On the other hand, **Public speaking** is in the bottom of the rank with only **49,264** popularity score and **1,217** reactions.

- ✓ We can see that reactions of **2020** has more popularity than **2021**. With a **difference** of more than **117,000** popularity score.

- ✓ **Photos** and **Videos** are the most popular content type, although the 4 content types don't have major difference when it comes to comparison.

THANK YOU!

ANY QUESTIONS?