

Social Buzz

Social Buzz is a fast-growing technology unicorn that needs to adapt quickly to its global scale. Accenture has begun a 3-month POC focusing on these tasks :

- An Audit of social buzz's big data practice
- Recommendation for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of count.

Agenda

1

Project Recap

2

Problem

3

Analytics Team

4

Process

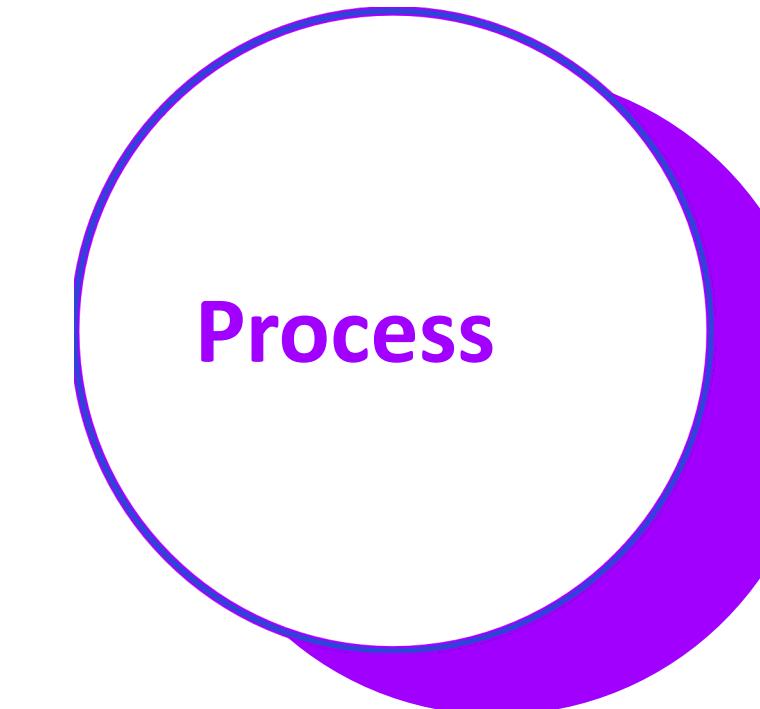
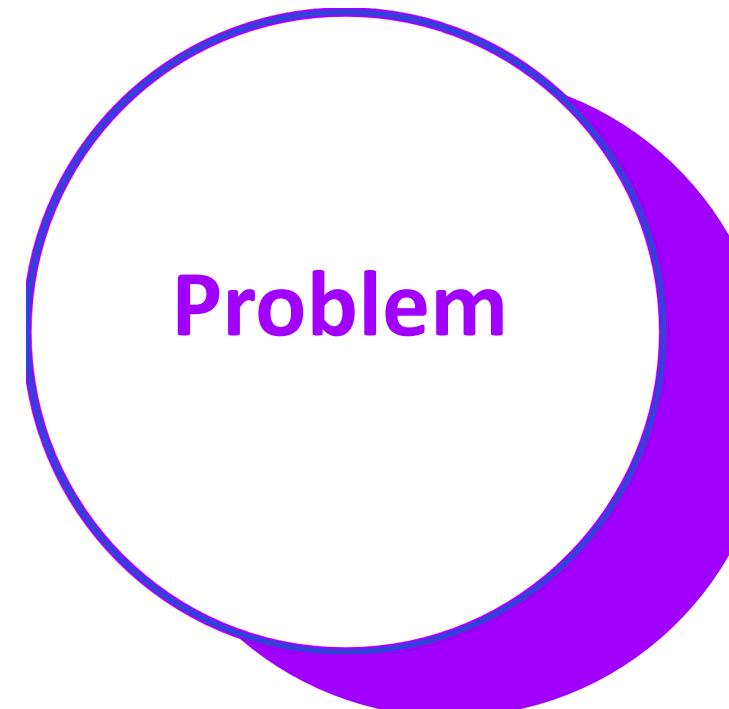
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Insight

6

Summary

Today's agenda



Project Recap

Objectives for External Expertise:

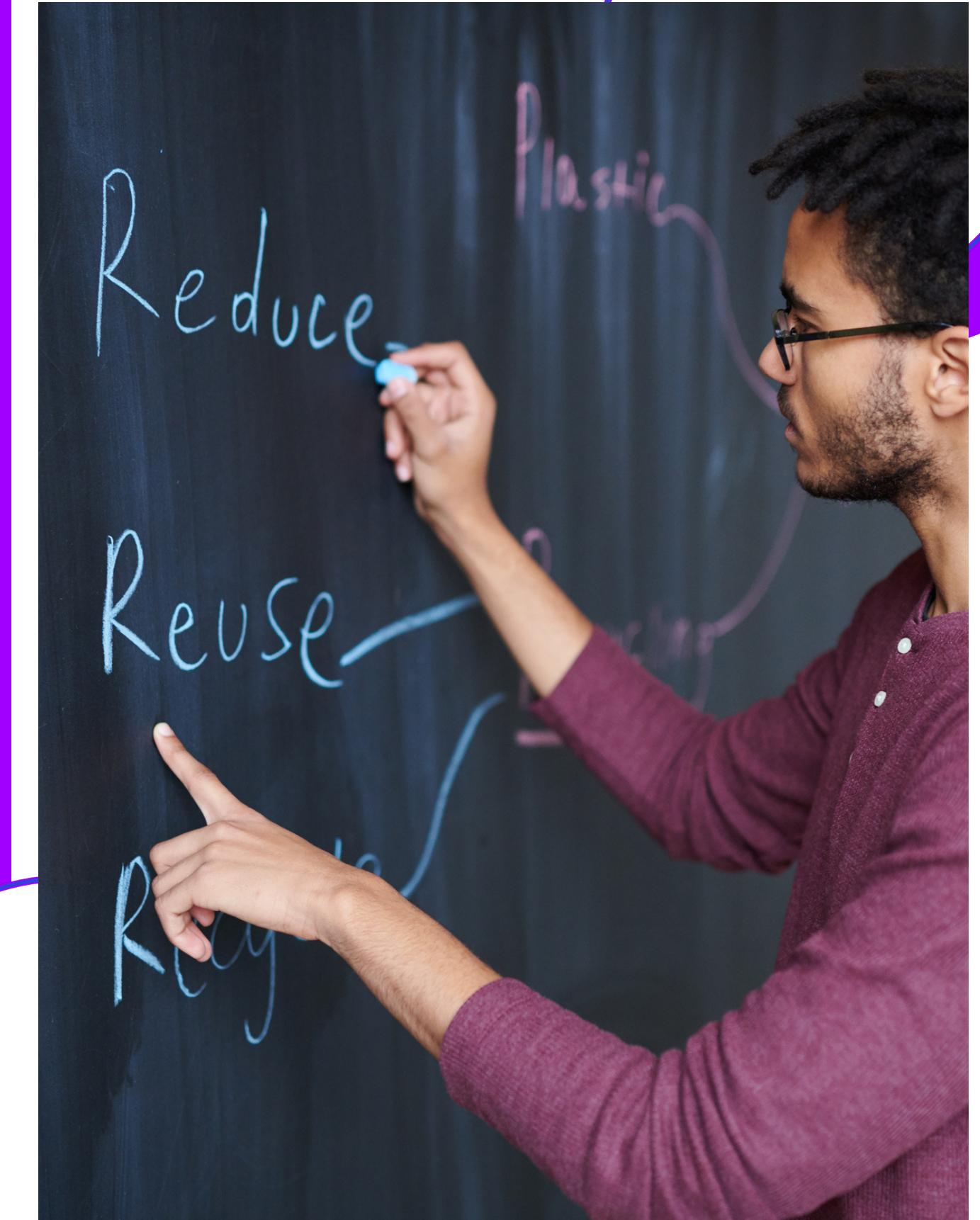
1. Guidance for upcoming IPO.
2. Manage current scale without expanding internal resources.
3. Learn big data best practices from larger corporations.

Initial 3-Month Project: Tasks include:

- Big data practice audit.
- IPO recommendations.
- Analysis of top 5 content categories.

Problem

- Over 10,000 posts per day
- 36,500,000 pieces of data per year!
- But how to capitalize on such a vast amount of data? Analyse it to identify Social Buzz's top 5 most popular content categories.



The Analytics team



Anthony Peterson
Chief Technical
Architect



Marcos Rompton
Senior Principle



Ramandeep Kaur
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

16

Unique Categories



1897

Reactions to
'Animals' Post

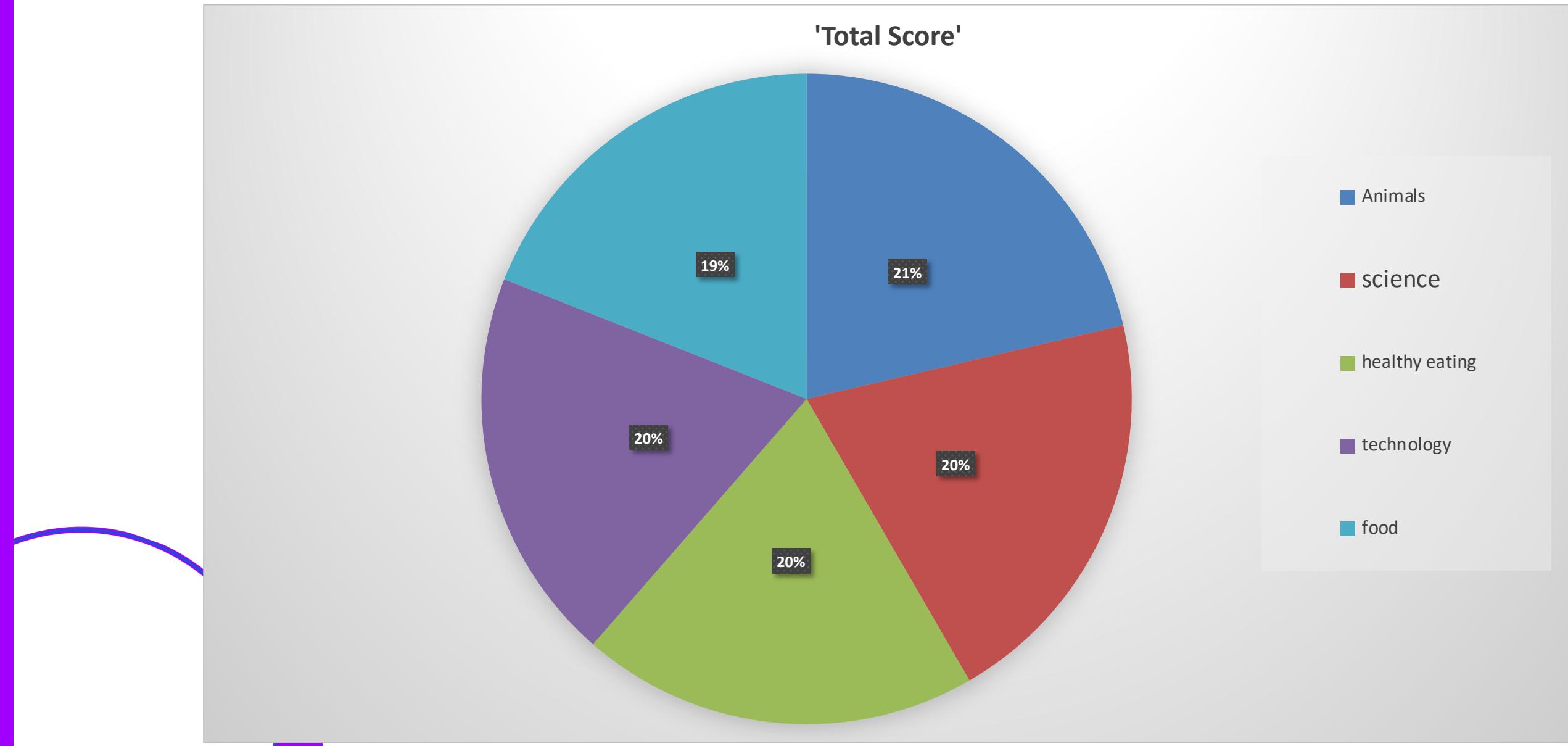


JANUARY

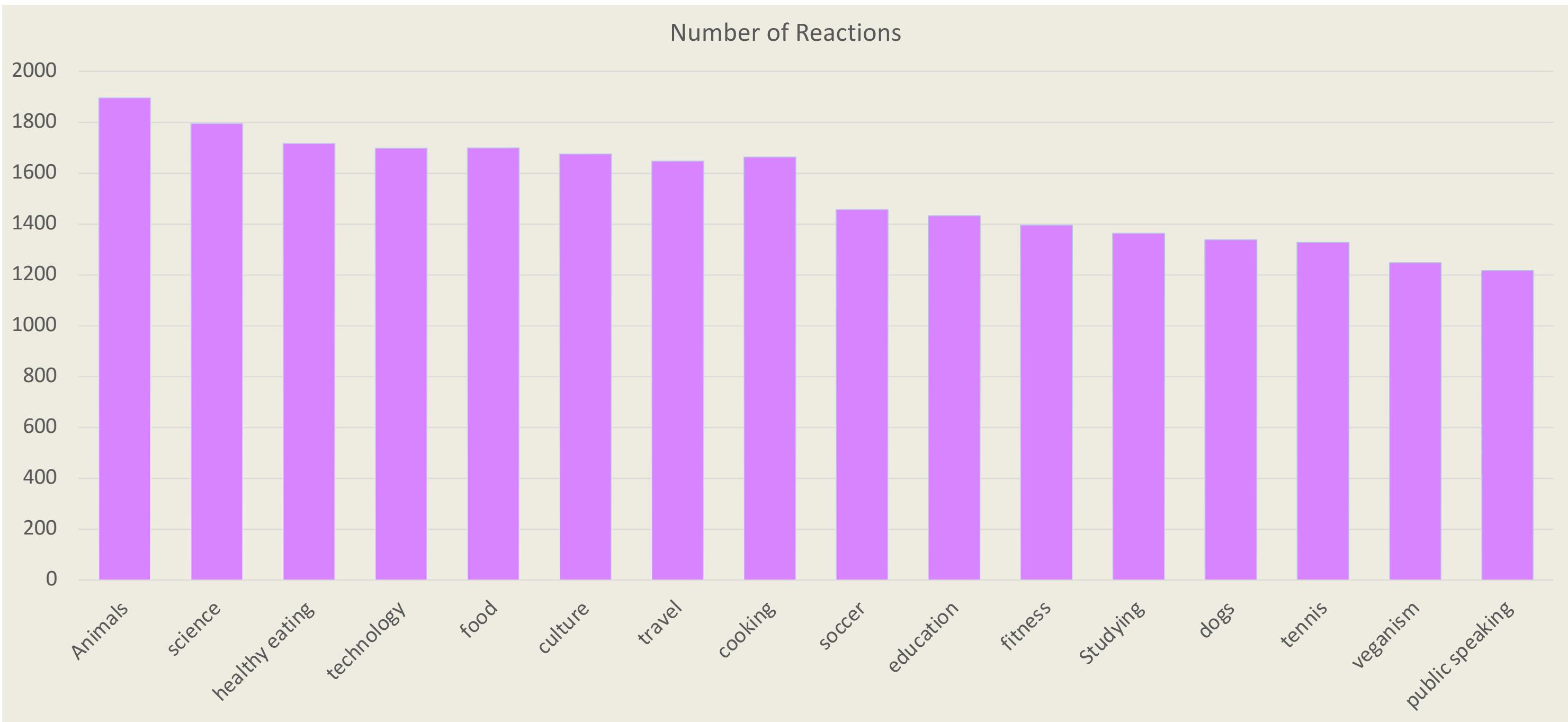
Month with
Most Posts



Top 5 Categories with Highest Reaction Score



REACTIONS FOR EACH CATEGORY



Summary



ANALYSIS

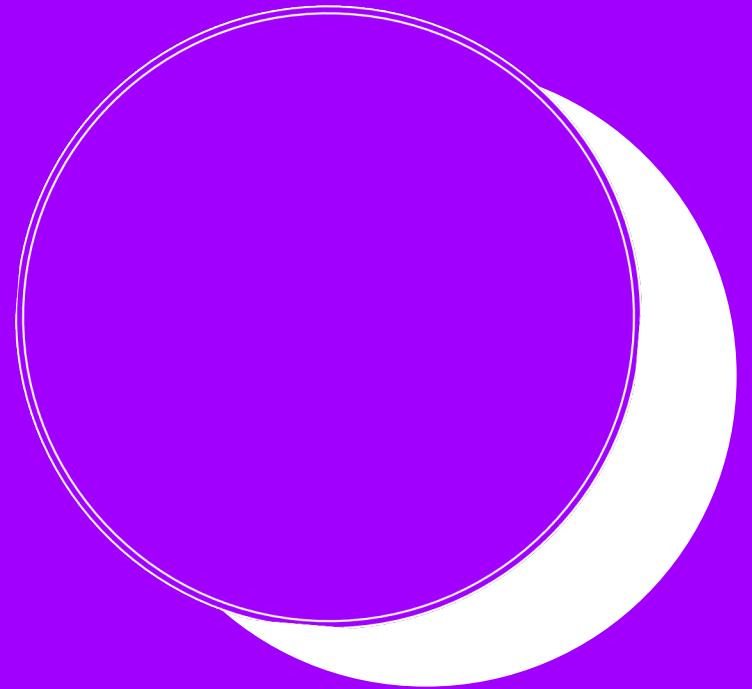
“Animals” is the most loved category followed by “Science” and “Healthy Eating” which are equally liked by the users.

INSIGHT

Food is a common theme among the top five categories, with Healthy Eating ranking highest after Animals. This suggests that your user base has a strong interest in food-related topics..

NEXT STEPS

This ad-hoc analysis provides valuable insights, but it's time to scale the analysis to a larger production level for real-time understanding of your business.



Thank you!

ANY QUESTIONS?