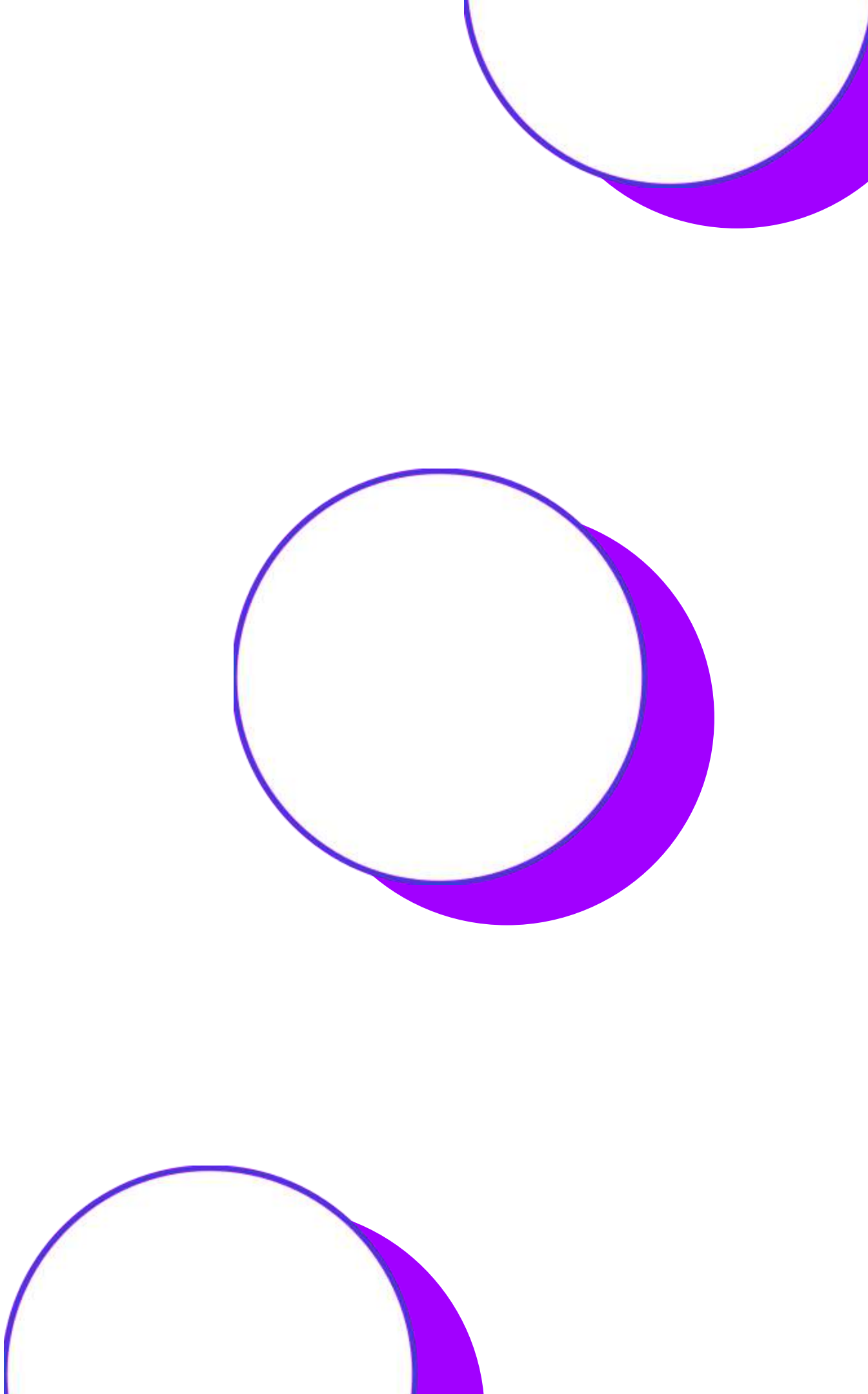# Social Buzz Performance Analysis

Today's agenda

Project recap
Problem
Process
Insights
Summary

Project Recap

Social Buzz is a rapidly expanding technology consortium that must swiftly adjust to its global reach. Accenture has initiated a 3-month proof of concept (POC) aimed at addressing these tasks:

- An audit of Social Buzz's big data practise
- Recommendations for a successful IPO
- Analysis to find Social Buzz's 5 top most popular categories of content

Problem

- **With more than 100,000 posts daily,**
- **Social Buzz boasts over 500 million active users each month,**
- **Generating 36,500,000 pieces of content annually!**

But how can we leverage this vast amount of content?

Analysis to find the top 5 most viewed categories of content
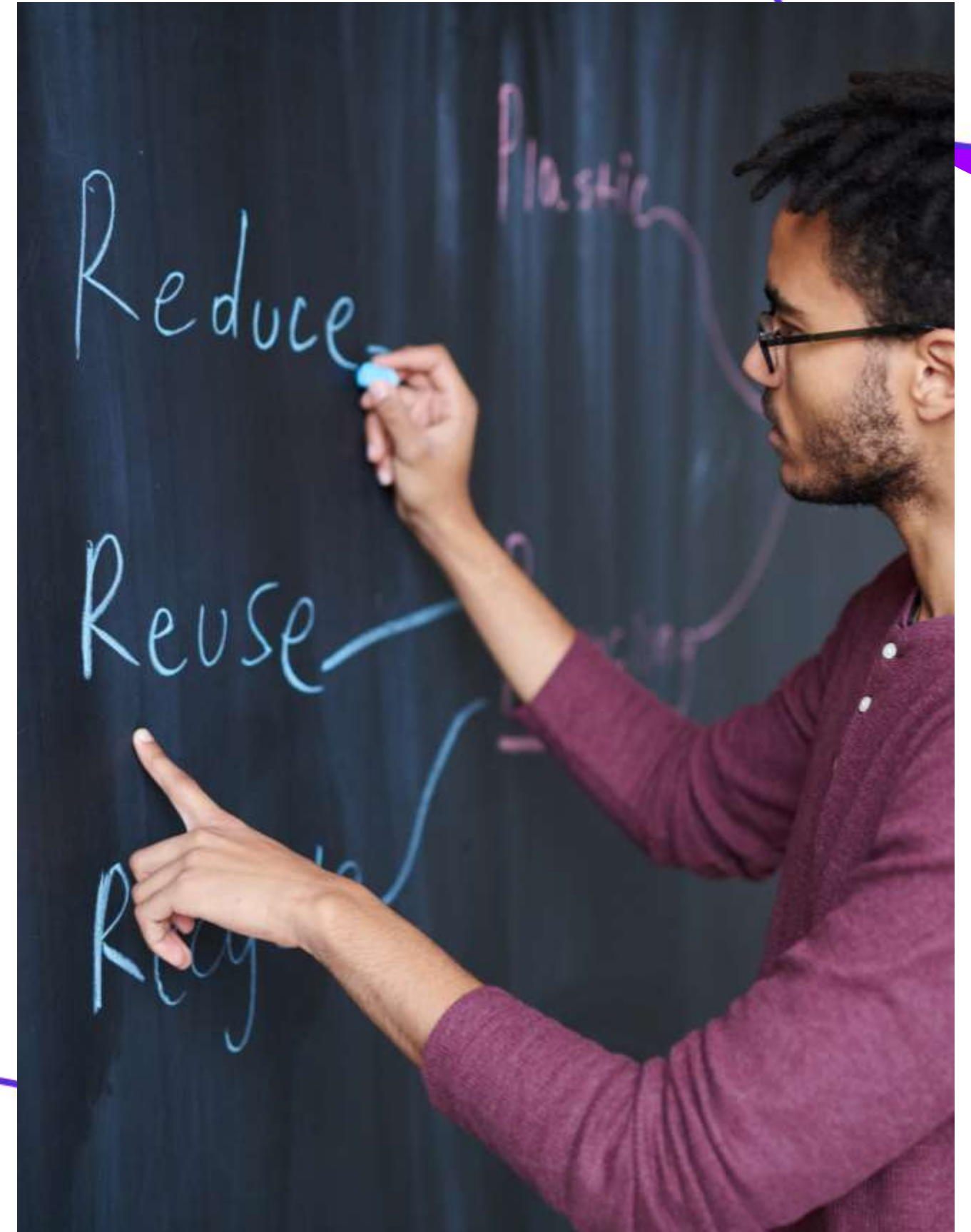
Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Analysis

5 Reveal insights
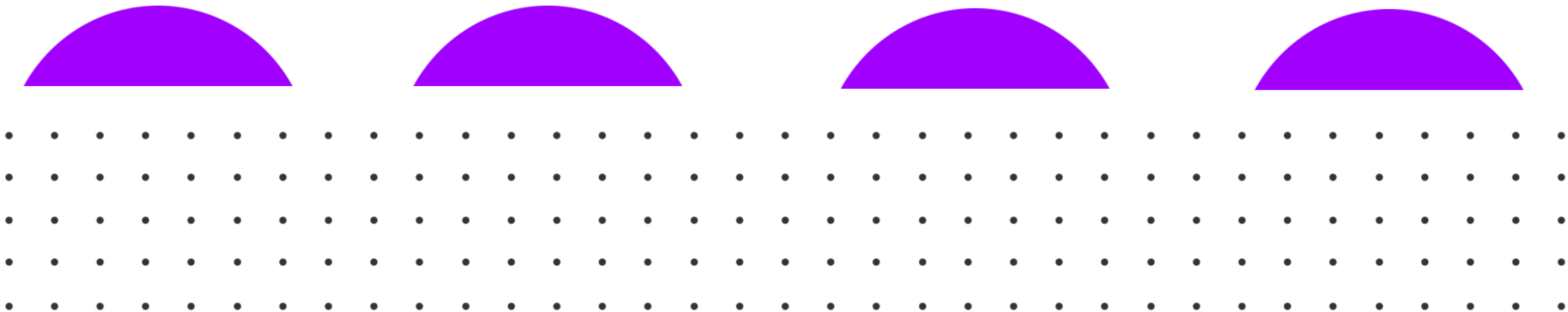
Insights

16
Unique categories of content
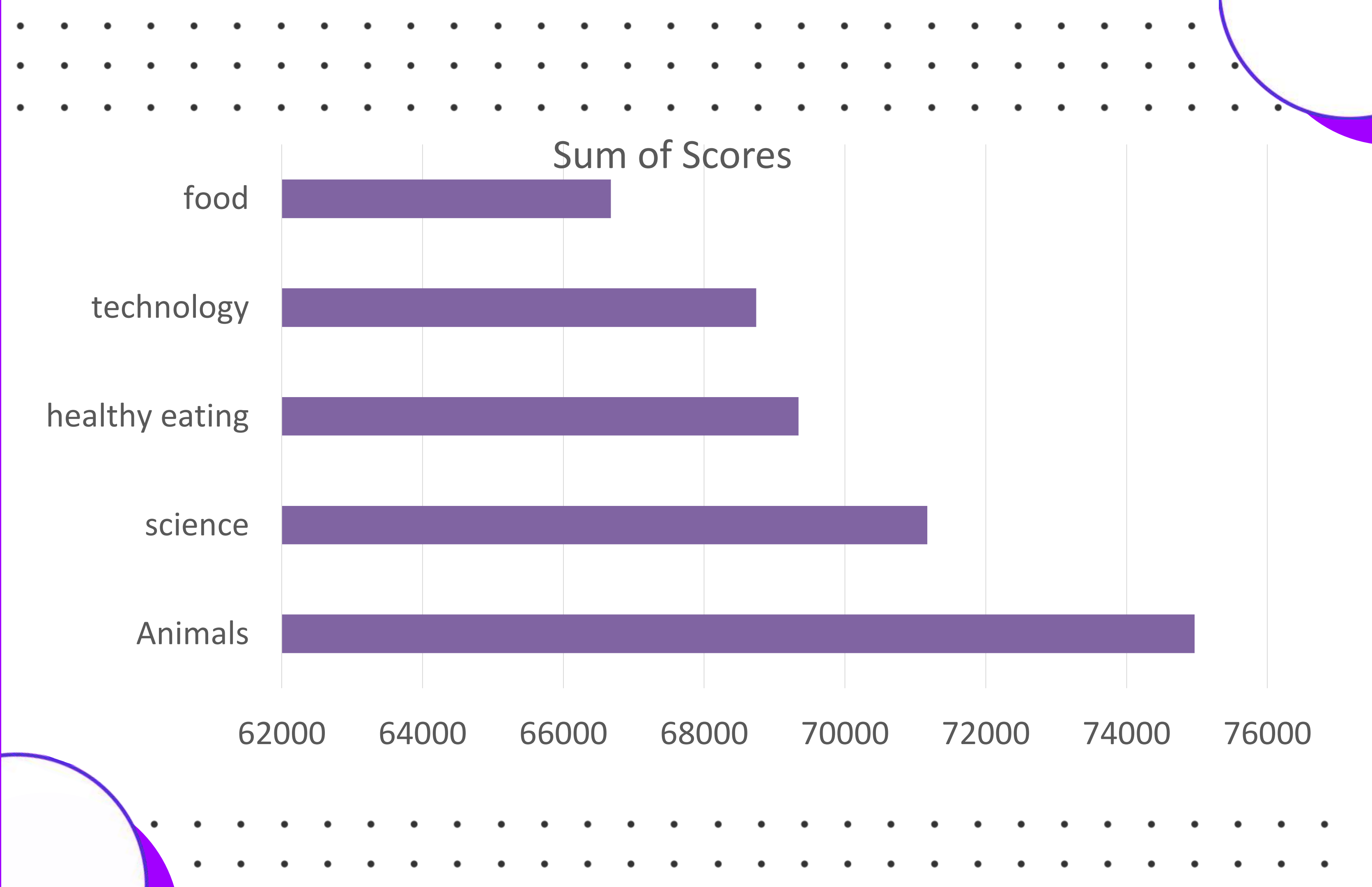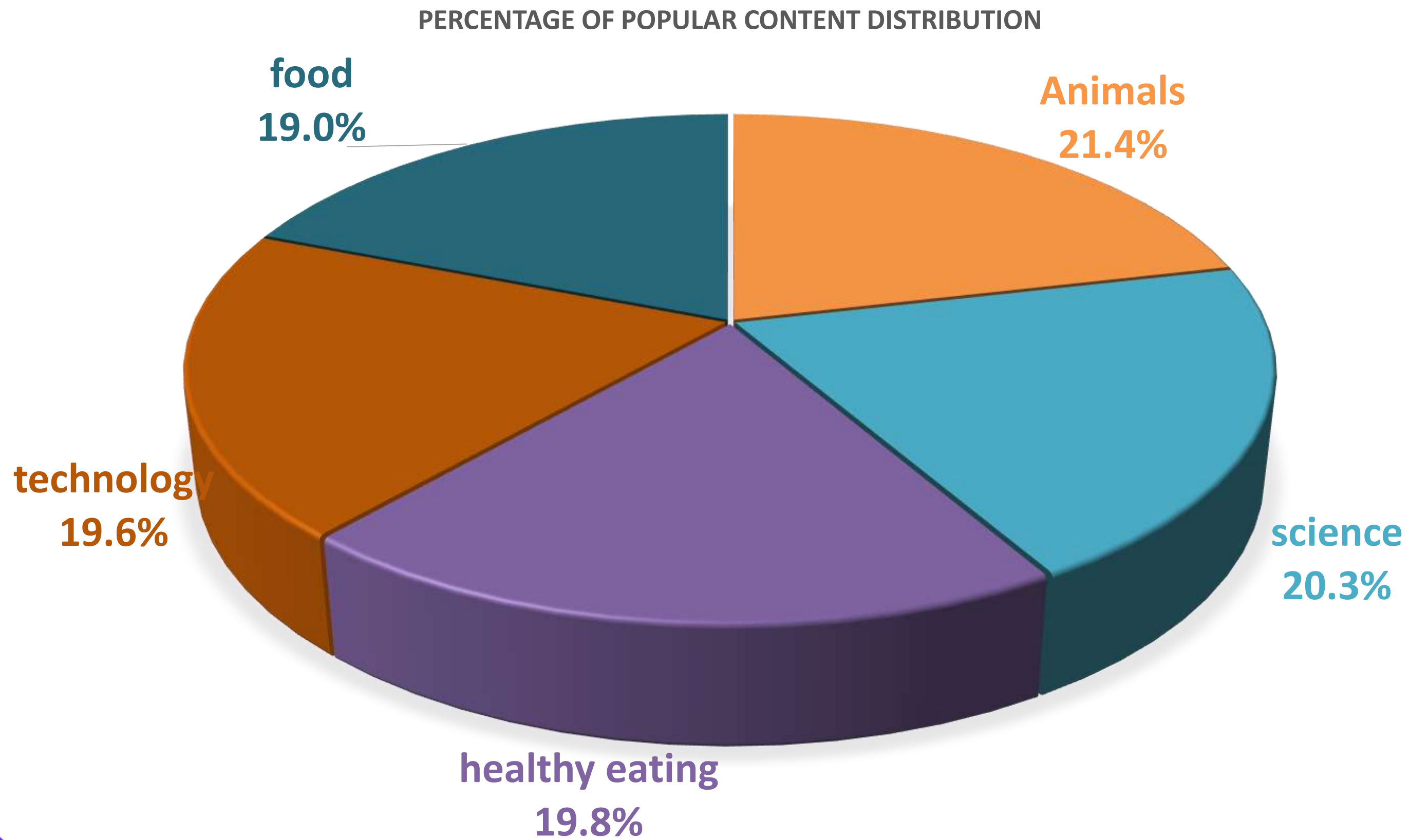
74000
Reaction score to "ANIMAL" Posts

6589
Out of the total posts are "Photos" making it the most popular type of content

JANUARY
Month with most number of Posts

Sum of Scores

Category	Score
food	~66600
technology	~68700
healthy eating	~69400
science	~71200
Animals	~75000

PERCENTAGE OF POPULAR CONTENT DISTRIBUTION

food
19.0%

Animals
21.4%

science
20.3%

healthy eating
19.8%

technology
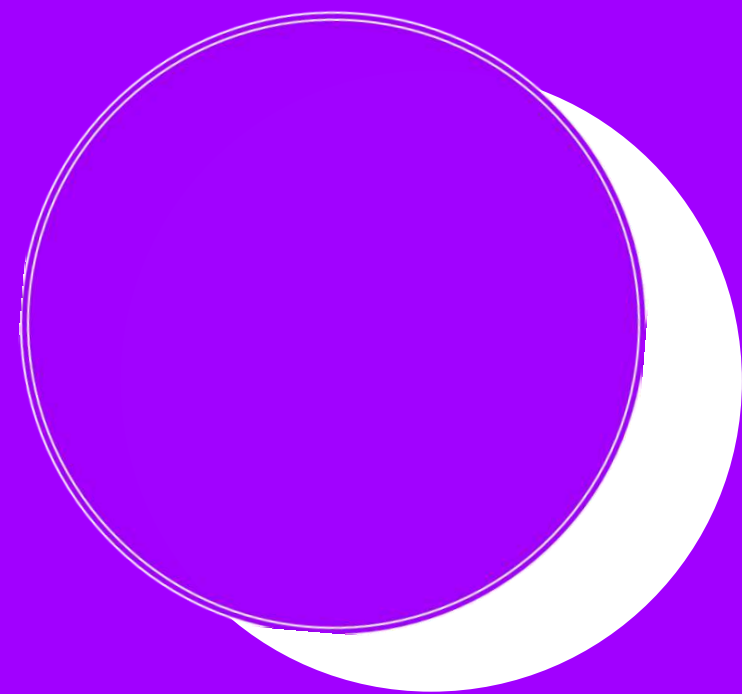19.6%

Summary

Analysis

The audience shows a significant interest in animal-related and science-related topics. This suggests that content featuring animals or science, including explanations and facts, resonates well with them and is more enjoyable for the audience.

Insight

A higher number of posts about healthy food shows strong audience interest in health and wellness. This suggests that content on healthy eating and nutrition will engage them more. You can use this insight to enhance user engagement and collaborate with brands targeting the same audience.

Next Steps

This ad-hoc analysis has provided valuable insights, but it's time to scale it up for real-time business understanding. We can guide you through this process.

Thank you!

ANY QUESTIONS?