

Social Buzz

accenture >

Today's agenda

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

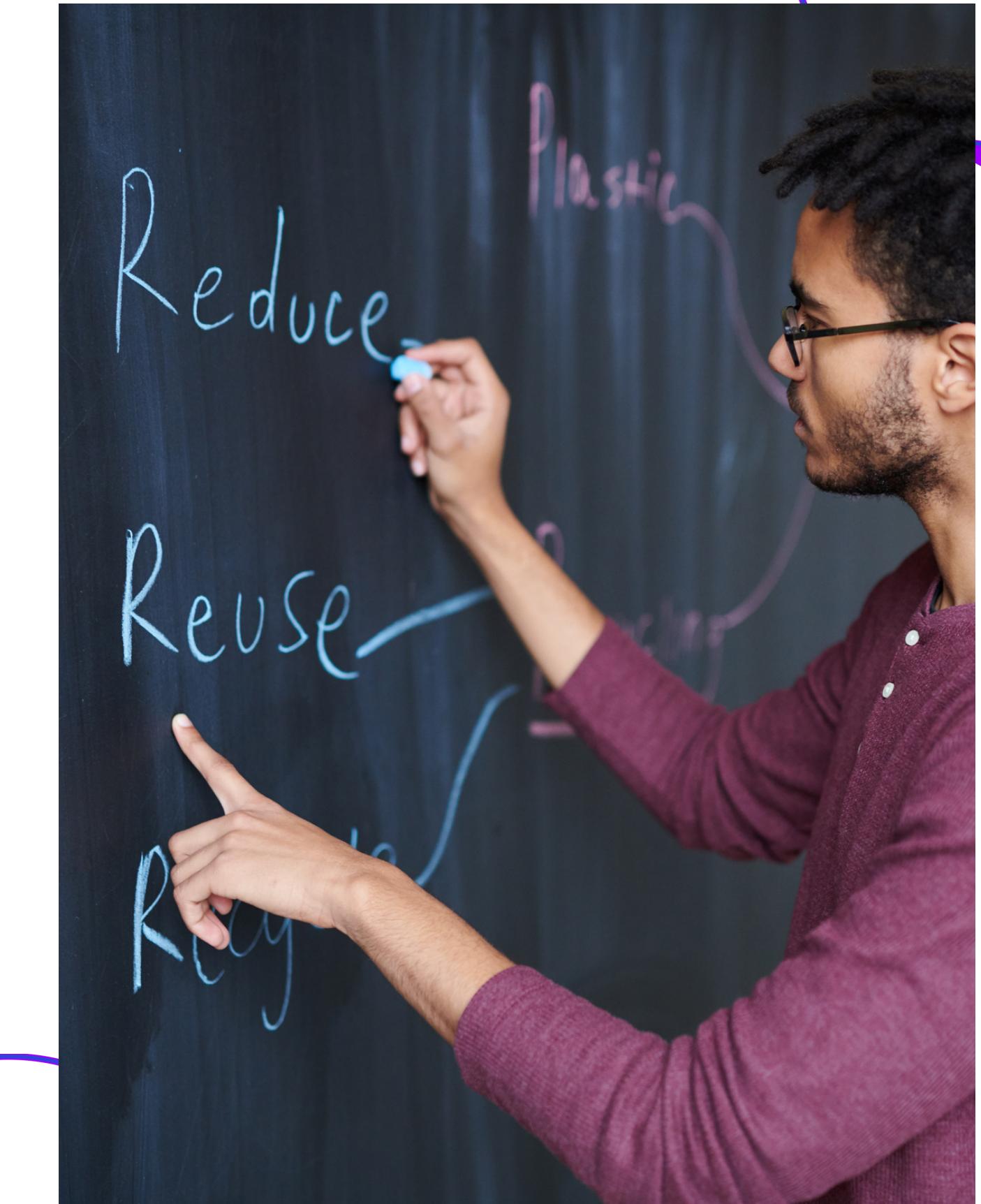
Project Recap

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 practices
- Recommendations for a successful IPO
- Analysis to find Social Buzz's top 5 most popular categories of content.

Problem

- Over 100000 posts per day
- 36,500,000 pieces of content per year!
- But how to capitalize on it when there is so much?



The Analytics team



Mae Mulligan
Managing director



Marus Rompton
Senior Principal



Richard Pang
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

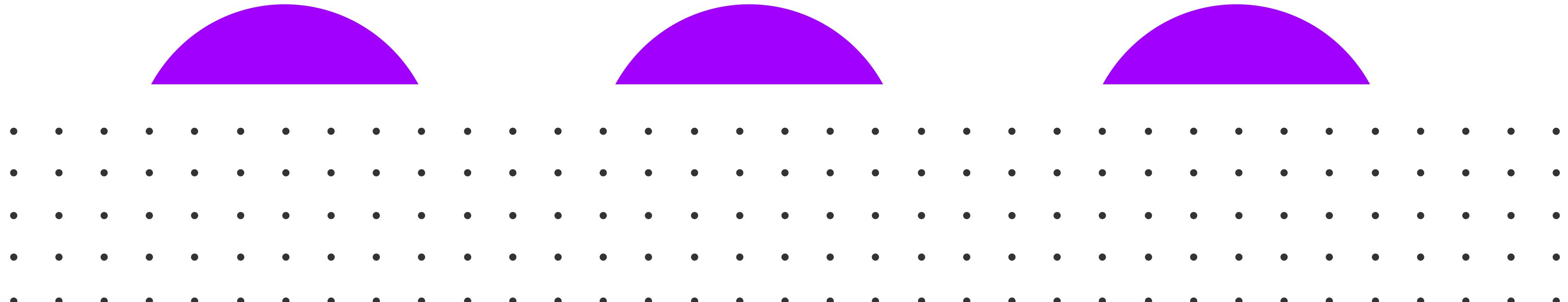
Data Analysis

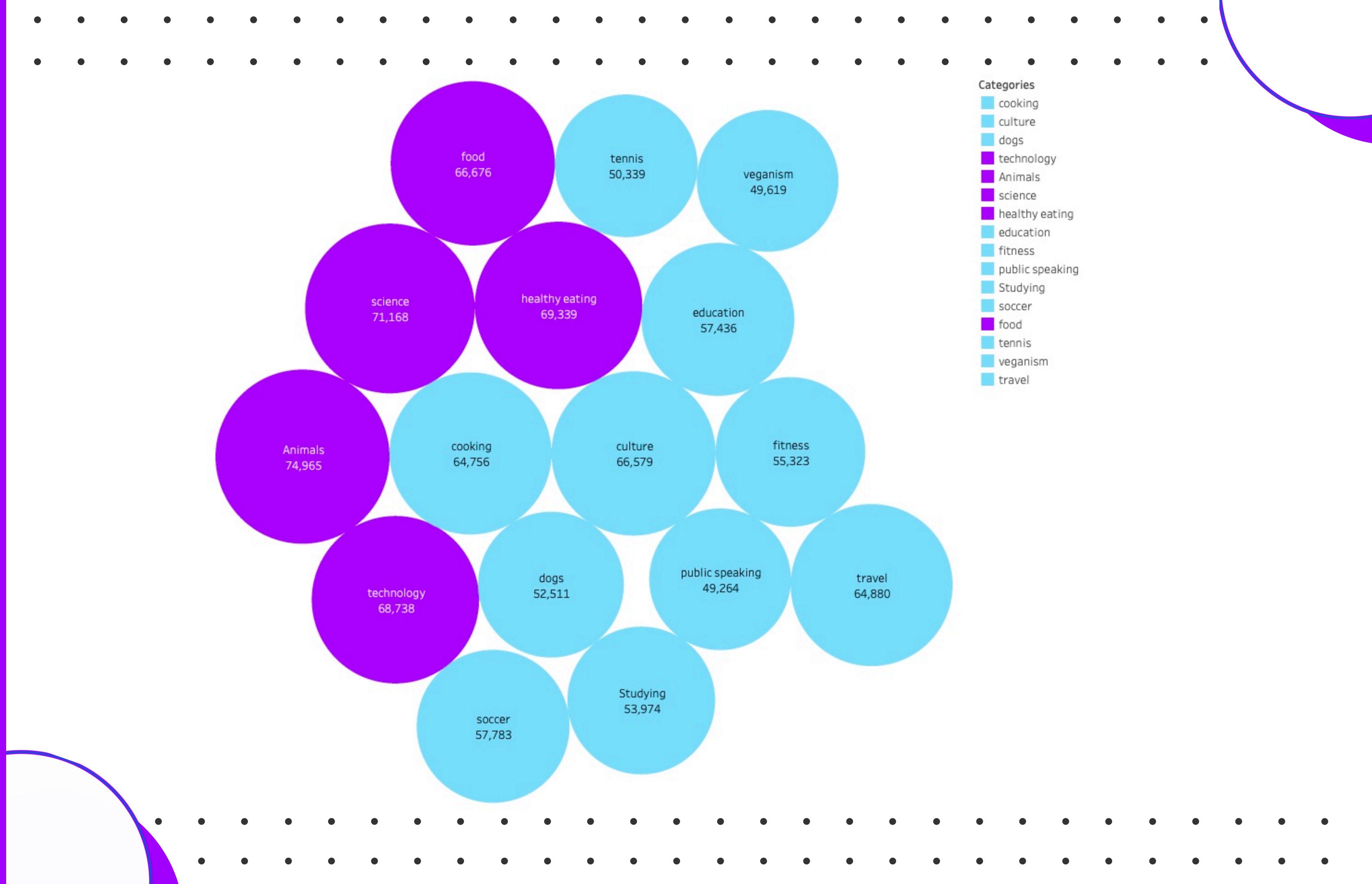
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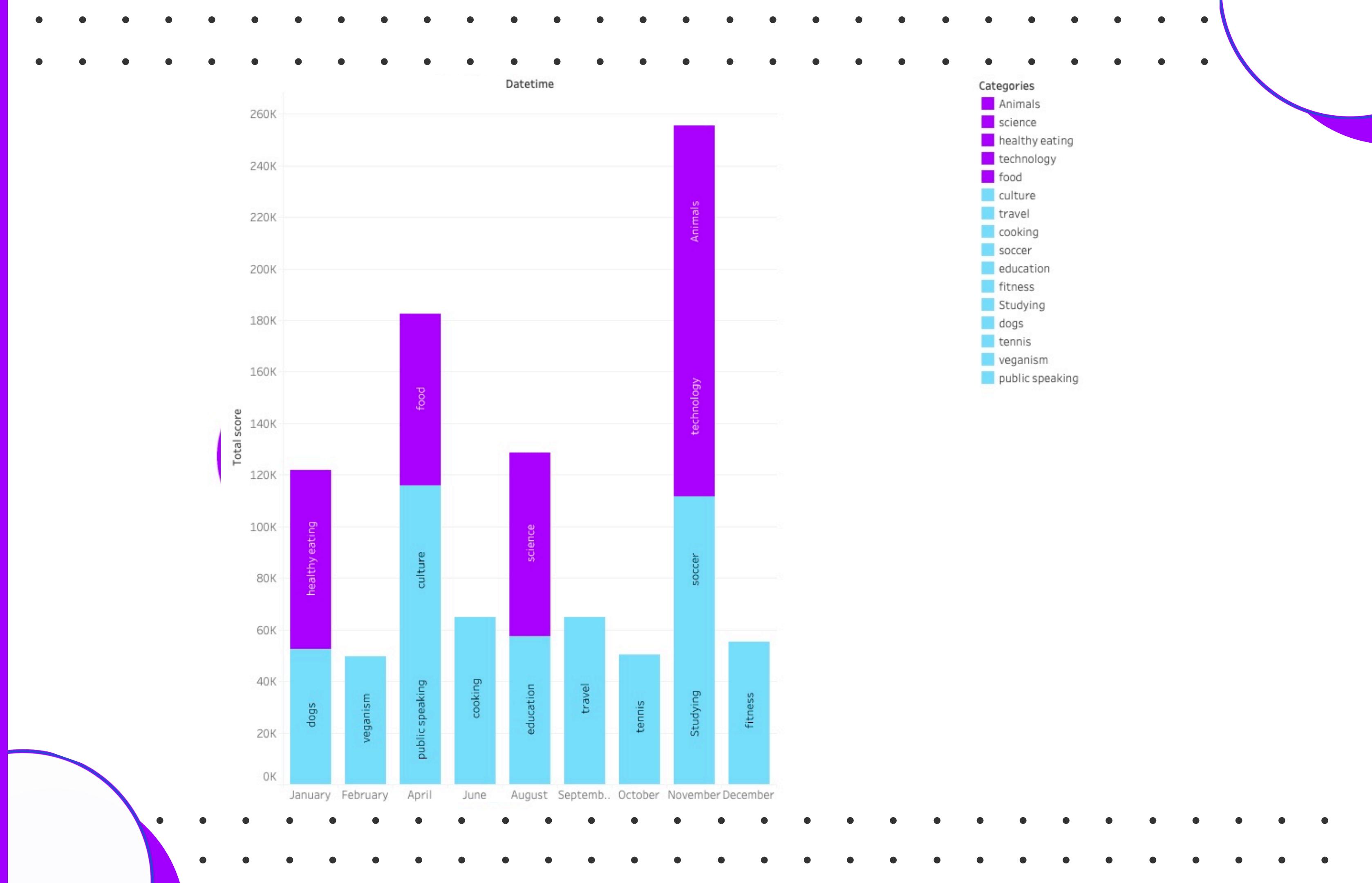
Uncover insight

Insights

By integrating three distinct datasets, we were able to identify the key categories by analyzing their scores, allowing us to isolate the top five categories with the highest scores. By leveraging content ID, category, and score data from each dataset, we successfully calculated and determined the top five most popular categories generating the highest levels of social buzz.



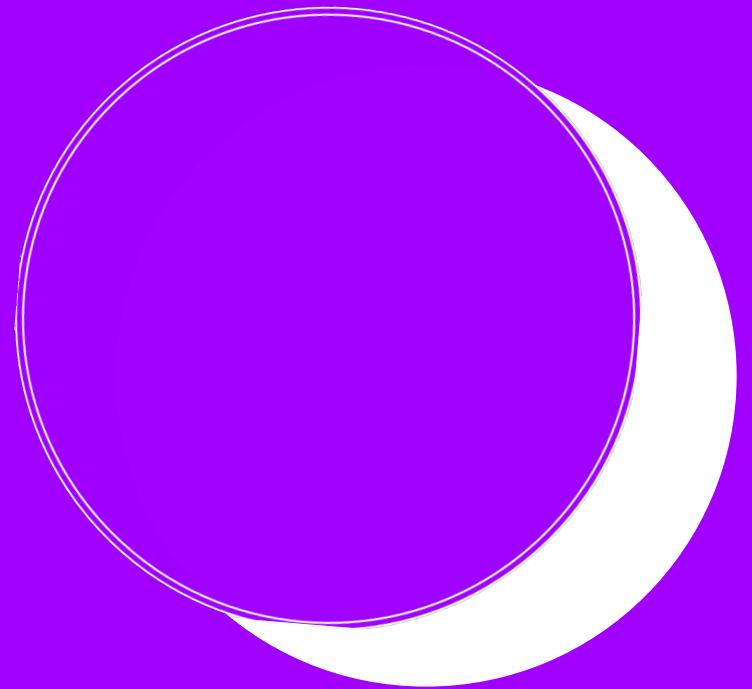




Summary



From our analysis of the social buzz datasets, we identified the top five categories based on scores: Animals with 74,965, followed by Science with 71,168, Healthy Eating with 69,339, Technology with 68,738, and Food with 66,676. These scores were used to guide your IPO process.



Thank you!

ANY QUESTIONS?