

Social Buzz

accenture

Today's agenda

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

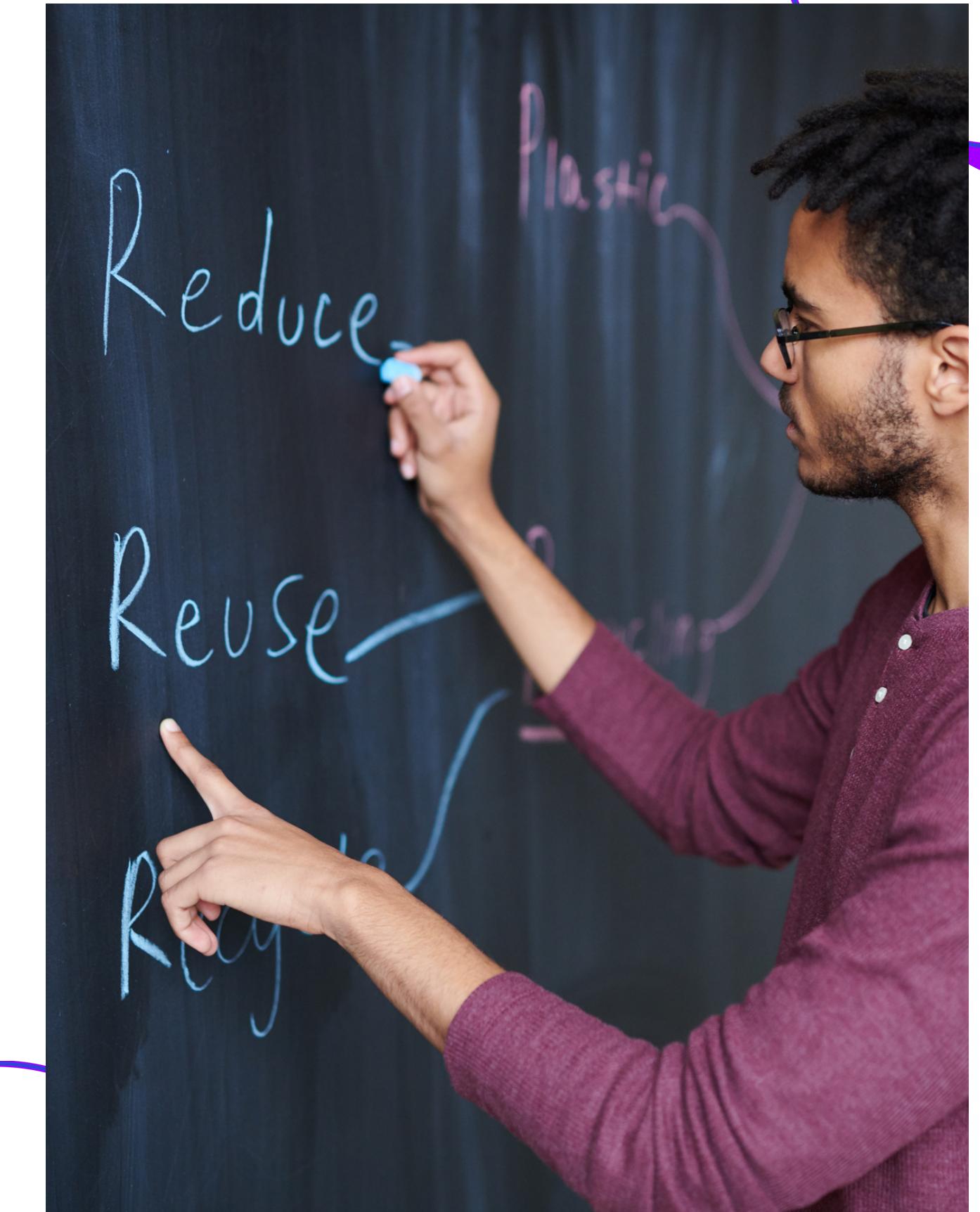
Project Recap

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

5

Uncover insight

Insights

16

UNIQUE
CATEGORIES



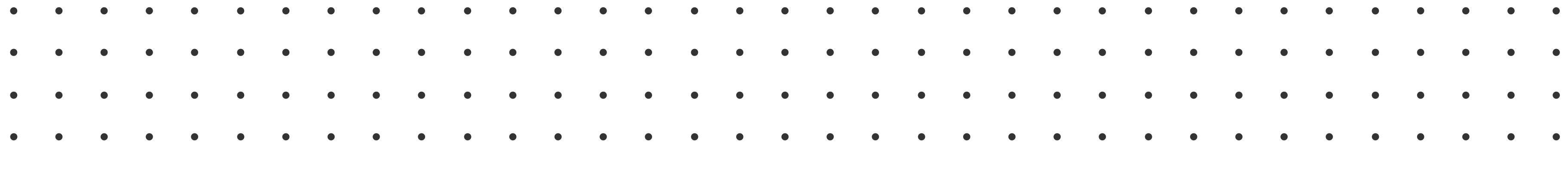
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REACTIONS TO “ANIMAL”
POSTS

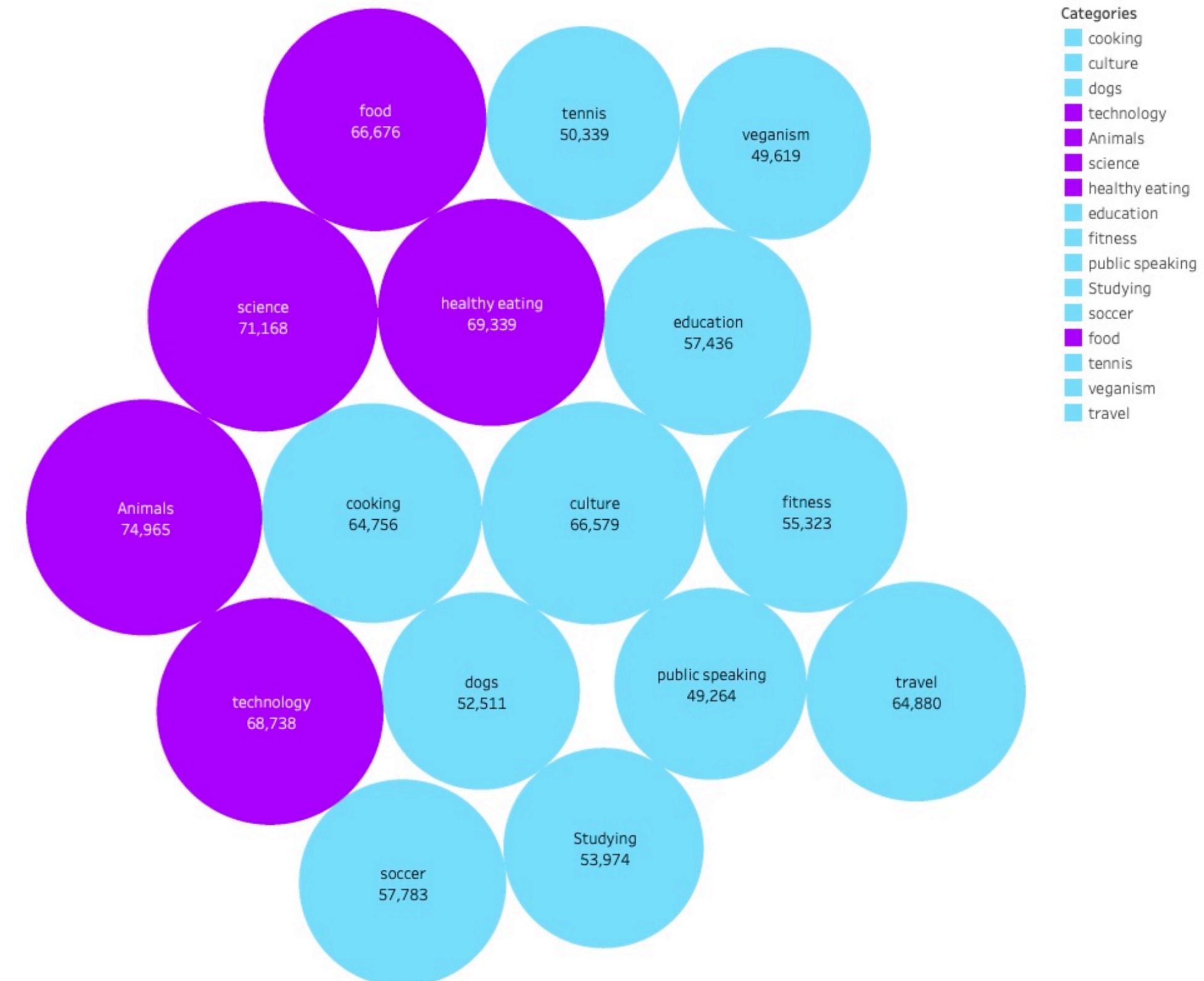


JANUARY

MONTH WITH
MOST POSTS



Top 5 Categories by aggregate “Popularity” score

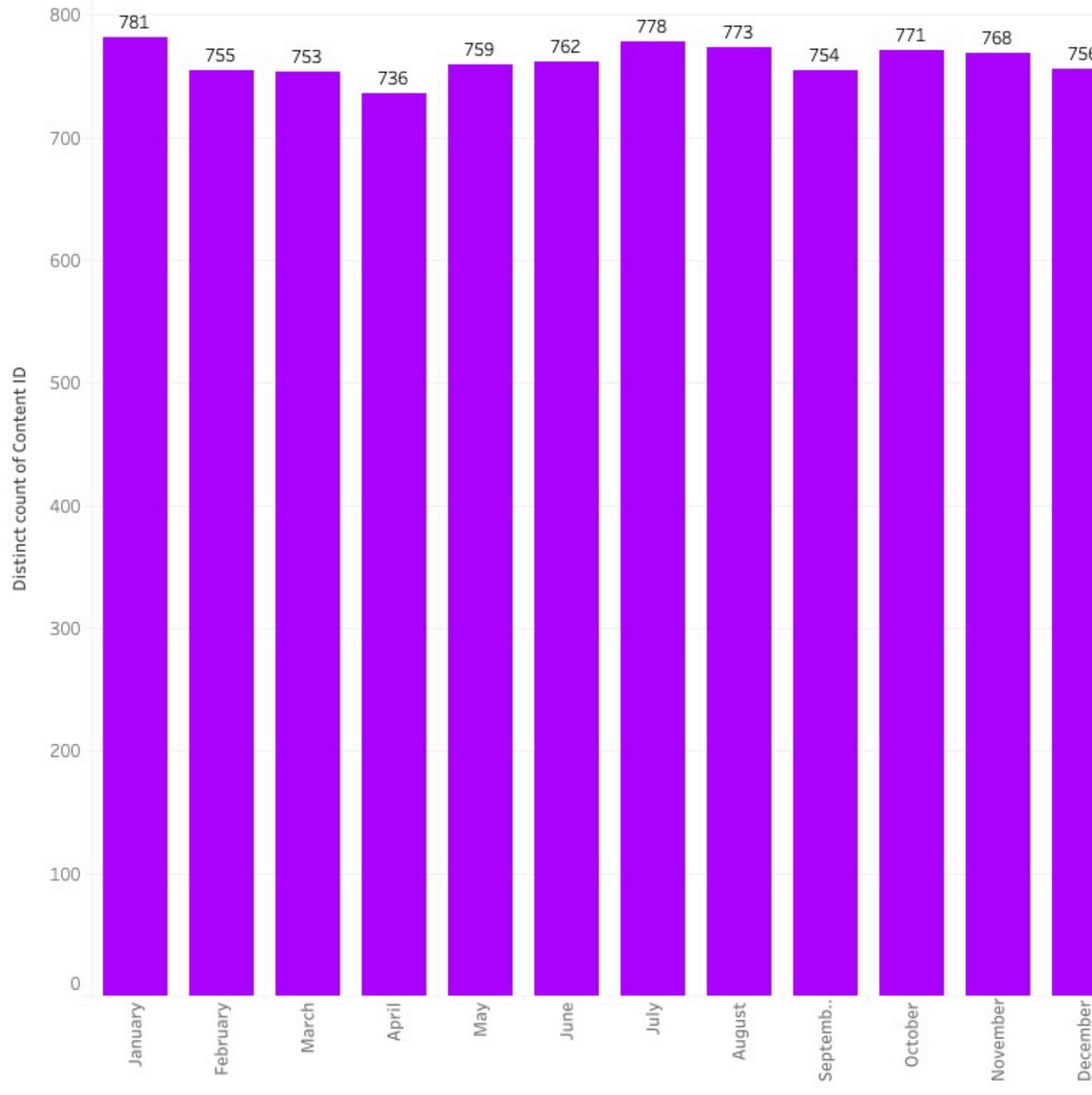


Categories

- cooking
- culture
- dogs
- technology
- Animals
- science
- healthy eating
- education
- fitness
- public speaking
- Studying
- soccer
- food
- tennis
- veganism
- travel

Month with the most posts

Datetime



Summary



ANALYSIS

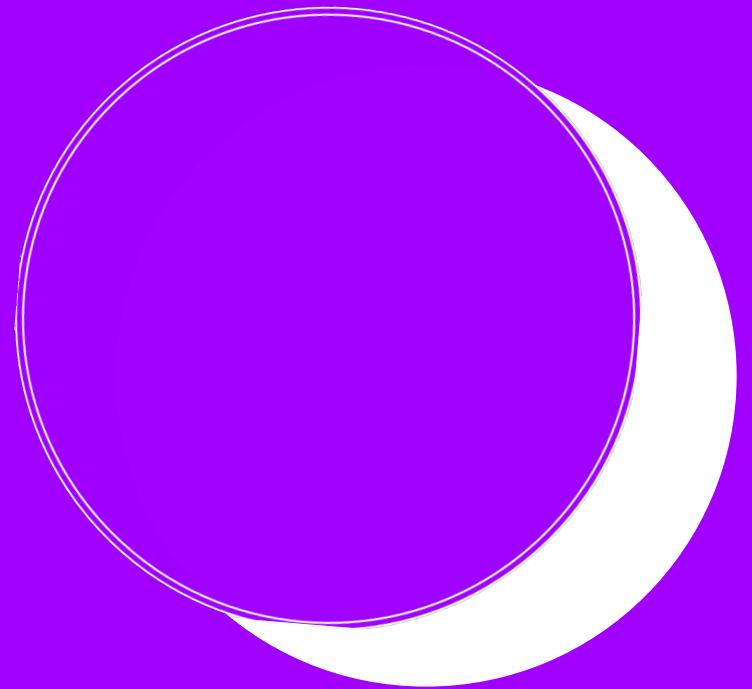
Animals and science are the two most popular categories of content, showing that people enjoy “real-life” and “factual content the most

INSIGHT

Food is a common theme with the top 5 categories with “Healthy Eating” ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with Healthy eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it’s time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this



Thank you!

ANY QUESTIONS?