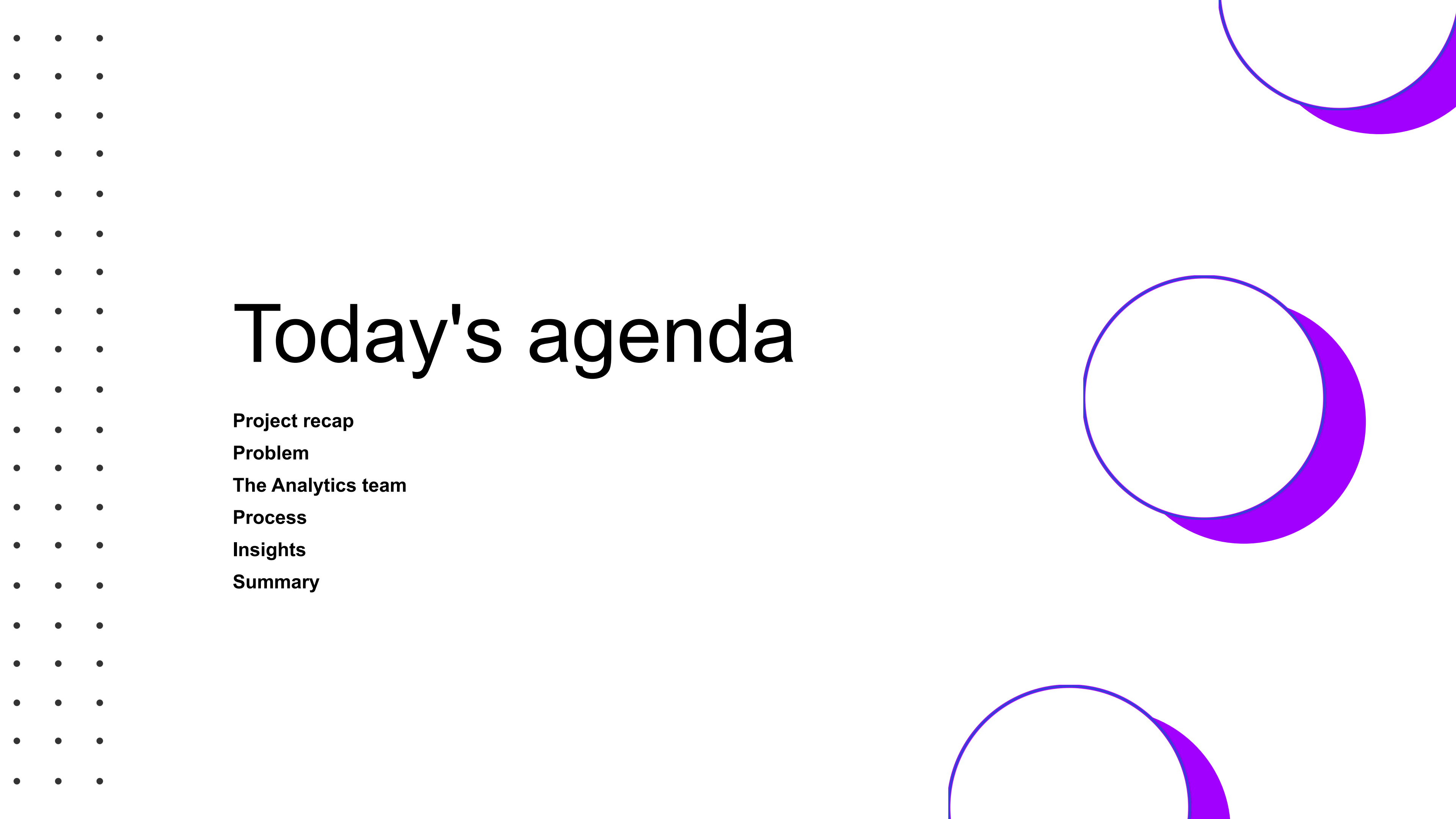




# Social Buzz

Created by **Rishabh K**  
Last Updated **21st Sept 2024**



# Today's agenda

**Project recap**

**Problem**

**The Analytics team**

**Process**

**Insights**

**Summary**

# Project Recap

Social Buzz, a rapidly expanding tech unicorn, requires agile adaptation to its global scale. Accenture has initiated a three-month proof of concept (POC) to address these key challenge

- An audit of their big data practice
- Recommendations for a successful IPO
- Identification of top 5 content categories.

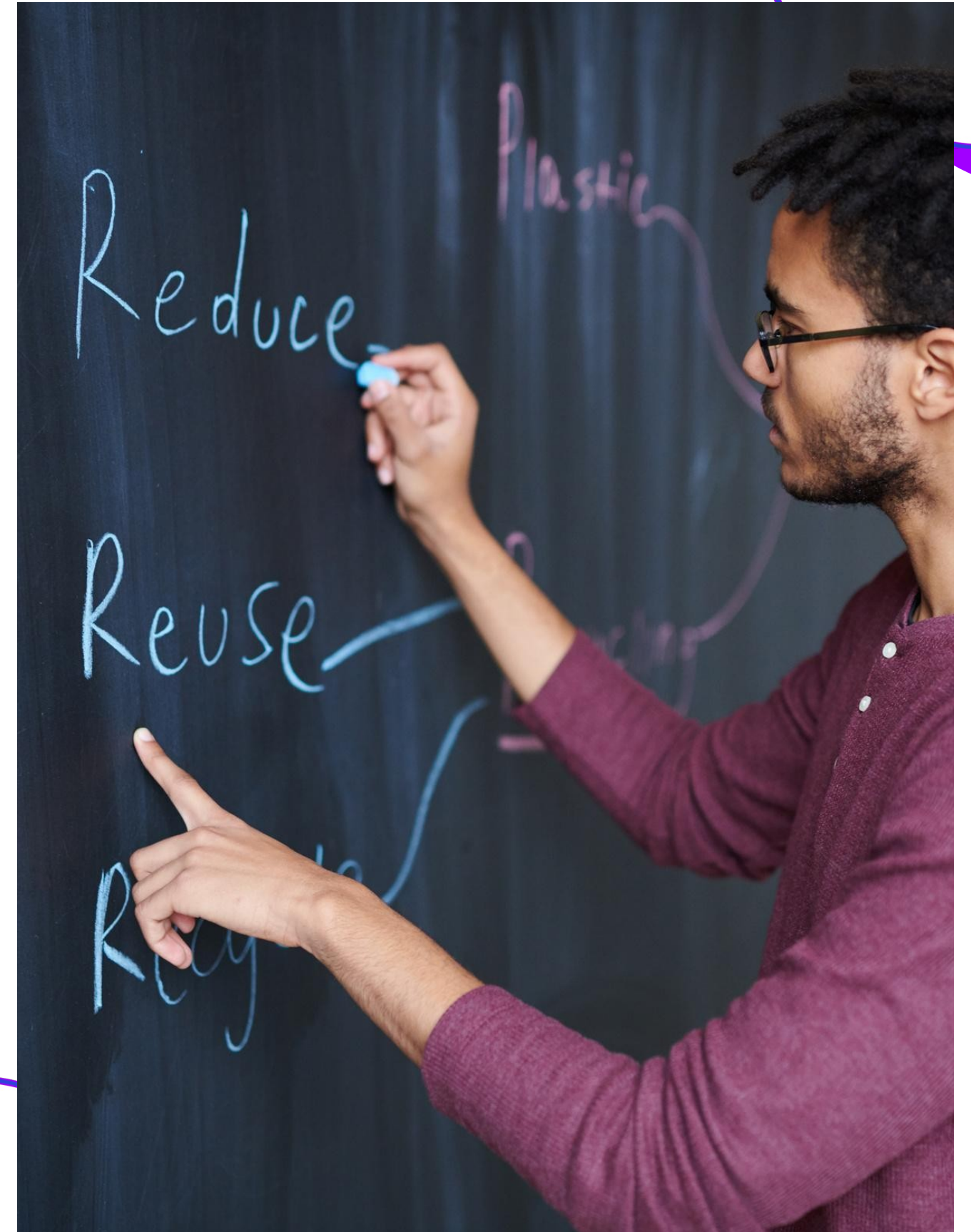
# Problem

Over 100,000 posts per day

36,500,000 pieces of content per 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



# The Analytics team



**Andrew Fleming**  
Chief Technical  
Architect



**Marcus Rompton**  
Senior Principle



**Rishabh Karade**  
Data Analyst



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

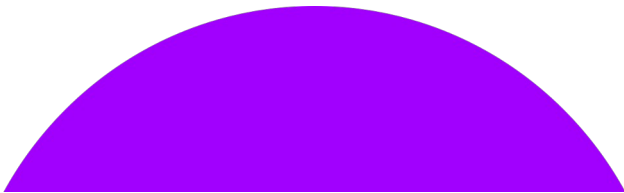
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Uncover Insights

# Insights

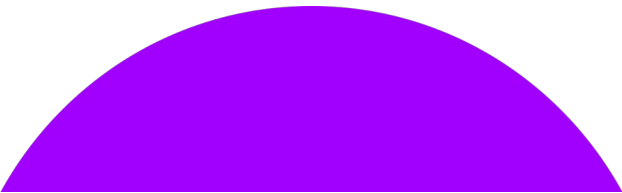
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UNIQUE  
CATEGORIES



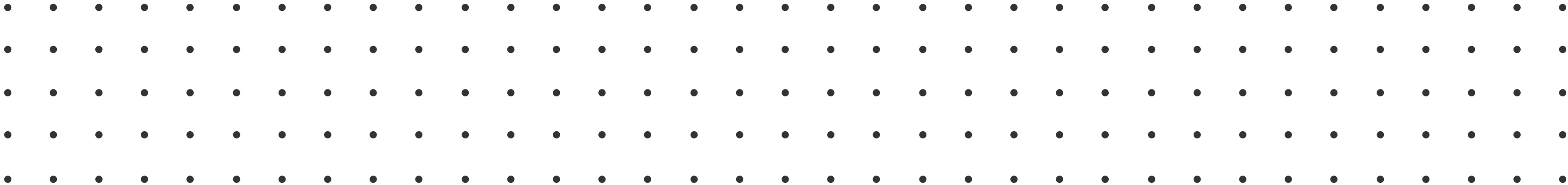
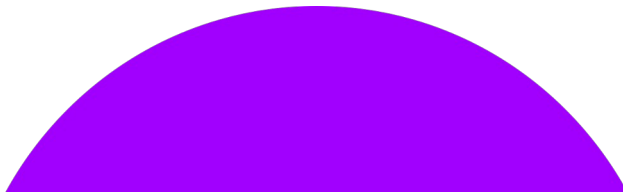
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REACTIONS TO  
“ANIMAL” POSTS

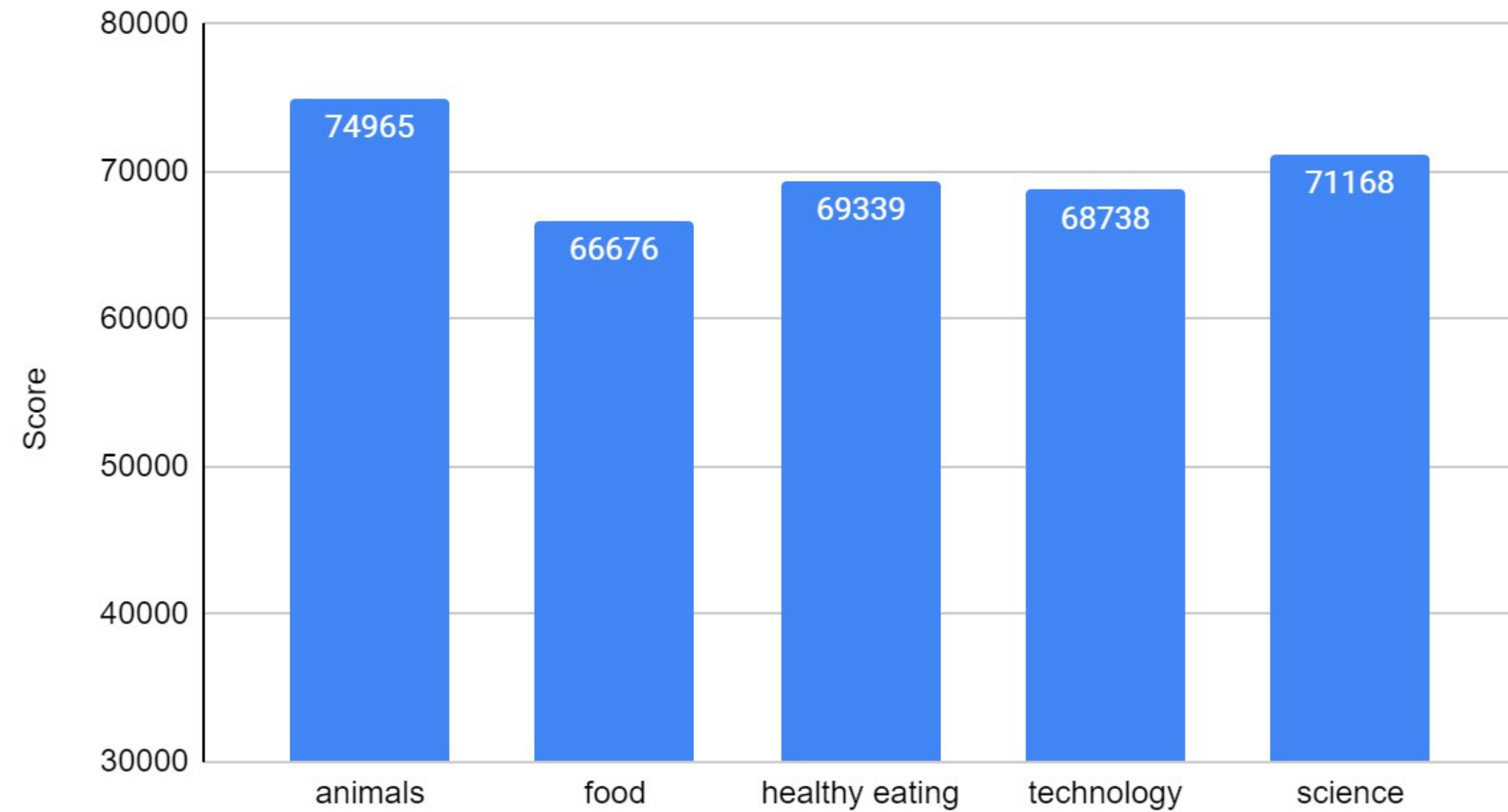


January

MONTH WITH  
MOST POSTS

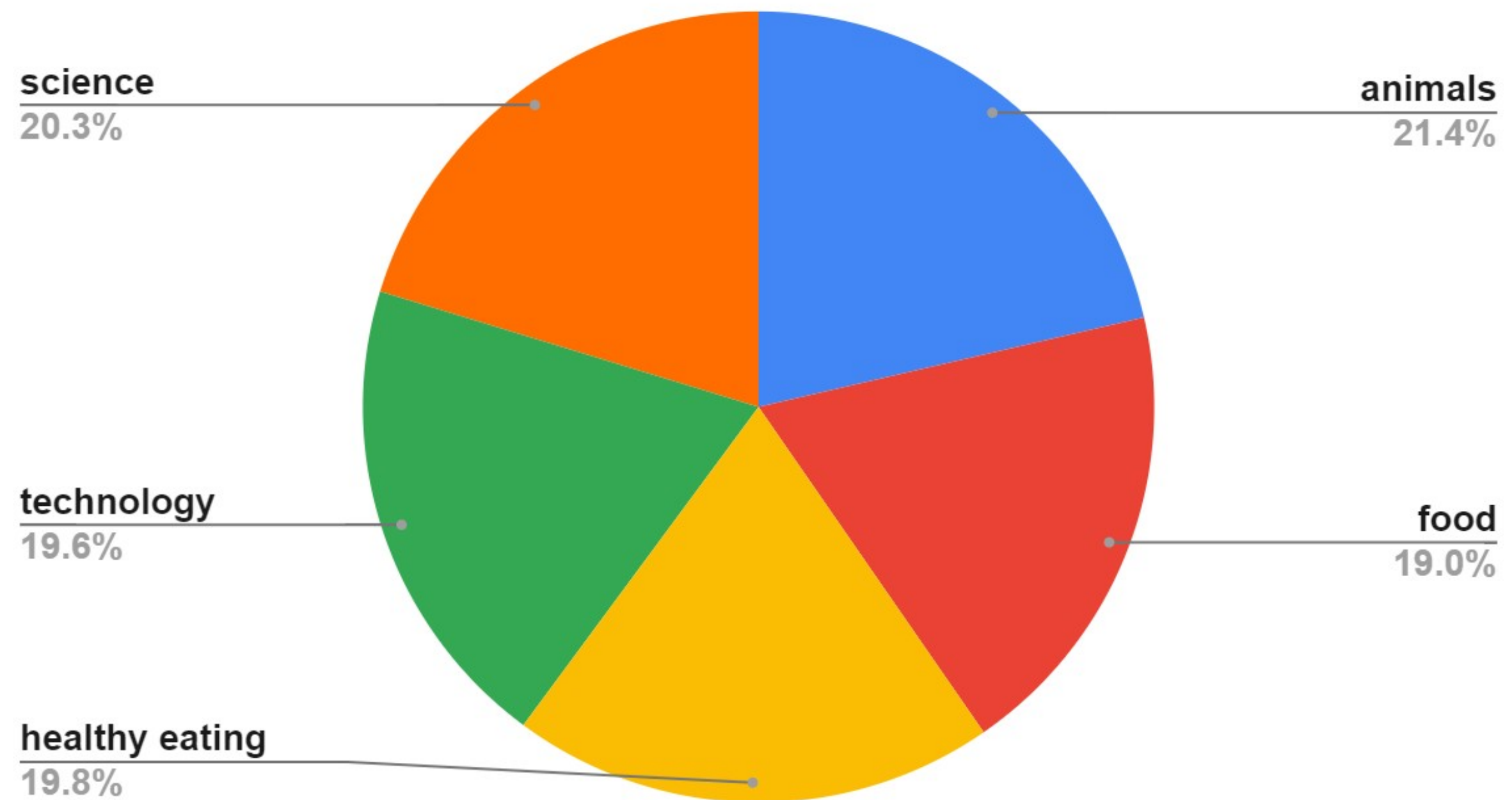


Top 5 Categories by Aggregate "Popularity" Score





## Popularity percentage share from top 5 categories



# Summary



## ANALYSIS

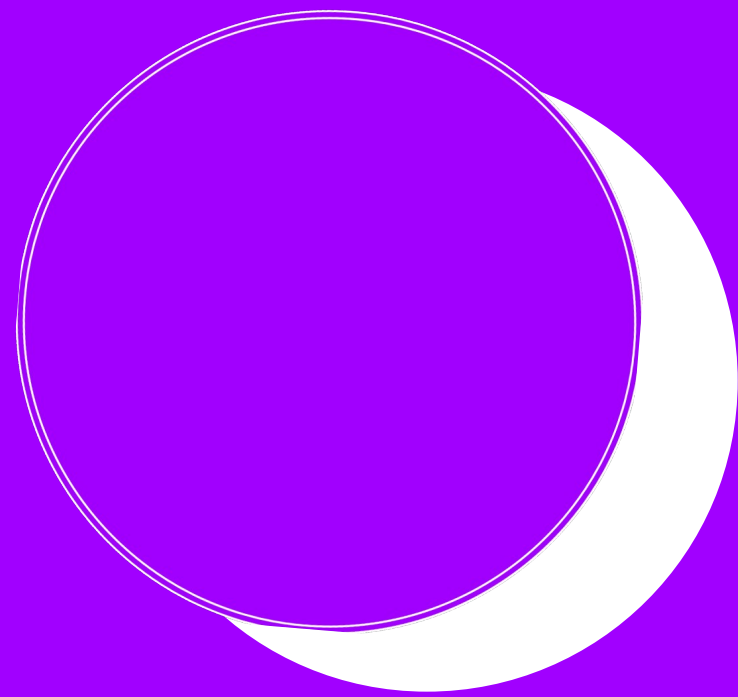
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

## 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?