

The graphic features a large, vibrant blue circle on the left side of the frame. Inside this circle, the words "Social Buzz" are written in a clean, white, sans-serif font. To the right of the blue circle is a dark blue, semi-transparent circular shape that overlaps with it, creating a layered effect. The background is a solid purple color, and the right half of the image is filled with a grid of small, white dots. The overall design is modern and minimalist.

Social Buzz



# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

# Project Recap

**Social Buzz** is a social media and content creation company based in San Francisco, with 250 employees. Their rapid growth (500 million active users monthly) has created massive amounts of unstructured data.

**Accenture** aims to assist on these tasks:

1. **Scaling issues**
2. **Preparing for an IPO**
3. **Learning big data best practices.**

# Problem

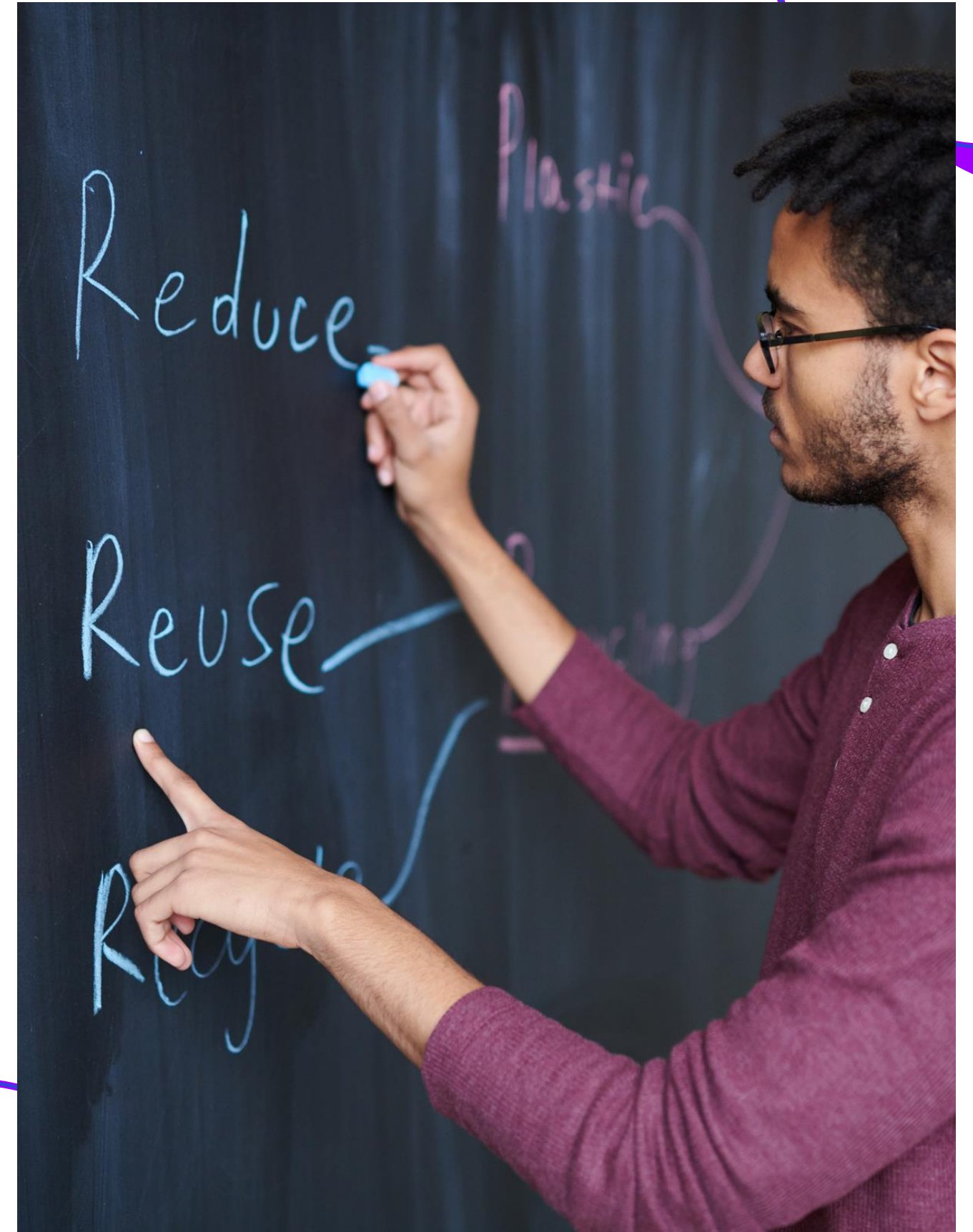
- **500 million** active users monthly, generating over **100,000 pieces** of content daily).

- **Unstructured data:** Vast amounts of highly unstructured content — difficult to manage without advanced data practices.

- **Preparing for IPO** in the next year—requires optimised processes and scalability.

- **80% of employees** focusing on maintaining a complex infrastructure.

**How can Social Buzz leverage analytics to optimise growth and engagement?**



# The Analytics team



**Andrew Fleming**  
Chief Technical Architect



**Marcus Rompton**  
Senior Principle



**Riyad Hussain**  
Data Analyst

# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

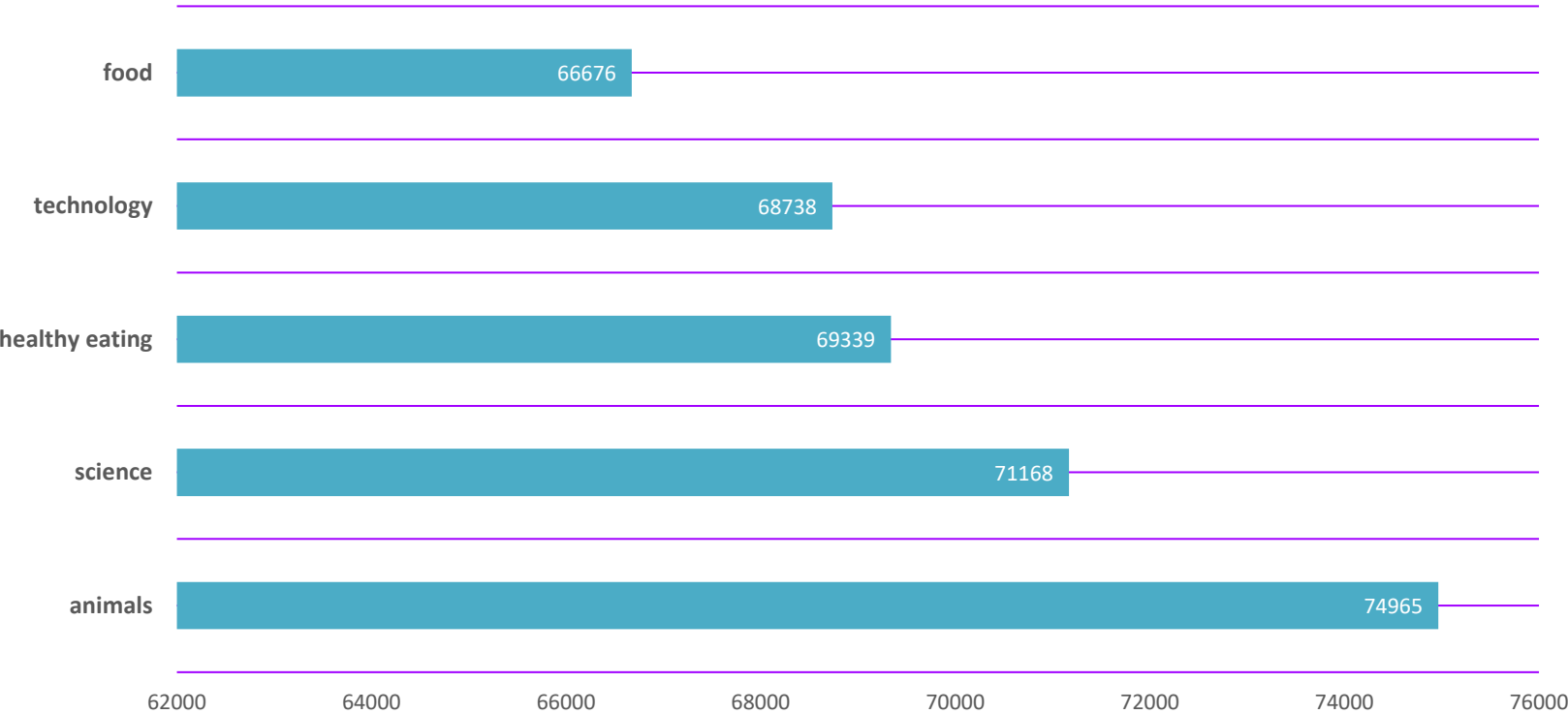
Data Analysis

5

Data Insights

# Insights

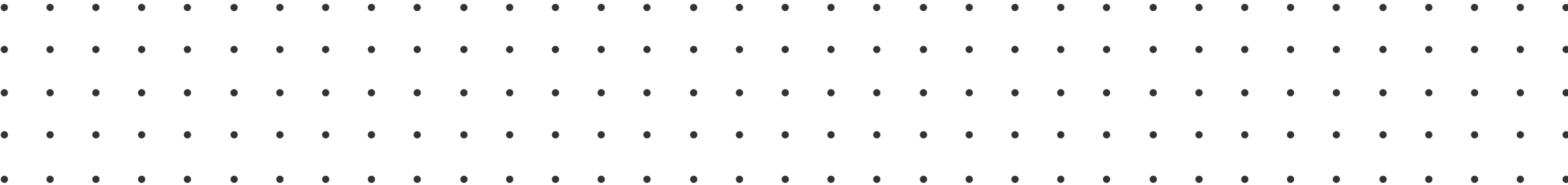
Top 5 Content Categories



The Animals category outperforms others with:

- 5.1% higher engagement than **Science**
- 7.5% more popularity than **Healthy Eating**
- 8.3% more traction than **Technology**
- 11.1% more buzz than **Food**
- **1897** reactions and a total score of 74965

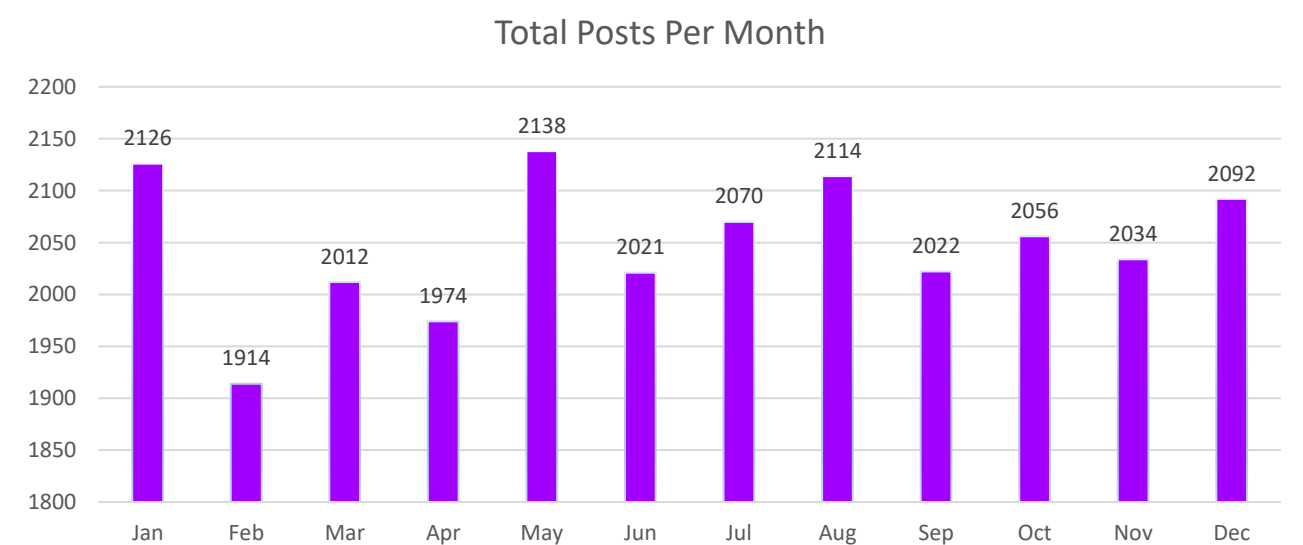
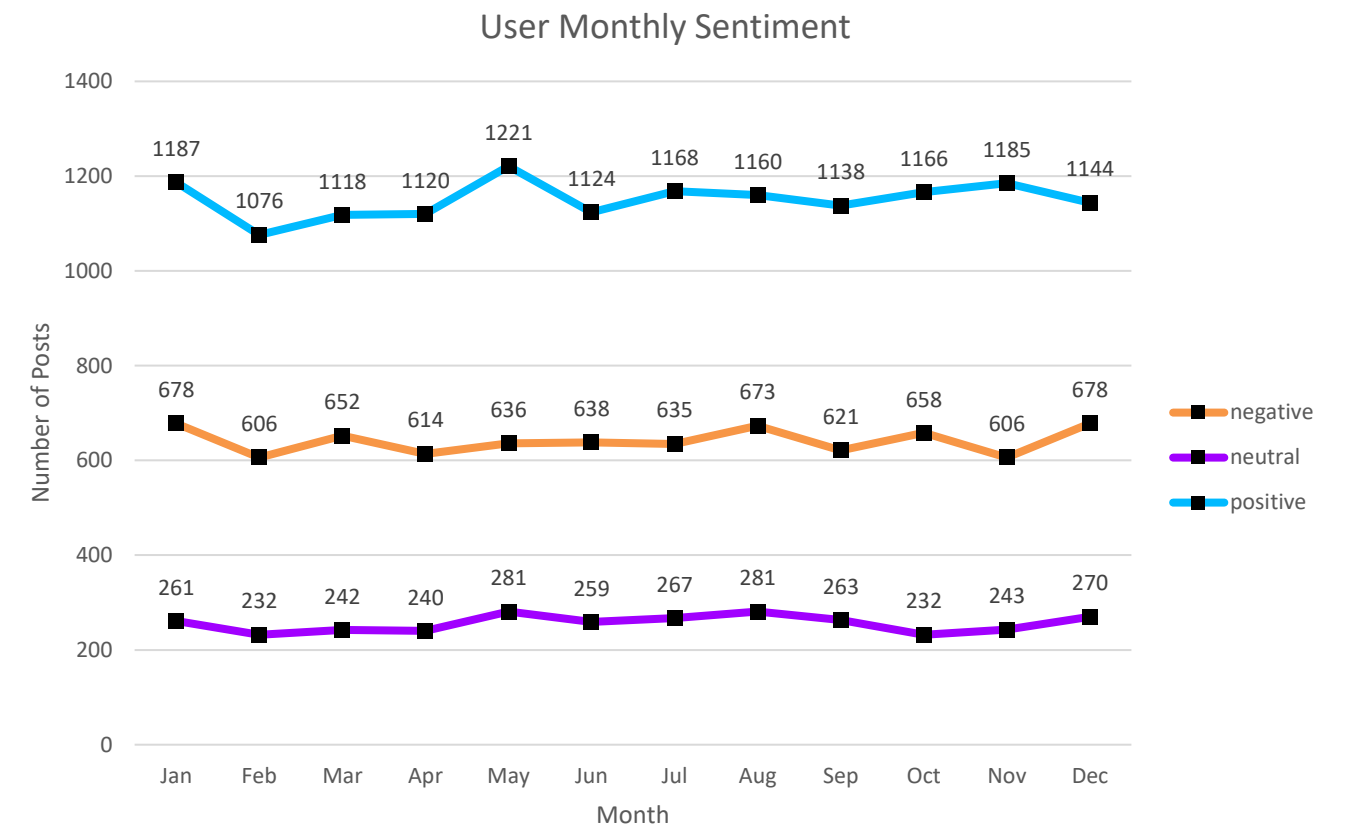
Data consists of 16 Unique Categories with 24573 Reactions





# Monthly Data

- **Consistent Activity:** Posting remains stable throughout the year, peaking in May (2,138 posts).
- **February Dip:** February shows the lowest engagement, both in posts (1,914) and reactions.
- **Positive Sentiment:** Positive reactions dominate each month, with May having the highest (1,221).
- **Steady Negativity:** Negative reactions stay consistent, peaking in January and December (678).
- **Neutral Reactions Low:** Neutral reactions are minimal, indicating stronger user opinions.
- **October Drop:** Slight dip in both posts and positive reactions in October, though engagement remains strong.
- **Seasonal trend** is evident, supplemented by social factors/events





# Category & Sentiment Analysis

## Top Categories by Reactions:

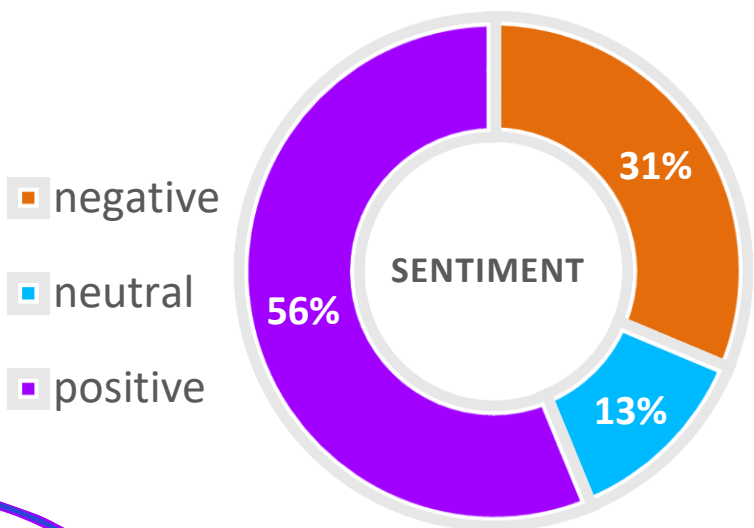
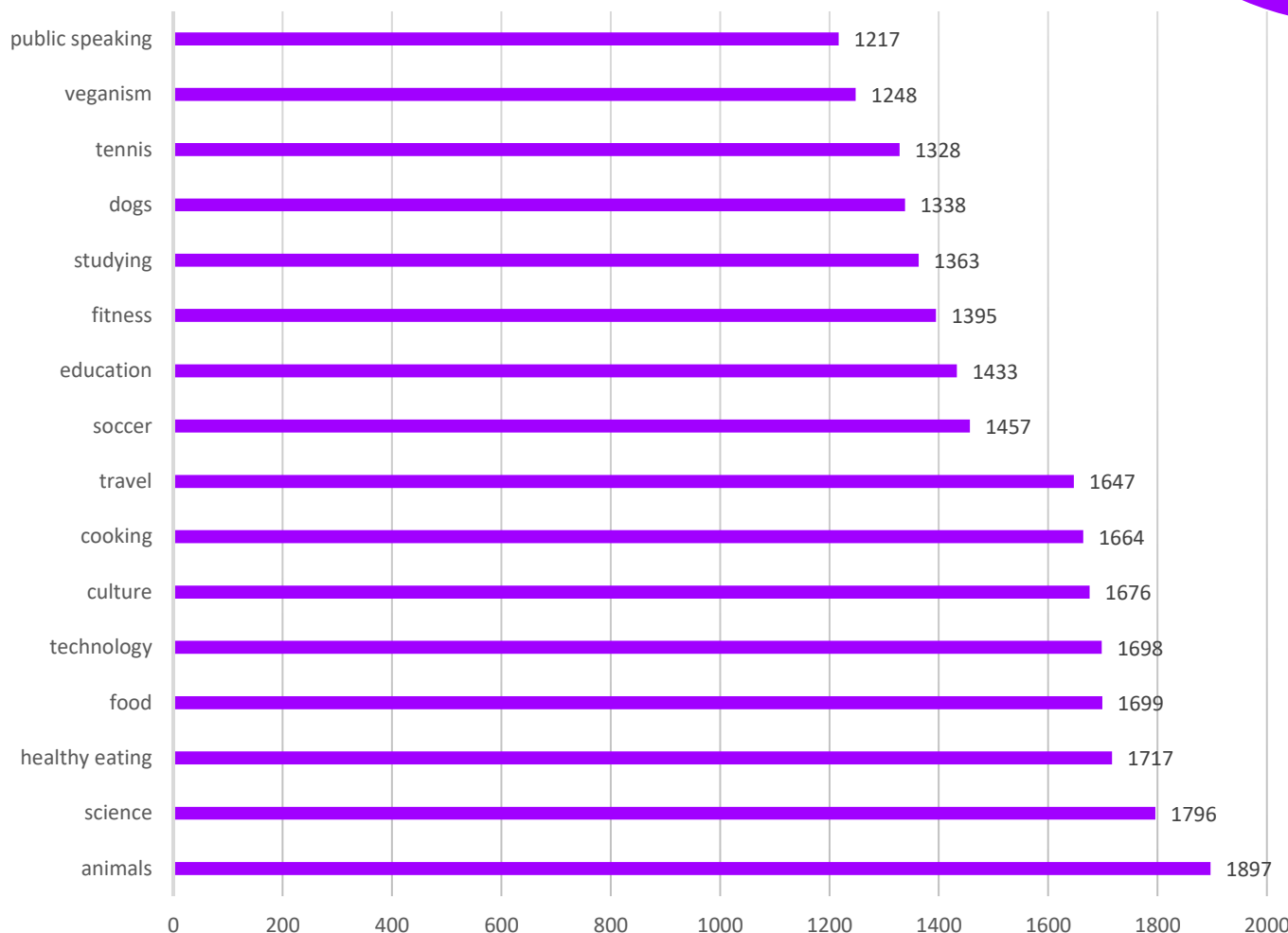
- **Animals:** 1,897 reactions (most engaging)
- **Science:** 1,796 reactions
- **Healthy Eating:** 1,717 reactions
- **Food:** 1,699 reactions
- **Technology:** 1,698 reactions
- **Culture:** 1,676 reactions
- **Public Speaking:** 1,217 reactions (least engaging)

**High Interest in Animals and Science:** Content related to animals and science drives the most engagement.

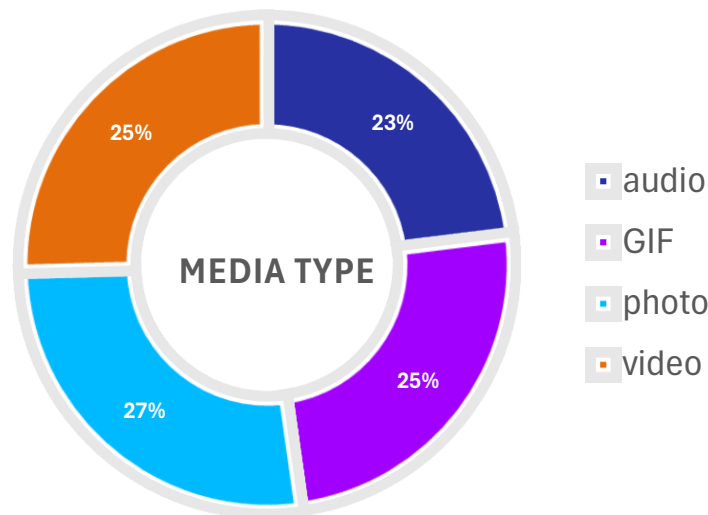
**Balanced Interests in Lifestyle:** Categories like healthy eating, food, and technology show strong reactions, indicating diverse interests.

**Opportunity for Improvement:** Public speaking and fitness categories have lower reactions, suggesting potential areas for enhanced content strategies.

TOTAL REACTIONS PER CATEGORY



- **Overall Positive Response:** Majority of reactions are positive, indicating general satisfaction with the content.
- **Room for Improvement:** A significant portion of reactions are negative, suggesting areas to address for better audience engagement.
- **Focus on Enhancing Positive Content:** Leverage positive feedback to create more engaging and appealing content.
- **Equal Distribution in Content Media with photo most common**



# Summary



## Key Insights:

We identified consistent content posting throughout the year, with May being the peak month for both posts and positive engagement. Sentiment analysis revealed that positive reactions dominate, with minimal neutral responses, indicating strong user opinions. Negative sentiment remains steady, particularly in January and December.

## Top Content Categories:

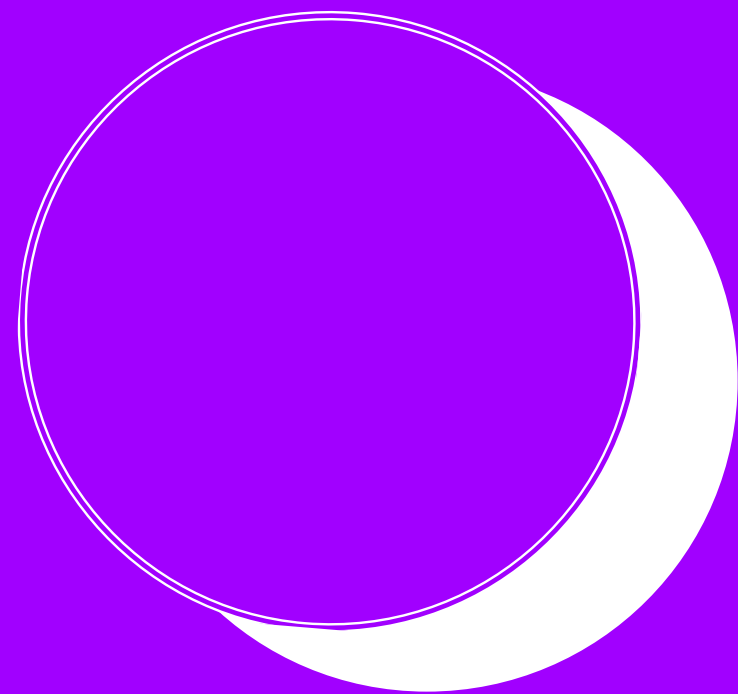
Our analysis highlights the top 5 content categories driving user engagement, offering key opportunities for Social Buzz to optimise content strategies.

## Big Data Optimisation:

By leveraging data best practices, Social Buzz can enhance scalability and prepare for a successful IPO, while continuing to capitalise on its high user engagement.

## Next Steps:

We recommend implementing data-driven strategies to improve content management, strengthen sentiment analysis, and refine platform scalability in preparation for IPO readiness.



# Thank you!

ANY QUESTIONS?