Social Buzz

By Kiruthika. R

Today's agenda

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

Project Recap

social buzz is a fastest growing technology unicorn that need to adapt quickly to it's global scale. Accenture has begun 3 month task.

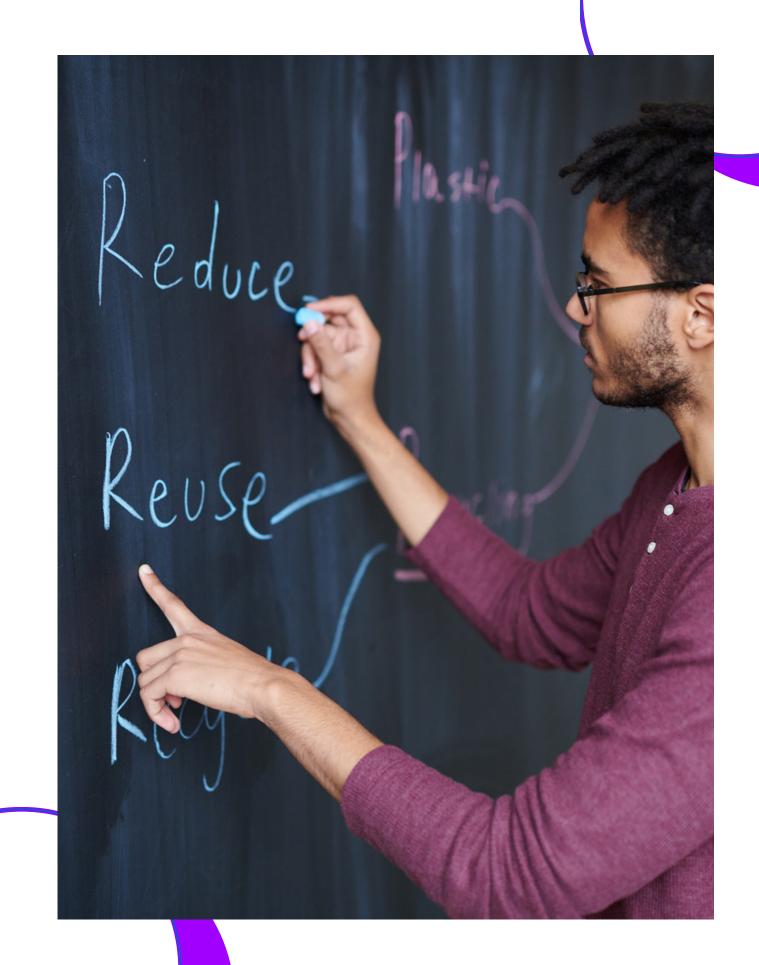
- Audit social buzz big data practice.
- Recommentation for sucessful IPO
- Analyse the social buzz top 5 popular catgories content.

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Problem

over 100000 of content per day!

Different types of categories of content form this we analysis to find the social buzz's top 5 popular content categories.



The Analytics team



Andrew Fleming Chief Technical Arichitect



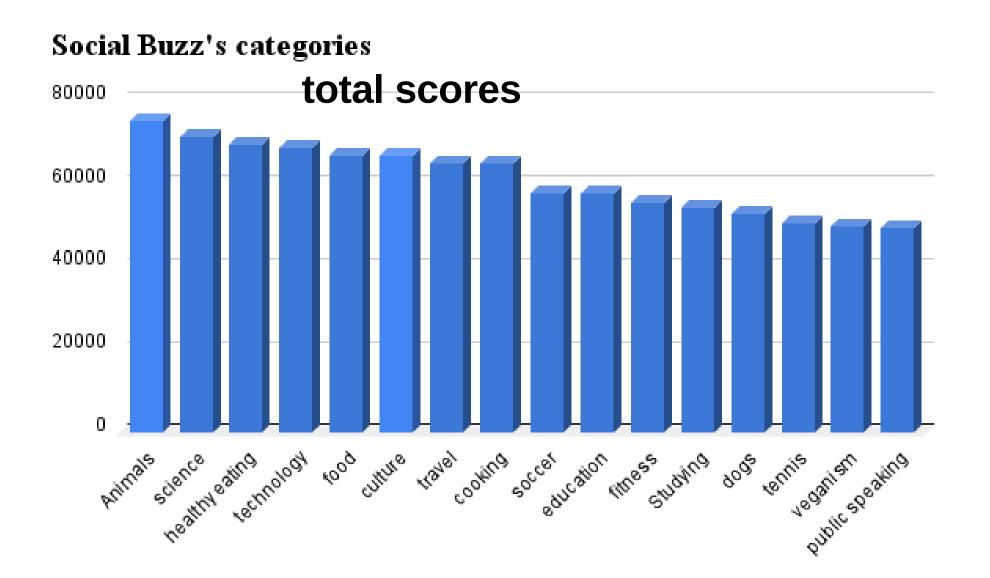
Marcus Rompton
Senior Principle



My selfData analyst

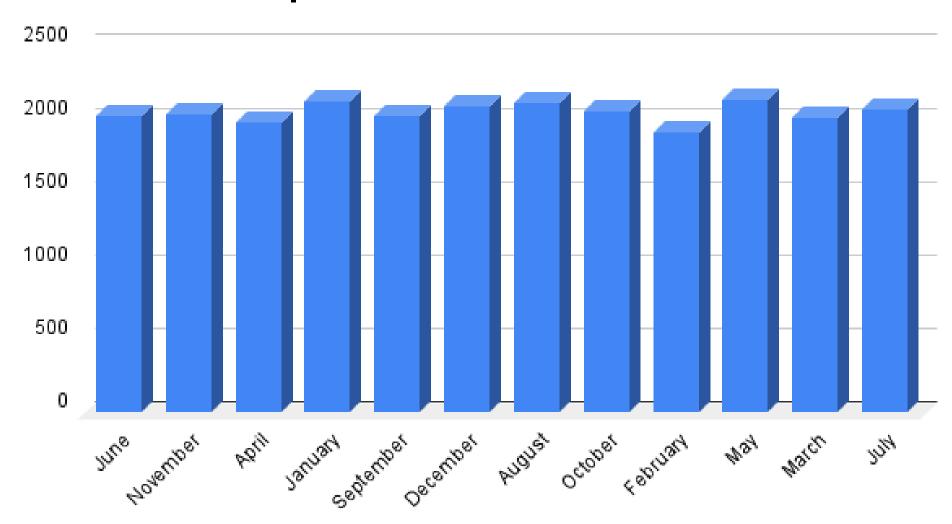
Process **Understanding the task Data Cleaning Data Modeling Data Analysis Uncovering insight**

Social Buzz's Categories of content



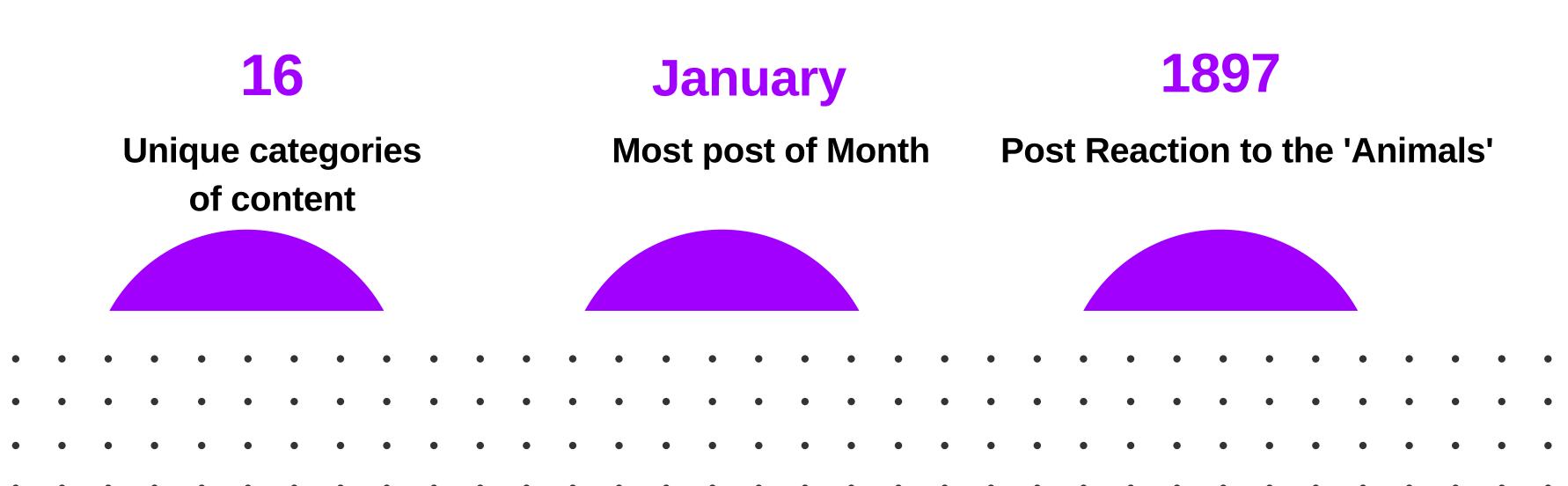
- There are 16 unique categories of content.
- Top one content is Animals.
- Top 5 categories are
 Animals, science, healthy eating, technology, food.

Month with most posts

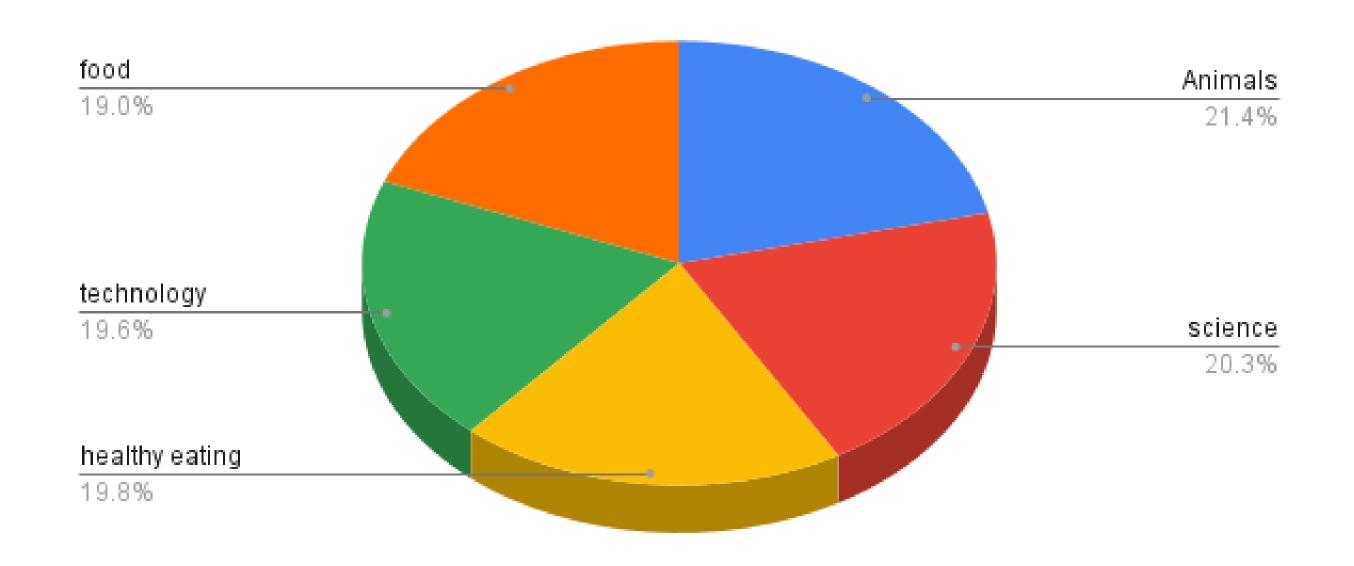


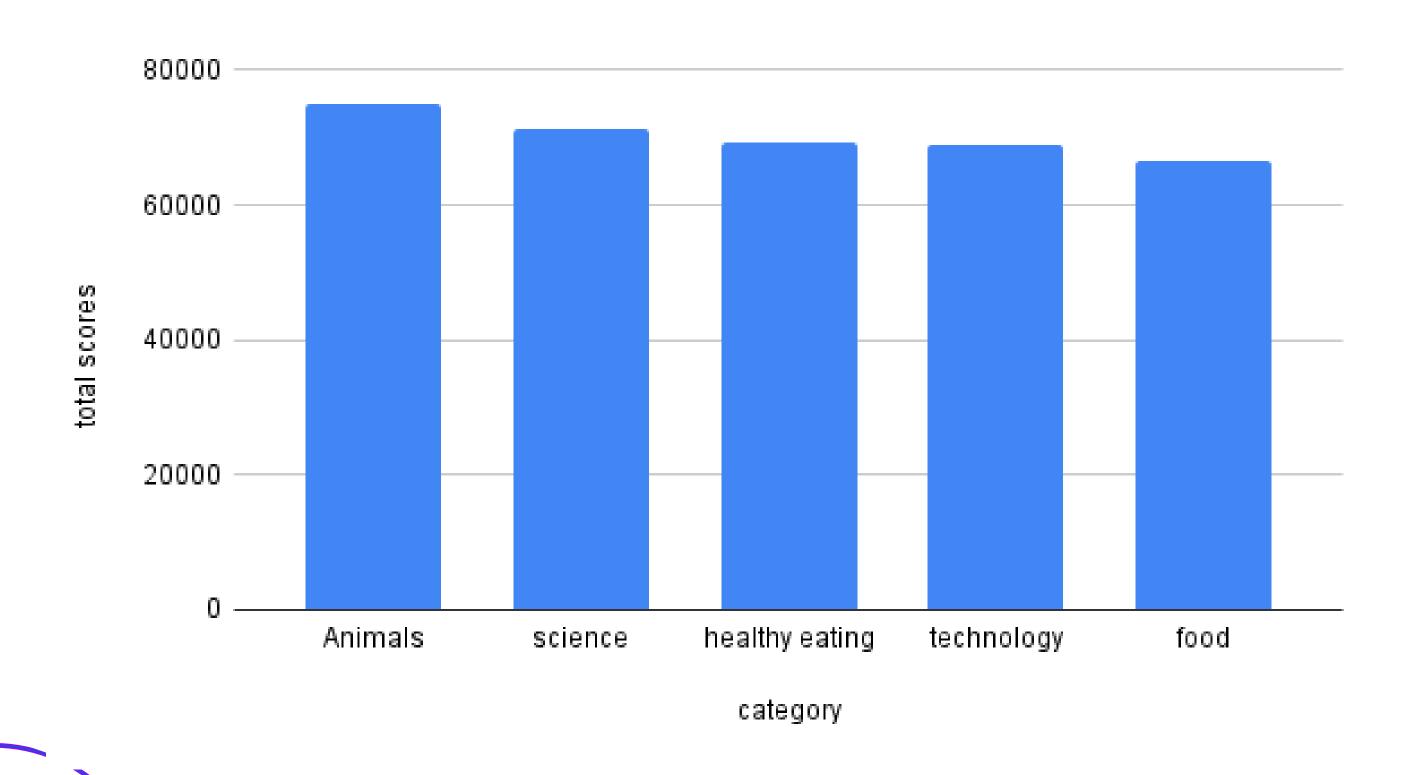
• Social buzz's Most post months are January , May, August.

Insights



I op 5 content categories in percentage

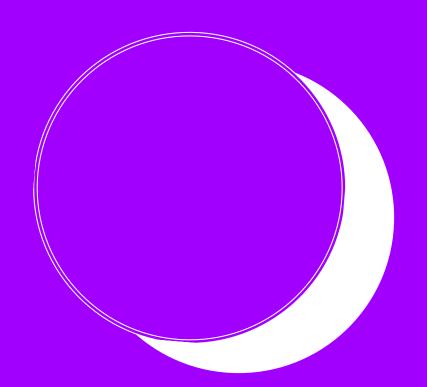




Summary



- Finally from my analysis in Social buzz's data Top 5 popular content categories are Animals, Science, Food, Healthy eating, Technology.
- And January, May, August are the most post month in social buzz.



Thank you!

ANY QUESTIONS?