

Social Buzz Data Analysis

Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary

Project Recap

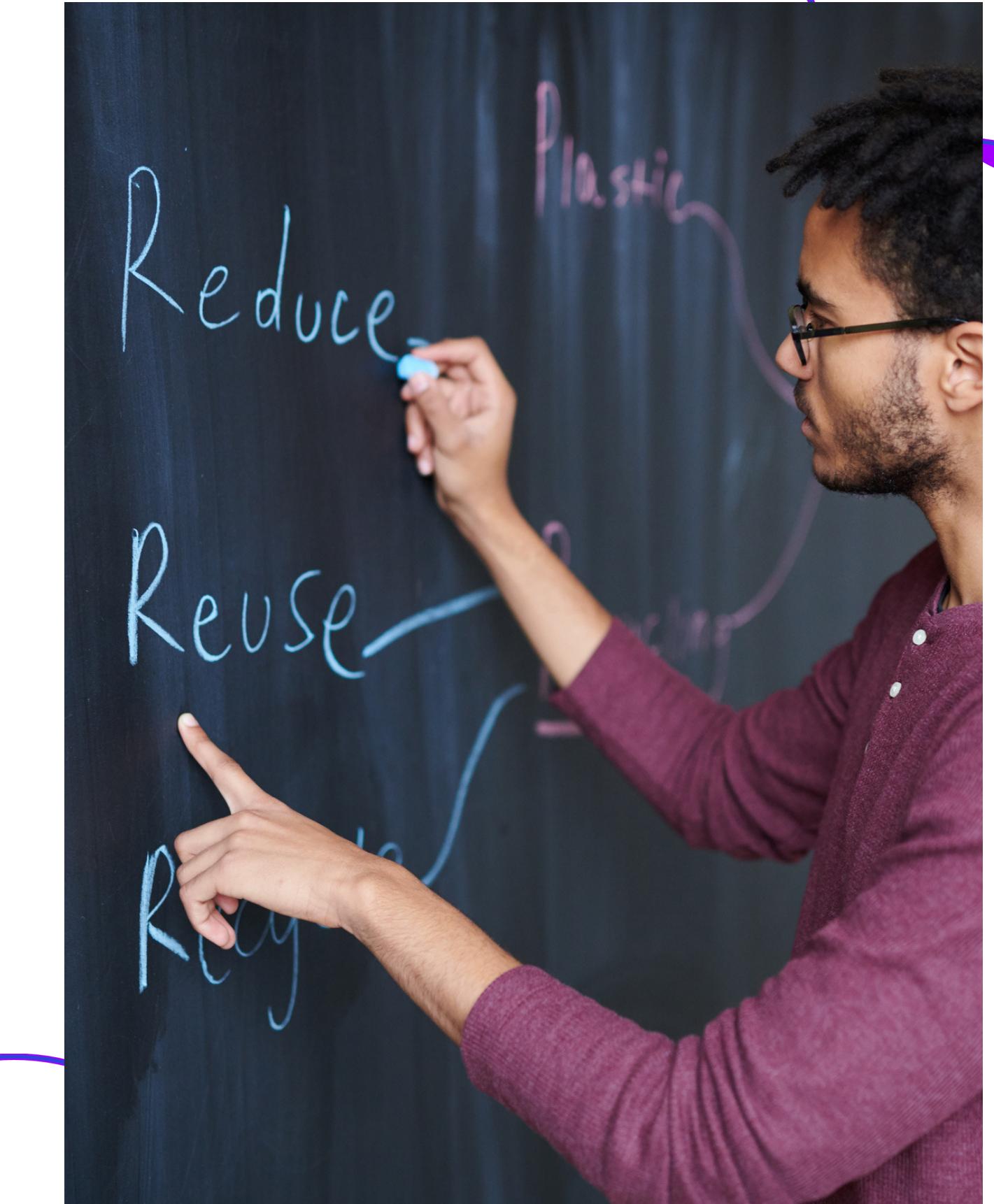
Social Buzz is a fast-growing Social media & content creation company that need to adapt quickly to its global scale

Accenture is running a 3-month initial project to prove to them that we are the best firm to work with. They are expecting the following:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity

Problem

- Every day over 100,000 pieces of content are posted
- Data is highly unstructured
- Requires highly complex technology to manage and maintain
- Analyze top 5 categories with the largest aggregate popularity



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



Rounak Saha
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Data Visualization

Insights

16

Unique Categories



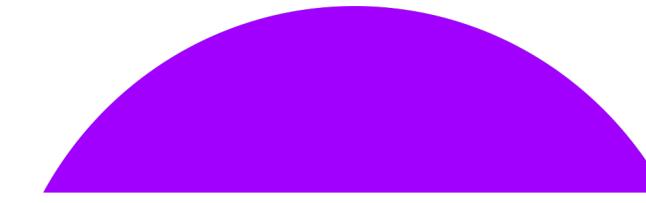
1898

Reactions to
Animal's post

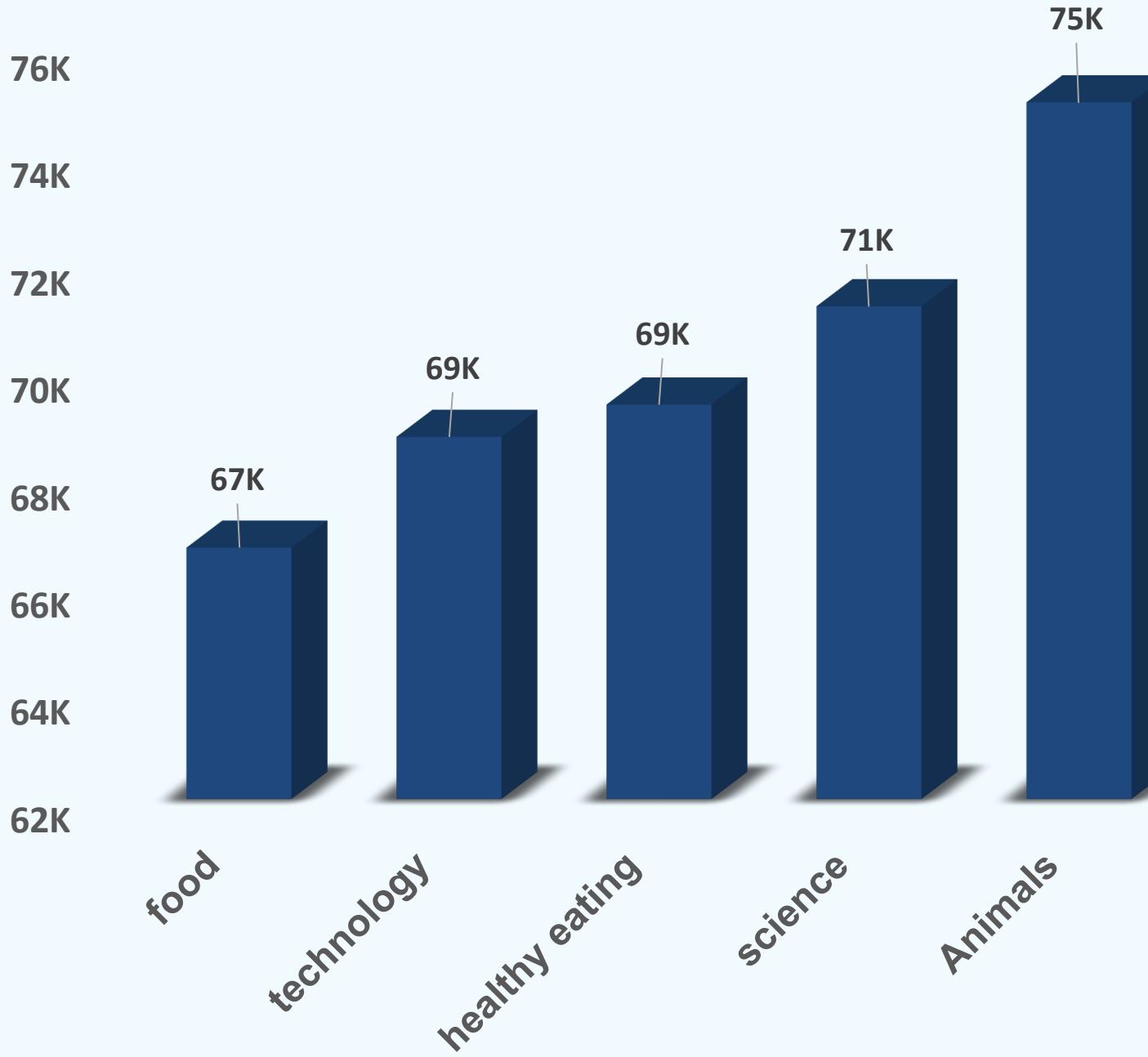


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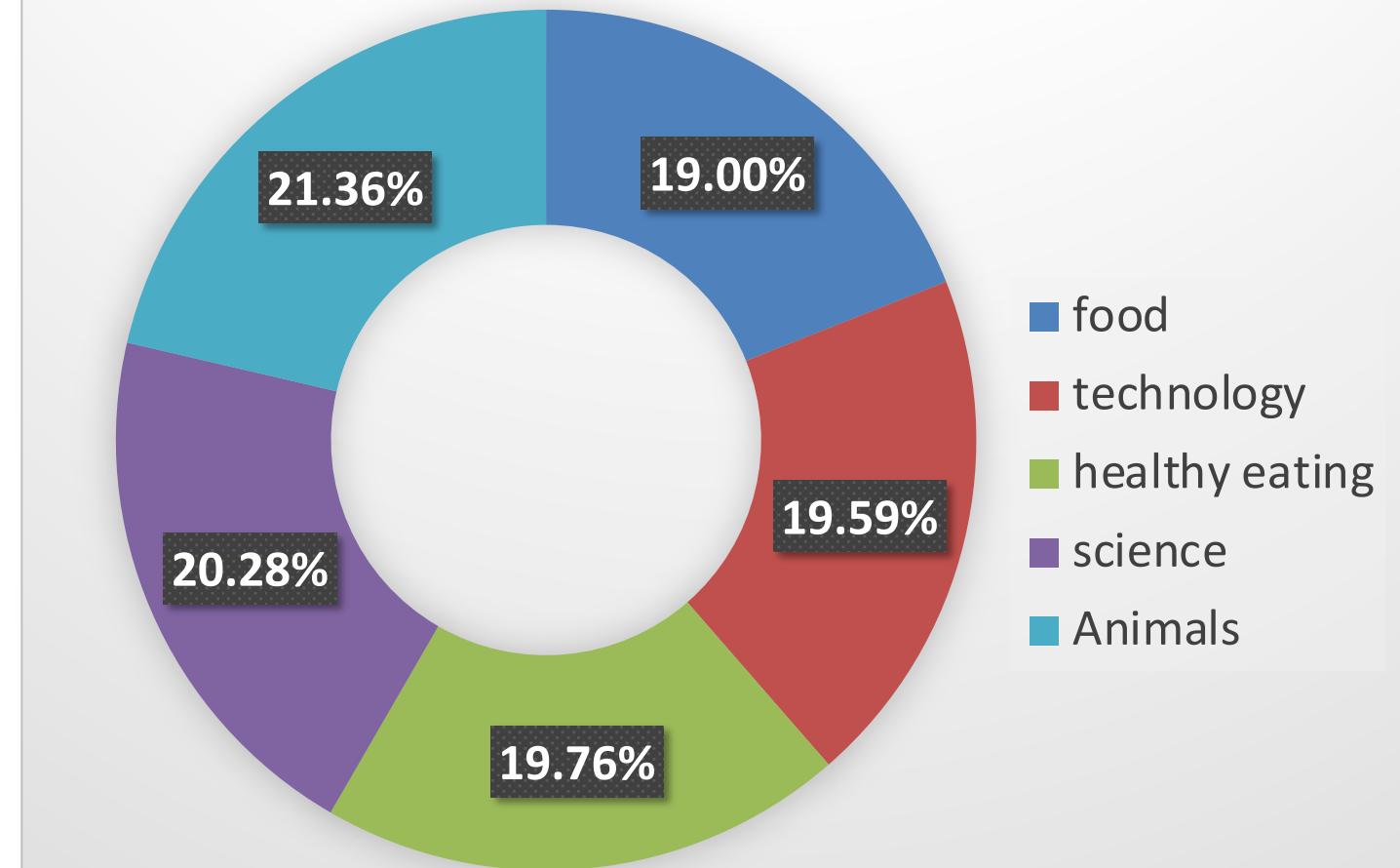
Month with
highest number of
posts



Top 5 Categories by Aggregated “Popularity” Score



Popularity % Share from Top 5 Categories



Summary



ANALYSIS

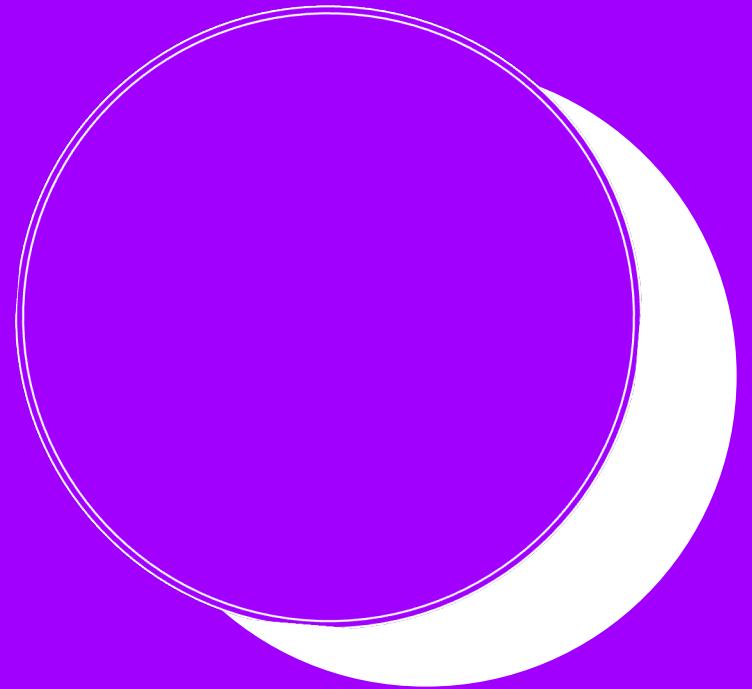
Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

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

It should come as no surprise that technological content is among the top categories given the advancement of technology. It indicates that users like your technological material. Working with some of the biggest digital companies in the world is something I would suggest doing because it would undoubtedly increase user engagement.



Thank you!

ANY QUESTIONS?