



SCALING & IPO STRATEGY FOR SOCIAL BUZZ



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



Project Recap

Social Buzz is a fast-growing company that need to adapt quickly to its global scale. Accenture has begun a 3-month POC focusing on these tasks:

1. An audit of Social Buzz's big data practice
2. Recommendations for a successful IPO
3. Analysis to find Social Buzz's top 5 most popular categories of content

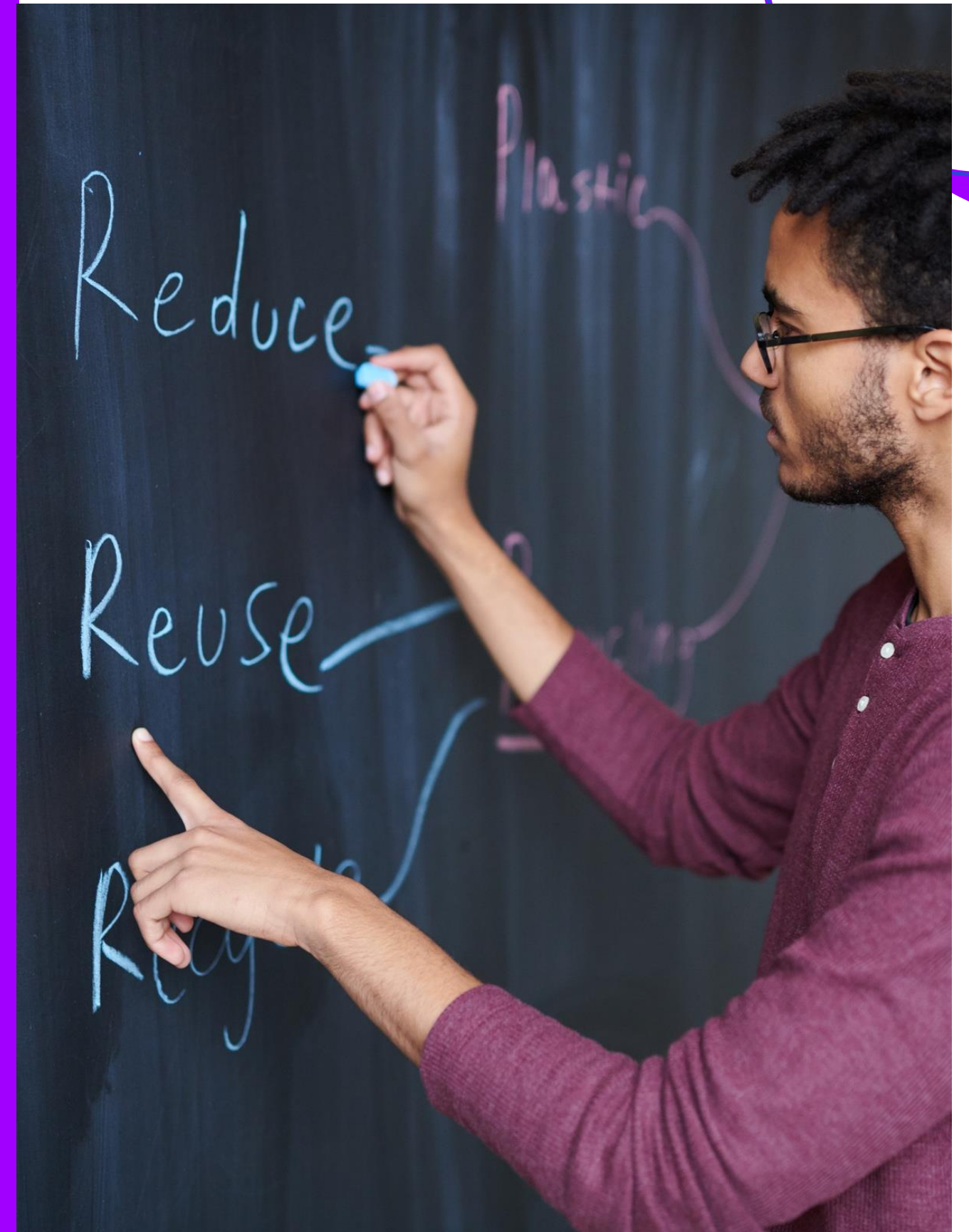
Problem

OVER 100,0000 POSTS PER DAY

36,500,000 PICES OF CONTENT PER YEAR!

BUT HOW TO CAPITALIZE ON IT WHEN
THERE IS SO MUCH

ANALYSIS TO FIND SOCIAL BUZZS TOP 5
MOST CATEGORIES OF CONTENT



The Analytics team



ANDREW FLEMING
Chief of Technical
Architect



MARCUS ROMPTON
Senior Principle



MARIO NONOG
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modeling

4

Data Analysis

5

Uncover Insights

Insights

16

UNIQUE
CATEGORES



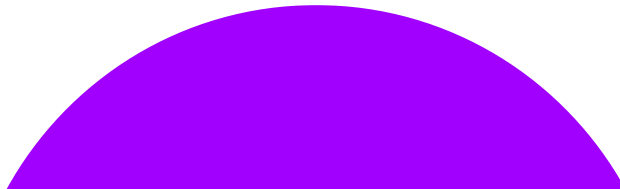
1897

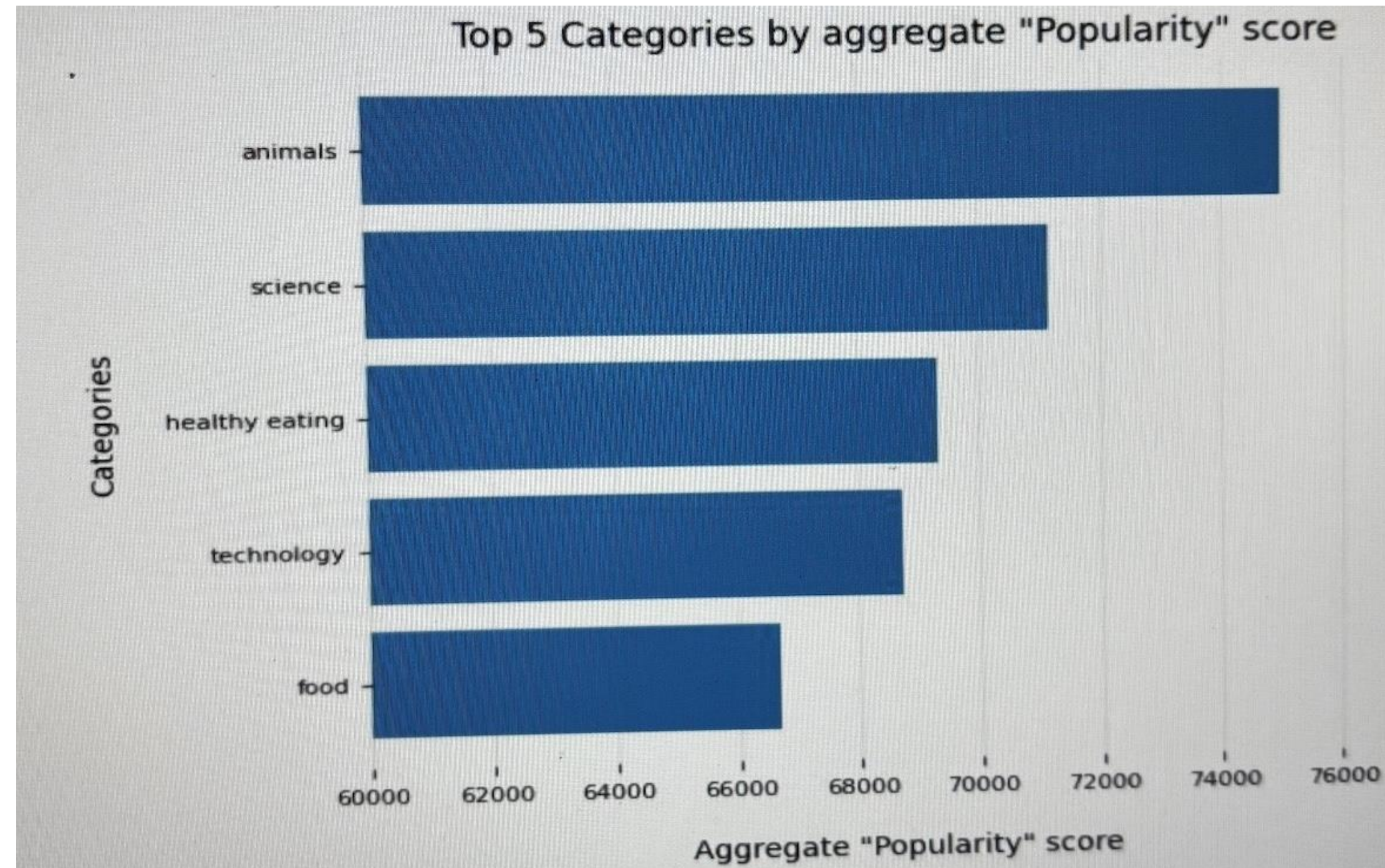
REACTIONS TO
ANIMAL POSTS



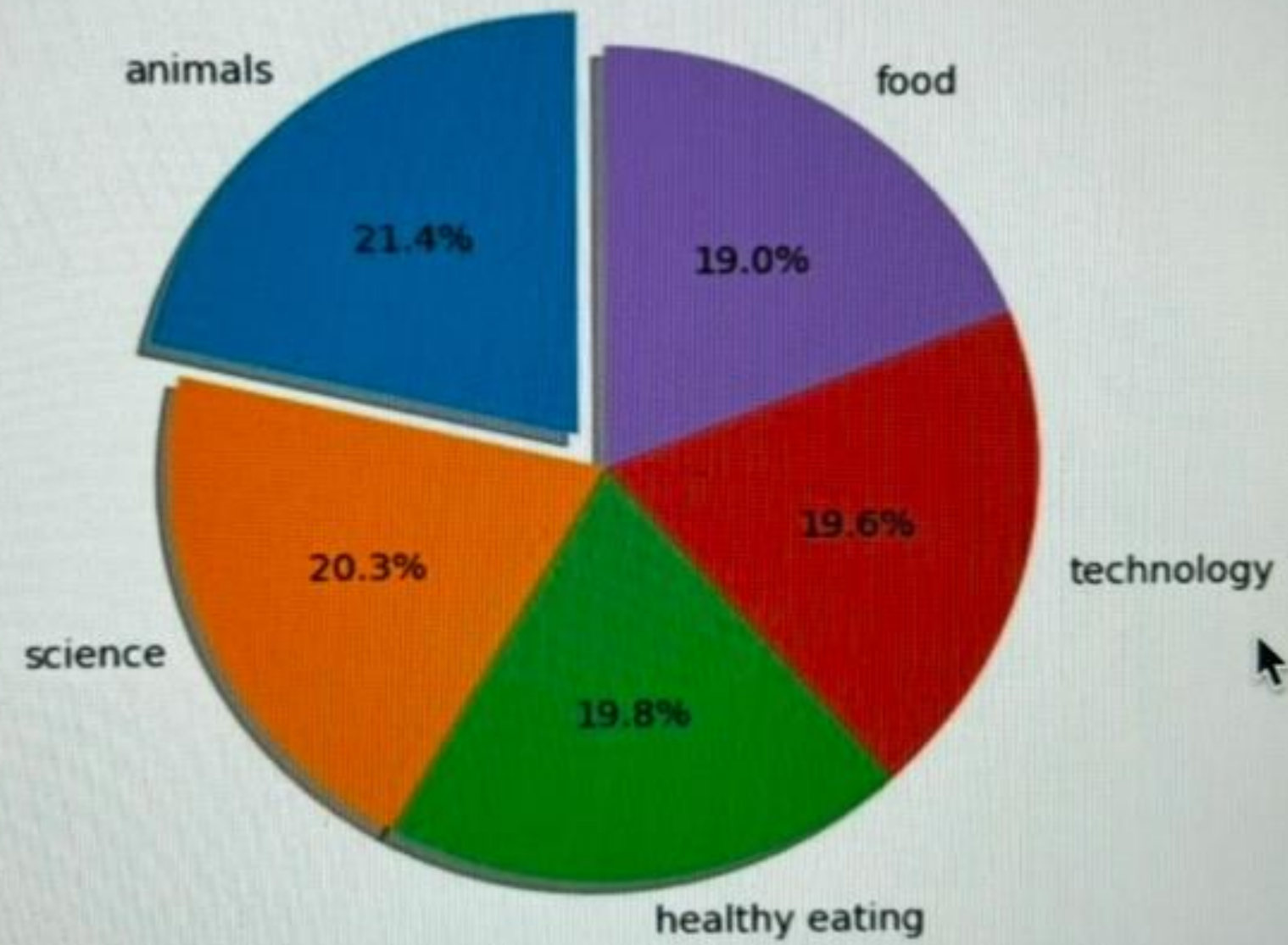
JANUARY

MONTH WITH
MOST POSTS





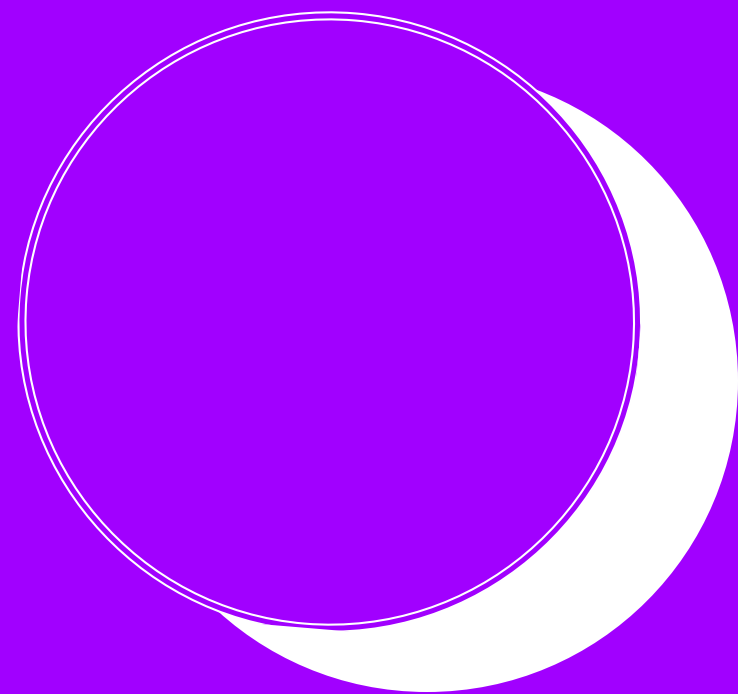
Popularity percentage share from top 5 categories



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 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 its 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?