



# SOCIAL BUZZ Analysis

# Today's agenda

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

# Project Recap

Social Buzz is a fast-growing technology unicorn that need to adapt quickly to its global scale.

Accenture has begun a 3-month POC focusing on these tasks:

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

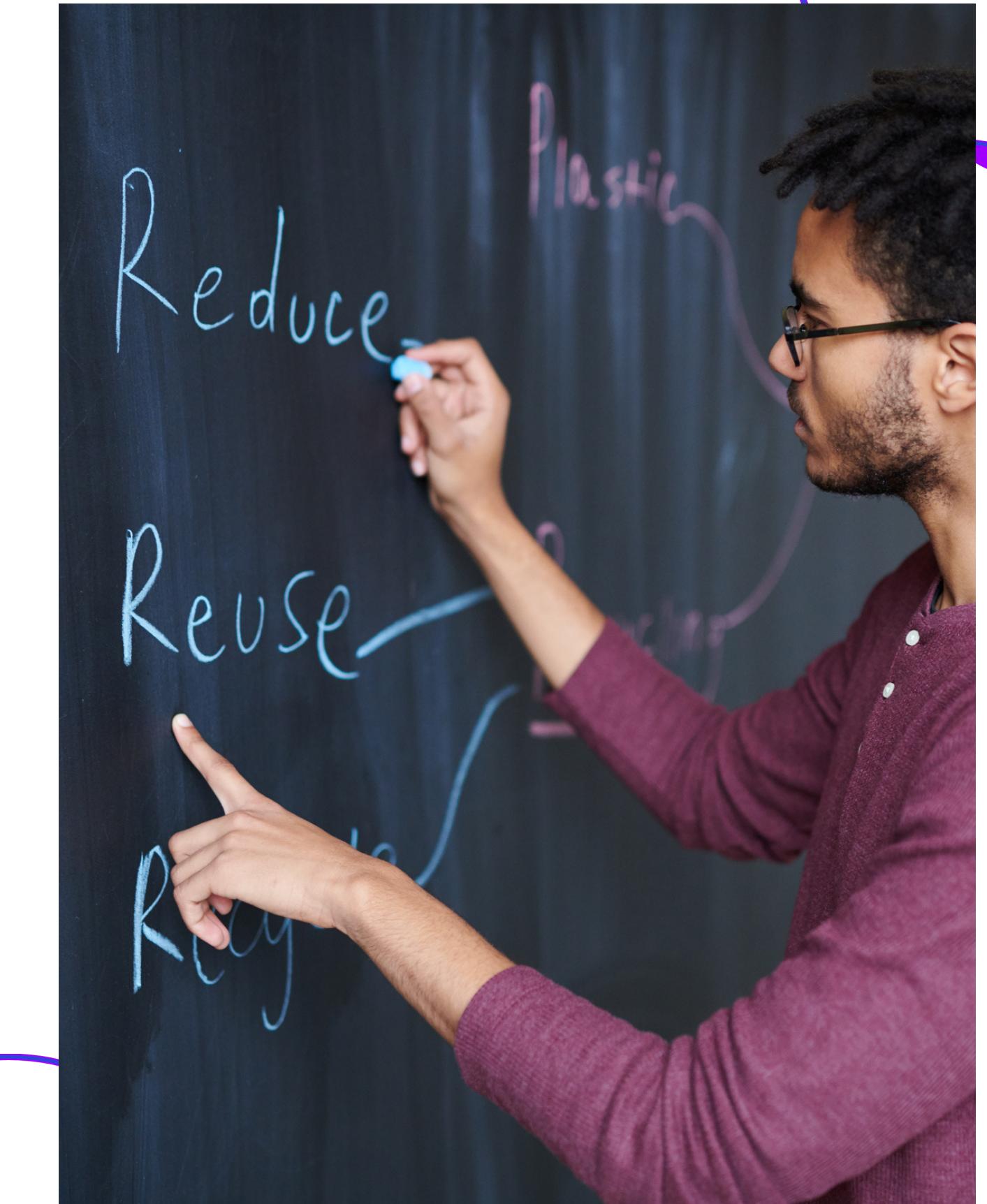
# Problem

- Over 100000 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 categories of content



# The Analytics team



Emma Fleming  
Chief Technical Architect



Marcus Rompton  
Senior Principle



Sarthak Saharan  
Data Analyst

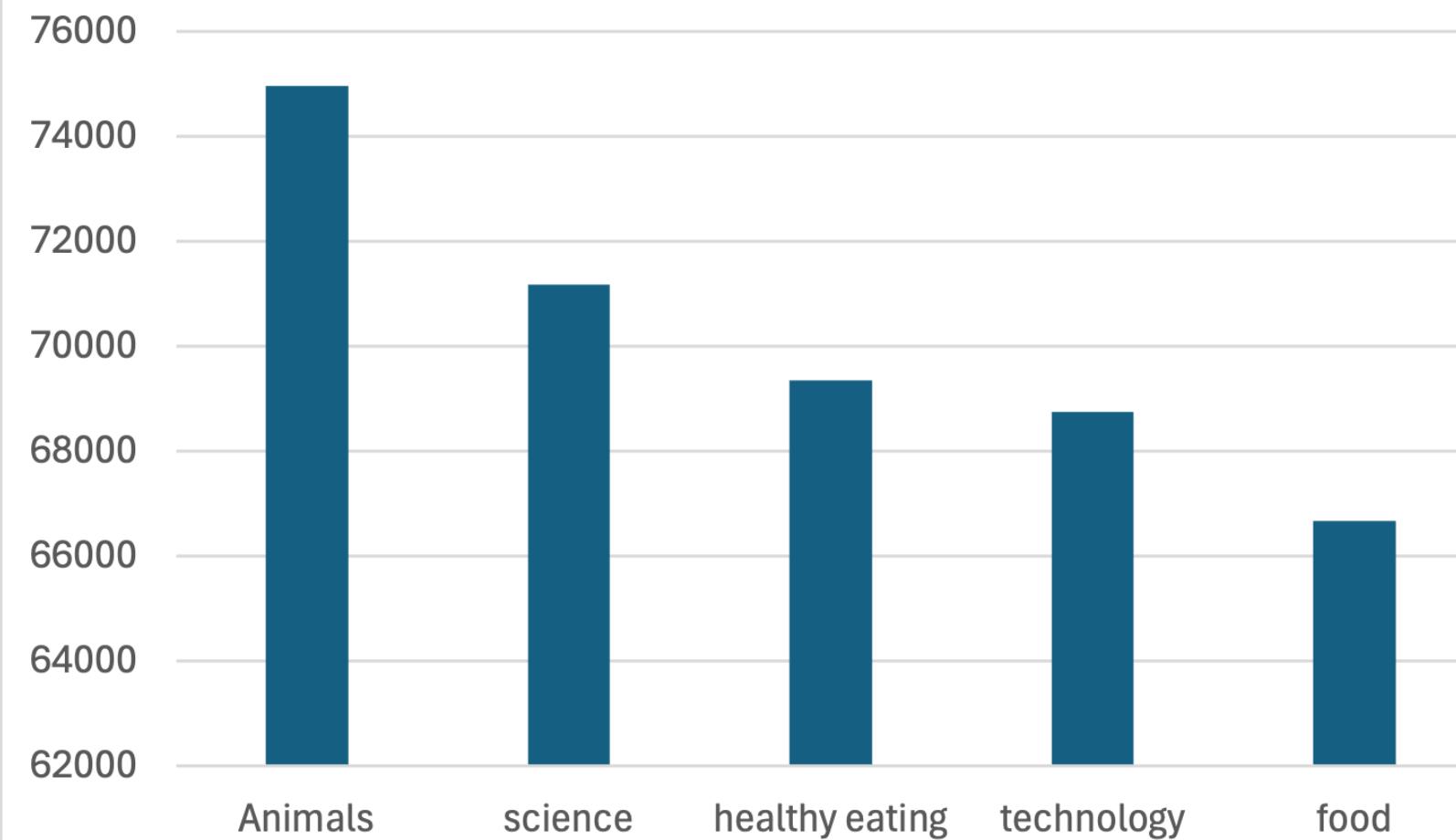
# Process



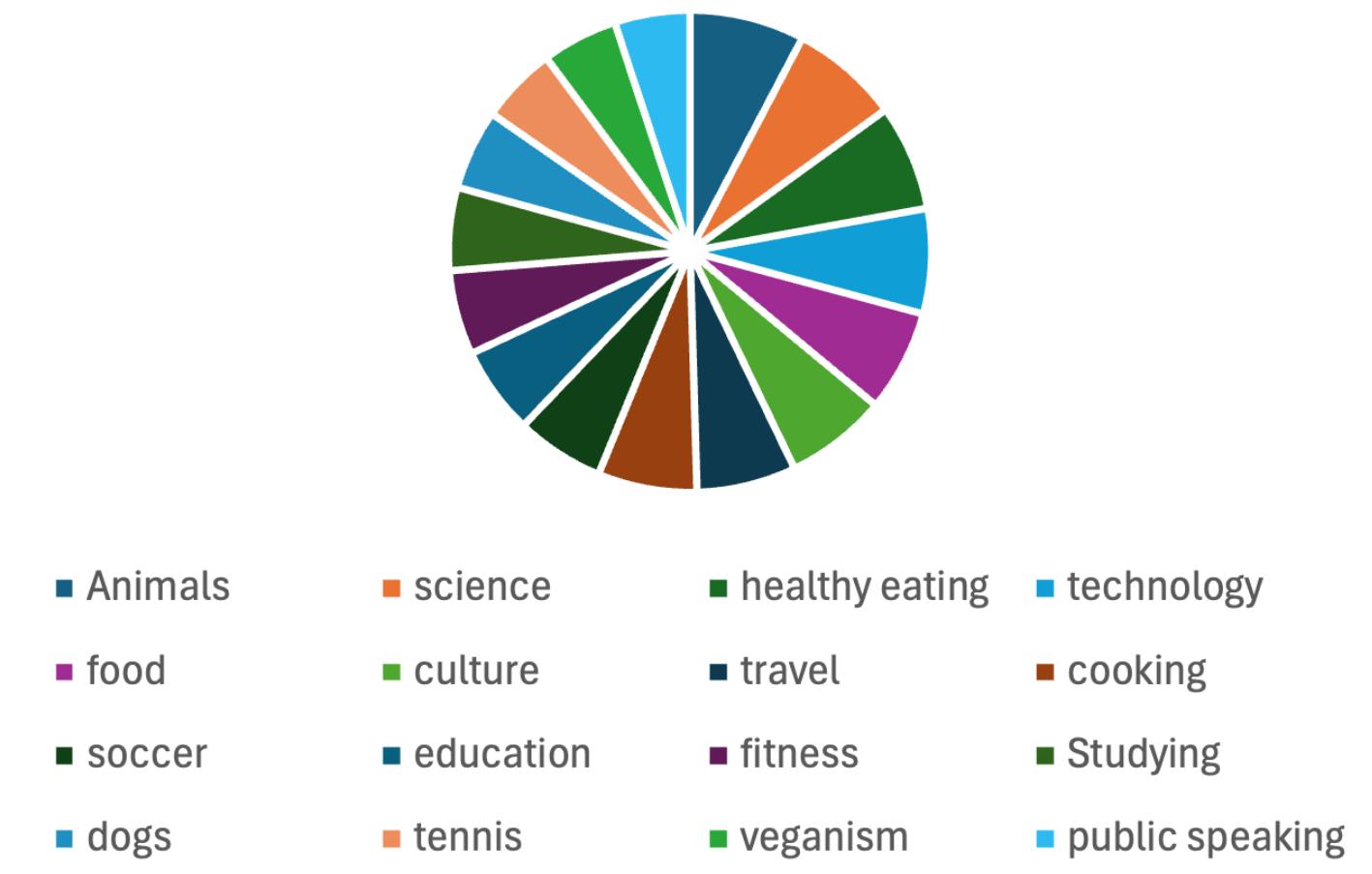
# Insights

## SOCIAL BUZZ

Top 5 Categories



Different Categories



# Summary



TOP 5 CATEGORIES OF CONTENT:

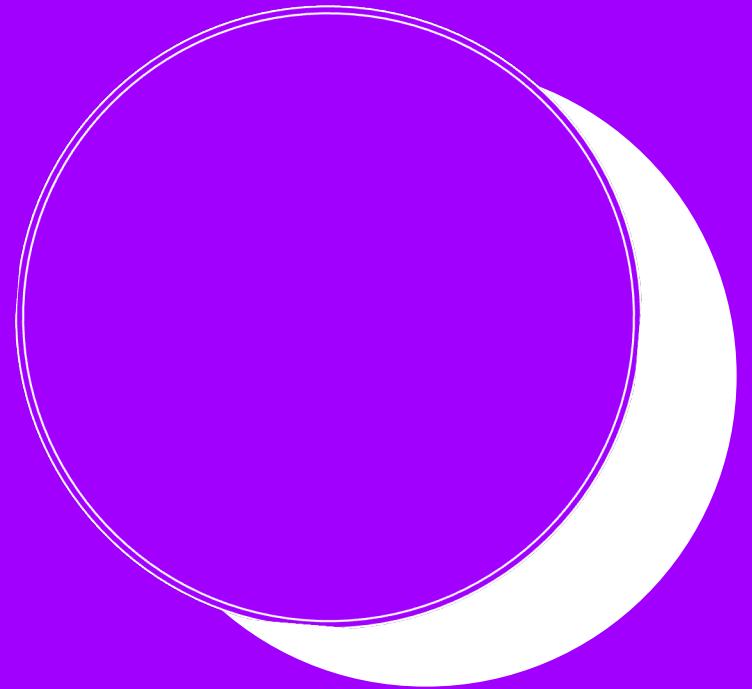
Animals

science

healthy eating

technology

food



Thank you!

ANY QUESTIONS?