ACCENTURE'S DATA 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.

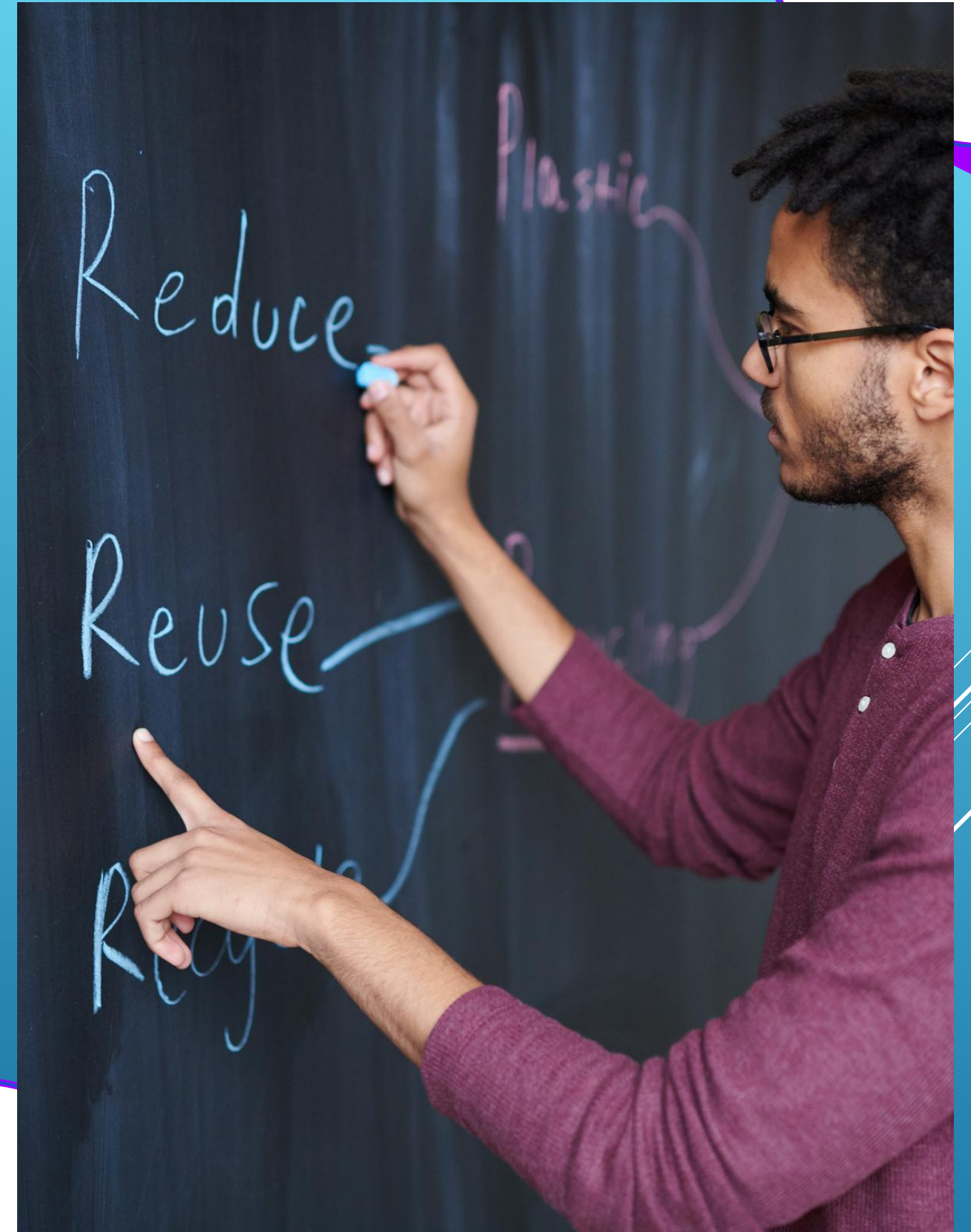Accenture has begun a 3 months POC focusing on these tasks:

1. An adult 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 100000 posts per day.

36,500,000 pieces of contents per year!

But how to capitalize on it when there is so much?

The Analytics team

Satyam Kumar
Data Analyst

Marcus Rompton
Senior Principal

Andrew Fleming
Chief Technical Architect

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover Insights

Outline the key steps you took as a data analyst. Keep your slide clean, you can talk to each point as you present.
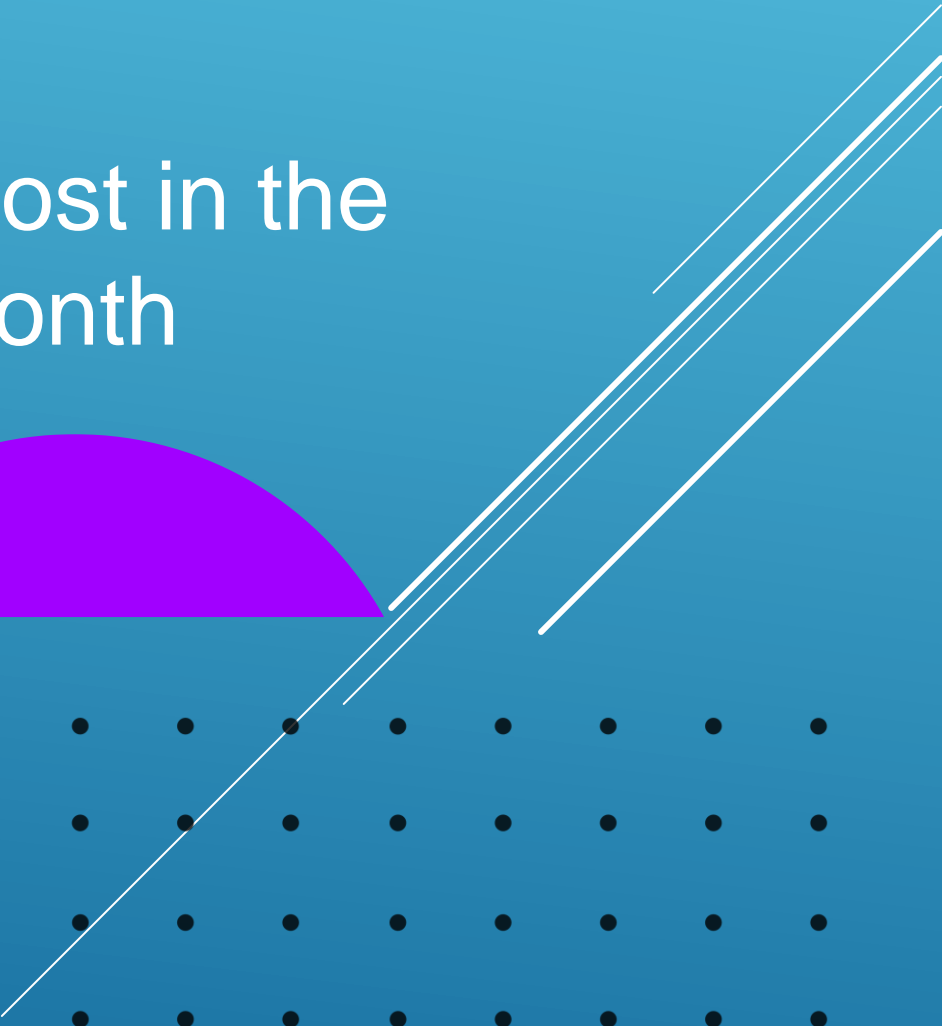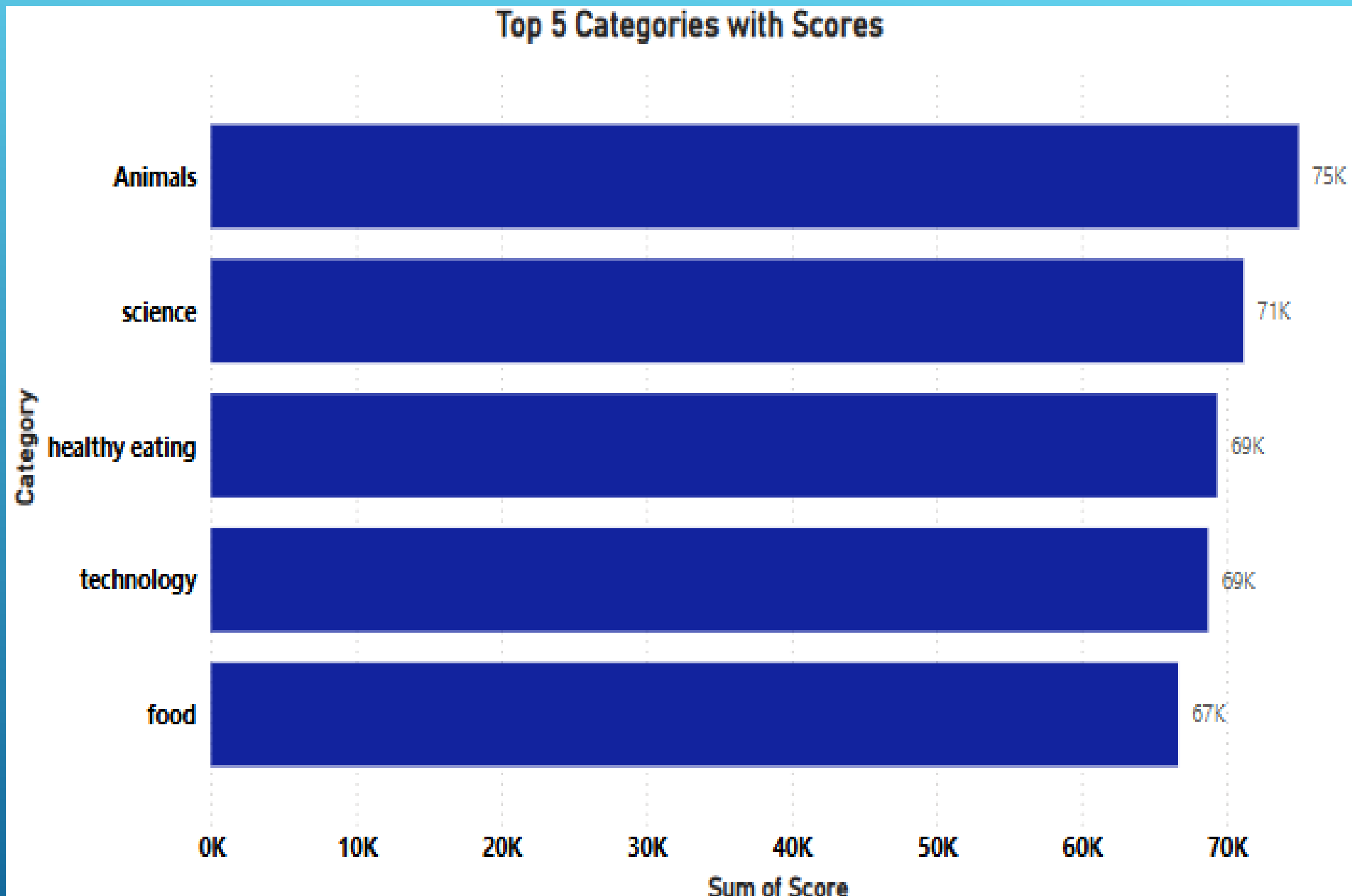
Insights

16

Total Number of Categories

1328

Least reaction for the Veganism post

MAY

Most Post in the Month

Top 5 Categories with Scores

Bar chart is used to get the visuals clearly so that we can see the data for all these 5 categories. In the top 5 categories, Animals is placed at top with around 75K scores where Science is placed at 2nd position with 71K scores.

Top 5 Categories with Post

- 1698
- 1897
- 1796
- 1699
- 1717

Category
- Animals
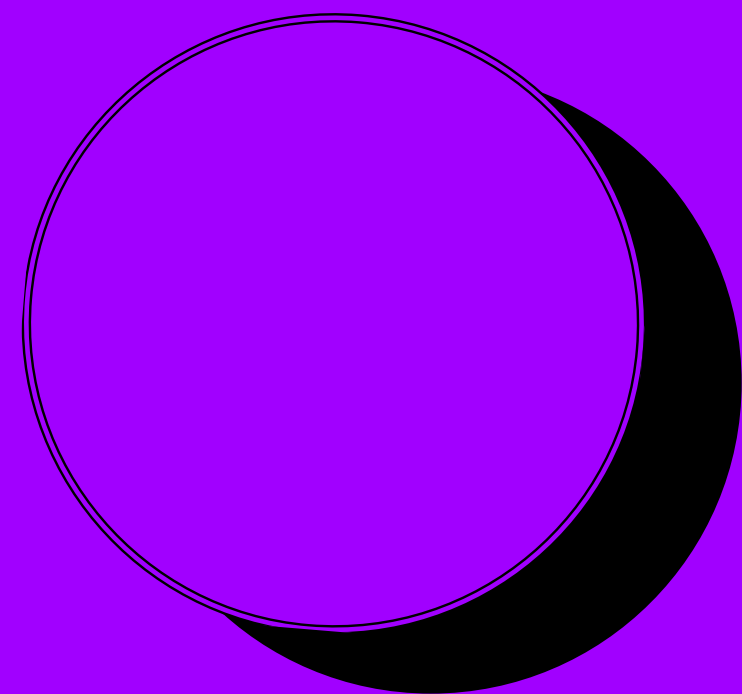- science
- healthy eating
- food
- technology
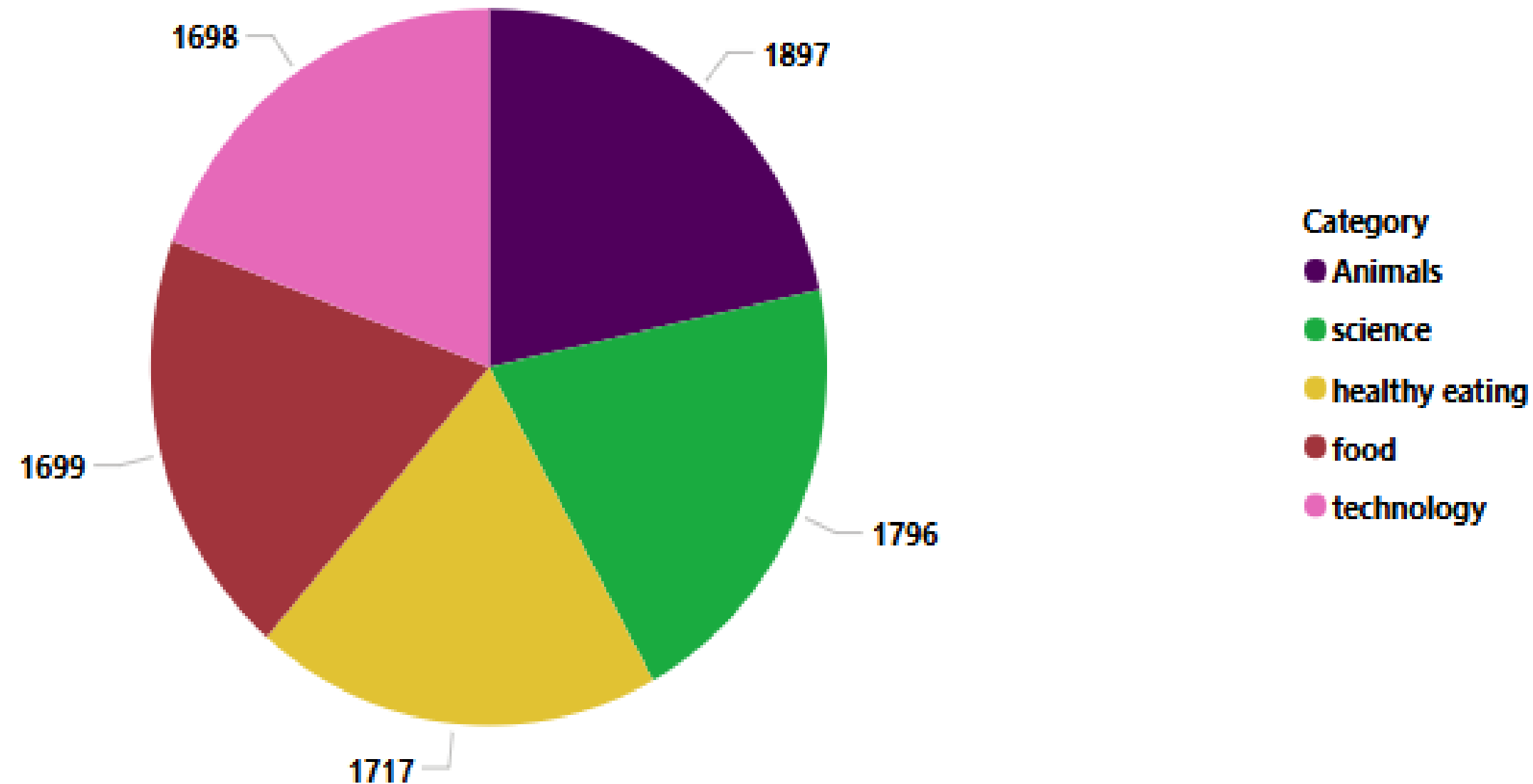
Here, we have to classify the total post based on the top 5 categories, so we have used the pie chart.
From the visual, we can say that Animals category has the most post with different content types, while there was a single post difference between Food and Technology.

Summary

"Animals" and "Science" dominate both post counts(1897,1796) and engagement scores(75k,71k) reflecting strong user interest and consistent alignment. Categories like "Food" and "Healthy Eating" show lower engagement. Presenting opportunities for improvement. Focus on maintaining momentum for top-performing categories while enhancing content strategies for underperforming ones to drive overall engagement growth.

Thank you!

ANY QUESTIONS?