



Shraddha SangaveData Analytics and Visualization Job Simulation

Certificate of Completion January 9th, 2024

Over the period of December 2023 to January 2024, Shraddha Sangave has completed practical tasks in:

Project Understanding
Data Cleaning & Modeling
Data Visualization & Storytelling
Present to the Client

Carolin Andley

Caroline Dudley
Managing Director
North America
Recruiting

Tom Brunskill CEO, Co-Founder of Forage

Social Buzz Data Analysis

Today's agenda

Project recap

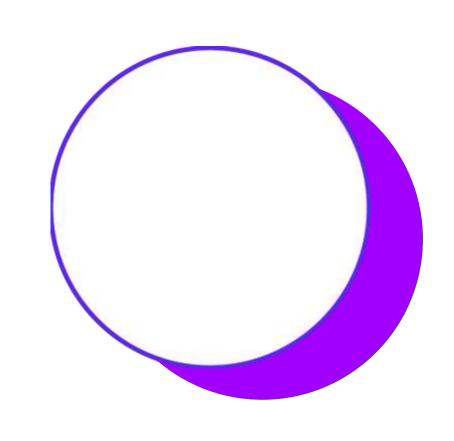
Problem

The Analytics team

Process

Insights

Summary



Project Recap Social buzz is a fast growing technology which quickly adapt to its global scale.. Accenture has begun a 3 month POC focusing on these task:

- 1) An audit of their big data practice.
- 2)Recommendations for a successful IPO.
- 3) Analysis of sample data sets to understand popularity of different content categories.

Problem

An analysis of their
content categories highlight
top 5 categories with largest
aggregate popularity.

- Over 100000 posts per day
- 36,500,000 pieces of content per year....

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

The Analytics team

- 1)Chief Technical Architect:Andrew Fleming
- 2)Senior Principal:-Marcus Rompton
- 3)Data Analyst:-Shraddha Sangave

Process **Data Understanding Data Cleaning** Data Modelling Data Analysis Uncover Insights

Cleaned Dataset

File	. Home	Insert	Page Layout	t Formulas	Data	Review	View	Developer	Power	Pivot	Design	Query	Q Tell r	ne what you wa	nt to do	
! 9	SECURITY	E	xternal Data C	onnections ha	ive been	disabled	Enable	Content								
12				*	: >	< _/	fx	=SUMIF(Cate	gory,[@Categ	ory],Scor	re)				
	А		В					D			E	F	:	G	Н	1
1 S	r.No. Co	ntent ID				Reaction	Туре	Datetime		Conter	nt Type	Category		Sentiment	Score	Column1
2	2 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	dislike		17-06-2021	12:22	photo		Studying		negative	10	54269
3	3 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	scared		18-04-2021	. 05:13	photo		Studying		negative	15	54269
4	5 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	intereste	d	23-08-2020	12:25	photo		Studying		positive	30	54269
5	6 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	peeking		07-12-2020	06:27	photo		Studying		neutral	35	54269
6	7 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	cherish		11-04-2021	17:35	photo		Studying		positive	70	54269
7	8 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	hate		27-01-2021	. 08:32	photo		Studying		negative	5	54269
8	9 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	peeking		01-04-2021	. 22:54	photo		Studying		neutral	35	54269
9	10 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	love		04-08-2020	05:05	photo		Studying		positive	65	54269
10	11 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	indiffere	nt	07-11-2020	08:36	photo		Studying		neutral	20	54269
11	12 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	scared		02-11-2020	06:28	photo		Studying		negative	15	54269
12	13 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	intereste	d	01-11-2020	01:16	photo		Studying		positive	30	54269
13	14 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	hate		07-10-2020	18:39	photo		Studying		negative	5	54269
14	15 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	scared		03-09-2020	18:51	photo		Studying		negative	15	54269
15	16 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	super lov	/e	24-02-2021	. 05:09	photo		Studying		positive	75	54269
16	17 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	peeking		23-09-2020	06:24	photo		Studying		neutral	35	54269
17	18 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	indiffere	nt	24-02-2021	. 11:37	photo		Studying		neutral	20	54269
18	19 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	intereste	d	22-05-2021	19:44	photo		Studying		positive	30	54269
19	20 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	intrigued		31-01-2021	16:03	photo		Studying		positive	45	54269
20	21 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	peeking		20-11-2020	17:26	photo		Studying		neutral	35	54269
21	22 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	worried		11-04-2021	20:47	photo		Studying		negative	12	54269
22	23 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	like		13-06-2021	16:46	photo		Studying		positive	50	54269
23	24 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	heart		11-04-2021	14:29	photo		Studying		positive	60	54269
24	25 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	worried		02-03-2021	19:21	photo		Studying		negative	12	54269
25	26 97	522e57-d	9ab-4bd6-9	7bf-c24d952	602d2	hate		27-06-2020	18:44	photo		Studying		negative	5	54269
4	Cor	ntent R	eaction R	Reaction Typ	Clea	ned data	set P	ivot Table	Top 5	custom	iers	+				

Insights

16

1897

JANUARY

Unique Categories

Reactions to 'Animal' posts

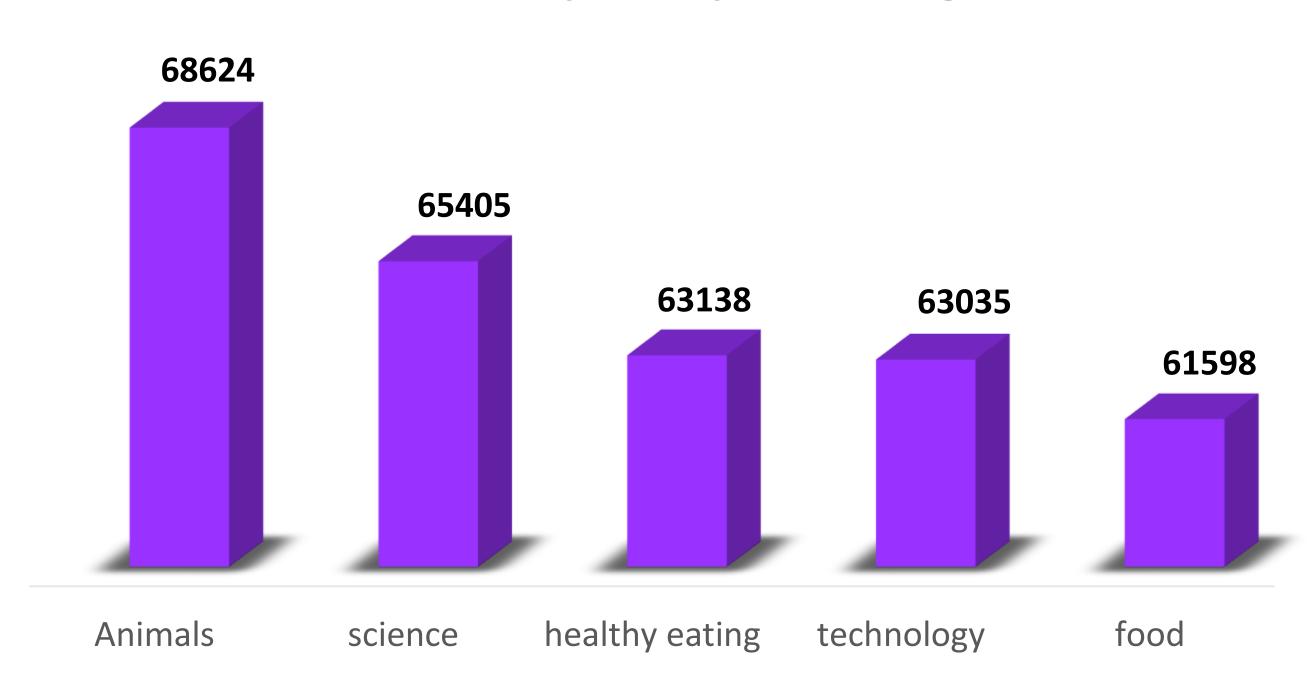
Month with the Most Posts

1

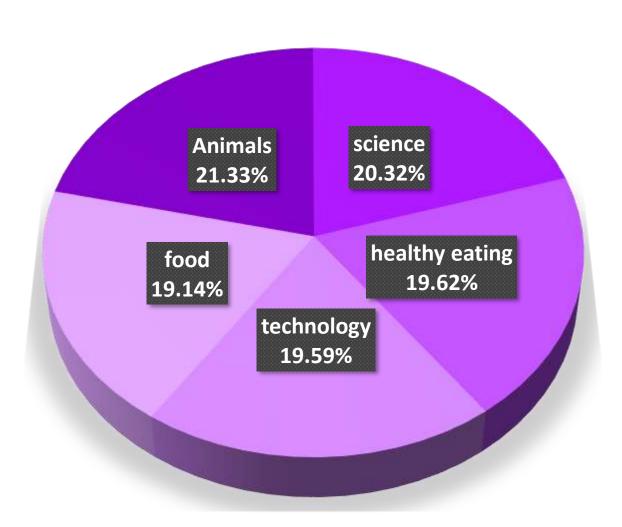
2

3

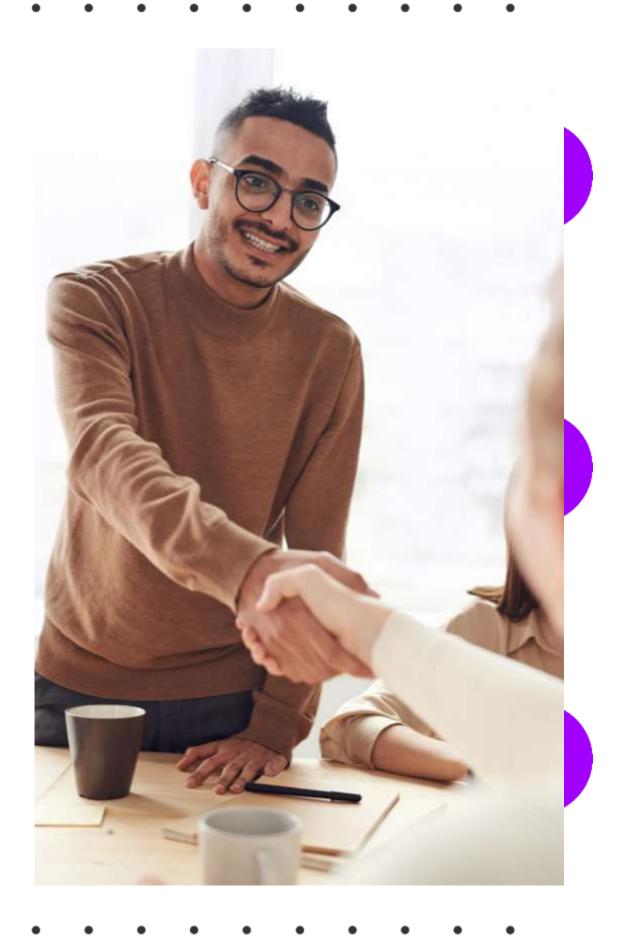
Score of Top 5 Popular Categories



Popularity Share from Top 5 Categories



Summary



ANALYSIS

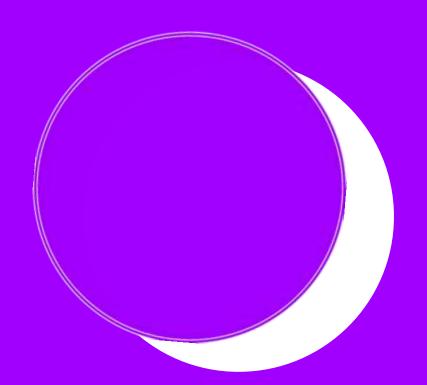
Animals and Science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHTS

Food and Science-Technology subjects got the highest scores. Thus, giving the indication of popular topics within your user base. You could use this insight to create a campaign, working with healthy eating and sci-tech brands to boost the user engagement.

NEXT STEPS

It's time to take this analysis into large scale production for real time understanding of your business. We can show you the way.



Thank you!

ANY QUESTIONS?