

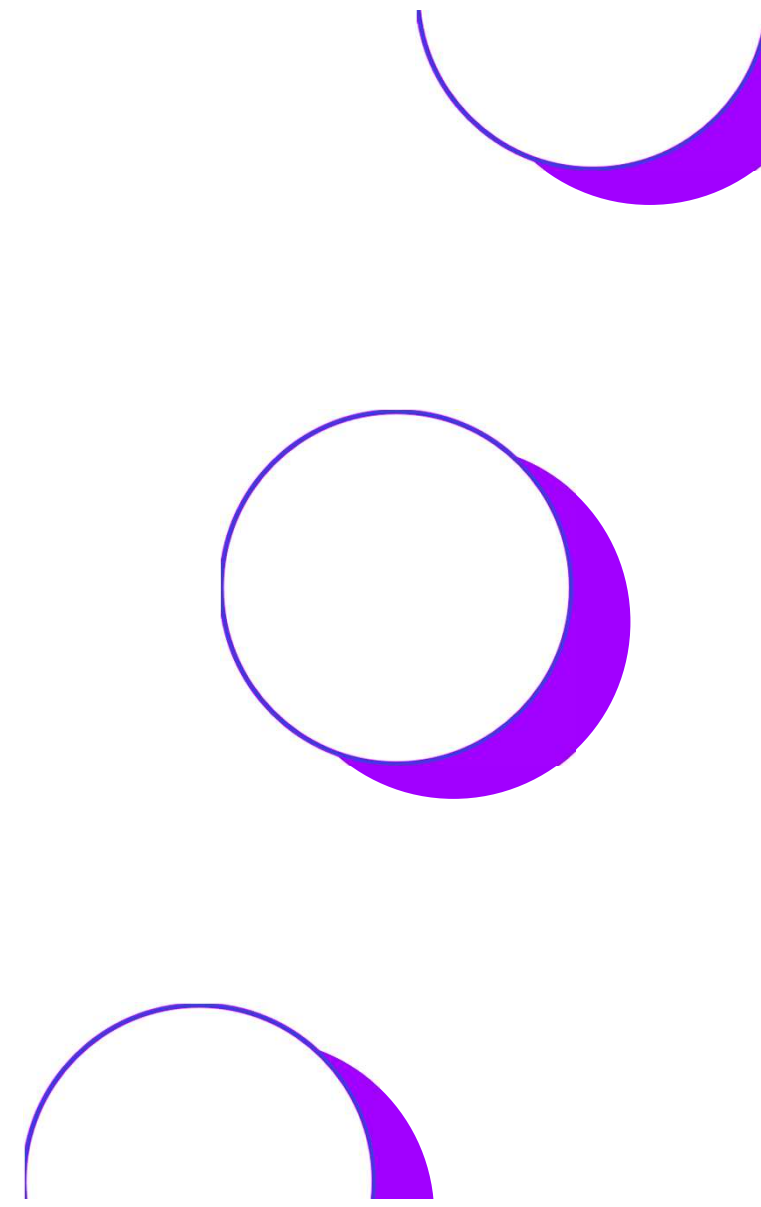


Social Buzz – Data Analysis

A vertical grid of 20 small black dots arranged in 4 columns and 5 rows on the left side of the slide.

Today's agenda

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

Three decorative purple shapes on the right side of the slide: a curved shape at the top right, a large circle in the middle right, and a curved shape at the bottom right. Each shape has a thin purple outline and a solid purple fill on one side.

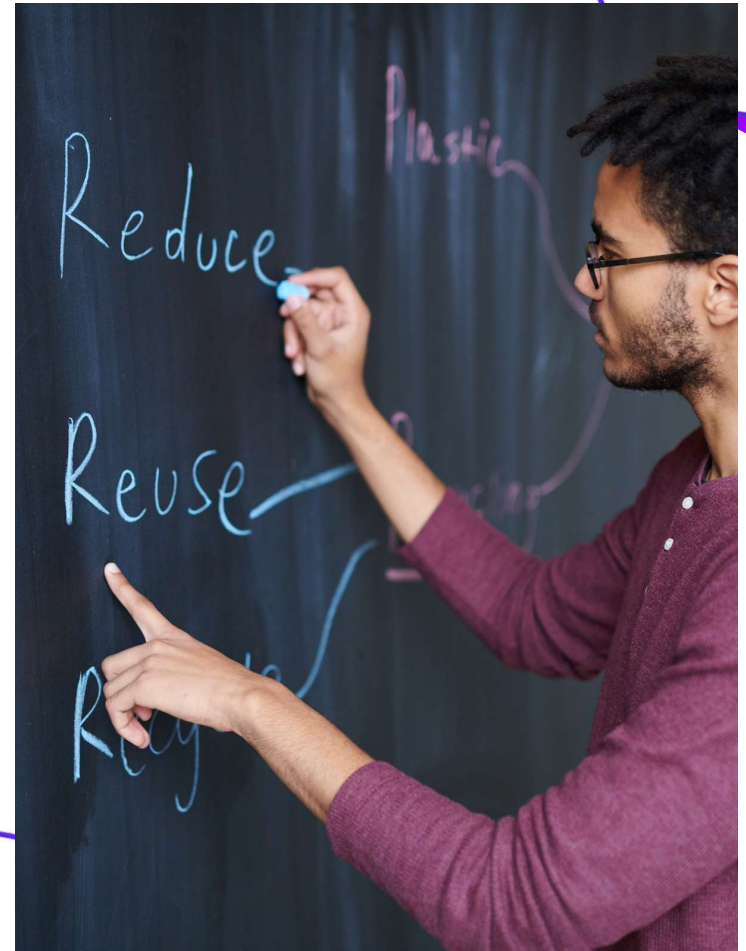
Project Recap

We at Accenture are undergoing a data analysis process to find important insights on how to grow Social Buzz as a company and make it outgrow its competition.

We with the data we have will determine whether Social Buzz is ready to make an IPO, determine its top 5 content categories and see what other insights about the company we can get from the data we have been given.

Problem

- Lack of data synergies
- Overload of current and new data being captured daily that needs to be cleaned and analysed for insights
- Non-existing/old data models



The Analytics team



**Chief Technical
Architect**



Data Scientist



Data Analyst

Process

1

Looked at Data, Company Hierarchy and Entity Relationships within the Data provided

2

Data wrangling and cleaning stage

3

Data modelling and merging, creating synergies and removing duplicates

4

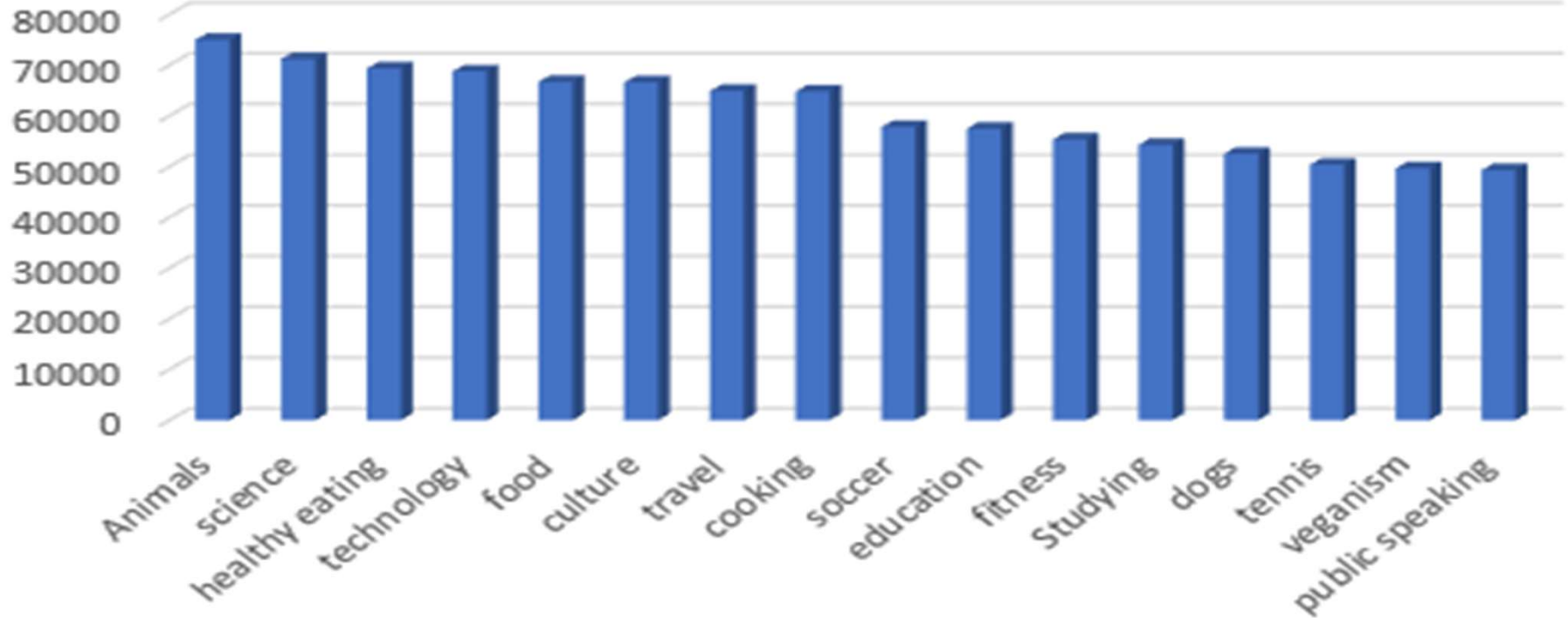
We analysed the data and provided insights

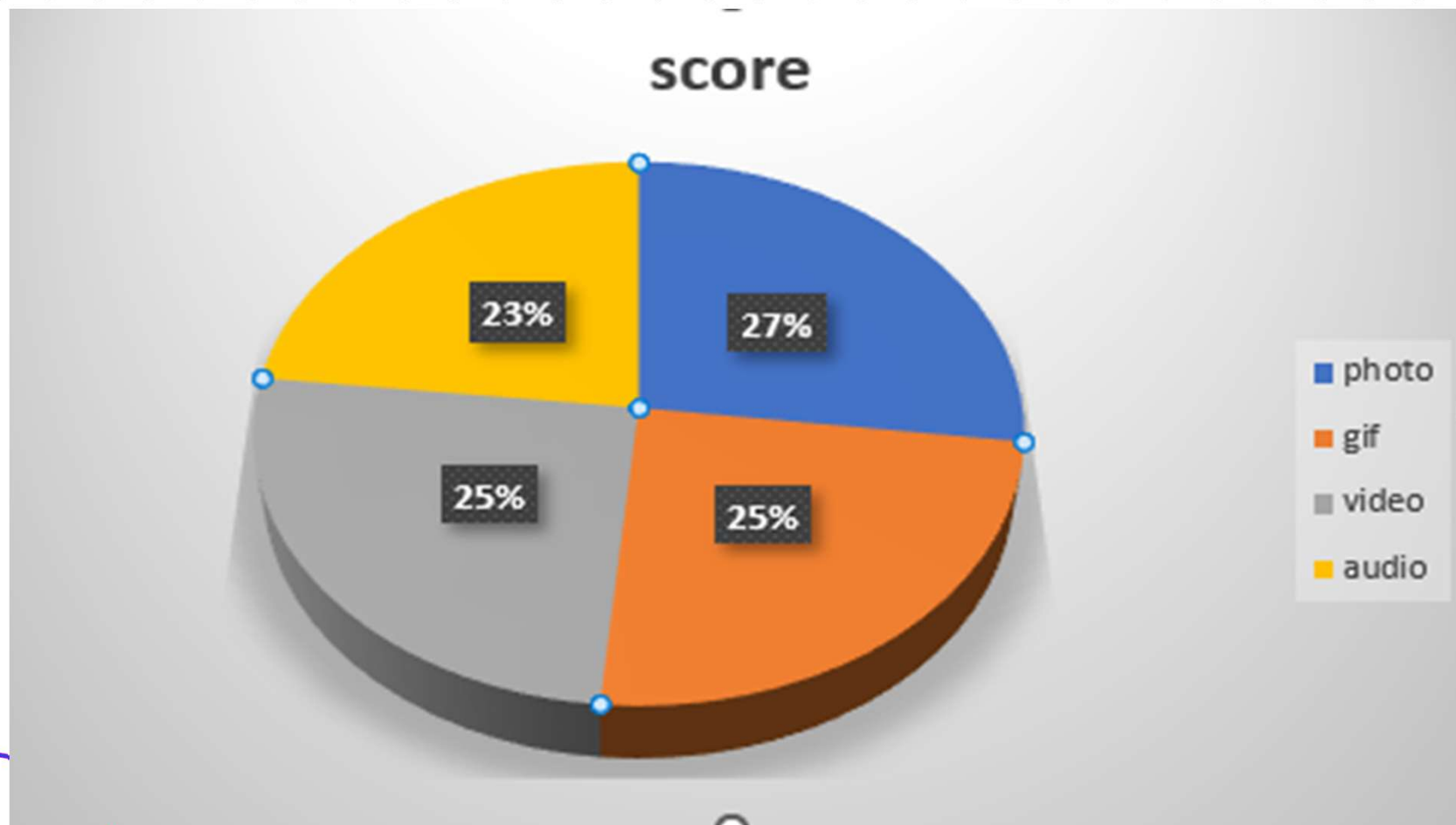
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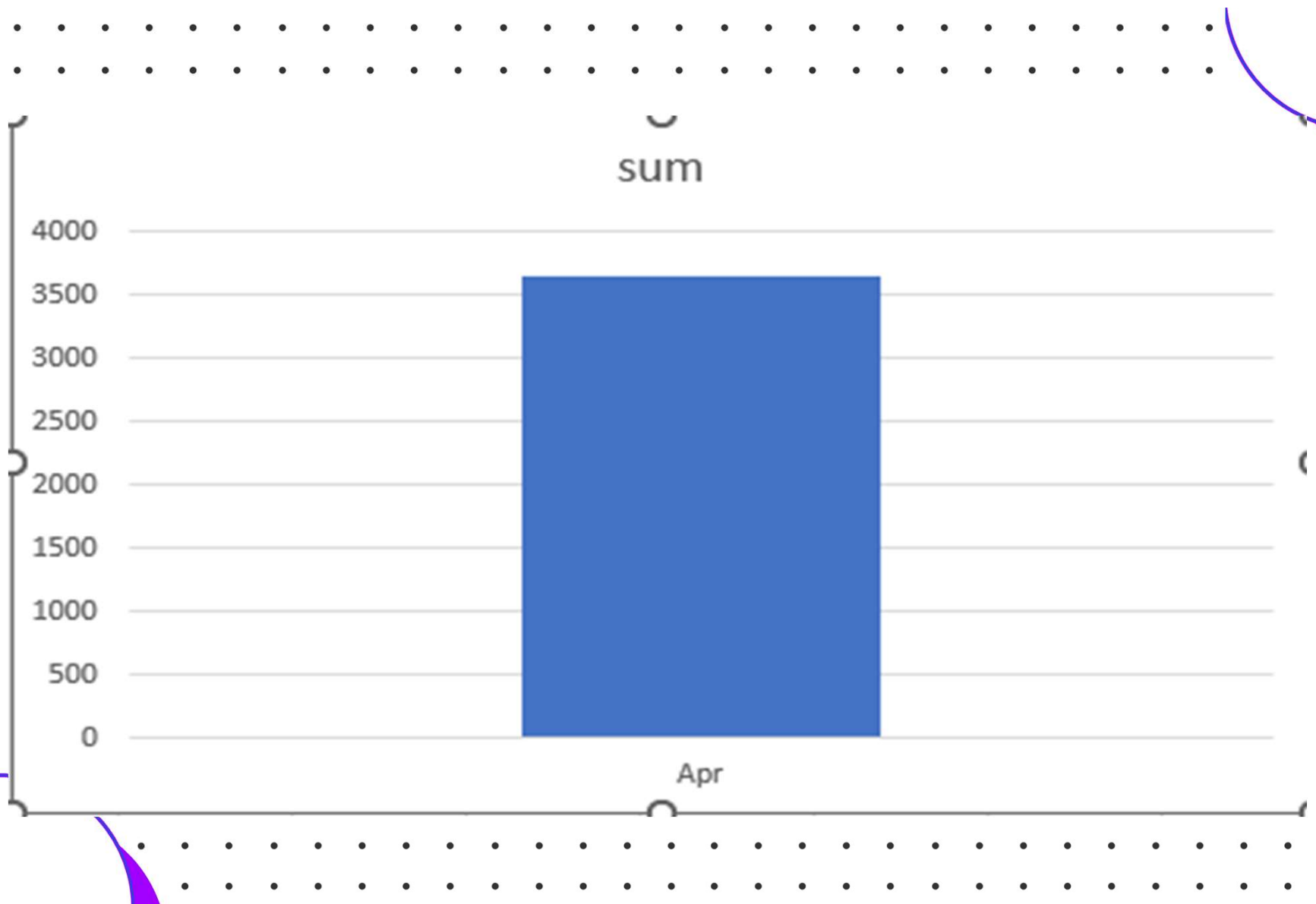
Recommendations for Social Buzz

Insights

Chart Title



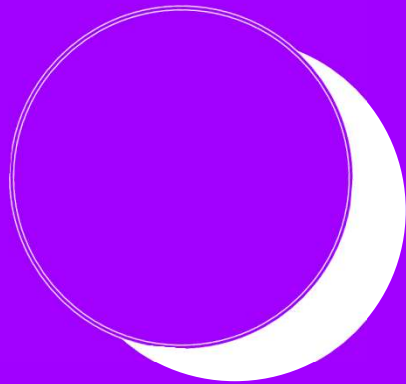




Summary



1. The first insight depicts the reactions and their scores. This shows the most engagements on Social Buzz were from the animal category. Social Buzz should probably focus on ensuring to provide more content on this category to increase maximise engagements.
2. Photos have the highest score percentage than the other content categories.
3. April was the month that scored the highest in terms of engagements on Social Buzz for all the years that were provided on the data given.



Thank you!

ANY QUESTIONS?