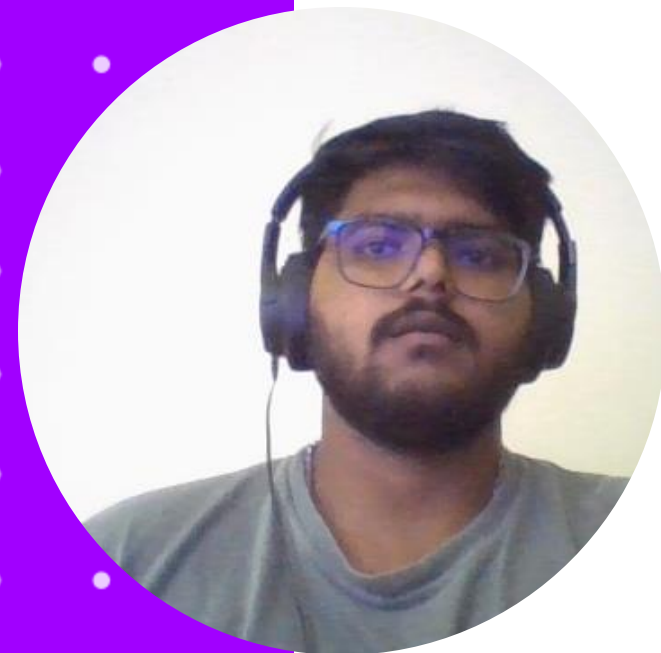


Social Buzz



Today's agenda

Project recap

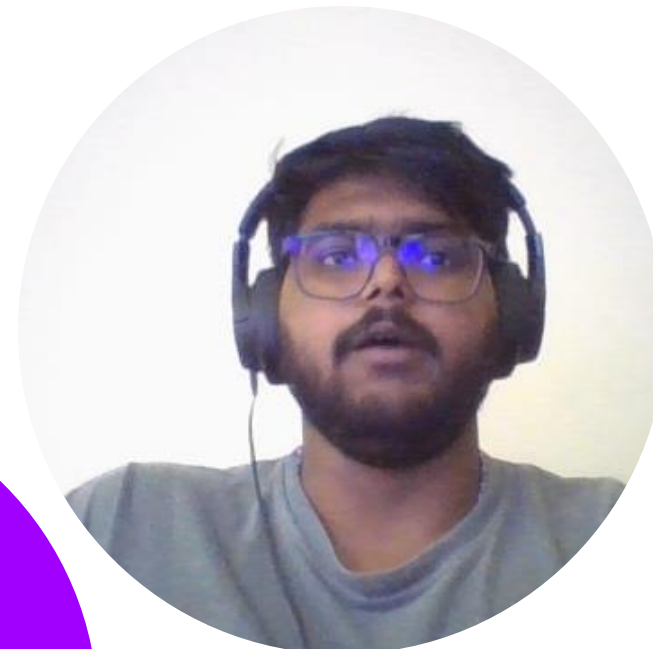
Problem

The Analytics team

Process

Insights

Summary

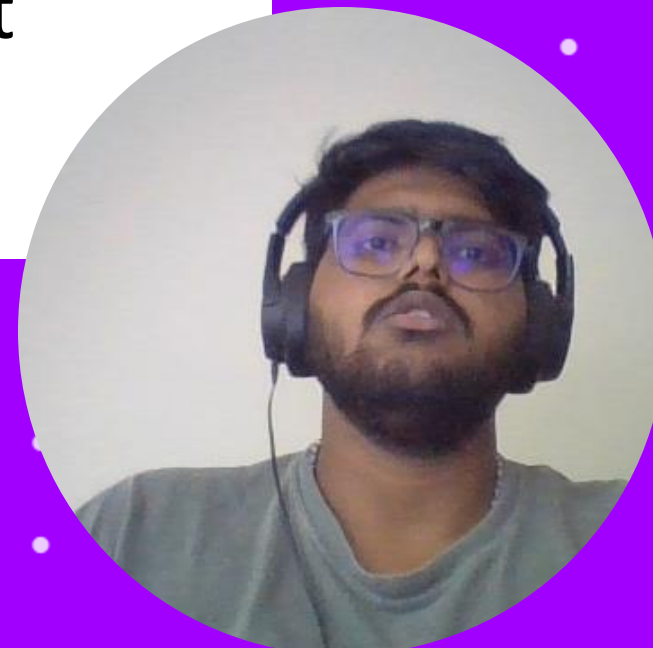


Project Recap

Social Buzz is a fast-growing technology company that needs to be able to adapt to its increasing demand.

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 piecers of content per year!

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

- Analysis to find Social Buzz's top 5 most popular categories of content



The Analytics team



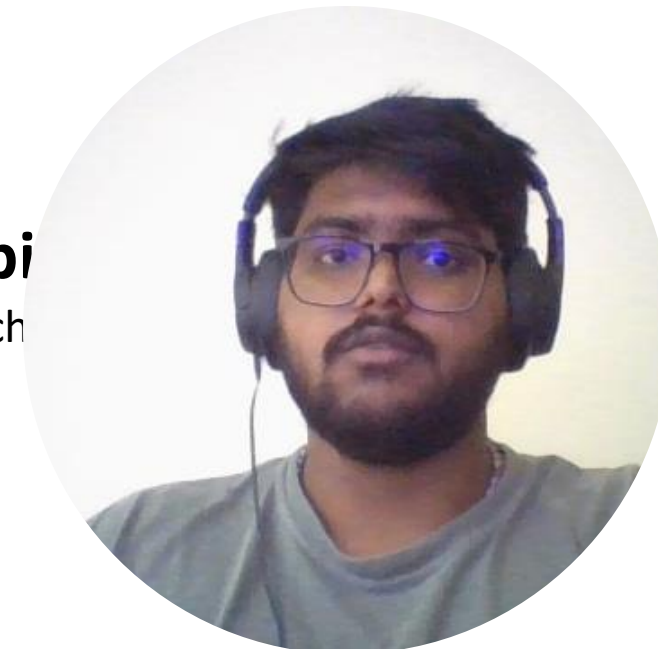
Andrew Flemming
Chief Technical Architect



Marcus Rompton
Senior Principle



SkillSp
Chief Tech



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights



Insights

Number of Unique
Categories

16



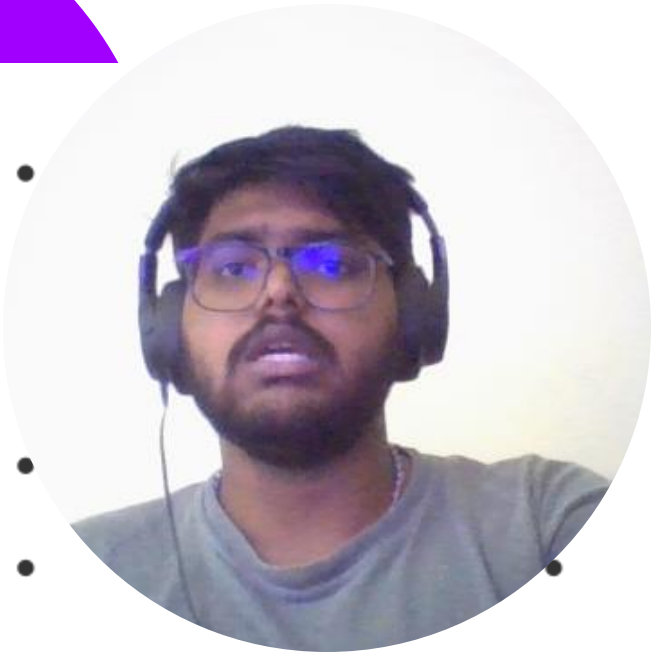
Most Popular
Category

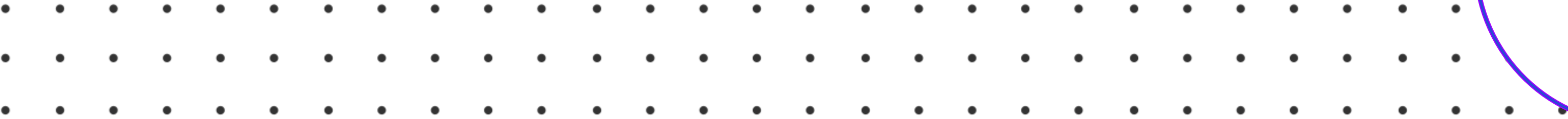
Animal



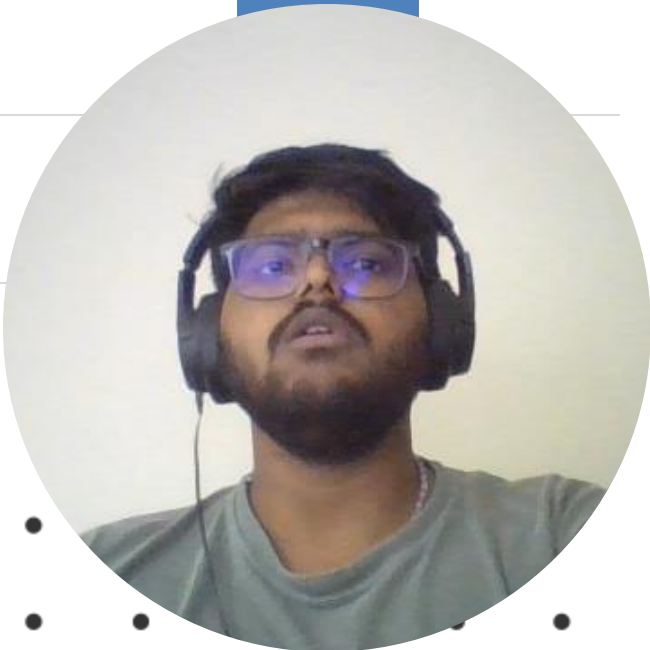
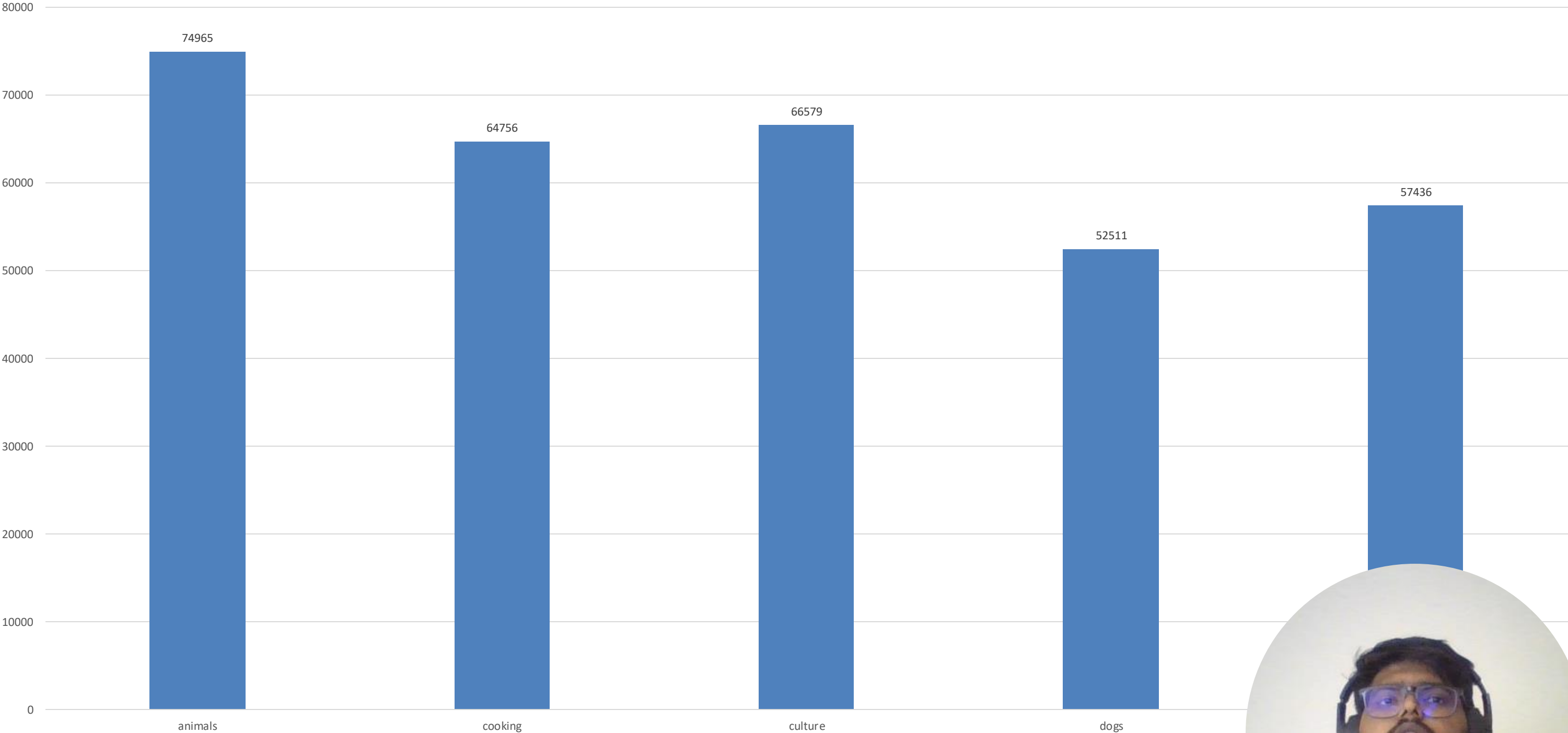
Month with
Highest number of
Posts

May

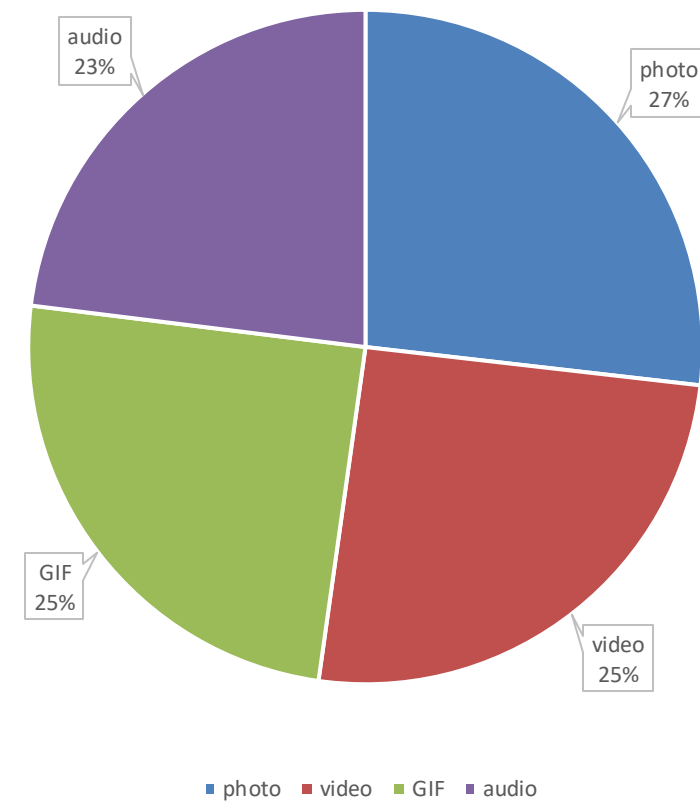




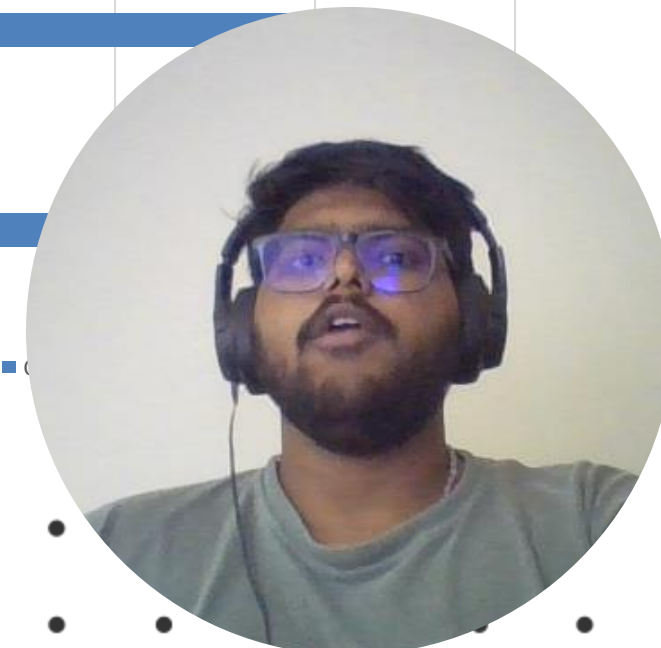
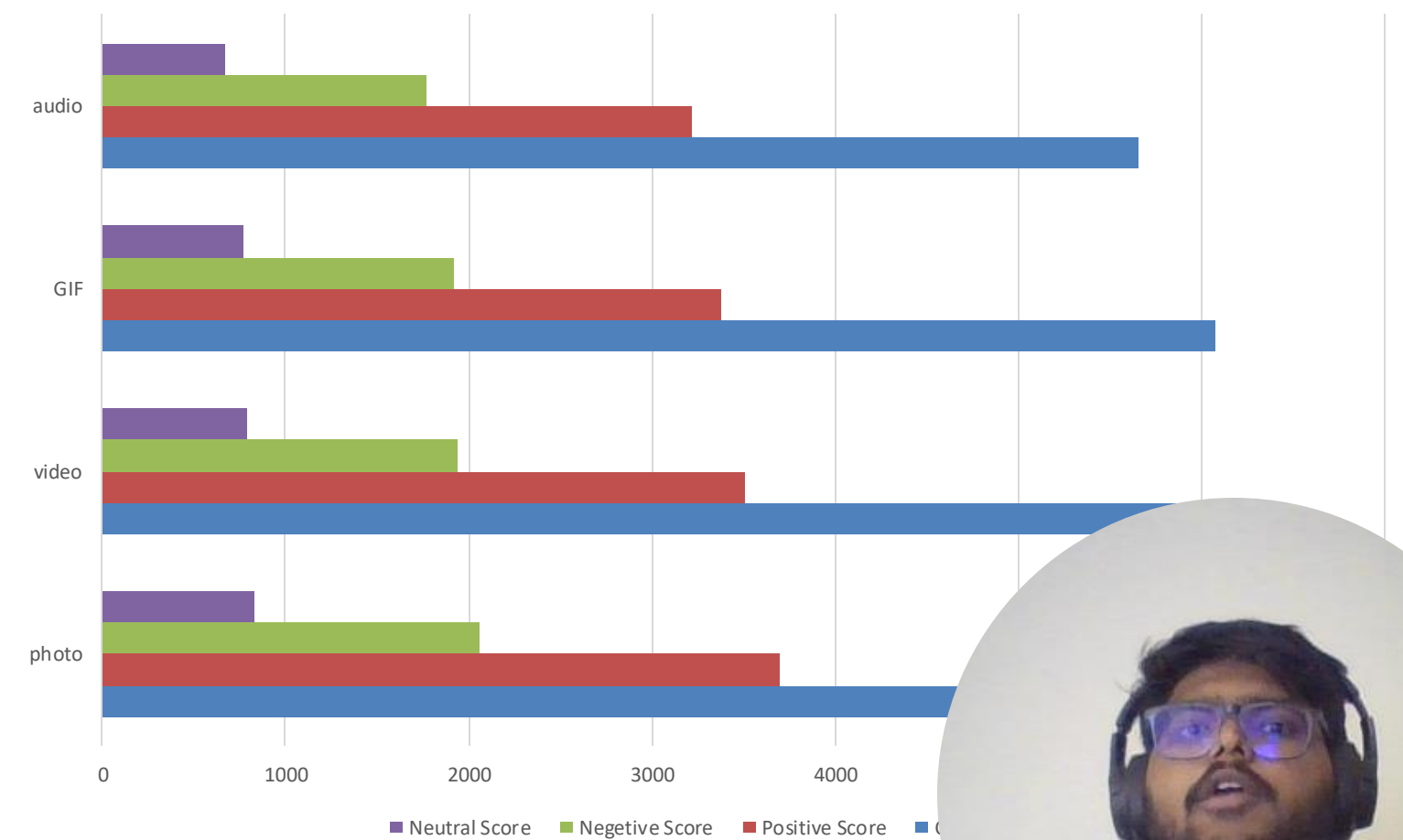
Popular Categories



Content Count



Sentiment Count



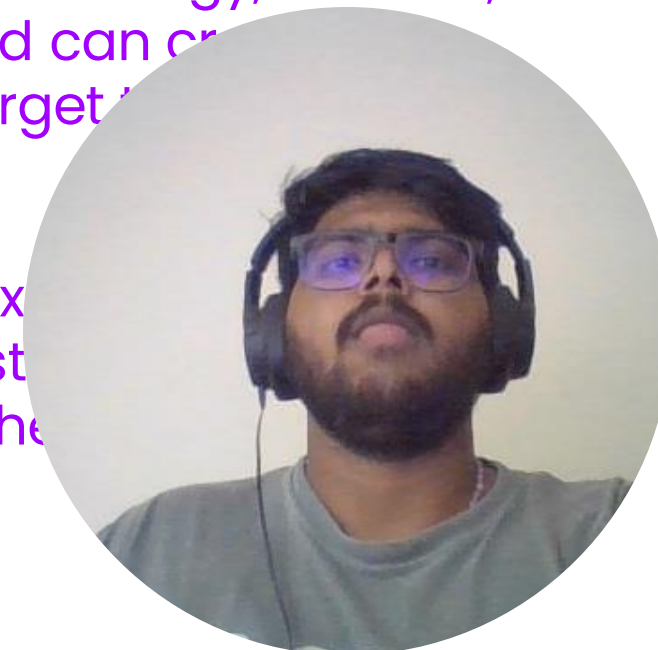
Summary

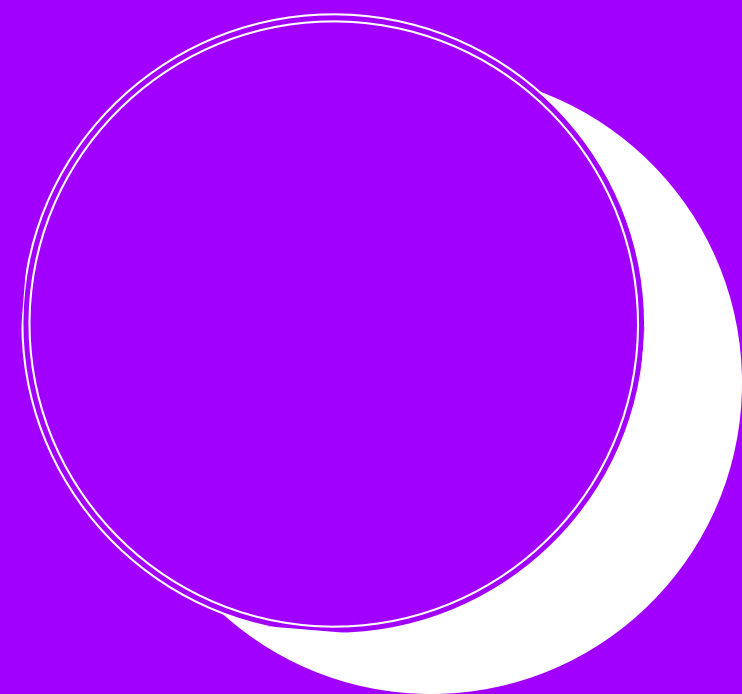


- There are 16 content categories, out of which Animal and Science categories are the most popular one.
- From the 4 content types(photo, video, GIF and audio) people prefer photo and video the most
- May month has the highest number of posts and stands at 2138 posts , while February month has the lowest number of posts (1914 Posts)

Conclusion

- Social Buzz should focus more on the top 5 categories that's Animal, Technology, Science, Healthy eating and food and can create a campaign to specifically target these audiences
- Social Buzz can need to maximize the number of posts in January , May and August as the highest number of posts in these months are the





Thank you!

