

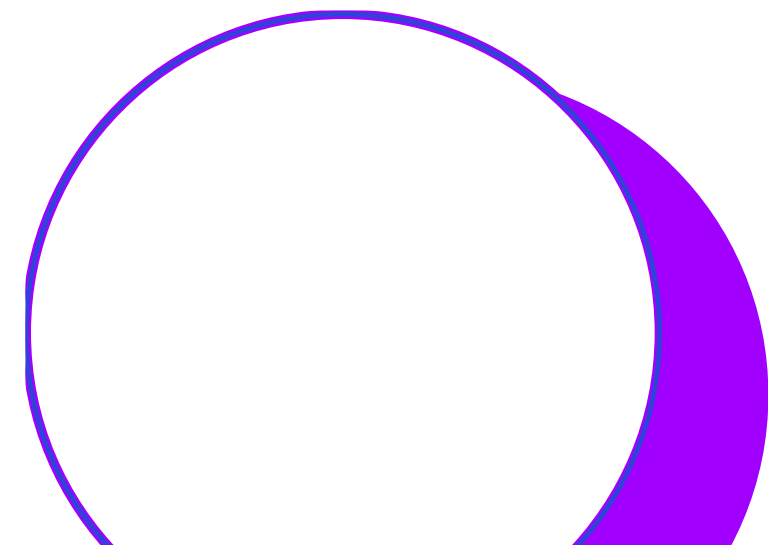
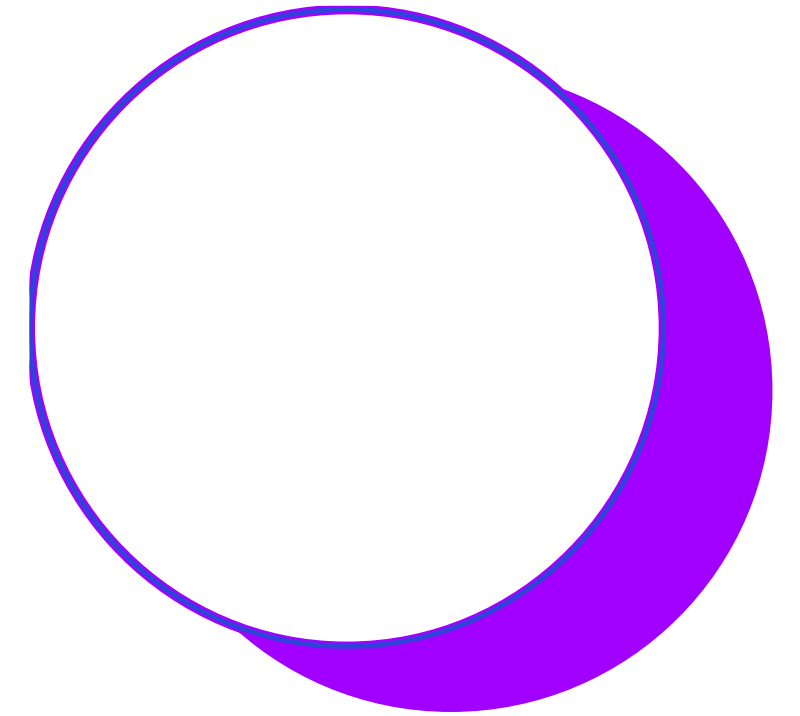


Social BUZZ

Data Analysis

Today's agenda

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



Project Recap

Social Buzz is a fastest growing company which needs advisory firm to oversee their scaling process effectively. Tasks to accomplish for Social BUZZ by Accenture.

- **An audit for big data practice**
- **Recommendations for a successful IPO**
- **An analysis of top 5 categories with the largest aggregate popularity .**

Problem

1. **Scaling Challenges:** Social Buzz needs support to manage their rapid growth and massive unstructured data efficiently.
2. **IPO Readiness:** They require guidance to ensure a smooth IPO process by the end of next year.
3. **Best Practices:** Social Buzz seeks to adopt industry-leading big data management practices to enhance their operations..



The Analytics team



Chief Technical Architect



Senior Principle



Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

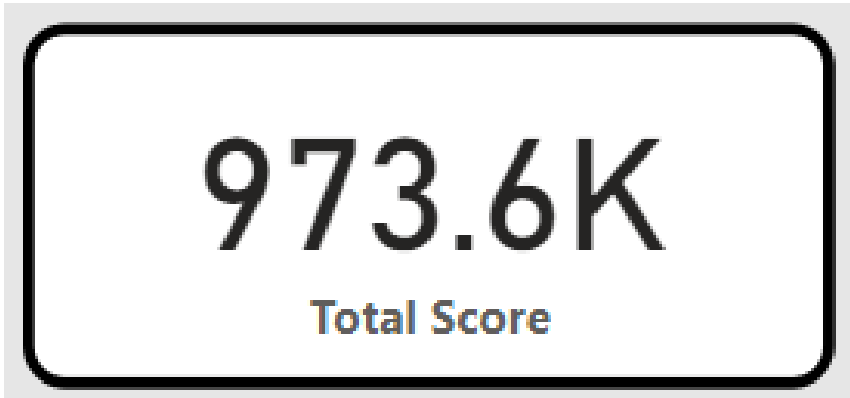
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Data Analysis

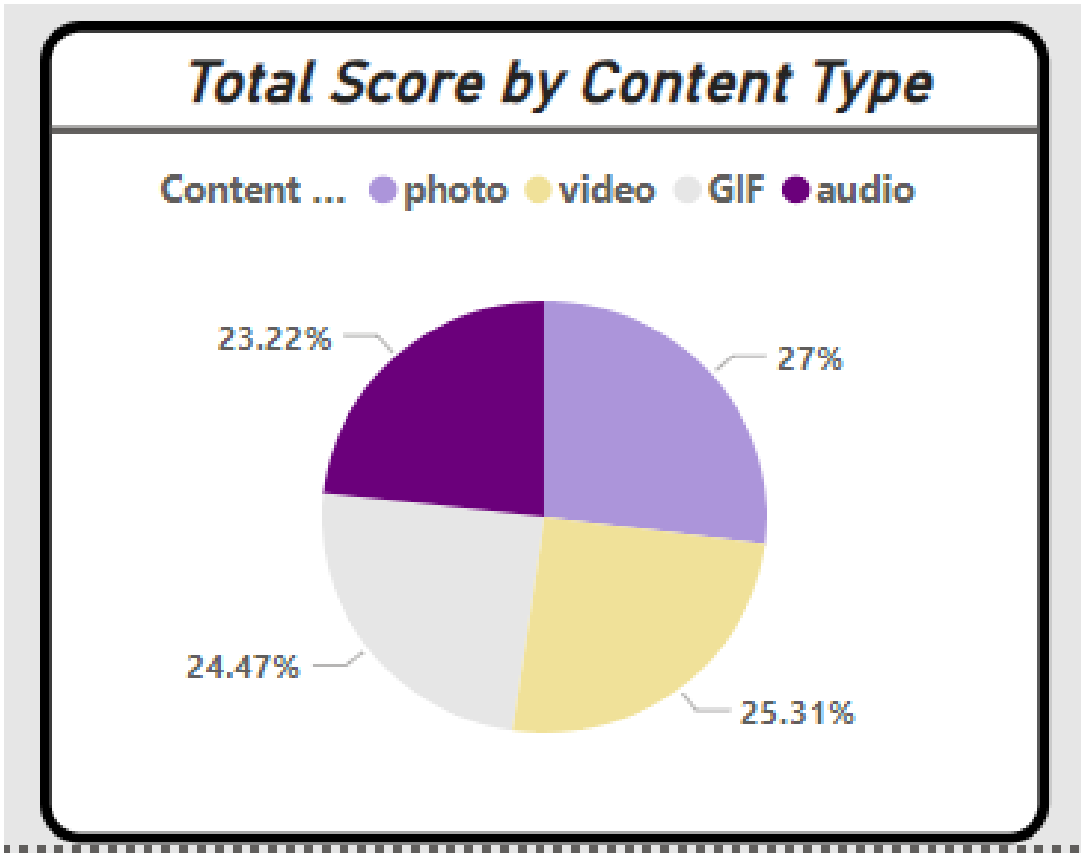
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Reveal Insights

Insights



Top 5 Category by Score	
Category	Total Score
animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676
Total	350886



Social Buzz Content Analysis

24.6K

Total content

negative

neutral

positive

Year

All

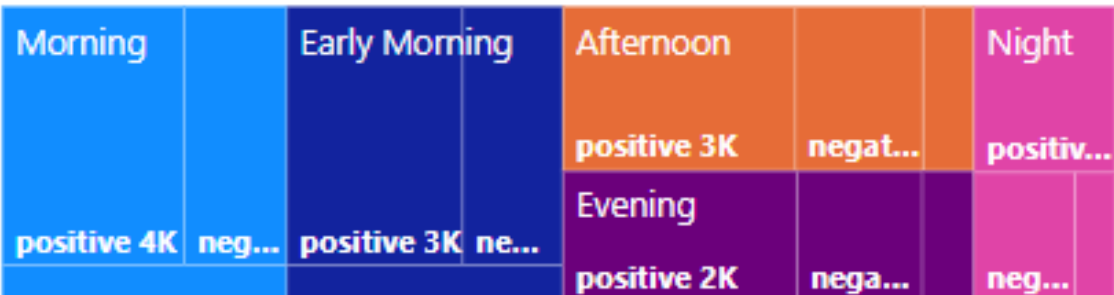
Month

All

973.6K

Total Score

Sentiment by Time



Time

All

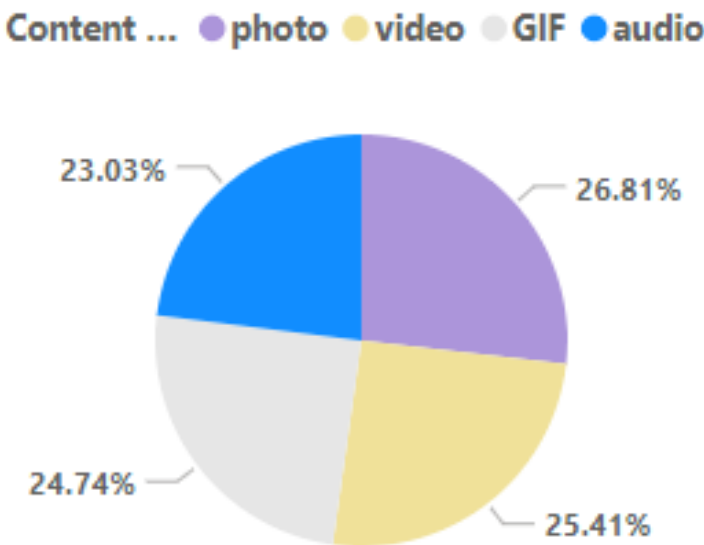
Category

All

Top 5 Reaction Type by Total Score



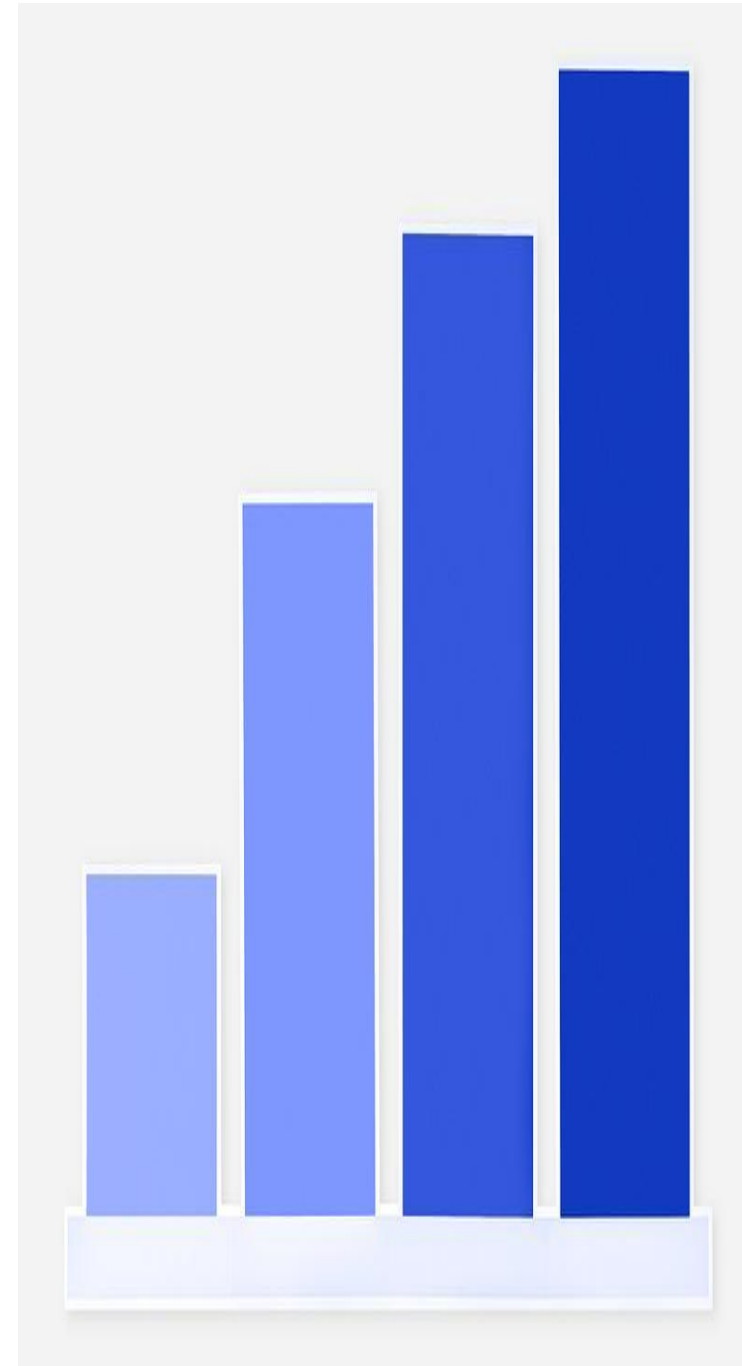
Total content by Content Type



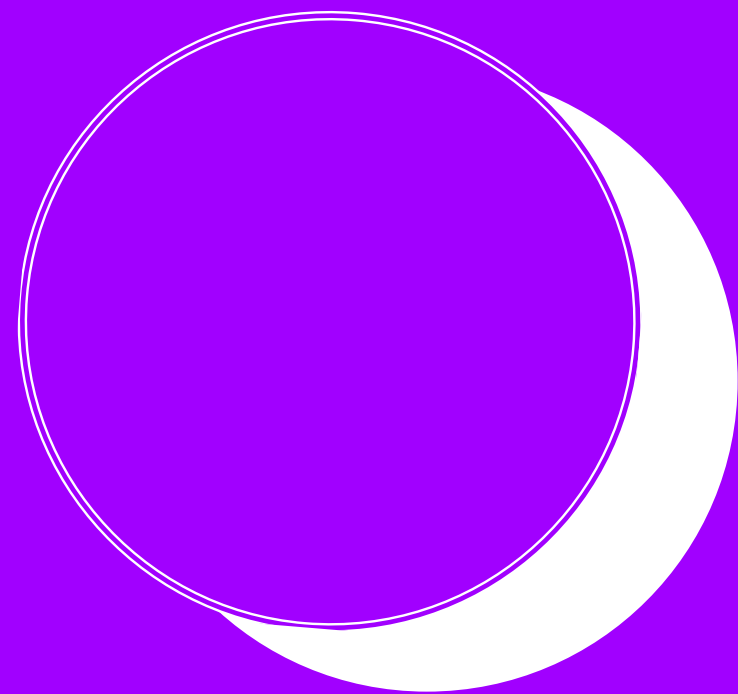
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Summary



- 1. Content Engagement:** Videos and photos drive the highest positive sentiment, with GIFs and audio also contributing significantly to engagement.
- 2. Reaction Insights:** "Super love," "adore," and "want" are the top reactions, highlighting strong audience appreciation across content types.
- 3. Top Categories:** Animals, food, healthy eating, science and technology dominate the most engaging content categories, reflecting user interests and preferences.
- 4. Time:** Morning hours show high activity, particularly from 7 AM to 9 AM, with 6298 contents.



Thank you!

ANY QUESTIONS?