

# SOCIAL BUZZ

ANALYSIS OF POPULAR CONTENT ON THE  
PLATFORM

accenture >

# Today's Agenda

-  **Project Recap**
-  **Challenge**
-  **Analytics Team**
-  **Process**
-  **Insights**
-  **Summary**

# Project Recap

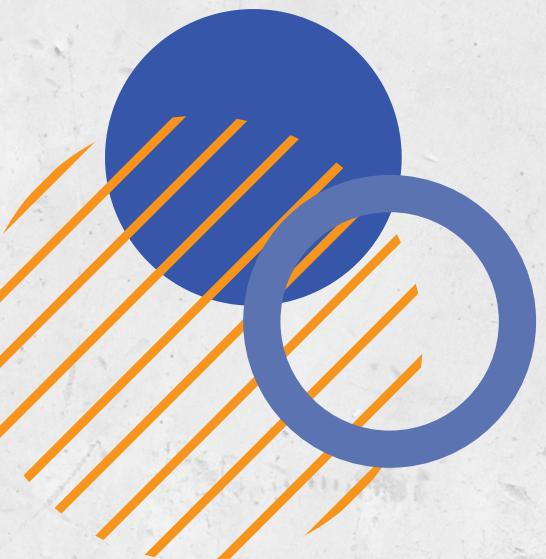
Social Buzz is fastest growing technology unicorn that needs to adapt quickly to its global scale.

Accenture has begun 3 month POC focusing on these tasks.

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity



# Challenge



Over 500 million Users per month

More than 100,000 content per day

More than 36,500,000 content per year

vast amount of unstructured data hard to make sense of.

How to capitalize this vast amount of data?

**Need an external Expertise**

# Analytics Team

01

**Andrew  
Fleming**

Chief Technology  
Architect

02

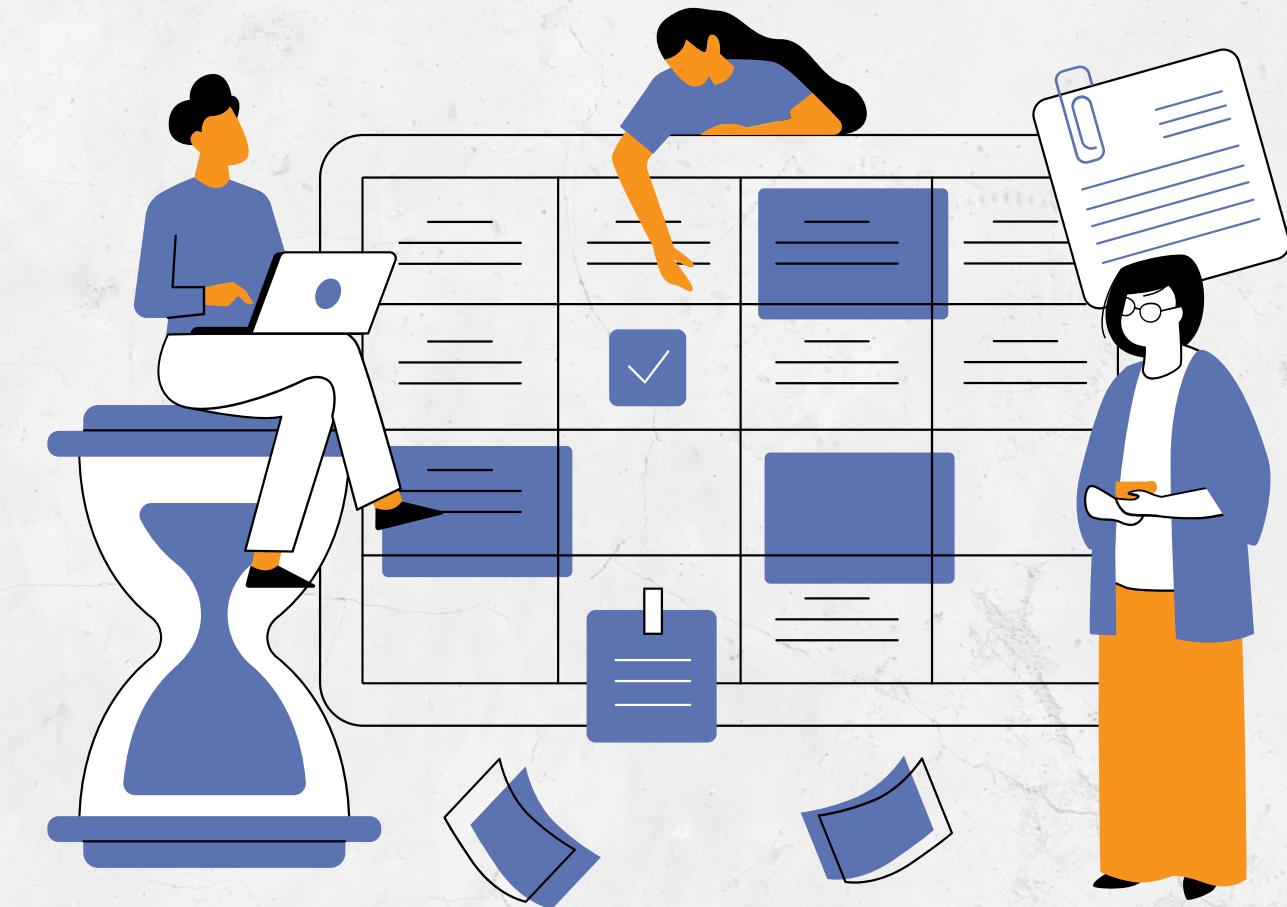
**Marcus  
Rompson**

Senior Principle

03

**Stanley  
Victor**

Data Analyst



Data Analyst

# Process



# Insights

01

16

Unique Categories

02

1897

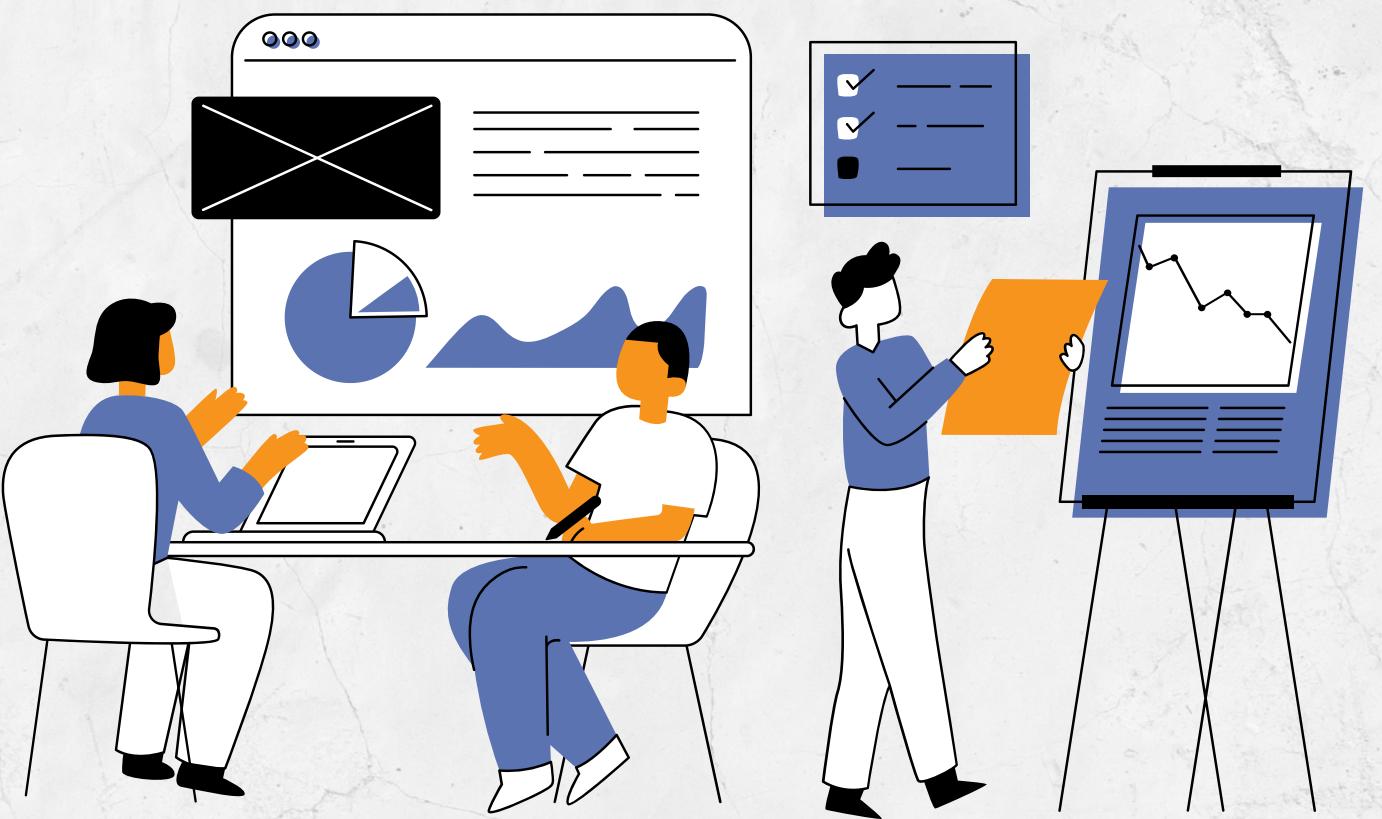
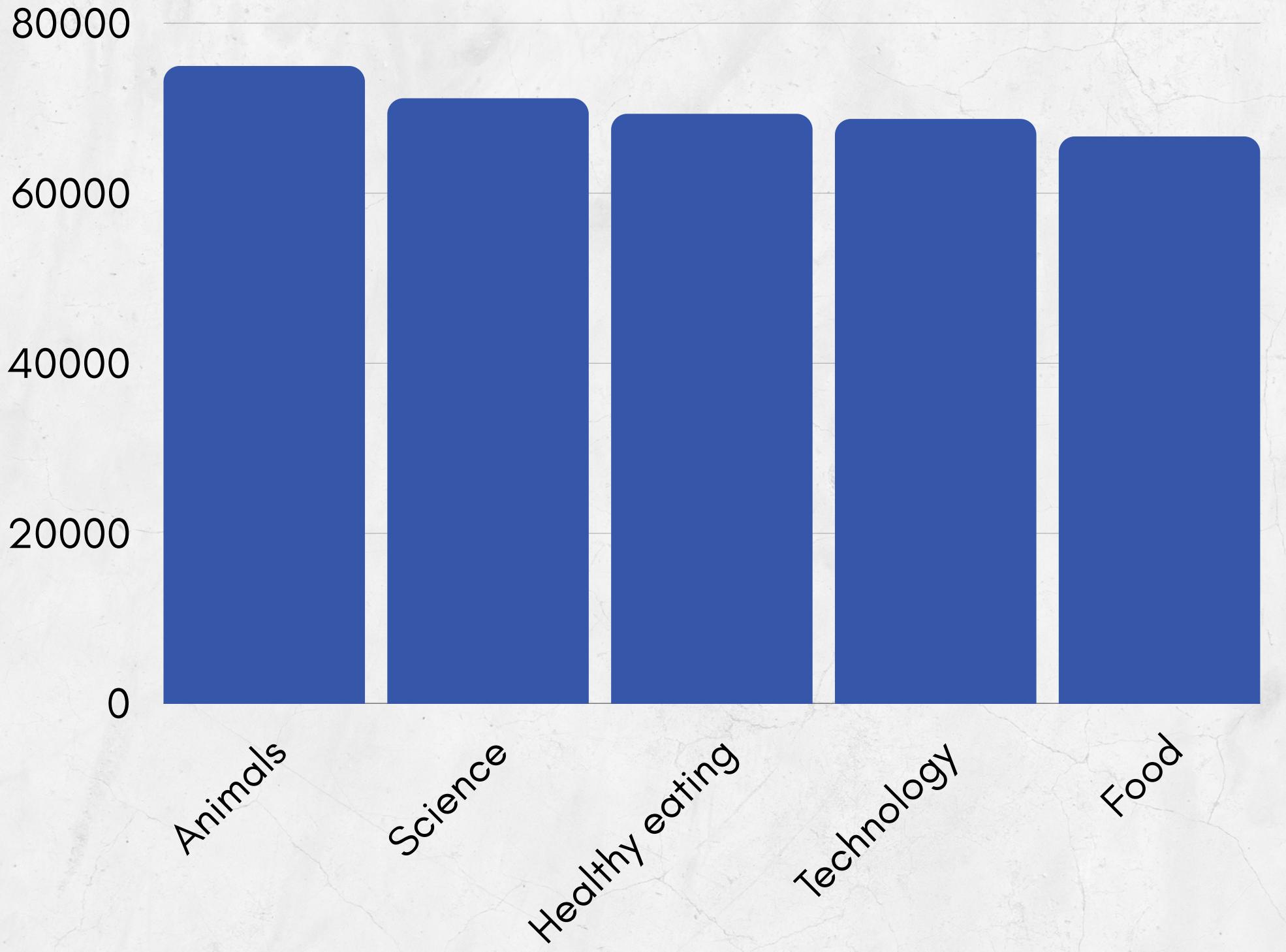
Reactions to most popular  
category - Animals

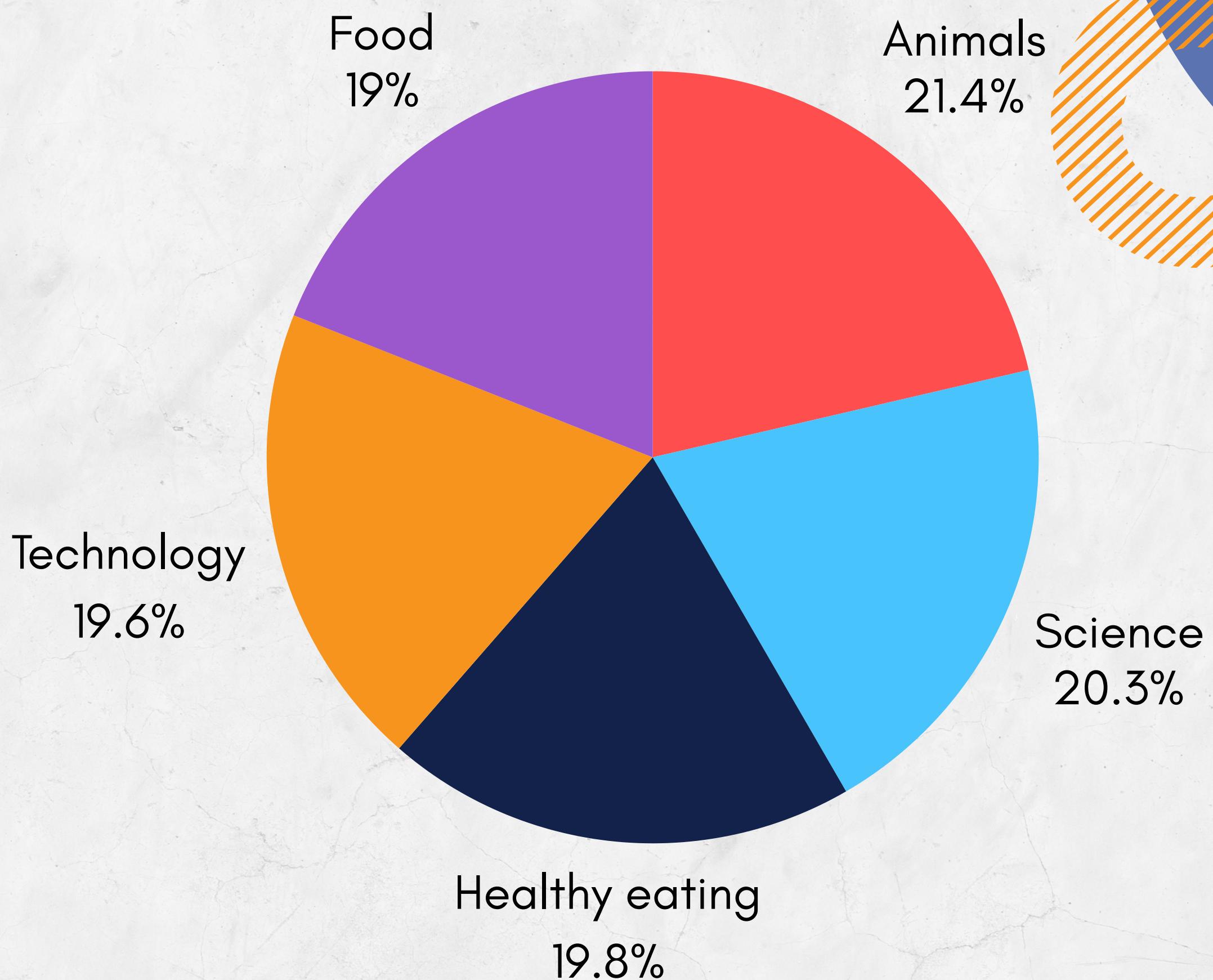
03

May

Month with most posts

# Top 5 Categories





# Summary

## Analysis

Animals and Science are the two most popular categories indicating that people like “real life” and “factual” content the most.



## Insight

Food is the most common theme with “Healthy eating” and “Food” categories in the Top 5. This is an indication that the audience is within your user base. You could use this insight to work with healthy eating brand

## Next Step

This ad-hoc analysis is insightful, but it's time to take the analysis into large-scale production for real-time understanding of the business. We can help you with this.



# THANK YOU

