

Analysis of the Most Popular Content Categories on Social Buzz



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Summary

Project RECAP

Social Buzz is a fast-growing social network company that focuses on content by keeping users anonymous and tracking reactions to the content and needs to adapt quickly to its global scale.

Accenture has begun a 3 month initial project that focuses on the following tasks:

- An audit of their big data practices
- Recommendation for a Successful IPO
- An analysis of their content categories that highlight the top 5 categories with the largest aggregate popularity.

Problem

- Over 100,000 posts daily.
- 500 million active users for the past 5 years.
- How can the company capitalize on its growing data for its scalability?
- Analysis of Social Buzz's Top 5 most popular content strategies.

Meet THE ANALYTICS TEAM



Andrew Flemin

Chief Technical Architect



Marcos Rompton

Senior Principle



Thanush Ramesh

Data Analyst

PROCESS



DATA UNDERSTANDING

Reviewed the provided data sets to understand what would be needed from the data.



DATA CLEANING

Cleaned the data sets by removing the null values, and removing outliers for accurate analysis



DATA MODELING

Joined all datasets for a comprehensive data set for analysis



DATA ANALYSIS

Analyzed the data to find the required insights and answer the stakeholder questions



UNCOVER INSIGHTS

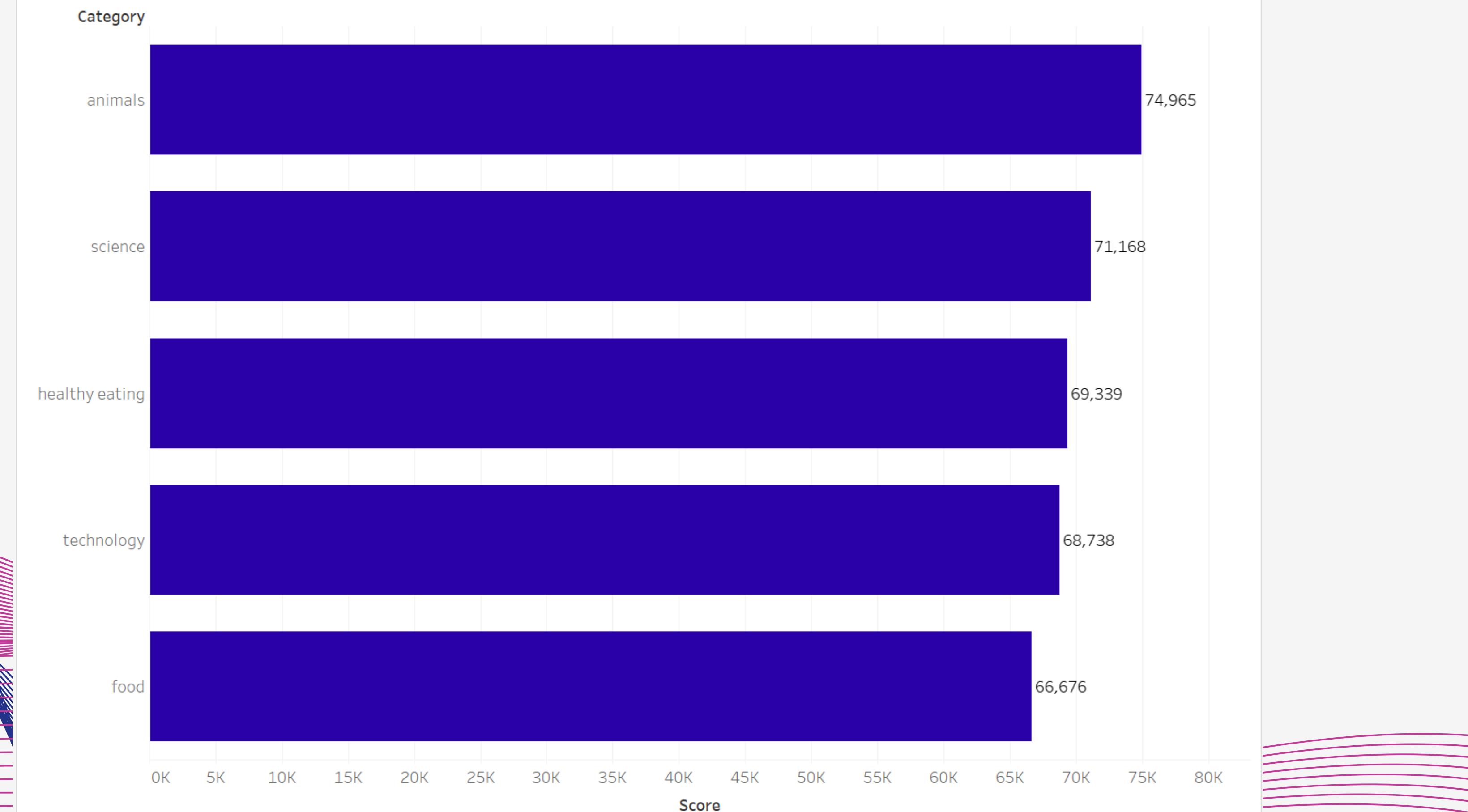
Dug deeper into the data to uncover more useful insights for questions the stakeholder might have.

INSIGHTS

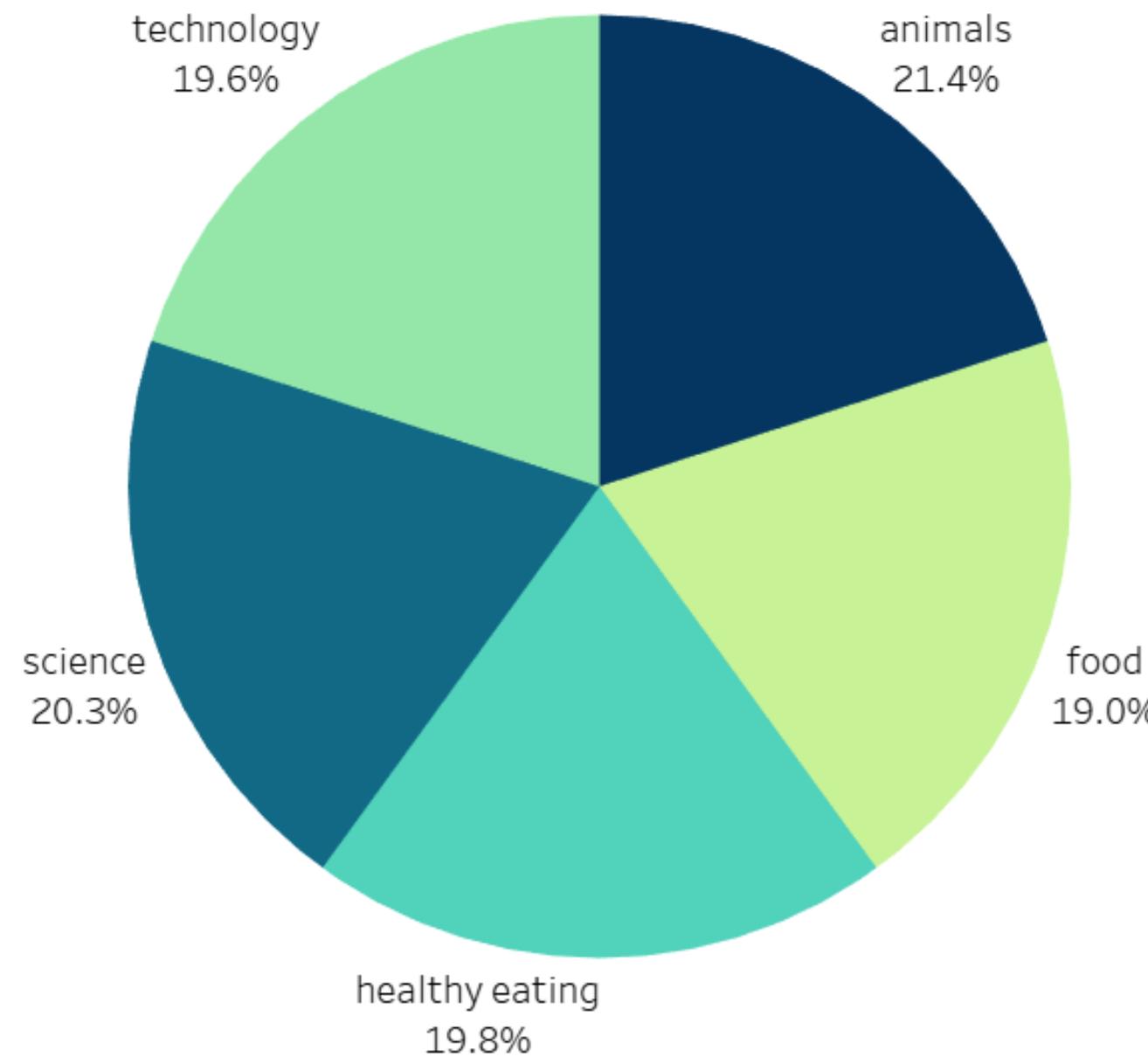
- 16 Unique Content Categories
- 1897 Reactions to 'ANIMALS' Content Posts
- Month with the most posts - MAY (2138 Posts)



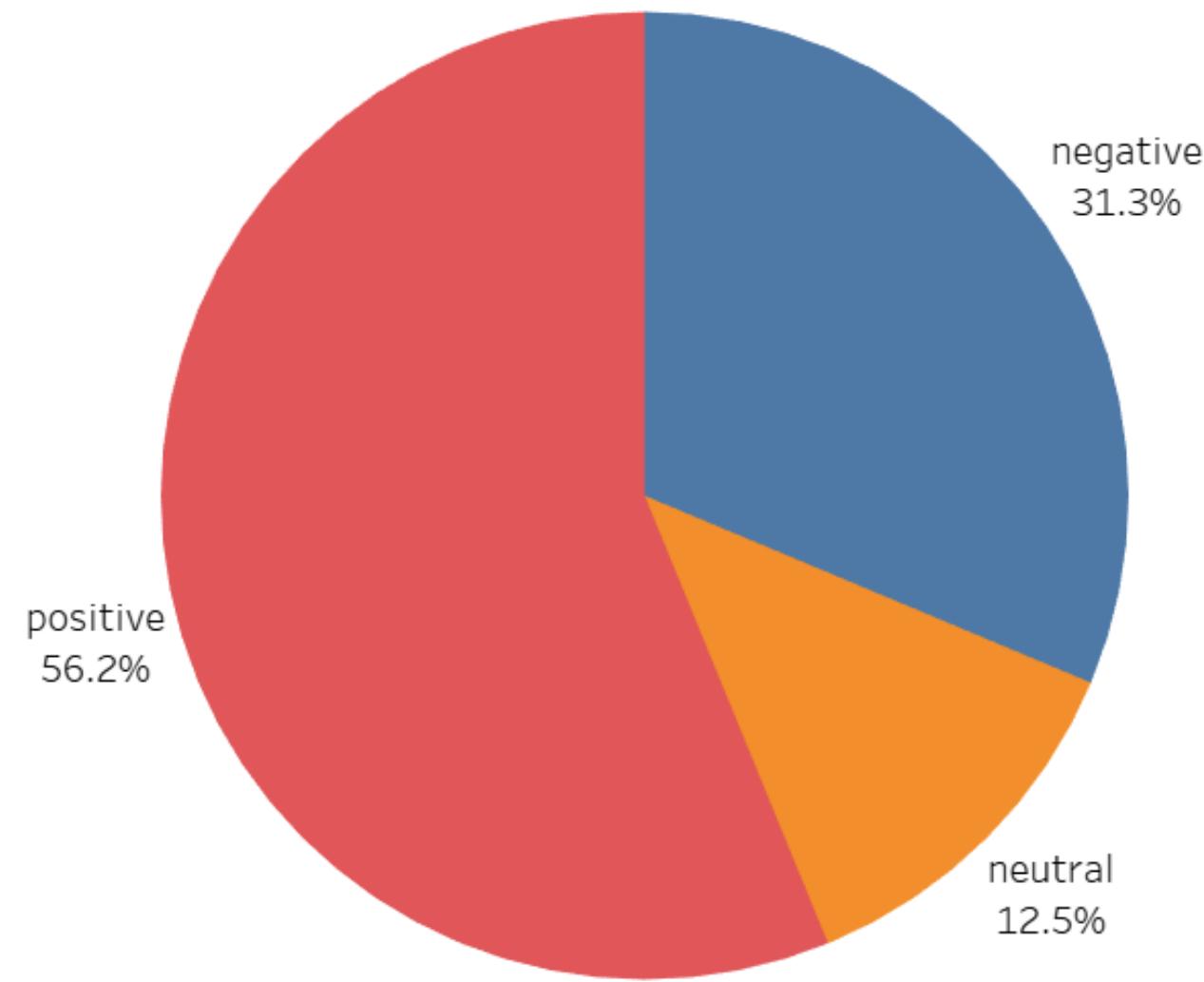
Top 5 Categories



Percentage Popularity Share from Top 5 Categories



Post Sentiment Percentage



Summary

Analysis

- Animals and Science content are the 2 most popular content categories showing that people adore 'real life' and 'factual' content the most.
- Most people generally have a positive engagement with content posted on Social Buzz

Insights

- Food is a common theme in the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to increase user engagement.

Next Steps

- This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for a real time understanding of your business. Accenture can help you know how to do this,



A dark blue background featuring a subtle, abstract pattern of red wavy lines that curve and overlap, creating a sense of depth and motion.

THANK YOU