Analysis of User Engagement Across Content Categories

Today's agenda

Project Recap

Social Buzz, established in 2010, is rapidly growing in the social media space, focusing on content engagement. Accenture's three-month project aims to:

- Audit big data practices.
- Recommend strategies for a successful IPO.
- Analyze content categories to identify the top 5 by popularity.

Problem

Social Buzz faces challenges managing over 100,000 daily posts, leading to 36.5 million pieces of content annually.

Key issues include:

- Data volume complexity.
- Difficulty in extracting actionable insights.
- Need for better data management strategies.
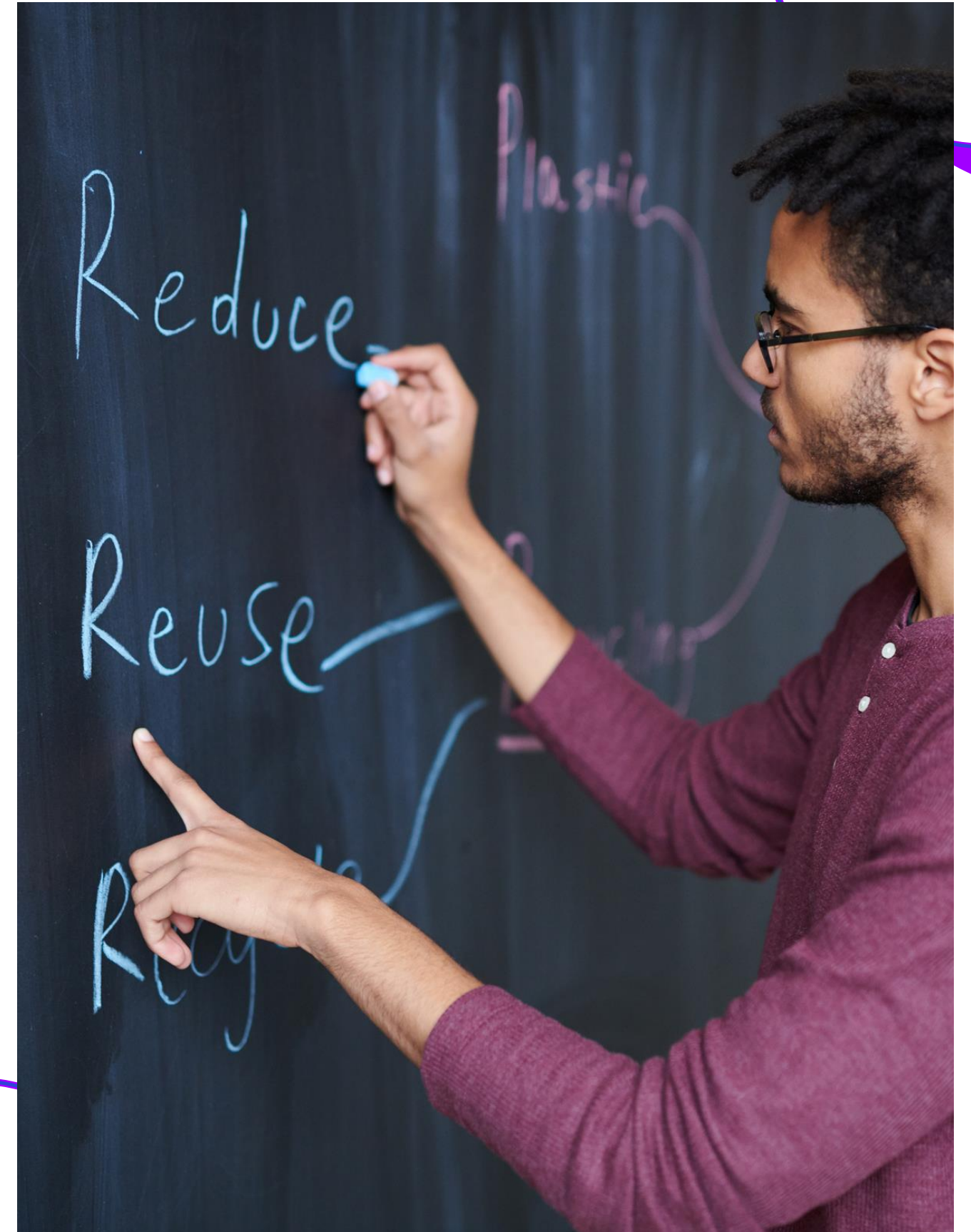
The Analytics team

Andrew Fleming

Chief Technology Architect

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Process

1 Data Understanding

2 Data Cleaning

3 Data Modeling

4 Data Analysis

5 Uncover Insights

Insights

Our analysis has uncovered significant insights into user engagement across different content categories. Key findings include:

- Identification of the top five content categories that drive the most user reactions.

- Understanding the types of content that resonate with Social Buzz's audience.

- Insights into user behavior trends that can inform future content strategies.
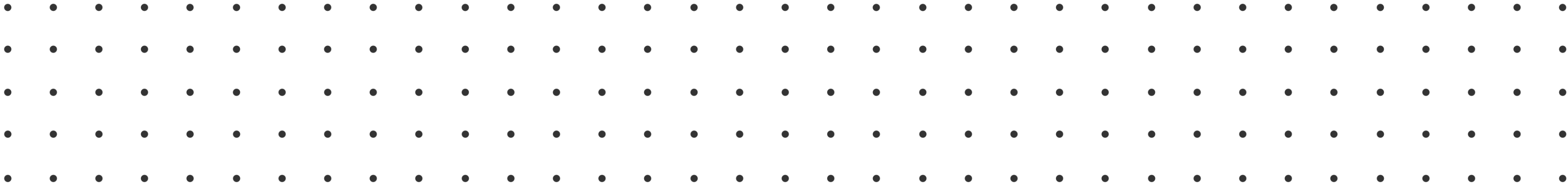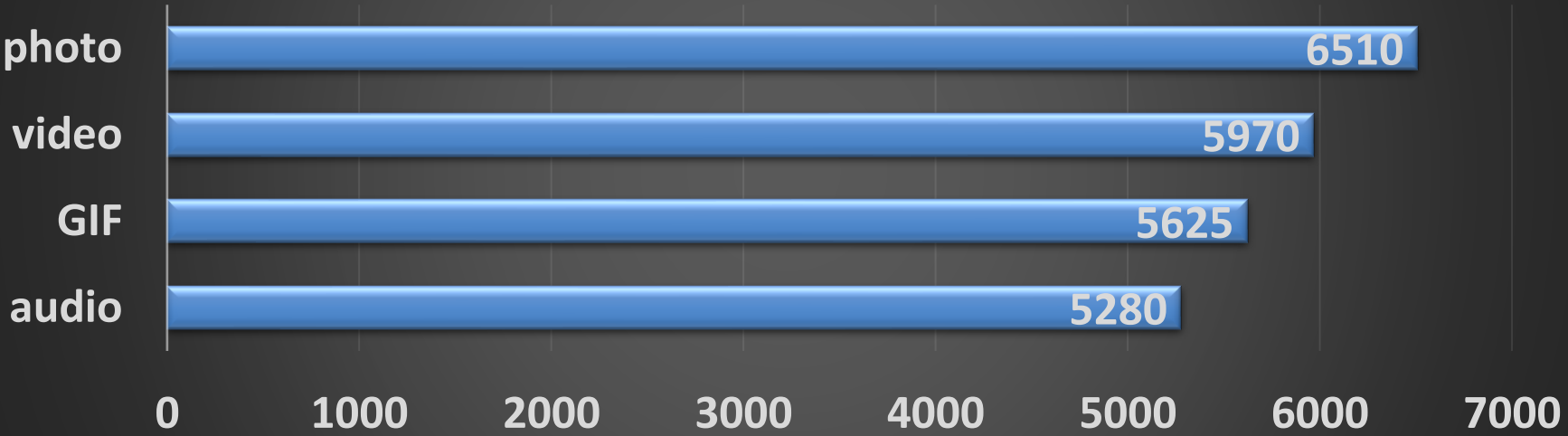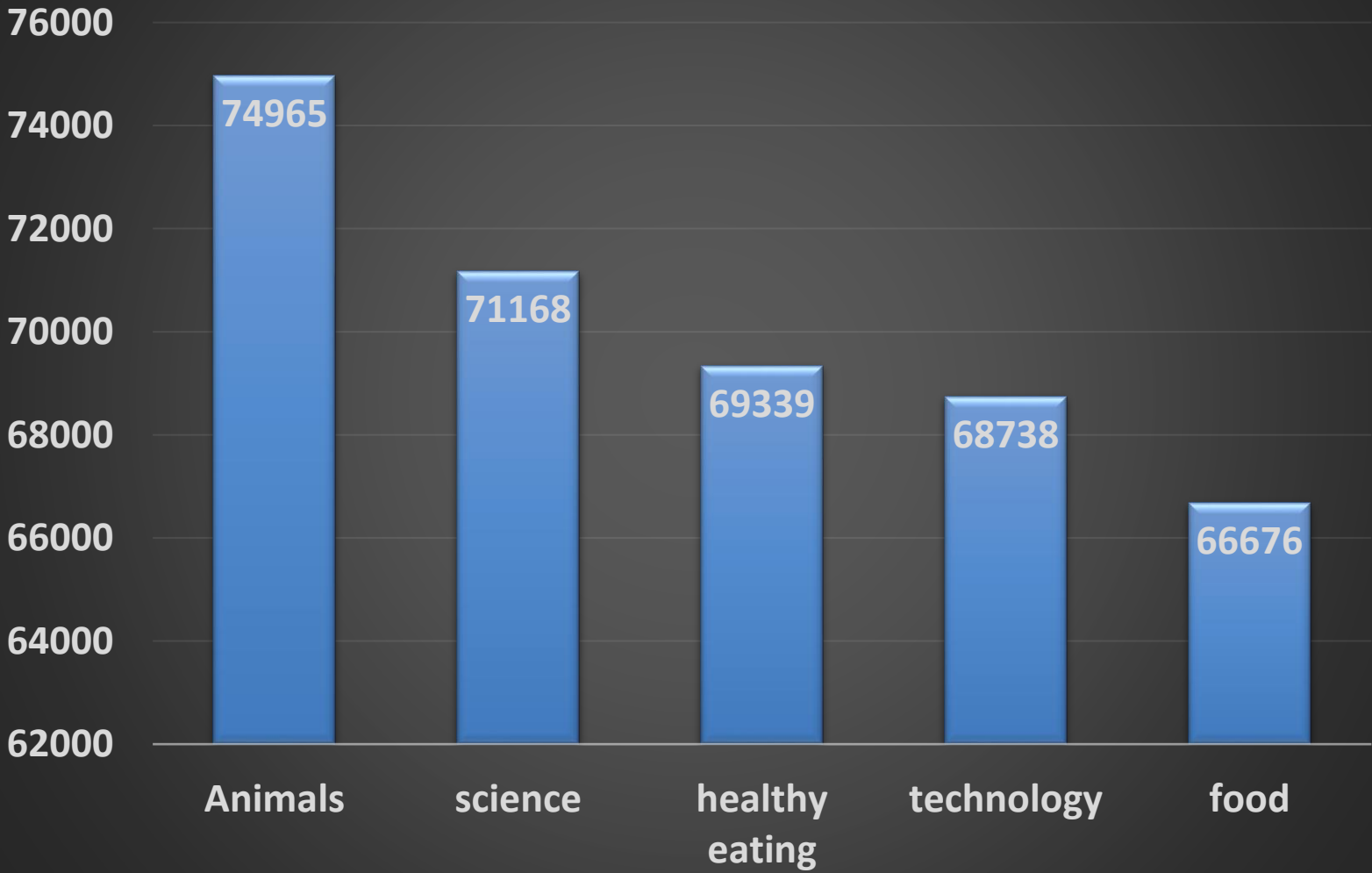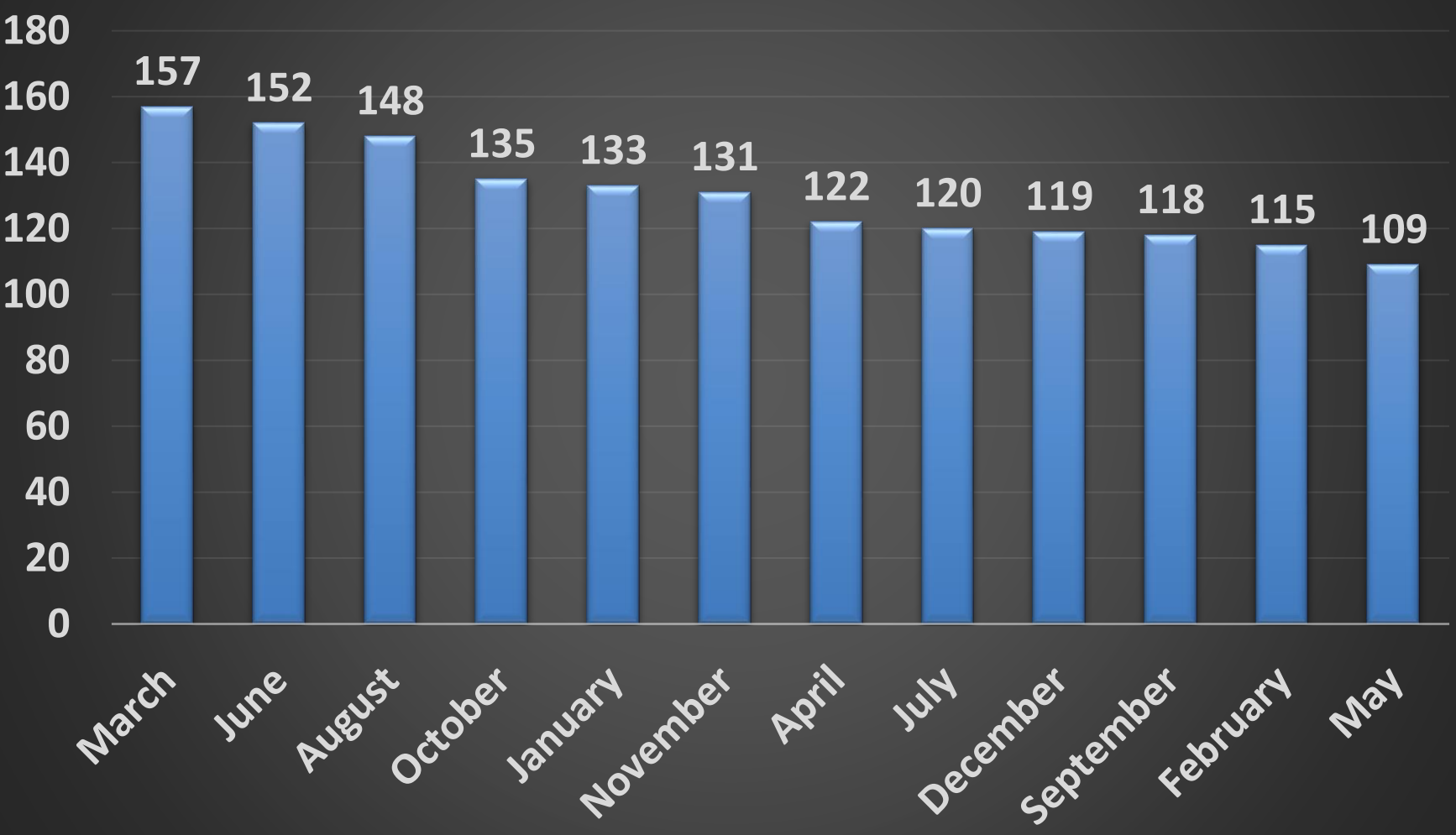
Insights

Total Unique Categories: 16

Content Type with the Highest Engagement

Content Type	Engagement
photo	6510
video	5970
GIF	5625
audio	5280

Top 5 Content Categories

Category	Value
Animals	74965
science	71168
healthy eating	69339
technology	68738
food	66676

Month with the Most Posts

Month	Posts
March	157
June	152
August	148
October	135
January	133
November	131
April	122
July	120
December	119
September	118
February	115
May	109

Summary

In conclusion, our engagement with Social Buzz has revealed critical insights into content performance, enabling data-driven decision-making. Key outcomes of the project include:

- A comprehensive audit of big data practices.
- Identification of top-performing content categories.
- Strategic recommendations to facilitate the upcoming IPO.

As Social Buzz moves forward, implementing best practices in data management and analysis will be crucial for sustaining growth and maximizing user engagement.

Thank you!

ANY QUESTIONS?