


Today's agenda

Project recap
Problem
The Analytics team
Process
Insights
Summary



The Agenda
should list the key
headings in your
presentation

Project Recap

The Project Recap provides a brief summary of the client brief



Social Buzz is a fast growing technology unicorn that need to adapt quickly to it's global scale. 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

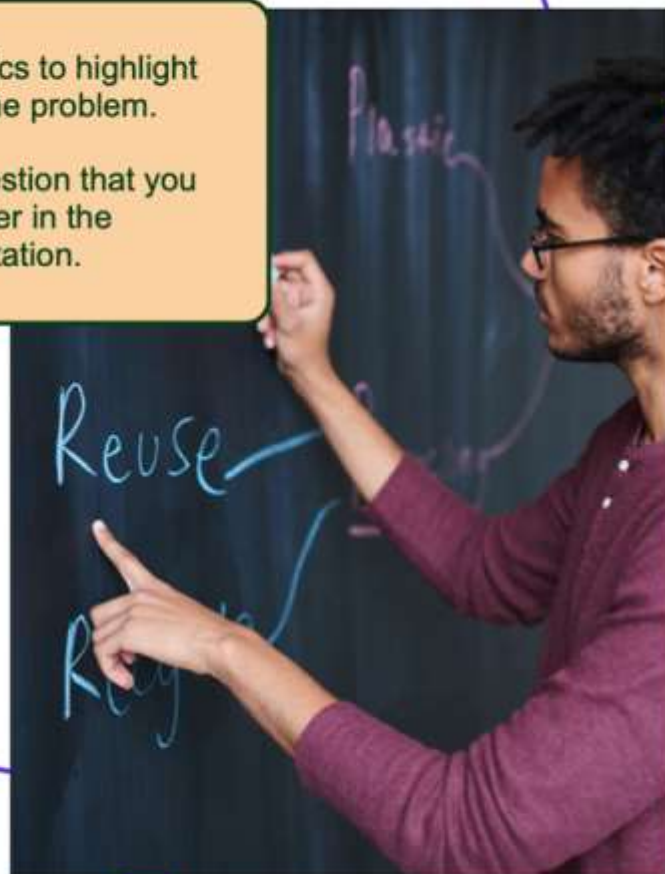
36,500,000 pieces of content
per year!

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

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

Use key statistics to highlight
the size of the problem.

Include the question that you
will answer in the
presentation.



The Analytics team



Andrew Fleming
Chief Technical Architect



Marcus Rompton
Senior Principle



{Myself}
Data Analyst

Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Data Analysis

5

Uncover Insights

Outline the key steps you took as a data analyst.

Keep your slide clean, you can talk to each point as you present.

Insights

Here we outline some interesting findings about Social Buzz's categories. Note how the slide is very clean, and the key statistics are highlighted in purple.

16

UNIQUE
CATEGORIES



1897

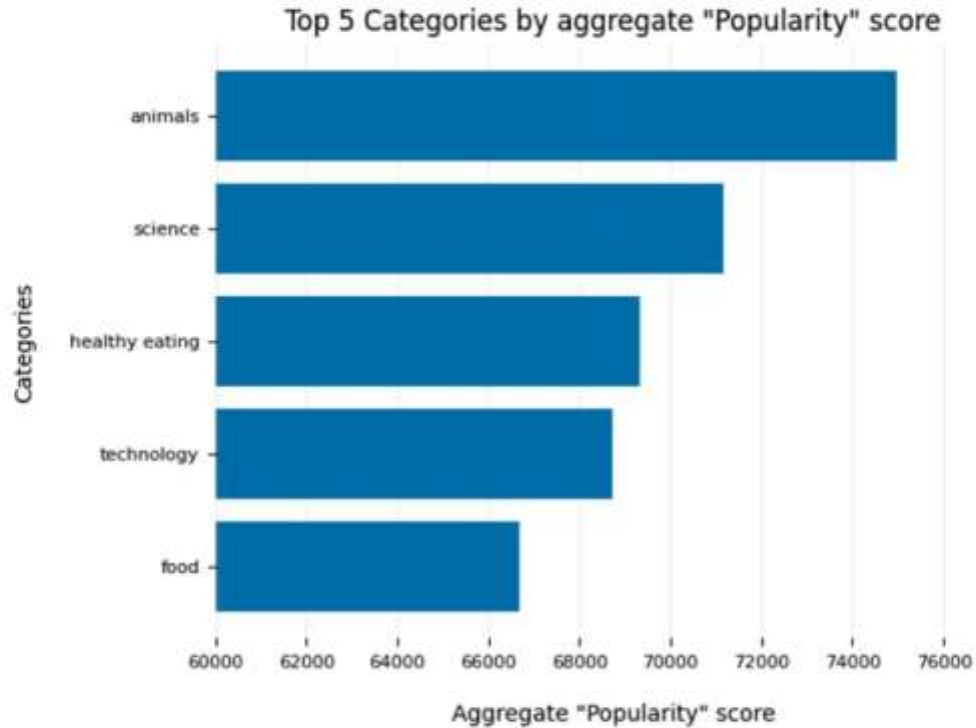
REACTIONS TO "ANIMAL"
POSTS



JANUARY

MONTH WITH
MOST POSTS

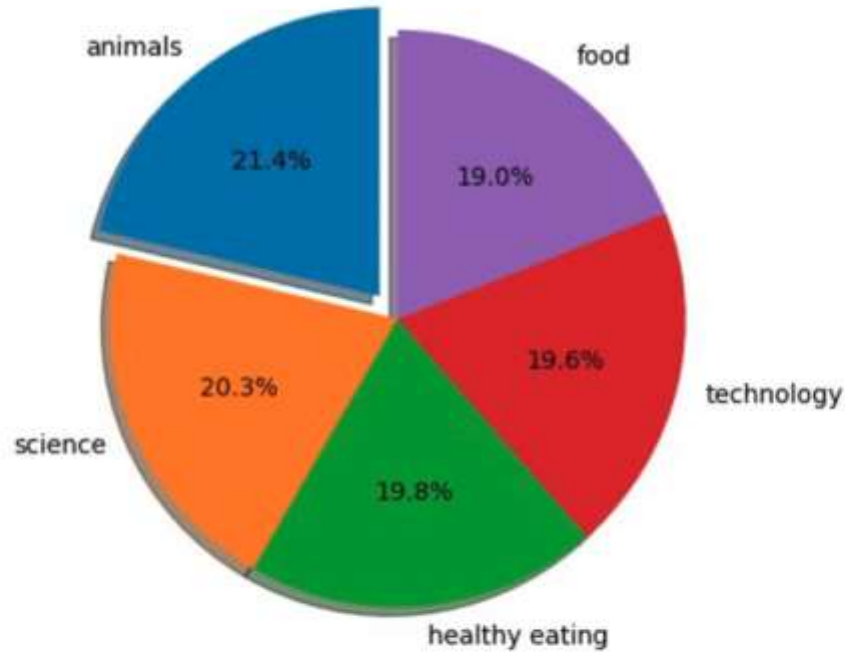




A bar chart is a great way to show popularity for the top 5 categories.

It's visually clear and easy to understand

Popularity percentage share from top 5 categories



Within the Top 5 Categories, you can then reformat the data to show popularity % share.

Highlight briefly what Social Buzz could do with your insights.

Suggested next steps should outline how your team can continue to support them.

Summary



ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and "factual" content the most.

INSIGHT

Food is a common theme with 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 boost user engagement.

NEXT STEPS

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