Social Buzz

Today's agenda

Project Recap
Problem
The Analytics Team
Process
Insights
Suggestions

Project Recap

Social Buzz, a social media and content creation company, has grown rapidly in recent years and now seeks external help to manage its growth.

Accenture has begun a 3-month initial project to audit Social Buzz's big data practice, recommend strategies for a successful IPO, and analyse Social Buzz's content categories to identify the top 5 most popular categories.

Problem

Social Buzz's core product generates a massive amount of unstructured data, including over 100,000 pieces of content per day.

The objective is to identify the five most popular categories.

The Analytics Team

Andrew Fleming
(Chief Technical Architect)

Marcus Rompton
(Senior Principle)

Myself
(Data Analyst)

Process

1 Project Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Data Insights

Insights

16

UNIQUE
CATEGORIES

1897

REACTIONS
TO "ANIMALS" POSTS

MON

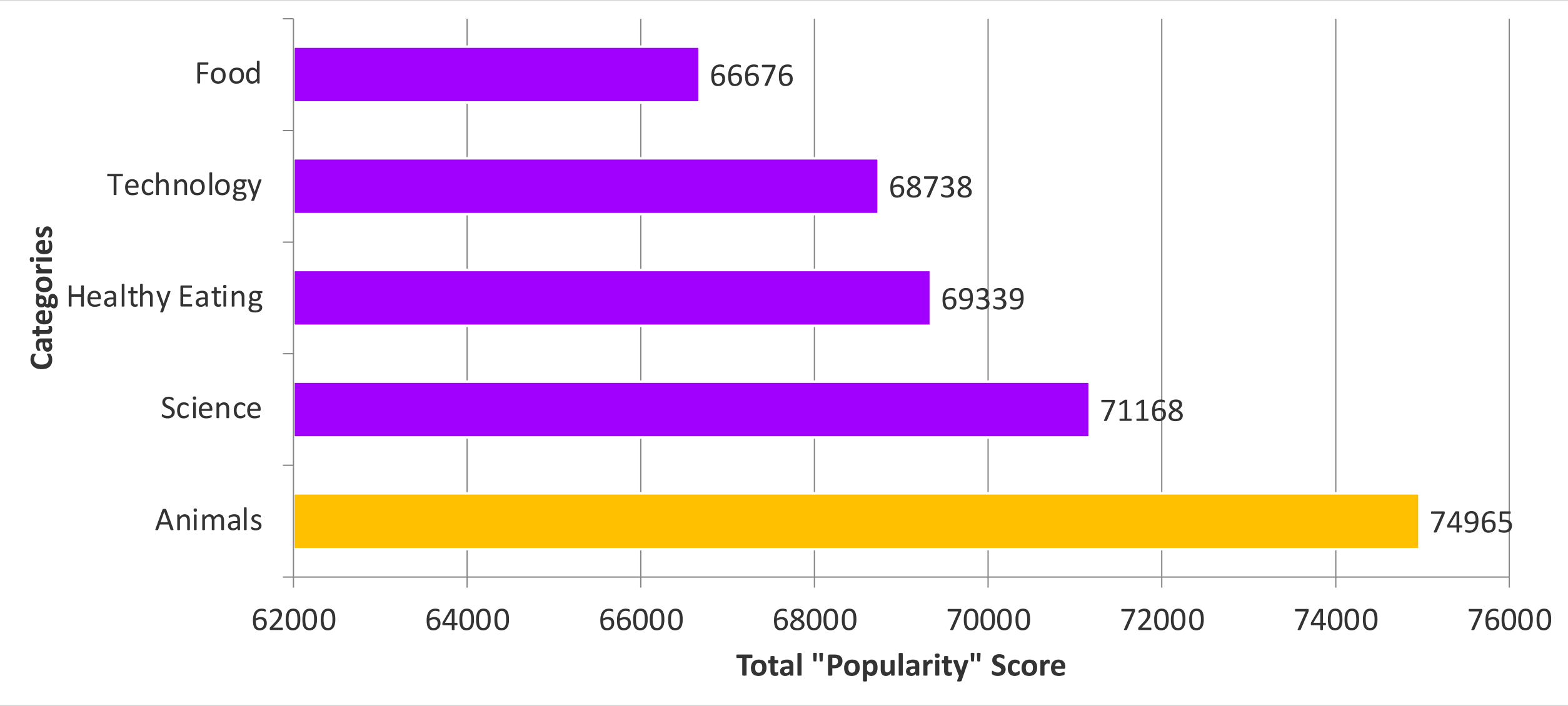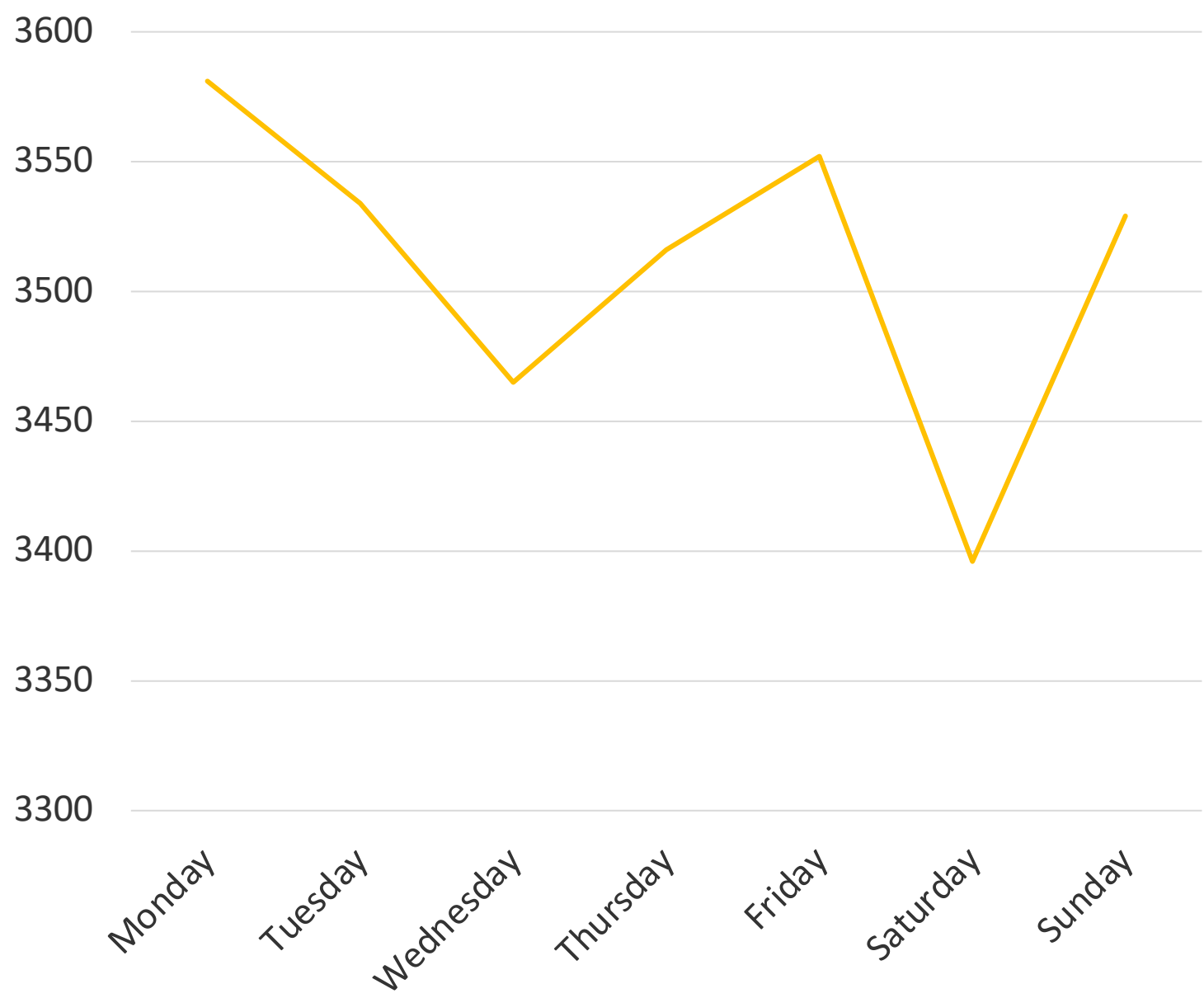DAY OF WEEK
WITH THE
MOST POSTS
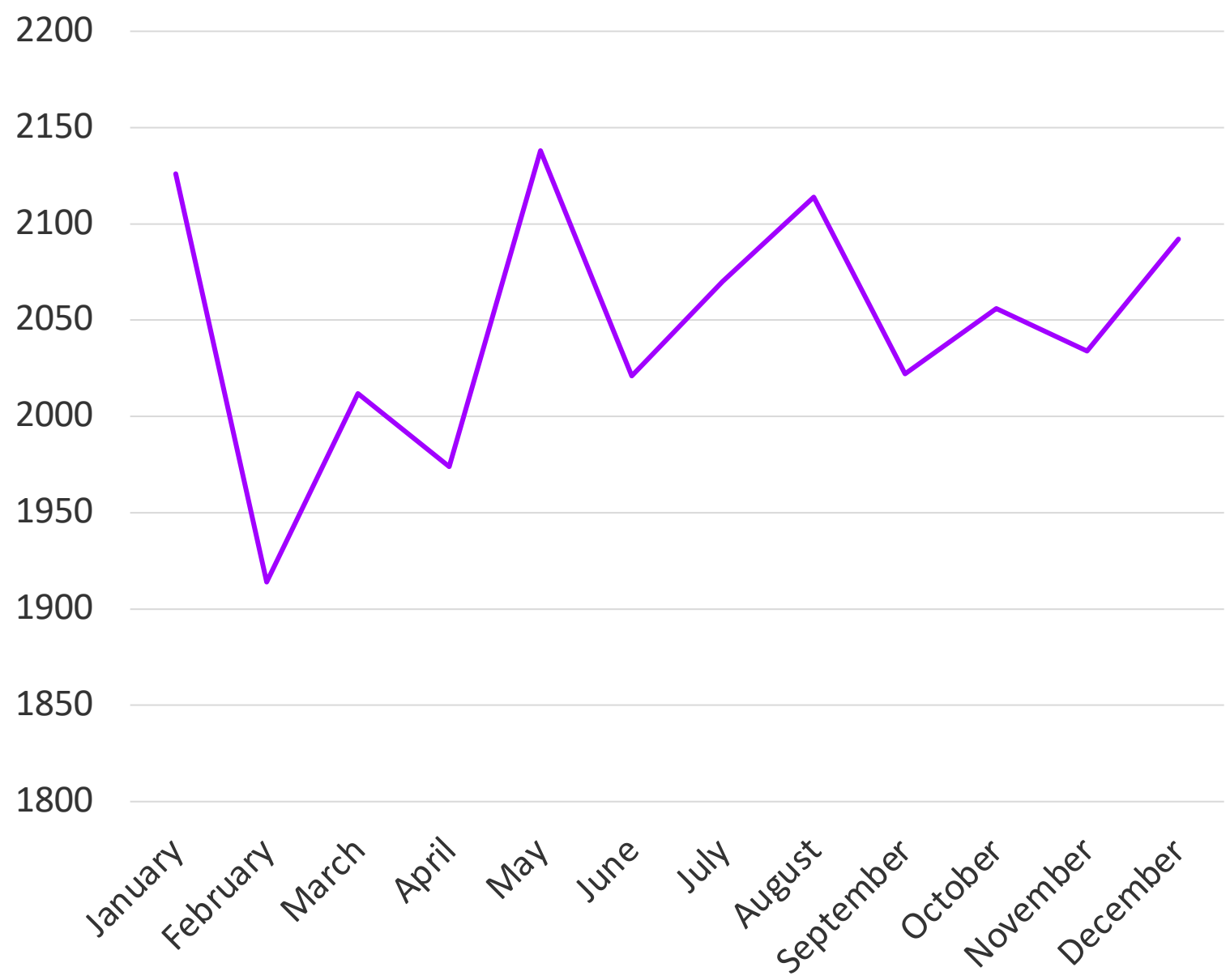
MAY

MONTH WITH
THE MOST POSTS

Top 5 Content Categories per Total "Popularity" Score

Number of Posts by Day of Week

Number of Posts by Month

Suggestions

The popularity of Animals, Science, and Healthy Eating content on Social Buzz shows that users are drawn to content that is:

- **Relevant:** Users are interested in content that is relevant to their daily lives.

- **Curious:** Humans are naturally curious, and these topics are all fascinating.

- **Positive:** Content within these categories often exudes positivity and inspiration.

Suggestions

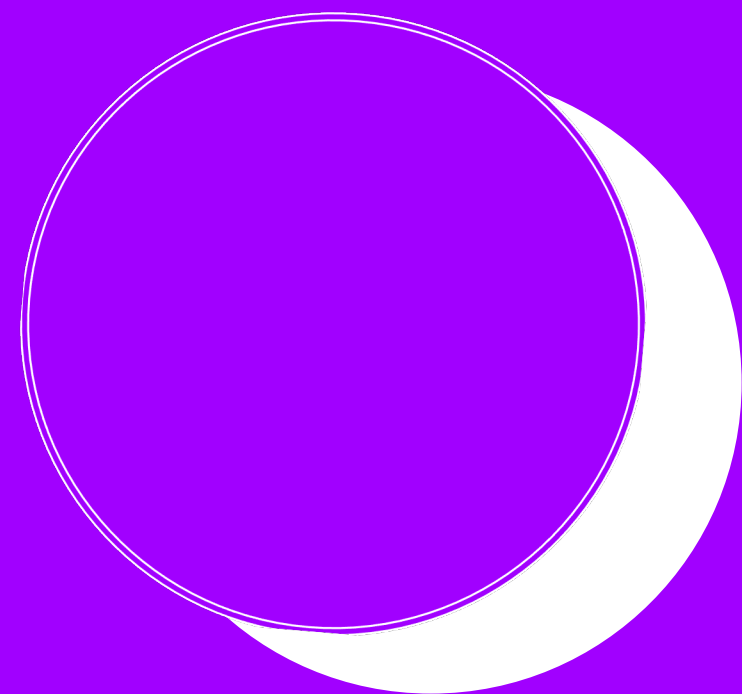Specific examples Social Buzz could do:

Animals:
- Create educational content about animal care and behavior
- Highlight heartwarming stories about animals and their humans.

Science:
- Create educational content about science and technology concepts in a way that is easy to understand and engaging
- Highlight stories about scientists and their groundbreaking work.

Healthy Eating:
- Partner with nutritionists and other health experts to share recipes, tips, and advice
- Create educational content about different types of diets and nutrition
- Highlight stories about people who have achieved their health goals through healthy eating.

Thank you!

ANY QUESTIONS?