



Social Buzz



Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

Summary



Project Recap

Social Buzz corporation operates in Social Media and Content Creation domain.it is fast growing unicorn which handles around 500 Million active users each month.

Accenture has begun 3 Months POC focusing on following tasks:

1. An audit of Social Buzz big data practice.
2. Recommendation for successful IPO.
3. Analysis to find Social Buzz's TOP 5 Most popular Content Categories.



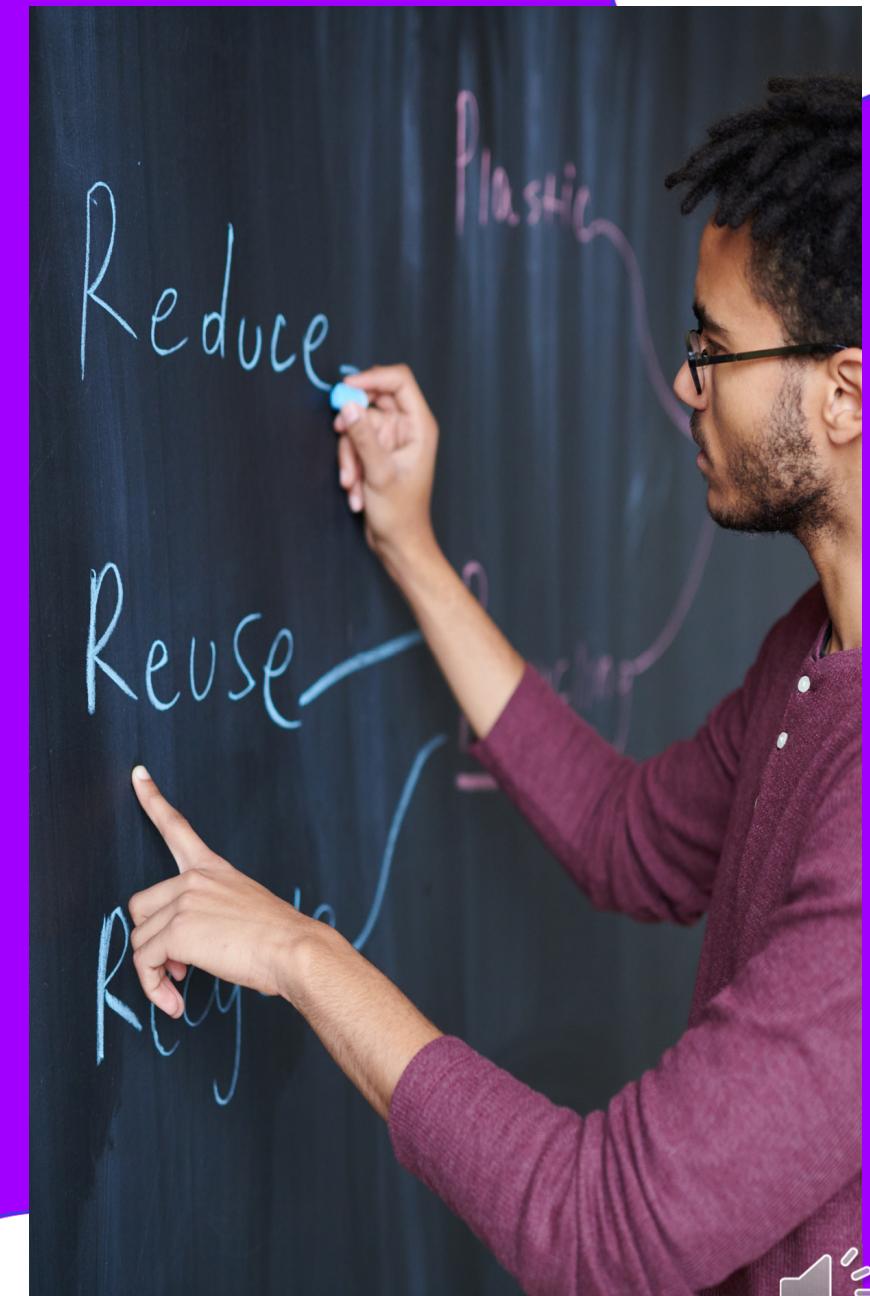
Problem

500 million Active Month Users.

100000 post every day

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

Analysis of TOP 5 Most popular Content Categories.



The Analytics Team



Andrew Fleming
(Chief Technical Architect)



Marcus Rompton
(Senior Principle)



Vishal Khot
(Data Analyst)



Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

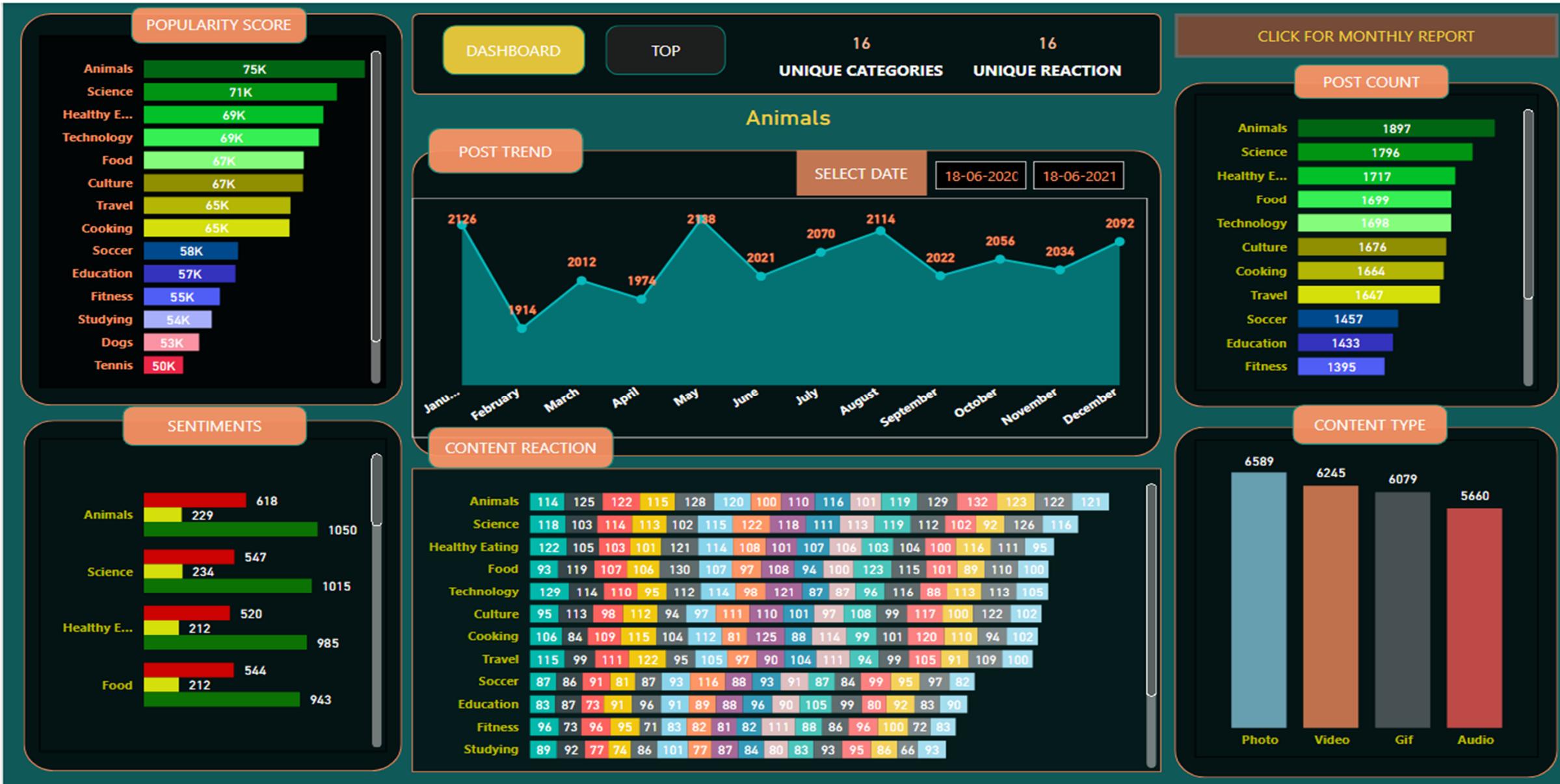
Data Analysis

5

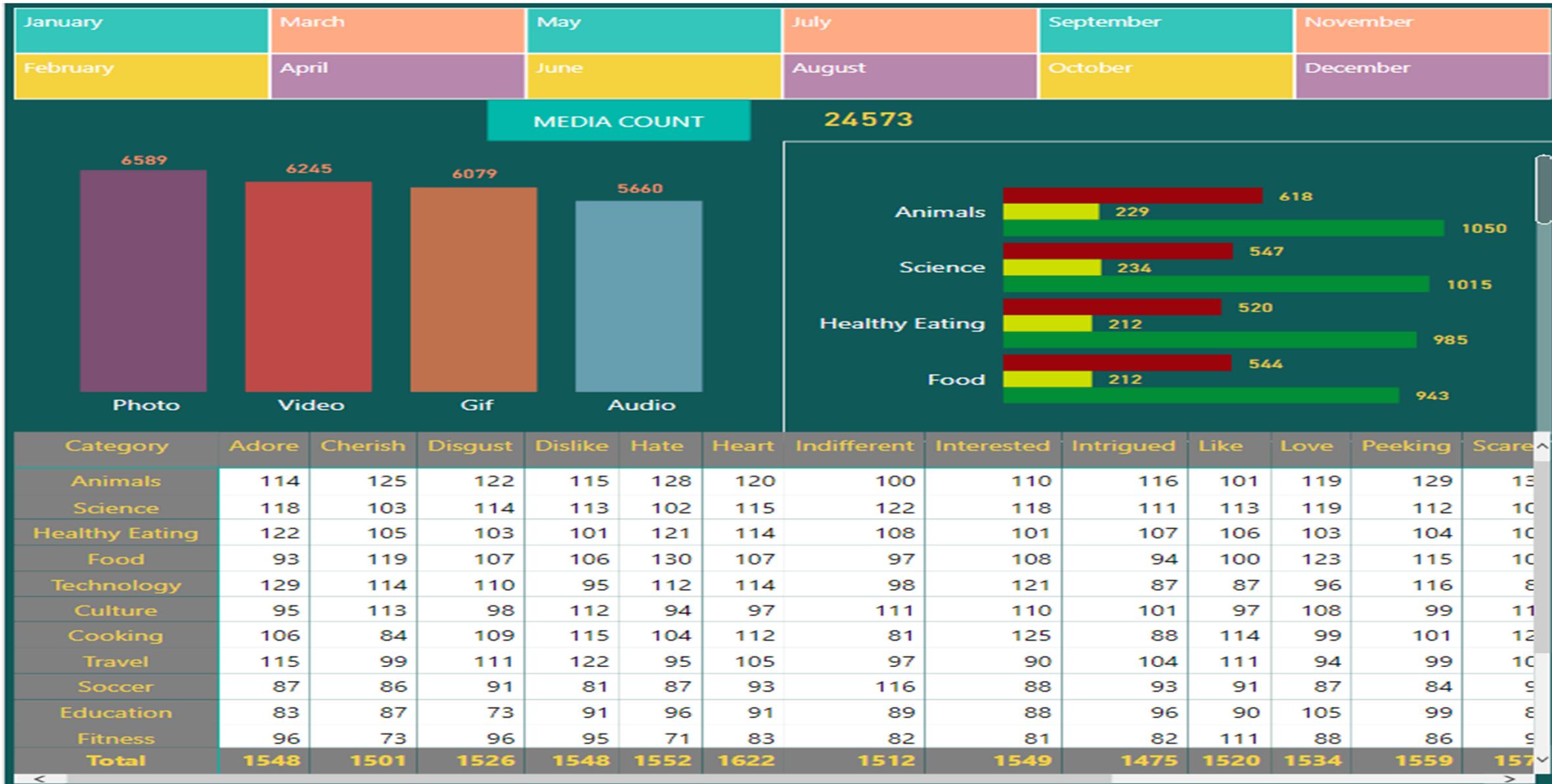
Uncover Insights



DASHBOARD



DASHBOARD



Insights

16
UNIQUE CATEGORIES



1897
POST ON ANIMAL CATEGORY



MAY
MONTH WITH MAX POST



TOP 5 CATEGORIES BY SCORE:

1 Animals

2 Science

3 Healthy eating

4 Technology

5 Food

CONTENT WISE DISTRIBUTION:

1 PHOTO : 26.81%

2 VIDEO : 25.41%

3 GIF : 24.74%

4 AUDIO : 23.03%

TOP 3 MONTHS WITH HIGH POST:

1 MAY : 2138

2 JANUARY : 2126

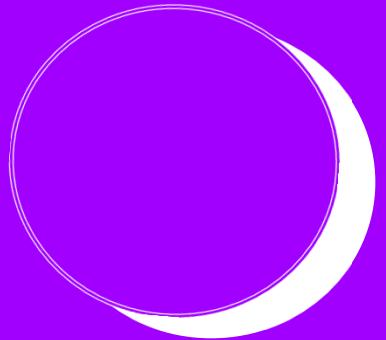
3 AUGUST : 2114

Summary



- Number of the post has a direct correlation with reaction_type and sentiments.
- Meal as a whole group (healthy eating, food, cooking) has highly popular content which needs to target to increase post frequency. We can use ads promotion in this category.
- 50 % of the content is of image categories.
- February-March quarter has bottom post activities. Need to find a reason for that so the cross-correction could occur.





Thank you!

ANY QUESTIONS?

