



**Social Buzz**



# Today's agenda

Project Recap

Project Problem Statement

The Analytics team

Process

Dashboard

Data Analysis



# Content

## Project Recap:

- Brief Project introduction

## Project Problem Statement:

- Brief Introduction to Problem Statement

## The Analytics team

- Brief Introduction to Analytic Team

## Process

- Data Exploration
- Data Cleaning
- Data Modelling
- Data Analysis
- Uncover Insights

## Dashboard

- Dashboard
- Monthly Report Dashboard

## Data Analysis

- Top 5 Categories
- Content Distribution
- Top 3 Months

# 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.



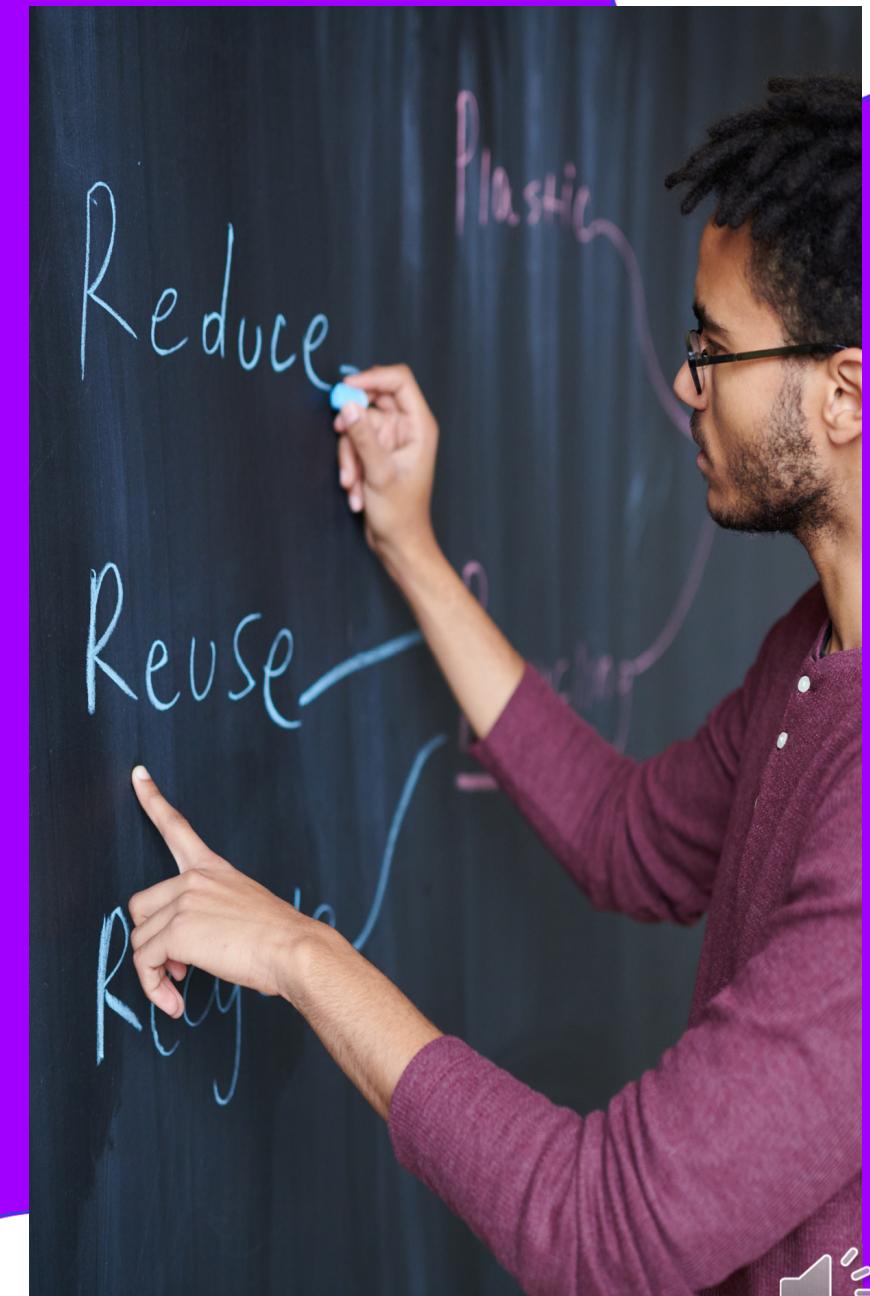
## Project Problem Statement

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 Exploration

2

Data Cleaning

3

Data Modelling

4

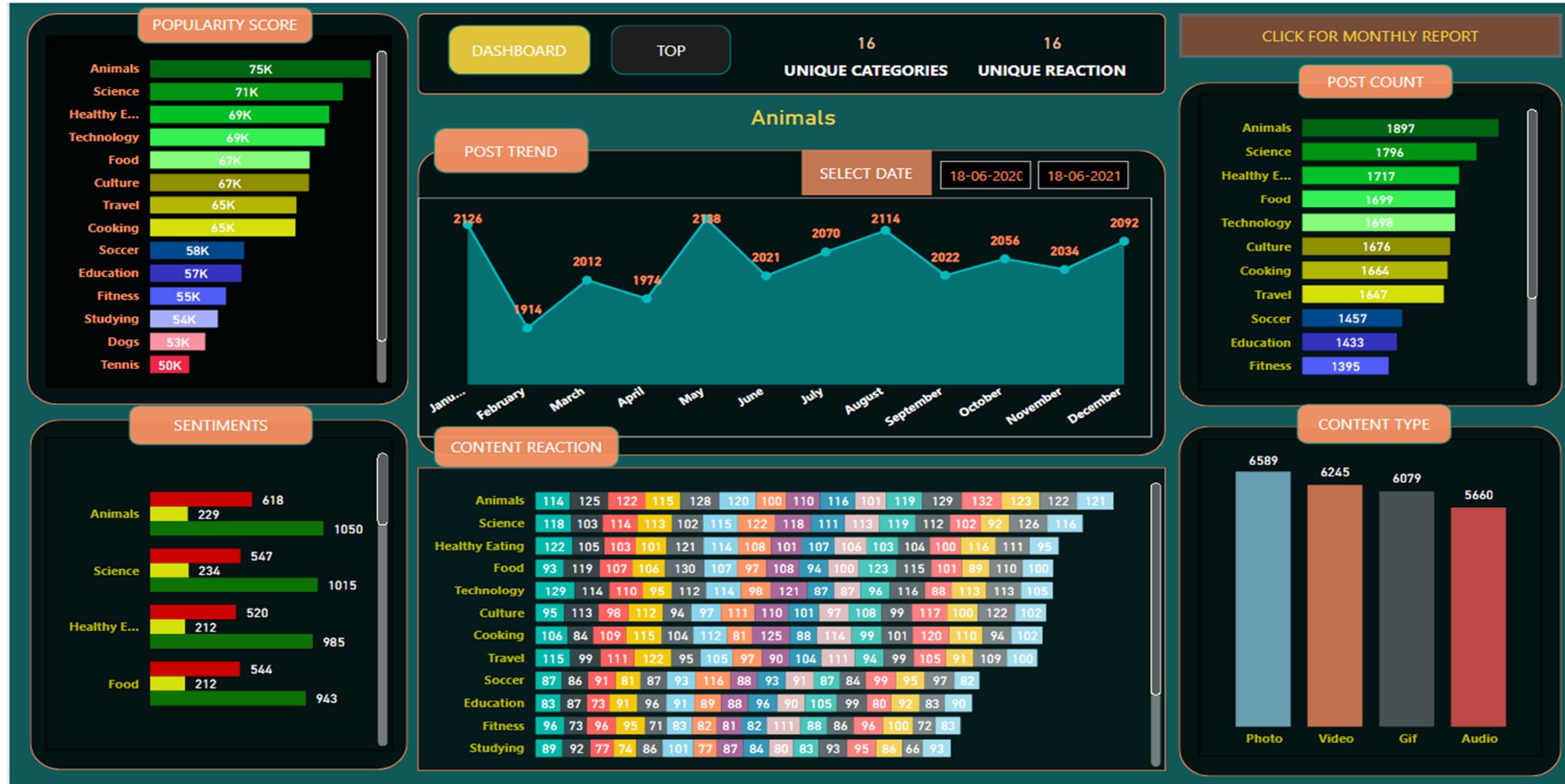
Data Analysis

5

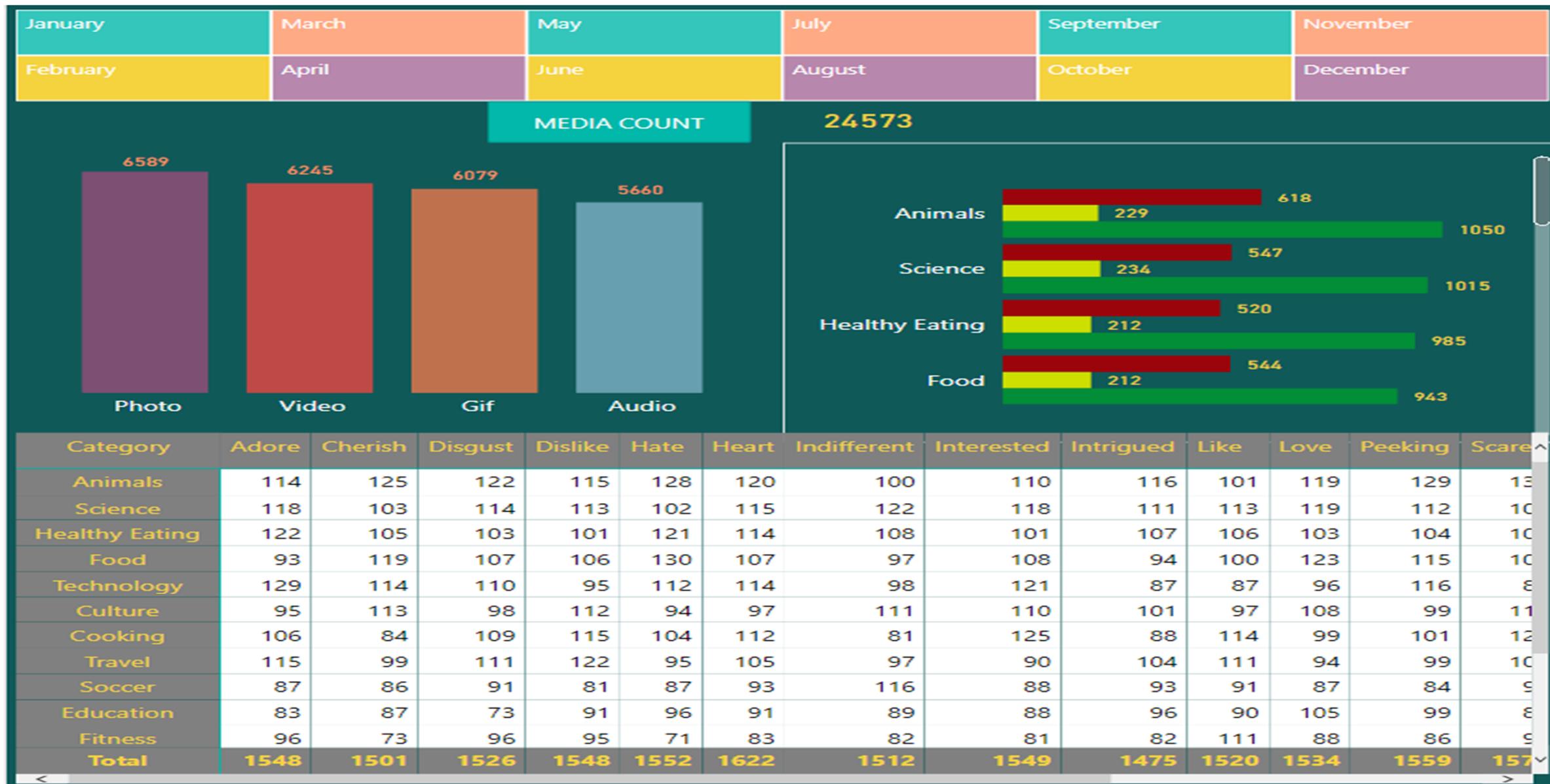
Uncover Insights



# Dashboard



# Monthly Report Dashboard



## Data Analysis

16  
UNIQUE CATEGORIES



1897  
POST ON ANIMAL CATEGORY



MAY  
MONTH WITH MAX POST



TOP 5 CATEGORIES BY SCORE:

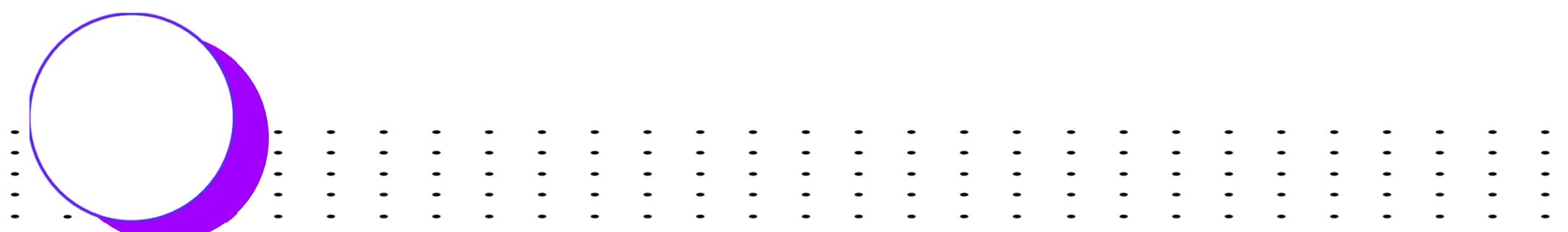
- 1 Animals
- 2 Science
- 3 Healthy eating
- 4 Technology
- 5 Food

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

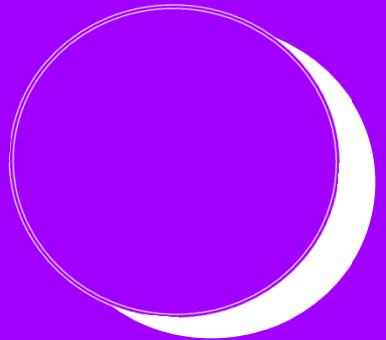


# Data Analysis



- 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?

