



# Social Buzz

# Today's agenda

Project recap

Problem

The Analytics team

Process

Insights

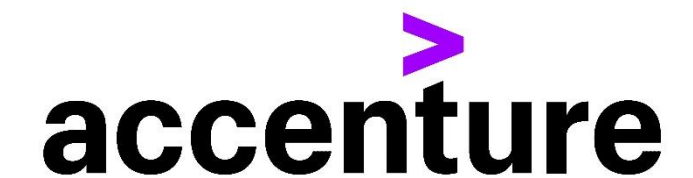
Summary



# Project Recap

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 focussing  
on these needs:

- 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.

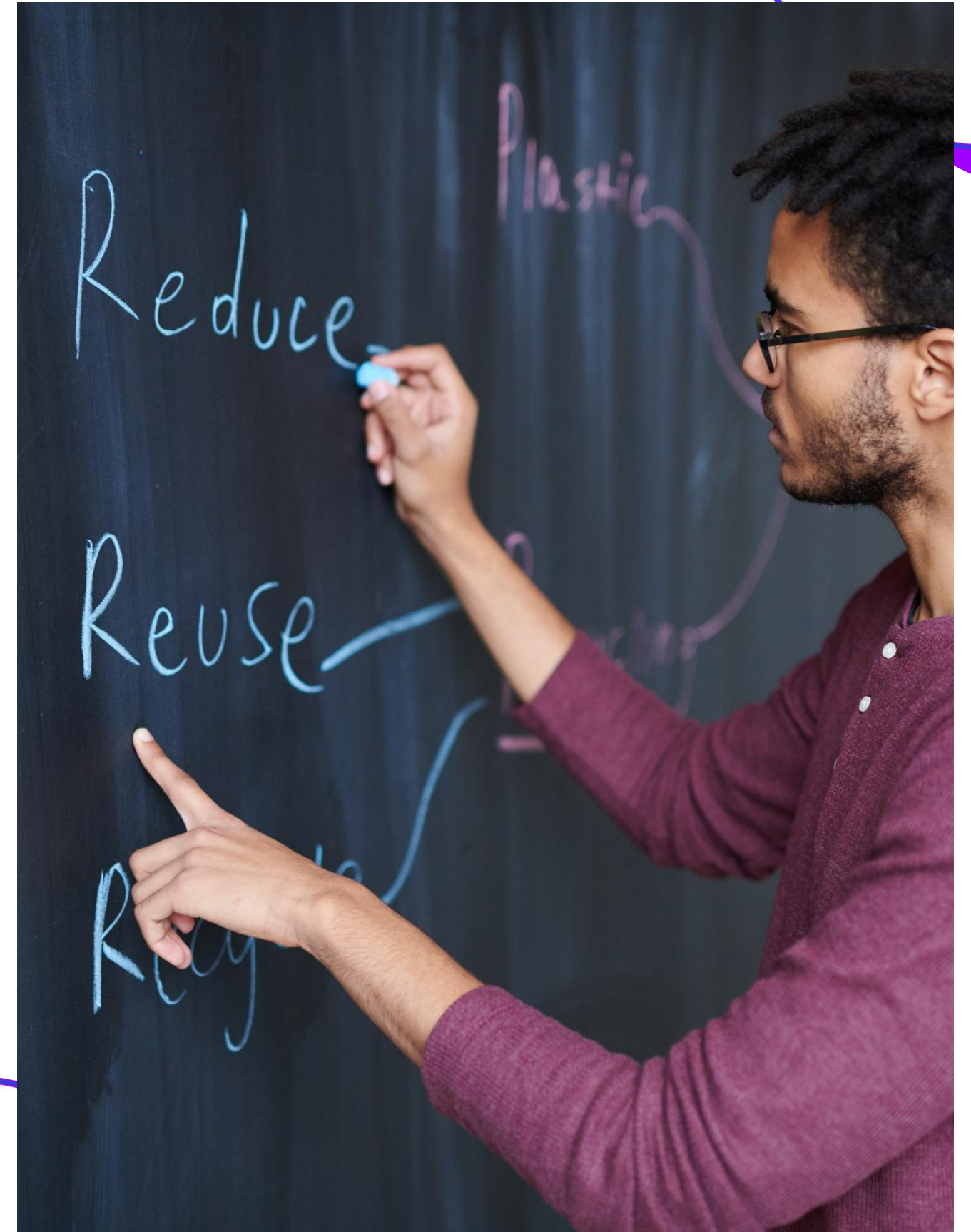


# Problem

Over 10000 posts per day  
36,500,000 pieces of content  
per year!

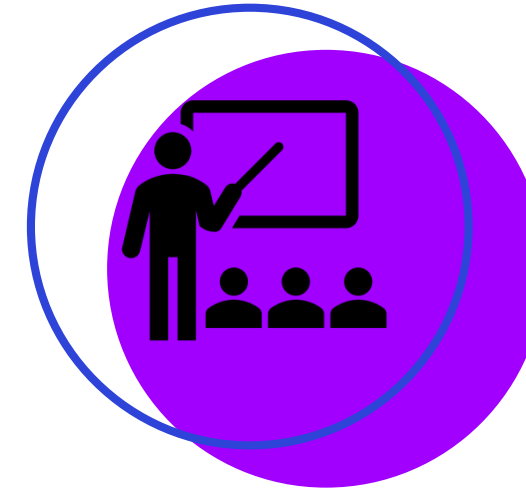
But how to capitalize on it  
when there is so much?

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





# The Analytics team



**Mohd Yasir (Myself)**  
Data Analyst



**Marcus Rompton**  
Senior Principle



**Andrew Fleming**  
Chief Technical Architect



# Process

1

Data Understanding

2

Data Cleaning

3

Data Modelling

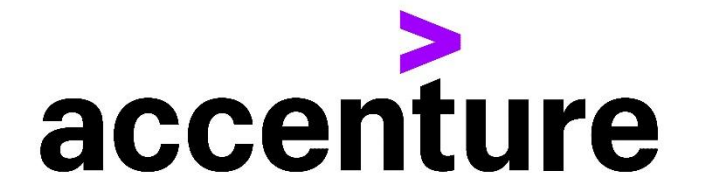
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Data Analysis

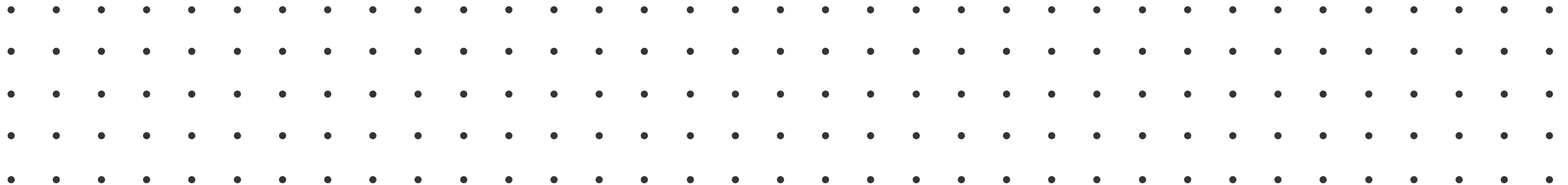
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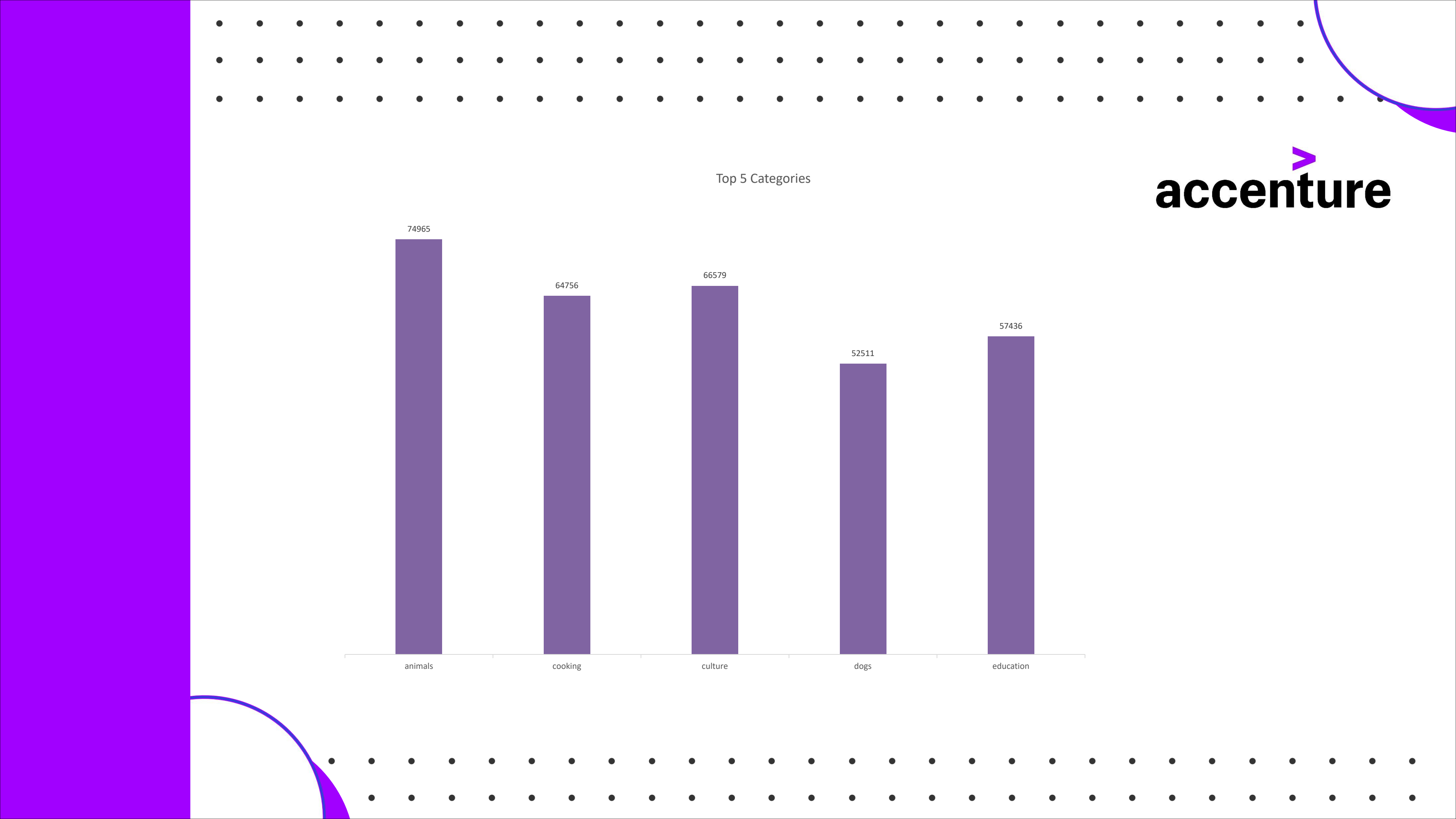
Uncover Insights

# Insights

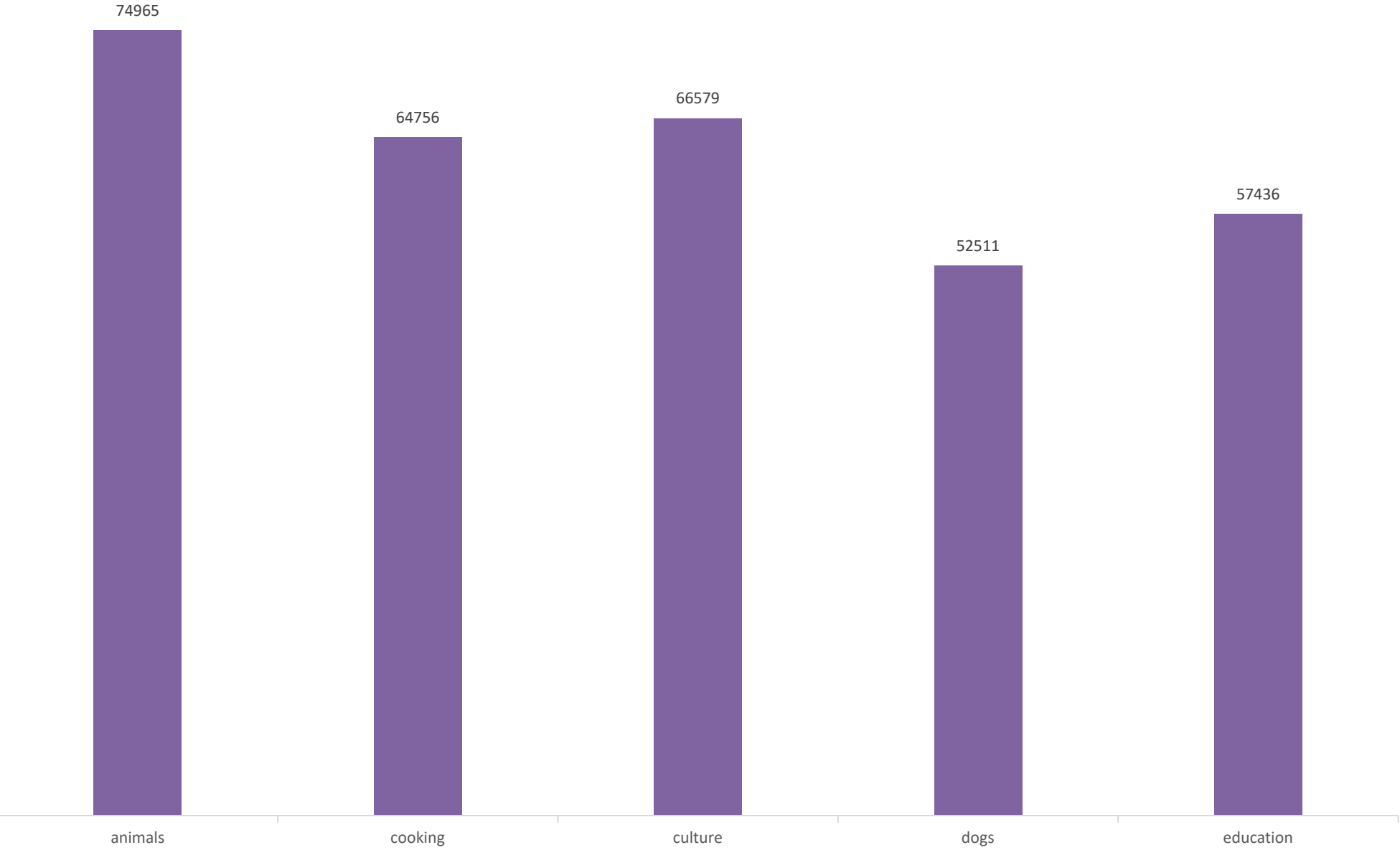



- Number of Unique Categories = 16
- Most Favourite Category- Animal
- Month with most number of posts- May



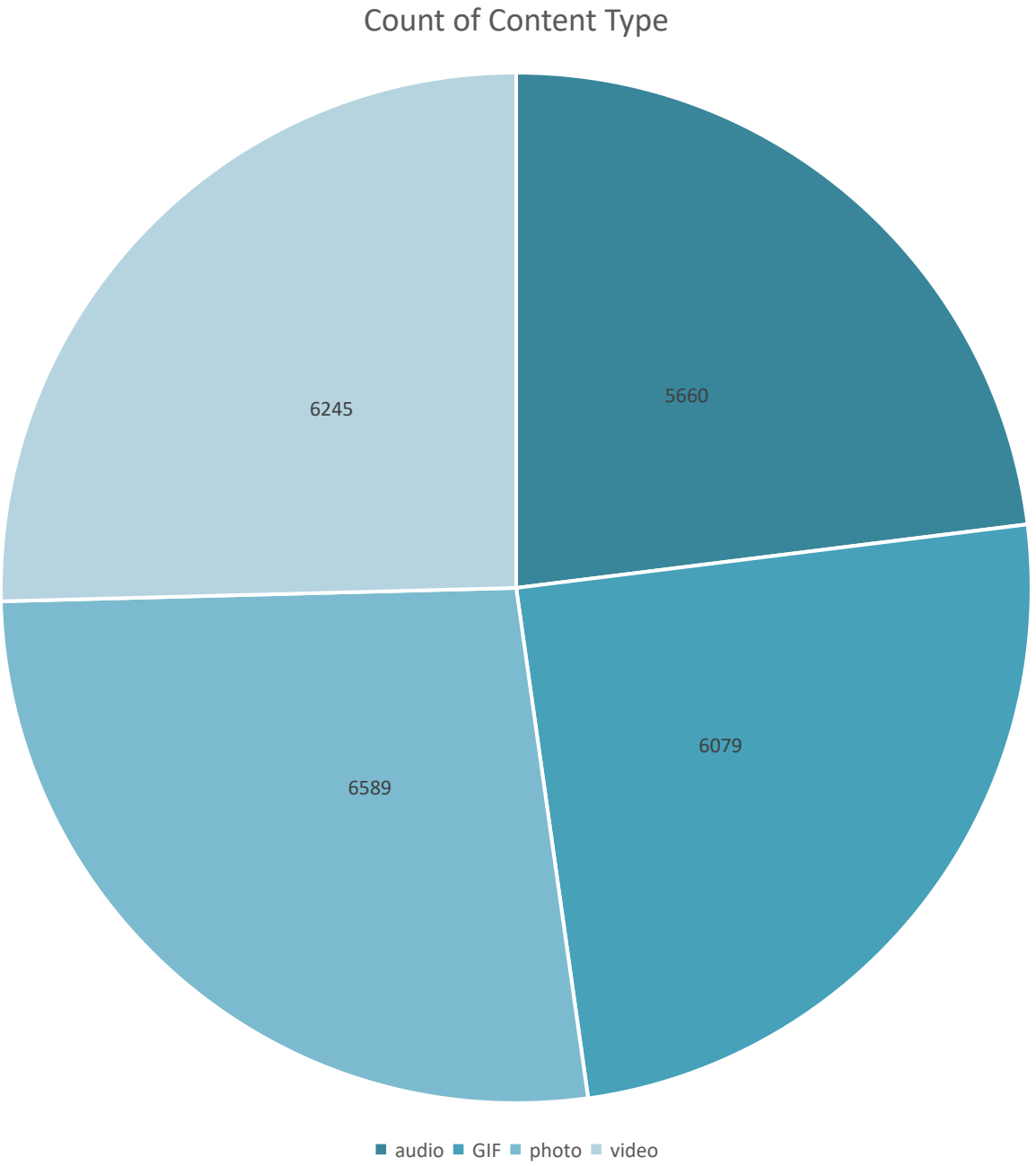


Top 5 Categories



 **accenture**

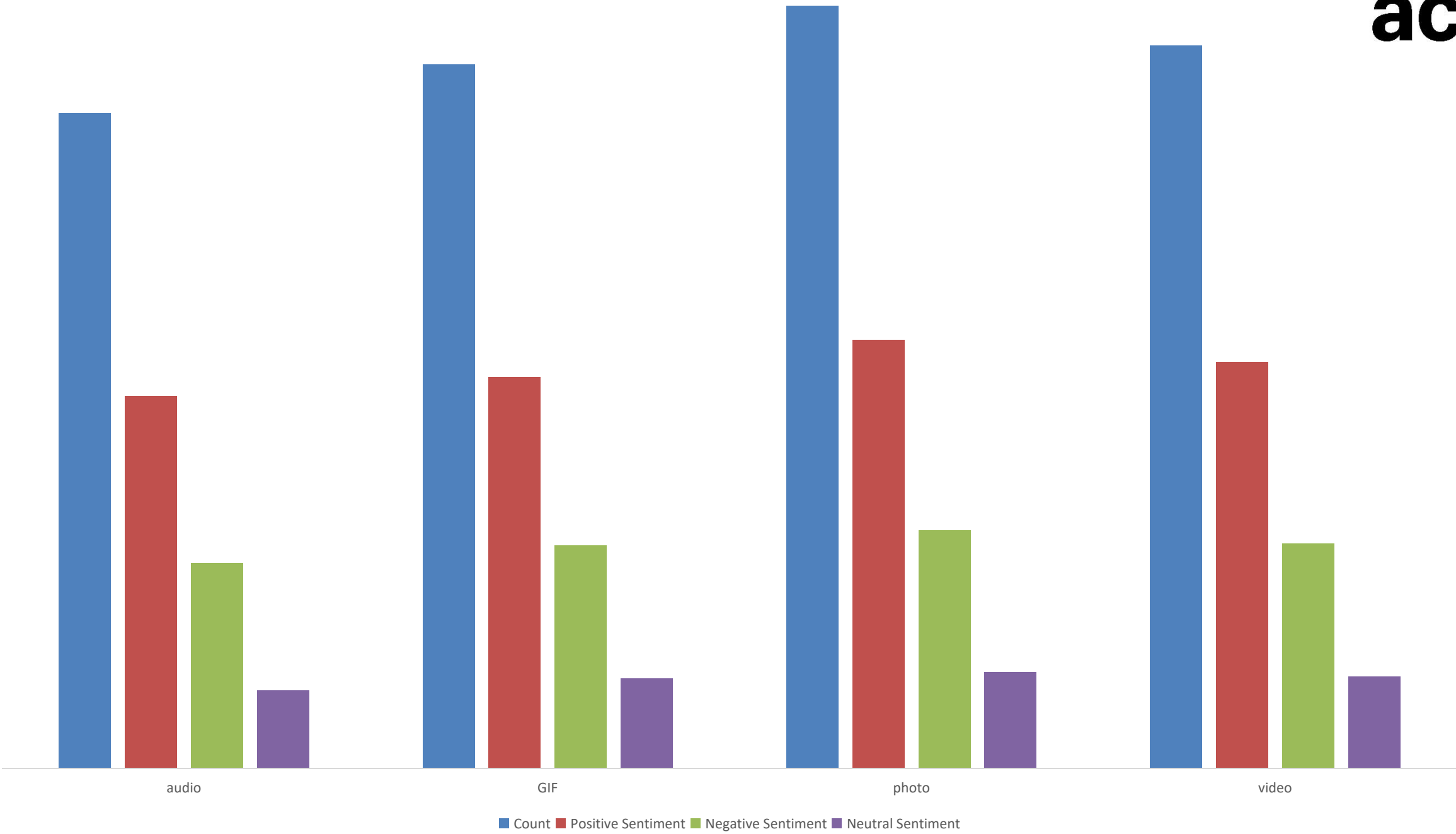






Content Sentiment

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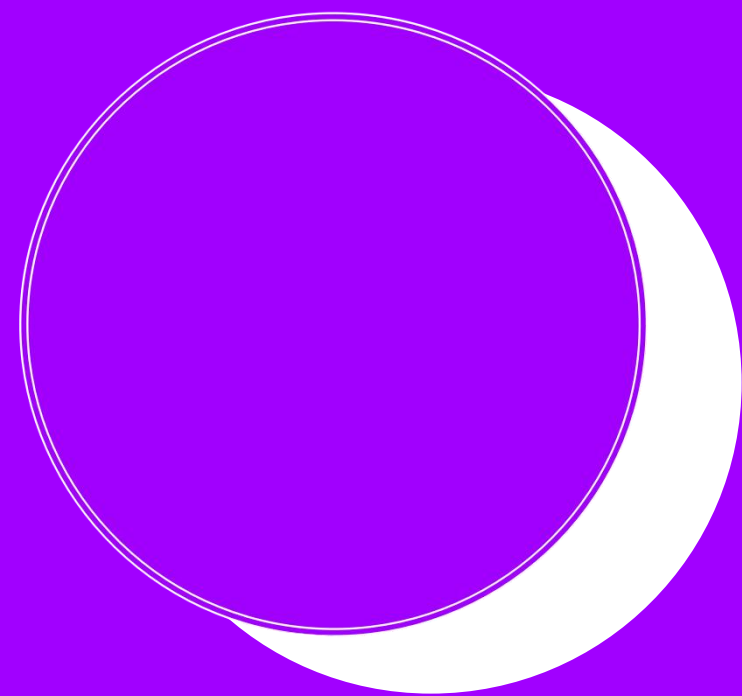
# Summary



- There are a total of 16 distinct content categories.
- Out of which Animal and Science categories are the most popular one.
- 4 type of content - Photo, Video, Gif and Audio.
- Out of which people prefer photo and video.
- May month has the highest number of posts.

## Conclusion

- Should focus more on the top 5 categories that's animal, technology, science, healthy eating and food.
- Create campaign to specifically target those audiences.
- Need to maximize in the month of January, may and august as they number of posts in these months are the highest.



# Thank you!

ANY QUESTIONS?