



Social Buzz & Accenture



Today's agenda



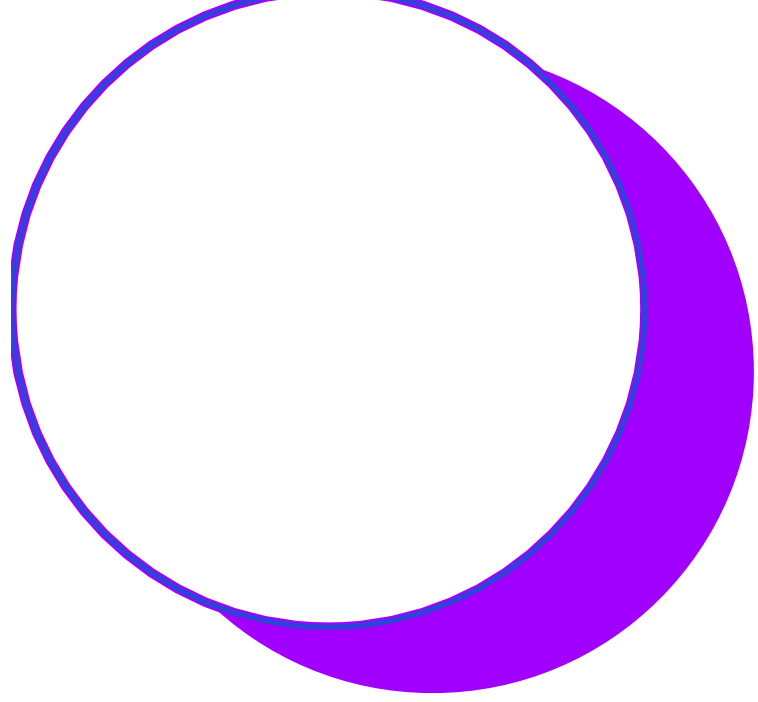
Project recap
Problem
The Analytics team
Process
Insights
Summary

Project Recap

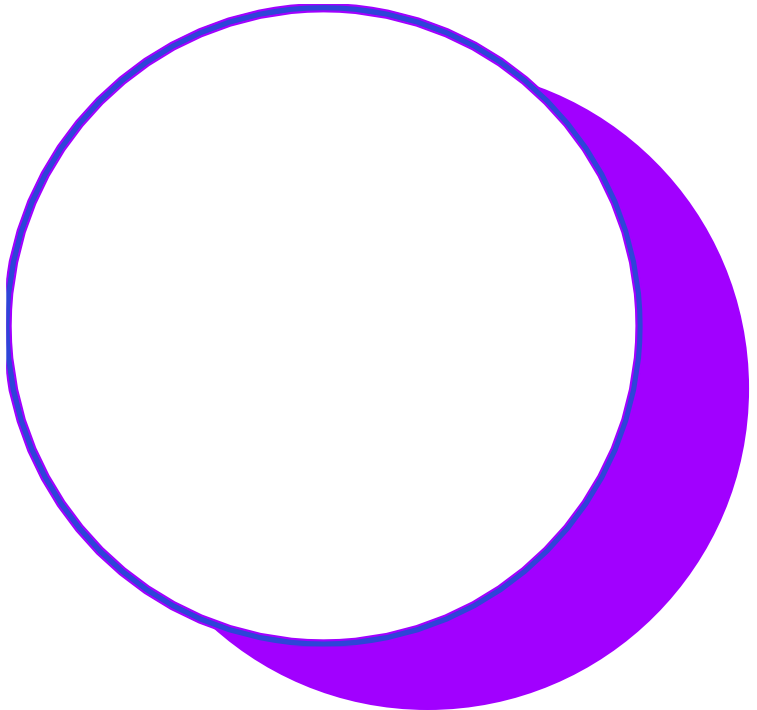
- ❑ An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity
- ❑ An audit of their big data practice
- ❑ Recommendations for a successful IPO



Problem



How to manage the large data sets,
How to analyse them so that we
reach at certain conclusion.



The Analytics team

We have experience
how to deal with large
data set we are team
of 3 people.

- Chief Technical
Architect-Andrew
Fleming
- Senior data expert-
Marcus Rompton
- Junior data Analyst-
Mohd Yusuf Ali

Process

1

Data understanding - the key to success on any data project is to understand the data in detail. So we took the time to understand the data model and domain of your business.

2

Data extraction - after understanding your business, we then architected what an ideal dataset should look like for this problem and extracted it from the relevant data sources.

3

After extracting the raw data, we needed to process and model this data into a dataset that can precisely answer the business questions and produce analytics.

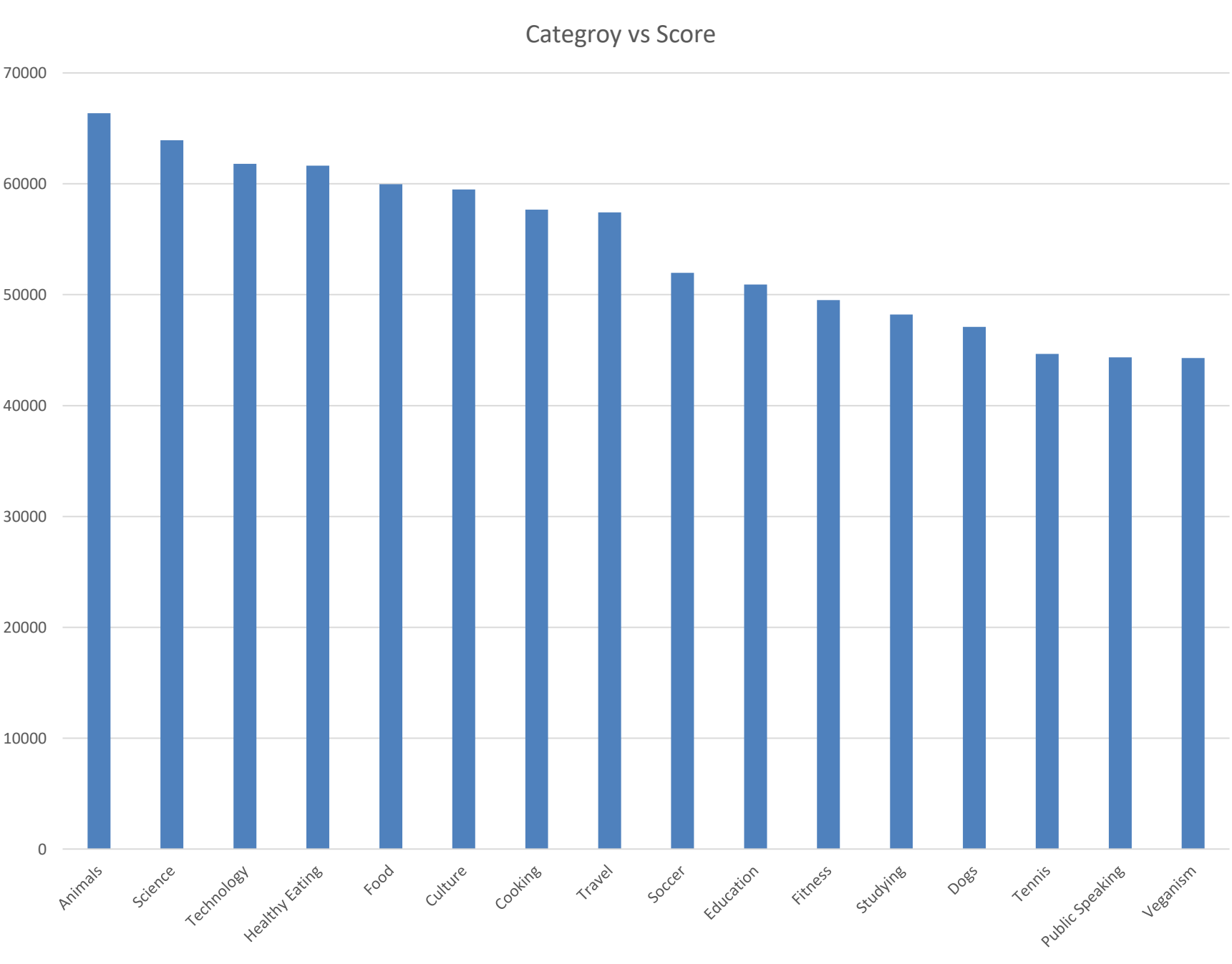
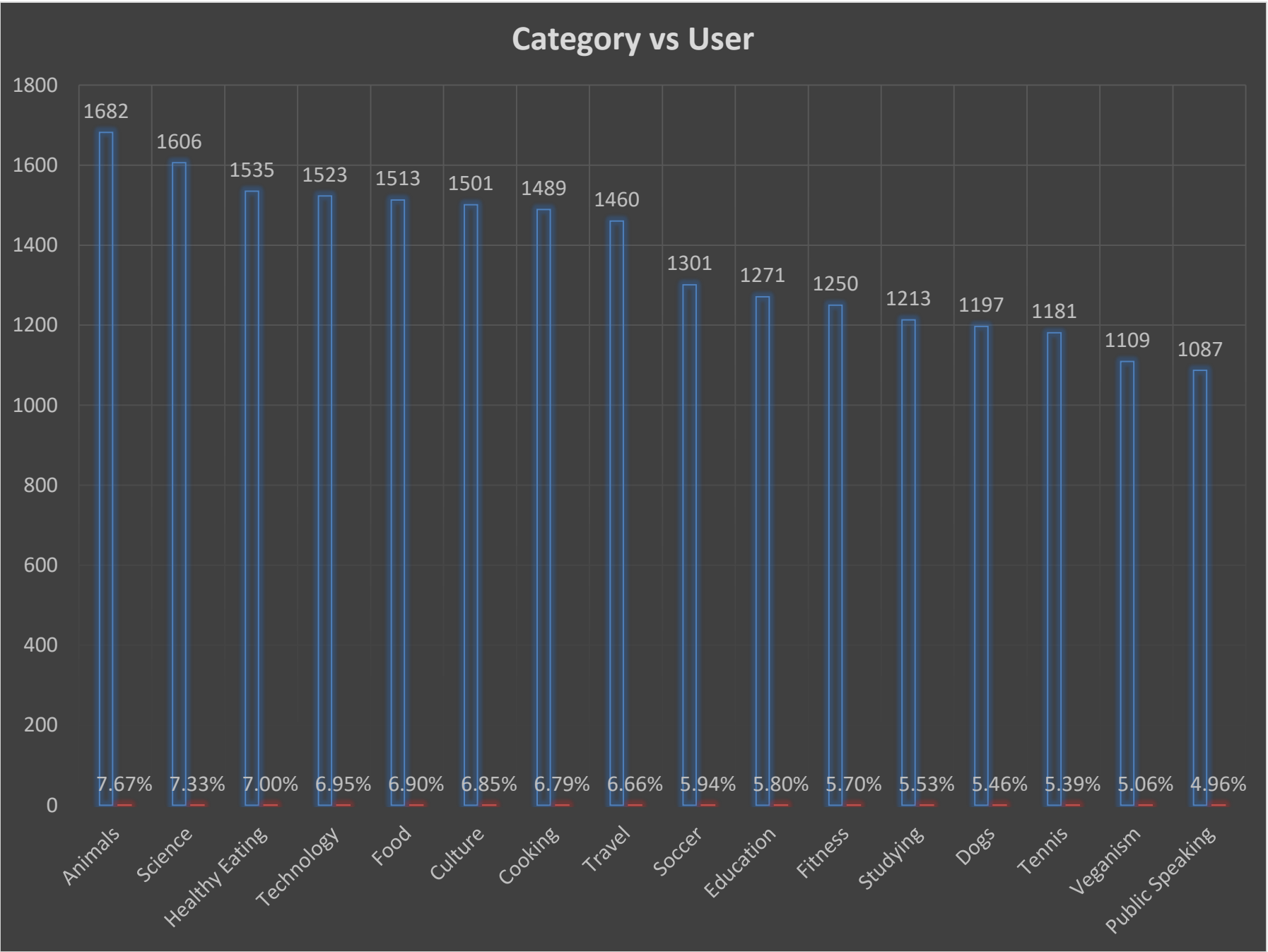
4

With our new dataset, we used our analytical expertise to uncover insights from this dataset and to produce visualizations to describe the insights.

5

finally we used these insights to unlock business decisions and to make recommendations on next steps.

Insights

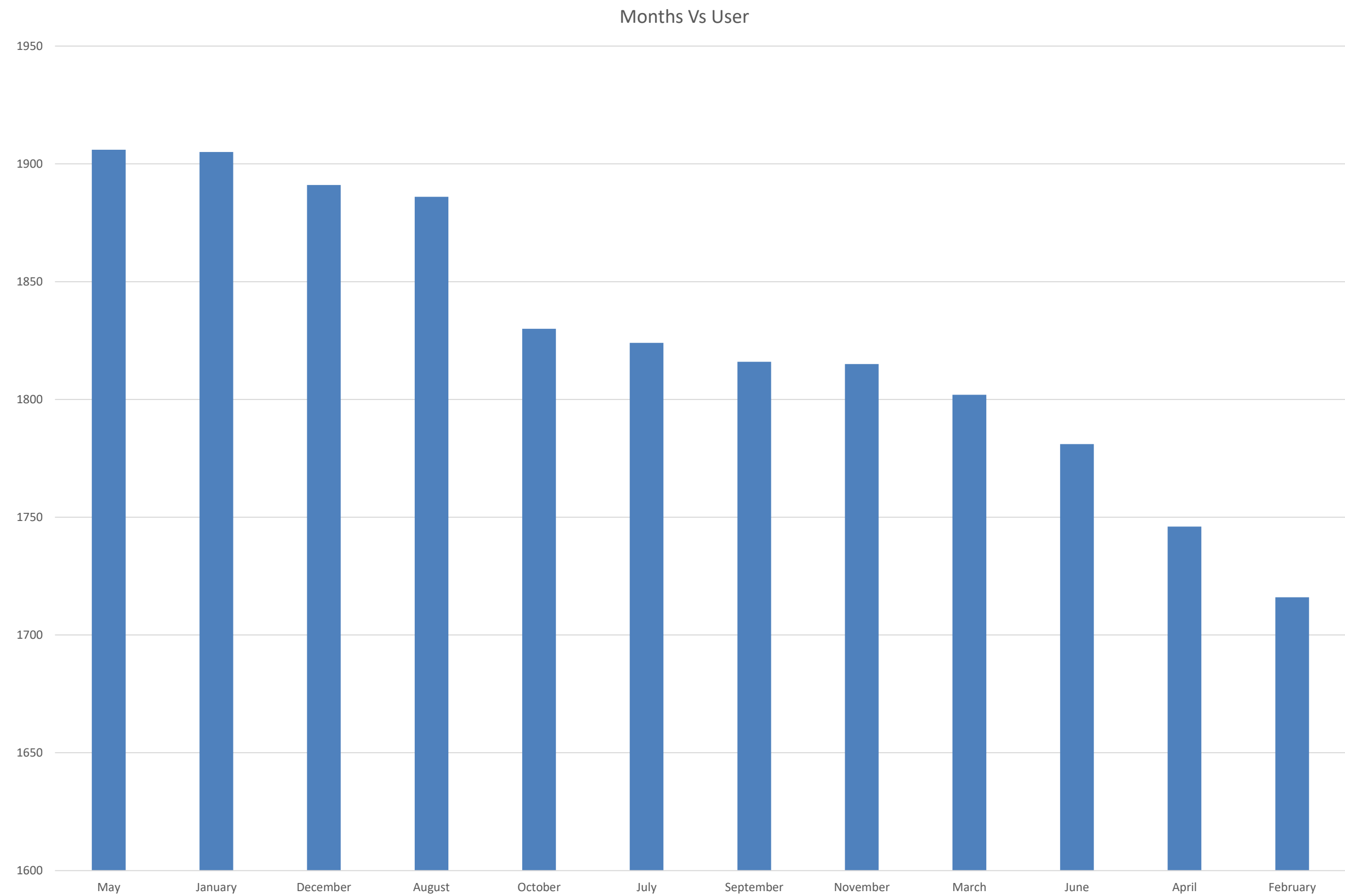


Top 5 Category-On this basis of Post and score.

1. Animal
2. Science
3. Food
4. Technology
5. Healthy Eating

In these 4 months users are more active.

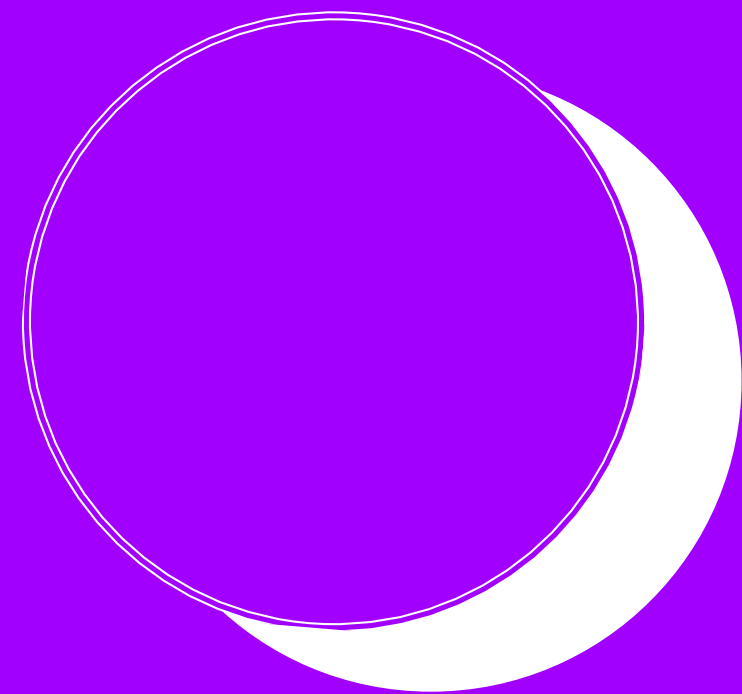
1. May
2. January
3. December
4. August



Summary



- ❖ We found that Animal, Science ,Food, Technology and Healthy Eating are the five most popular categories, suggesting that users like "real-life" content
- ❖ We also found that in 4 months that is May, January, December and August in these month user are most active .
- ❖ As much as this analysis was insightful, we are ready to take it to the next stage and we have the expertise within Accenture to help you realize these kinds of insights in production across your organization and in real time. We would love to help you with this.



Thank you!

ANY QUESTIONS?