

accenture

Aniruddha Ghogare

Aspiring Data Analyst

[**Data Analytics**](#)
[**Internship Project**](#)





Task 1: Project Understanding

1 2 3 4

Task Overview

1

Task One

Quickly get up to speed with the business problem being addressed, project requirements and team...

... Easy <30 mins

2

Task Two

... Intermediate 30-60 mins

3

Task Three

... Intermediate 30-60 mins

4

Task Four

... Easy <30 mins

Finish Line

... Intermediate

Achievements

Why this is important

What you'll learn



- What are the responsibilities of a Data Analyst at Accenture
- What is a typical project team structure
- How to review a client project brief

What you'll do



- Meet your Accenture team, including the industry, IPO and data experts
- Read and analyze a client project brief to understand the client and business problem, identify the requirements that need to be delivered, and identify which tasks you need to focus on as a data analyst

Message from Accenture North America



Learn from top companies and Data model

theforage.com/virtual-experience/hzmoNKTzvAzXsEqx8/accenture-north-america/data-analytics-mmlb/project-understanding

Aniruddha

Task 1: Project Understanding

1 2 3 4 5 6 7 8 9

First up, why has Accenture built this program?

The recruitment team at Accenture has created this program to educate and identify great candidates.

If you aren't yet ready to apply to us, that's okay! This program will help you to explore what the job involves and build your resume.

So, how do you benefit?

1. You get relevant work experience taught by our team
2. Add the program as a Certification to your Resume and LinkedIn
3. Stand out in applications and interviews - talk about the job skills you've learned and why you're a good fit for the team.

And what does the Accenture Team see?

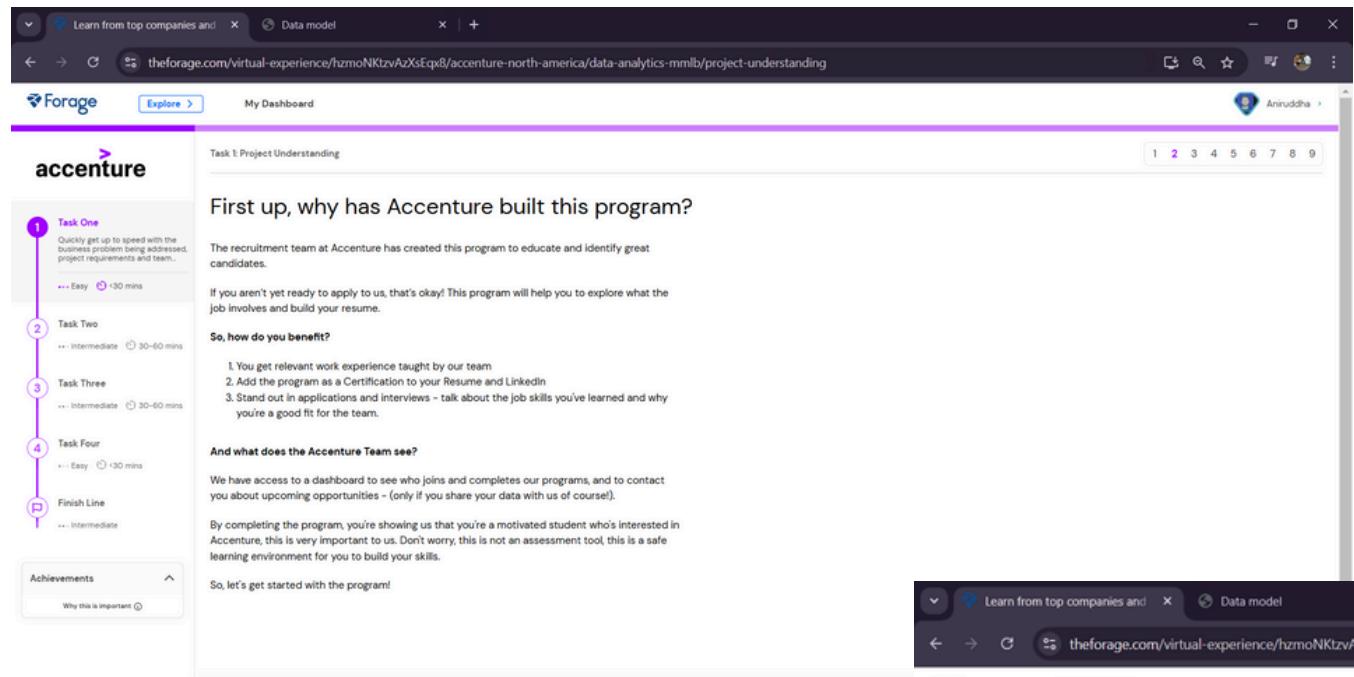
We have access to a dashboard to see who joins and completes our programs, and to contact you about upcoming opportunities - (only if you share your data with us of course).

By completing the program, you're showing us that you're a motivated student who's interested in Accenture, this is very important to us. Don't worry, this is not an assessment tool, this is a safe learning environment for you to build your skills.

So, let's get started with the program!

Achievements

Why this is important



Learn from top companies and Data model

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Aniruddha

Task 1: Project Understanding

1 2 3 4 5 6 7 8 9

Before we begin...

Here are some key facts about this program:

- You are working as a Data Analyst at Accenture.
- You work within a larger team, where each member has a different role and level of responsibility.
- Your team has been assigned a new project for a client called **Social Buzz**.
- You're hoping for a promotion at work, and this is an exciting opportunity for you to showcase your data analysis and visualization skills.

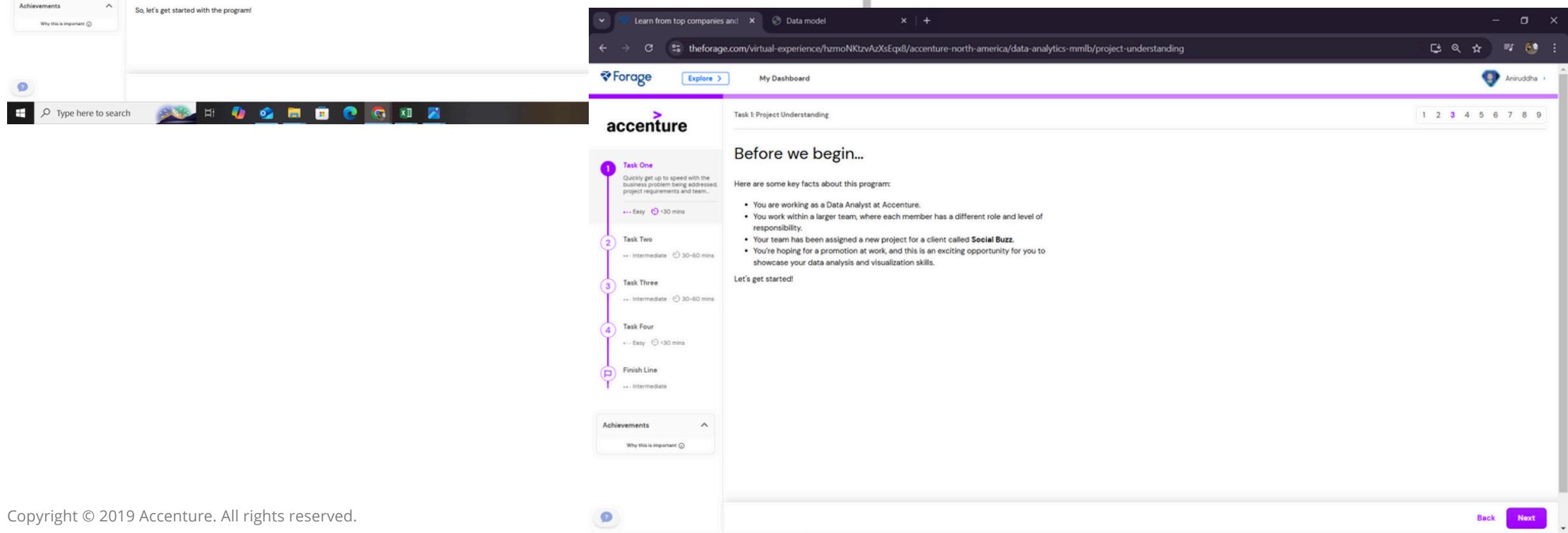
Let's get started!

Achievements

Why this is important

Back Next

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Task 1: Project Understanding

Key roles and responsibilities of a Data Analyst

A data analyst sits between the **business** and the **data**.

What do we mean by that?

- **The Business** refers to the client and your internal team members who won't be involved in detailed data analysis.
 - They rely on your analysis to make strategic business decisions.
 - Importantly, not everyone will have a strong understanding of data. Your job is to communicate your data findings simply and clearly for everyone to understand.
- **The Data** refers to the relevant data sources that you will clean, process, and use to generate interesting insights for the business.

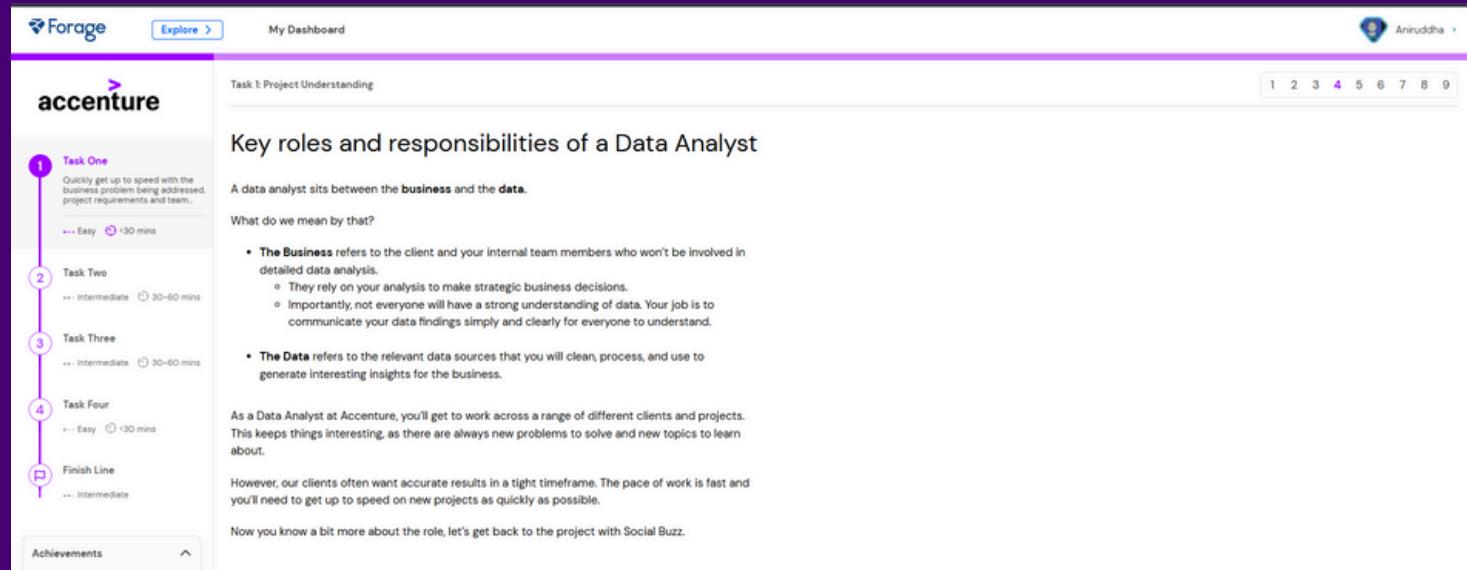
As a Data Analyst at Accenture, you'll get to work across a range of different clients and projects. This keeps things interesting, as there are always new problems to solve and new topics to learn about.

However, our clients often want accurate results in a tight timeframe. The pace of work is fast and you'll need to get up to speed on new projects as quickly as possible.

Now you know a bit more about the role, let's get back to the project with Social Buzz.

1 2 3 4 5 6 7 8 9

Achievements Why this is important ⓘ



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Task 1: Project Understanding

Read the brief from Social Buzz

Your first task is to read the brief from Social Buzz and complete a short knowledge check before the call.

One of Accenture's Managing Directors, Mae Mulligan, is the client lead for Social Buzz. She has reviewed the brief provided by Social Buzz and has assembled a diverse team of Accenture experts to deliver the project.

Mae has scheduled a project kick off call with the internal Accenture project team for tomorrow morning. Ahead of the call, Mae has shared the project brief so you can get up to speed on what Social Buzz need help with.

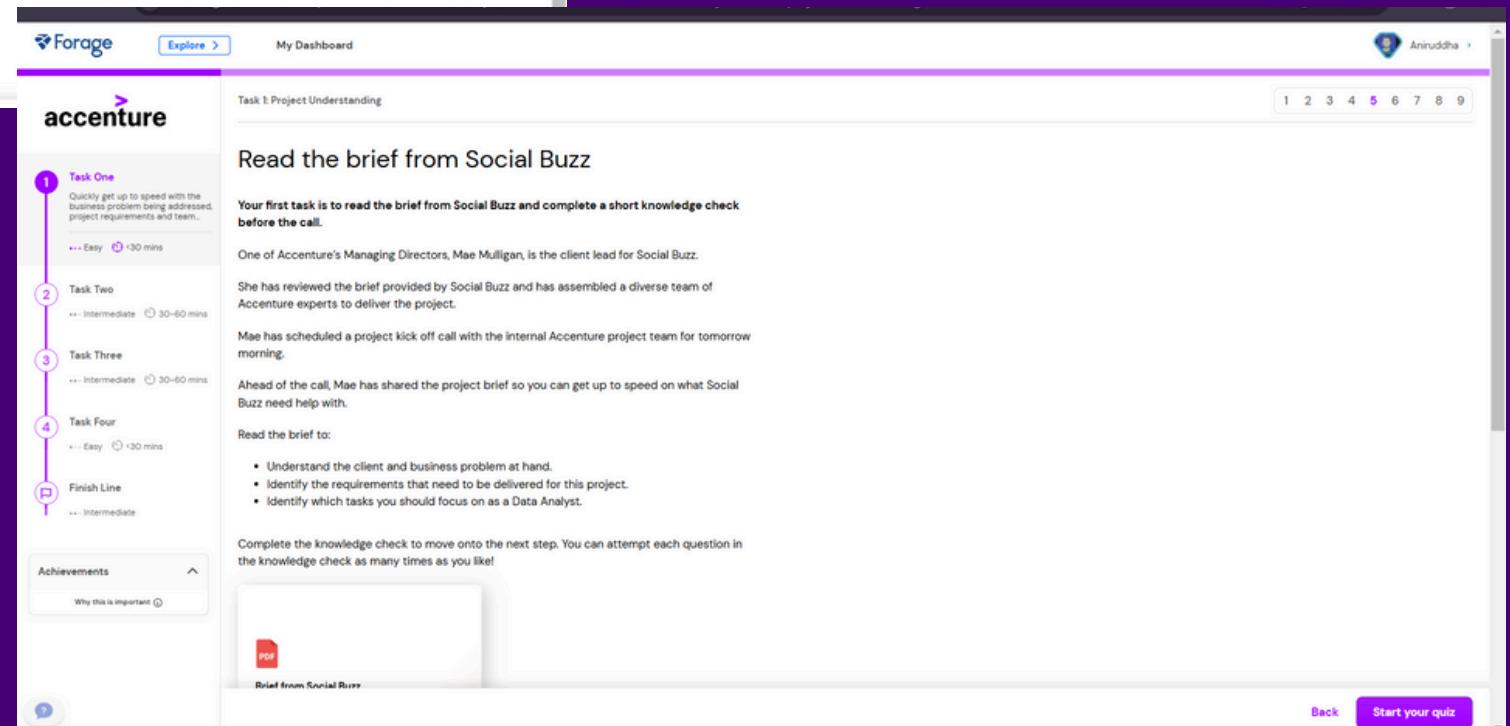
Read the brief to:

- Understand the client and business problem at hand.
- Identify the requirements that need to be delivered for this project.
- Identify which tasks you should focus on as a Data Analyst.

Complete the knowledge check to move onto the next step. You can attempt each question in the knowledge check as many times as you like!

PDF Brief from Social Buzz

Back Start your quiz



Accenture Virtual Internship: Task 1 Learn from top companies and +

theforge.com/virtual-experience/hzmoNKtqvAzXsEqx8/accenture-north-america/data-analytics-mmlb/project-understanding

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Task One
Quickly get up to speed with the business problem being addressed, project requirements and team...
•• Easy ⏱ <30 mins

Task Two
•• Intermediate ⏱ 30-60 mins

Task Three
•• Intermediate ⏱ 30-60 mins

Task Four
•• Easy ⏱ <30 mins

Finish Line
•• Intermediate

?

Achievements

Task 1: Project Understanding

1 2 3 4 5 6 7 8 9

Read the brief from Social Buzz

Your first task is to read the brief from Social Buzz and complete a short knowledge check before the call.

One of Accenture's Managing Directors, Mae Mulligan, is the client lead for Social Buzz. She has reviewed the brief provided by Social Buzz and has assembled a diverse team of Accenture experts to deliver the project.

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Read the brief to:

- Understand the client and business problem at hand.
- Identify the requirements that need to be delivered for this project.
- Identify which tasks you should focus on as a Data Analyst.

Back Start your quiz

Type here to search

30°C Smoke ENG 04-01-2025 15:31

Task 1: Project Understanding

Question 1 of 2

Which statement best describes the business problem that Accenture is tasked to address for this project?

1 Task One
Quickly get up to speed with the business problem being addressed, project requirements and team...
• Easy <30 mins

2 Task Two
++ Intermediate 30-60 mins

3 Task Three
++ Intermediate 30-60 mins

4 Task Four
• Easy <30 mins

P Finish Line
++ Intermediate

Great Work!
Well done! Spot on, the client stated that scale was a big problem of theirs and they are struggling to manage the scale with the resources that they currently have. The brief said that the client is looking for help with the management of their journey into such a large scale.

Back Next

Task 1: Project Understanding

Question 2 of 2

Which statement lists the three requirements that Accenture is tasked to fulfill for this project?

1 Task One
Quickly get up to speed with the business problem being addressed, project requirements and team...
• Easy <30 mins

2 Task Two
++ Intermediate 30-60 mins

3 Task Three
++ Intermediate 30-60 mins

4 Task Four
• Easy <30 mins

P Finish Line
++ Intermediate

Great Work!
Correct! Spot on! These 3 requirements are the exact requirements that the client is expecting!

Back Next

TASK 1

Que & Ans

Task 1: Project Understanding

Question 1 of 1

Which task out of these options is the most relevant to you as a data analyst, and therefore which one will you work on?

1 Task One
Quickly get up to speed with the business problem being addressed, project requirements and team...
• Easy <30 mins

2 Task Two
++ Intermediate 30-60 mins

3 Task Three
++ Intermediate 30-60 mins

4 Task Four
• Easy <30 mins

P Finish Line
++ Intermediate

Great Work!
Correct! This is exactly the task a data analyst would be focusing on and this is what you will be working on!

Back Complete

* "scaling intensity" = ratio of avg. number of proof of concepts scaled to avg. number initiated in each business function, across discrete and process industries.

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Aniruddha

Forage Explore > My Dashboard

Task 1: Project Understanding

1 2 3 4 5 6 7 8 9

Nice work!

You just completed Task 1 of the Data Analytics and Visualization Job Simulation

1 Task One
Quickly get up to speed with the business problem being addressed, project requirements and team...
--- Easy <30 mins

2 Task Two
--- Intermediate 30-60 mins

3 Task Three
--- Intermediate 30-60 mins

4 Task Four
--- Easy <30 mins

Finish Line
--- Intermediate

Achievements

Why this is important

Back Start Next Task

Type here to search

27°C Smoke 20:16 04-01-2025

TASK 2

The screenshot shows a web browser window with the URL theforge.com/virtual-experience/hzmoNktzvAzXsEqx8/accenture-north-america/data-analytics-mmrb/data-cleaning-modeling. The page is titled "Task 2: Data Cleaning & Modeling".

Task List:

- 1 Task One: Easy, <30 mins
- 2 Task Two: Modeling data to create valuable insights. Intermediate, 30-60 mins
- 3 Task Three: Intermediate, 30-60 mins
- 4 Task Four: Easy, <30 mins
- Finish Line: Intermediate

Achievements:

Why this is important ⓘ

Data sets - Quick Explanation

Great work! You've identified Reaction, Content, and Reaction Types as our relevant data sets.

To clarify why you made this selection:

- The brief carefully states that the client wanted to see "An analysis of their content categories showing the top 5 categories with the largest popularity".
- As explained in the data model, popularity is quantified by the "Score" given to each reaction type.
- We therefore need data showing the content ID, category, content type, reaction type, and reaction score.
- So, to figure out popularity, we'll have to add up which content categories have the largest score.

But! Before we begin to work with the data sets, we'll need to ensure that the data is clean and ready for analysis...

Back Next

Type here to search 26°C Smoke 20:19 04-01-2025



Task 2: Data Cleaning & Modeling

1 2 3 4 5 6 7 8 9 10

Data Cleaning

Data cleaning is a common and very important task when working with data.

What you need to do:

First: Open the three data sets below

Reaction Types Click to download file →	Reactions Click to download file →
--	---------------------------------------

Content Click to download file →

OneDrive Task 2

File Home Share View Cloud Storage

This PC > Documents > Downloads > DATA ANALYST 2024 > Accenture > Task 2

Search Task 2

		Date modified	Size
	Content	04-01-2025 16:00	153 KB
	Reactions	04-01-2025 16:01	2.52 MB
	ReactionTypes	04-01-2025 16:00	388 bytes

Quick access

- Downloads
- Desktop
- Documents
- Pictures
- Excel Assignment
- Accenture
- DATA ANALYST 2024
- Downloads
- Screenshots 1

OneDrive - Personal

- This PC
- 3D Objects
- Desktop
- Documents
 - Custom Office Templates
- Downloads
 - mobile files
 - My Data Sources
- Downloads
- Music
- Pictures
- Videos
- Local Disk (C:)
- Local Disk (D:)
- Network

3 items

Type here to search

29°C Smoke 16:04 04-01-2025 ENG

Reactions - Excel (Product Activation Failed)

Reaction CSV File Data Clean

There is no need of Reaction Types CSV File Data Clean

Reactions - Excel (Product Activation Failed)

Using VLOOKUP Formula WE Merge The All 3 Files Into Reaction CSV File

Reactions - Excel (Product Activation Failed)

File Home Insert Page Layout Formulas Data Review View Power Pivot Tell me what you want to do...

From Access Web From Text Sources Existing Query New Refresh All Sort Filter Advanced Connections Get & Transform Connections Sort & Filter Text to Columns Flash Fill Remove Data Duplicates Validation Consolidate Relationships Manage Data Model What-If Analysis Forecast Group Ungroup Subtotal Forecast Outline

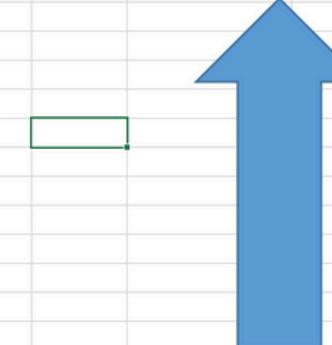
Sr.No.	Content ID	Type	Datetime	Content Type	Category	Sentiment	Score
1	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	07-11-2020 09:43	photo	Studying	negative	0
2	97522e57-d9ab-4bd6-97bf-c24d952602d2	dislike	17-06-2021 12:22	photo	Studying	negative	10
3	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	18-04-2021 05:13	photo	Studying	negative	15
4	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	06-01-2021 19:13	photo	Studying	negative	0
5	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	23-08-2020 12:25	photo	Studying	positive	30
6	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	07-12-2020 06:27	photo	Studying	neutral	35
7	97522e57-d9ab-4bd6-97bf-c24d952602d2	cherish	11-04-2021 17:35	photo	Studying	positive	70
8	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	27-01-2021 08:32	photo	Studying	negative	5
9	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	01-04-2021 22:54	photo	Studying	neutral	35
10	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	07-11-2020 08:38	photo	Studying	neutral	20
11	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	02-11-2020 06:28	photo	Studying	negative	15
12	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	01-11-2020 01:16	photo	Studying	positive	30
13	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	07-10-2020 18:39	photo	Studying	negative	5
14	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	03-09-2020 18:51	photo	Studying	negative	15
15	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	24-02-2021 05:09	photo	Studying	positive	75
16	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	23-09-2020 06:24	photo	Studying	neutral	35
17	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	24-02-2021 11:37	photo	Studying	neutral	20
18	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	22-05-2021 19:44	photo	Studying	positive	30
19	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	20-11-2020 17:26	photo	Studying	neutral	35
20	97522e57-d9ab-4bd6-97bf-c24d952602d2	worried	11-04-2021 20:47	photo	Studying	negative	12
21	97522e57-d9ab-4bd6-97bf-c24d952602d2	like	13-06-2021 16:46	photo	Studying	positive	50
22	97522e57-d9ab-4bd6-97bf-c24d952602d2	heart	11-04-2021 14:29	photo	Studying	positive	60
23	97522e57-d9ab-4bd6-97bf-c24d952602d2	worried	02-03-2021 19:21	photo	Studying	negative	12
24	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	27-06-2020 18:44	photo	Studying	negative	5
25	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	09-05-2021 21:05	photo	Studying	negative	5
26	97522e57-d9ab-4bd6-97bf-c24d952602d2	cherish	04-08-2020 23:58	photo	Studying	positive	70
27	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	28-08-2020 03:57	photo	Studying	positive	75
28	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	20-04-2021 23:48	photo	Studying	negative	15
29	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	07-03-2021 12:40	photo	Studying	positive	30

Reactions Ready

Type here to search India Forex Reserves... ENG 19:36 04-01-2025

HERE WE GET OUR FINAL RESULT TOP 5 CATEGORY

Reactions - Excel (Product Activation Failed)



	B	C	D	E	F	G	H	I	J	K	L	M
1	Content ID	Type	Datetime	Content Type	Category	Sentiment	Score			Category	Top 5 Score	
2	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	07-11-2020 09:43	photo	Studying	negative	0			Animals	68624	
3	97522e57-d9ab-4bd6-97bf-c24d952602d2	dislike	17-06-2021 12:22	photo	Studying	negative	10			science	65405	
4	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	18-04-2021 05:13	photo	Studying	negative	15			healthy eating	63138	
5	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	06-01-2021 19:13	photo	Studying	negative	0			technology	63035	
6	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	23-08-2020 12:25	photo	Studying	positive	30			food	61598	
18	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	24-02-2021 11:37	photo	Studying	neutral	20					
19	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	22-05-2021 19:44	photo	Studying	positive	30					
20	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	20-11-2020 17:26	photo	Studying	neutral	35					
21	97522e57-d9ab-4bd6-97bf-c24d952602d2	worried	11-04-2021 20:47	photo	Studying	negative	12					
22	97522e57-d9ab-4bd6-97bf-c24d952602d2	like	13-06-2021 16:46	photo	Studying	positive	50					
23	97522e57-d9ab-4bd6-97bf-c24d952602d2	heart	11-04-2021 14:29	photo	Studying	positive	60					
24	97522e57-d9ab-4bd6-97bf-c24d952602d2	worried	02-03-2021 19:21	photo	Studying	negative	12					
25	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	27-06-2020 18:44	photo	Studying	negative	5					
26	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	09-05-2021 21:05	photo	Studying	negative	5					
27	97522e57-d9ab-4bd6-97bf-c24d952602d2	cherish	04-08-2020 23:58	photo	Studying	positive	70					
28	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	28-08-2020 03:57	photo	Studying	positive	75					
29	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	20-04-2021 23:48	photo	Studying	negative	15					
30	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	07-03-2021 12:40	photo	Studying	positive	30					
31	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	24-05-2021 03:21	photo	Studying	neutral	20					
32	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	24-01-2021 11:03	photo	Studying	positive	75					
33	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	09-04-2021 02:46	photo	Studying	negative	0					
34	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	02-02-2021 03:43	photo	Studying	positive	75					
35	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	04-02-2021 03:06	photo	Studying	positive	30					
36	97522e57-d9ab-4bd6-97bf-c24d952602d2	dislike	09-11-2020 02:49	photo	Studying	negative	10					

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Aniruddha

Forage Explore > My Dashboard

Task 2: Data Cleaning & Modeling

1 2 3 4 5 6 7 8 9 10

Nice work!

You just completed Task 2 of the Data Analytics and Visualization Job Simulation

Task One
Easy <30 mins

Task Two
Modeling data to create valuable insights.
Intermediate 30-60 mins

Task Three
Intermediate 30-60 mins

Task Four
Easy <30 mins

Finish Line
Intermediate

Achievements

Why this is important

How would you rate the content in this task?
Your response is optional and anonymous.

Could be better It was okay It was great!

Skip and Go To Next Task

Type here to search

26°C Smoke 21:10 ENG 04-01-2025

TASK 3

The screenshot shows a web browser window for 'theforage.com/virtual-experience/hzmoNKtzvAzXsEqx8/accenture-north-america/data-analytics-mmlb/data-visualization-storytelling'. The page is titled 'Task 3: Data Visualization & Storytelling' and features a purple navigation bar with tabs for 'Explore' and 'My Dashboard'. A user profile for 'Aniruddha' is visible on the right.

Task Overview:

- Task One:** Easy, <30 mins
- Task Two:** Intermediate, 30-60 mins
- Task Three:** Bring your data to life and uncover insights for the business. Intermediate, 30-60 mins
- Task Four:** Easy, <30 mins
- Finish Line:** Intermediate

What you'll learn:

- How to connect the business and the data, and how to communicate relevant and engaging insights in a presentation

What you'll do:

- Choose the data visualizations that best support the story you want to tell to the client
- Create a PowerPoint presentation that reports on the client's content performance

Message from Accenture North America:

A video player displays a man wearing headphones, with a play button overlay. Below the video is a caption: 'Message from Accenture North America'.

Bottom Navigation:

Buttons for 'Back' and 'Next' are visible at the bottom right. The Windows taskbar at the bottom shows the search bar 'Type here to search' with a city icon, and various pinned application icons like File Explorer, Edge, and Google Chrome. System status icons include battery level, signal strength, and network connection. The date and time are shown as '05-01-2025 15:31'.

theforage.com/virtual-experience/hzmoNKtqvAzXsEqx8/accenture-north-america/data-analytics-mmlb/data-visualization-storytelling

Task 3: Data Visualization & Storytelling

1 2 3 4 5 6 7

Build your presentation Structure

Importantly, before you start creating your data charts, you should plan your presentation structure. This will ensure your presentation answers the right questions.

Here is a template that we would use at Accenture to create a presentation. You need to download this template and populate slides 2-6.

Accenture Presentation Template
[Click to download file →](#)

For each slide, think about:

- Agenda - What will your presentation cover?
- Project Recap - What are the key points from the brief?
- Problem - What is the problem that you answer in this presentation?
- The Analytics team - Who is on your team?
 - As a reminder from the earlier task - this includes: Andrew Fleming (Chief Technical Architect), Marcus Rompton (Senior Principle), and yourself!
- Process - How did you complete your analysis?

Once you've populated slides 2-6 – complete the quick knowledge check to move onto the next step.

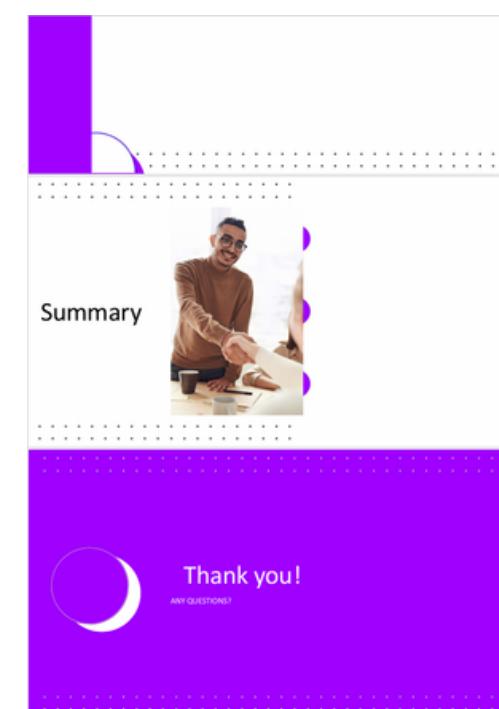
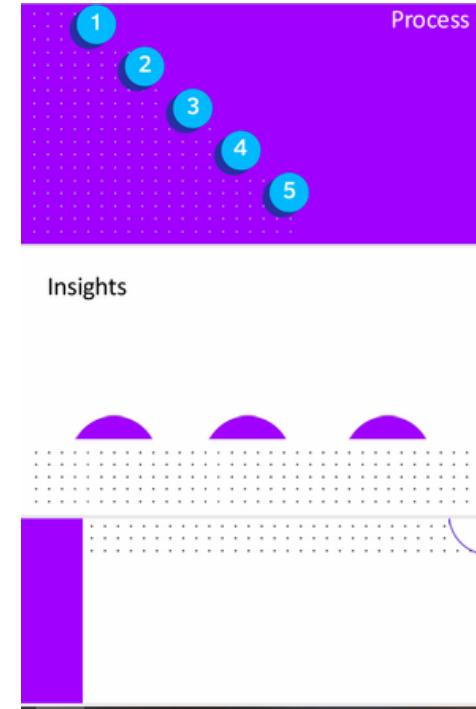
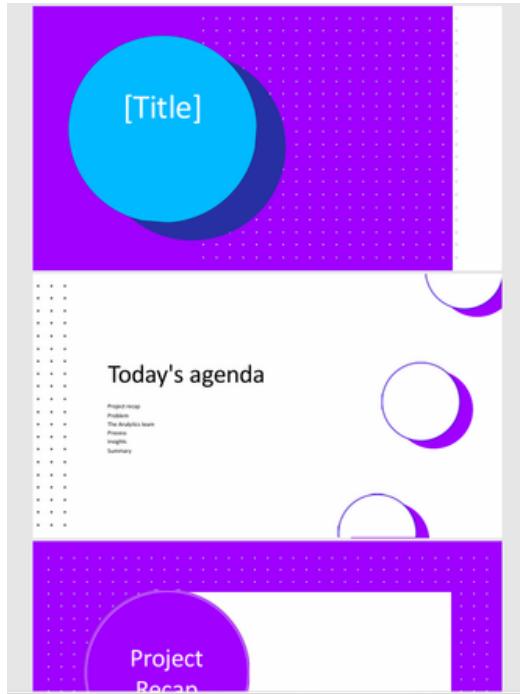
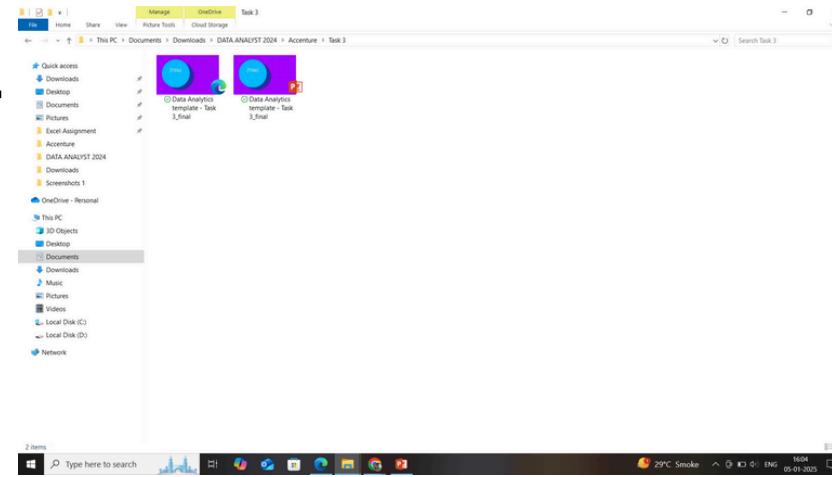
In the next step, we'll review what you've included before we start charting.

If you can't open the powerpoint template, here is a PDF version for you to use:

Accenture Presentation Template
[Click to download file →](#)

Back Start your quiz

Here we need to Edit PPT & Show Visualization



Inside PPT & PDF

Here We Edit 6 Slides First

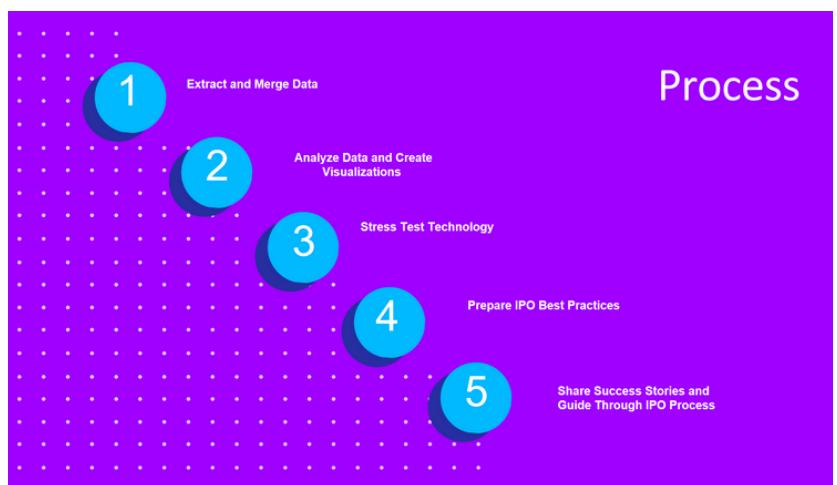
A slide titled "Today's agenda" featuring a list of topics. To the right, there are three overlapping circles in shades of purple and blue.

- Project recap
- Problem
- The Analytics team
- Process
- Insights
- Summary

A slide titled "Project Recap" with a circular graphic. To the right, there is a box containing the title "Social Buzz: Advisory Engagement for Strategic Growth" and a bulleted list of five items.

Social Buzz: Advisory Engagement for Strategic Growth

- Ensure a smooth IPO by the end of next year.
- Manage scaling challenges from unstructured data effectively.
- Implement global big data best practices.
- Optimize technology infrastructure to support rapid growth.
- Enhance data-driven decision-making processes.



The Analytics team



Sakshi R. Saluke
Technology Architect



Darshan V. Datkhile
Senior Principle



Aniruddha D.Ghogare
Data Analyst



Learn from top companies and Data Analytics template - Task

theforage.com/virtual-experience/hzm0Nk0zvA2sfq8l/accenture-north-america/data-analytics-mmib/data-visualization-storytelling

Aniruddha

Forage Explore My Dashboard

Task 3: Data Visualization & Storytelling

Question 1 of 1

Have you completed slides 2–6 in your presentation?

Yes Not yet

Great Work!
Great! Let's move on.

Task One
Easy <30 mins

Task Two
Intermediate 30–60 mins

Task Three
Bring your data to life and uncover insights for the business.
Intermediate 30–60 mins

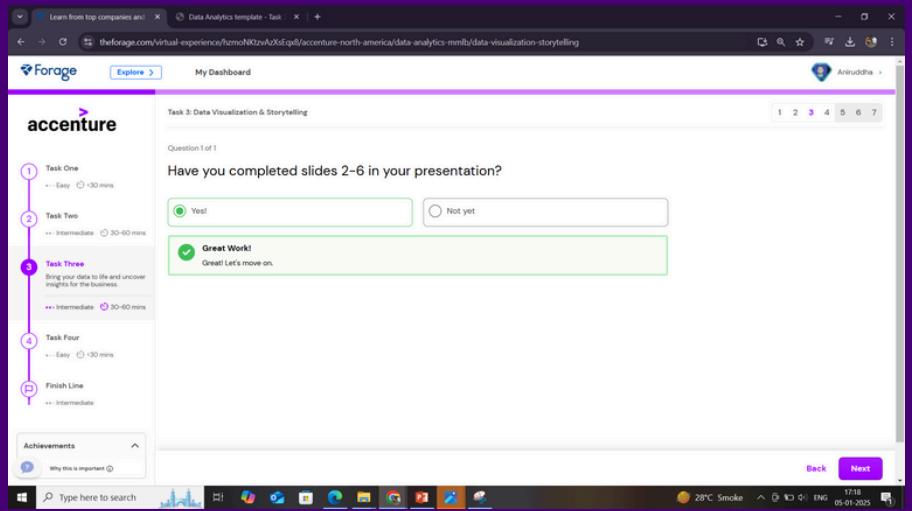
Task Four
Easy <30 mins

Finish Line
Intermediate

Achievements Why this is important

Back Next

28°C Smoke 17:18 05-01-2025



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theforage.com/virtual-experience/hzm0Nk0zvA2sfq8l/accenture-north-america/data-analytics-mmib/data-visualization-storytelling

Aniruddha

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Task 3: Data Visualization & Storytelling

Quick explanation

Great work! To ensure you're on the right track, have a look at these annotated images to see how a professional at Accenture would have completed slides 2–6.

Notice how the information is clear and concise, and summarizes the most important points. You can click on each image to expand it.

When you're done, move onto the next step and we'll add in some charts!

Today's agenda

Project Recap

Project Overview

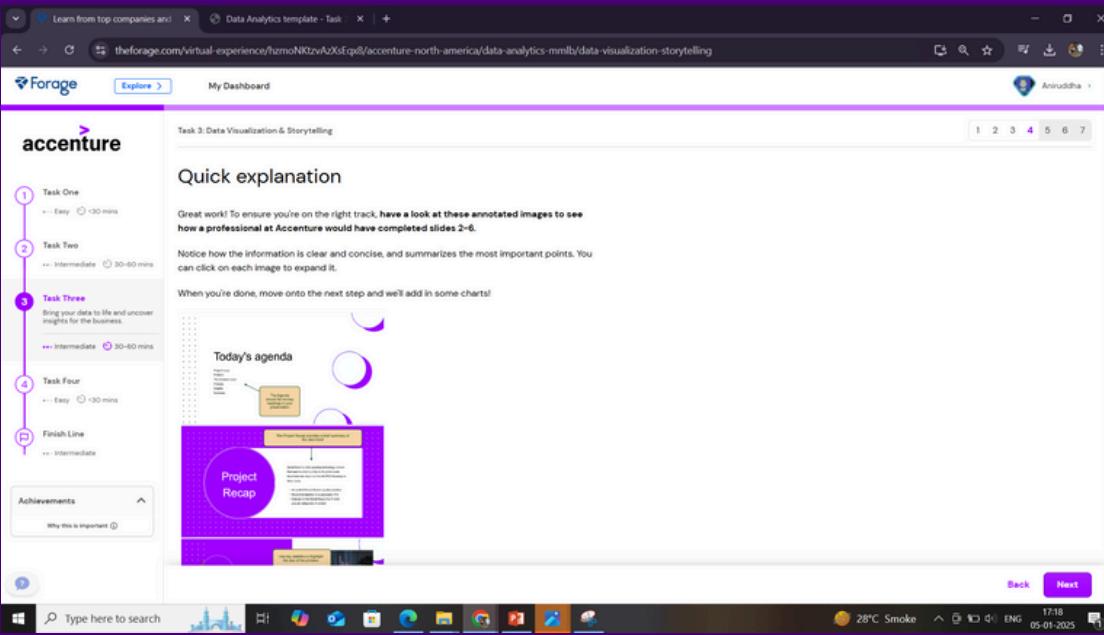
Project Plan

Key Takeaways

Next Steps

Back Next

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1 Task One
... Easy ⏱ <30 mins

2 Task Two
... Intermediate ⏱ 30-60 mins

3 Task Three
Bring your data to life and uncover insights for the business.
... Intermediate ⏱ 30-60 mins

4 Task Four
... Easy ⏱ <30 mins

Finish Line
... Intermediate

Achievements ^
Why this is important ⓘ



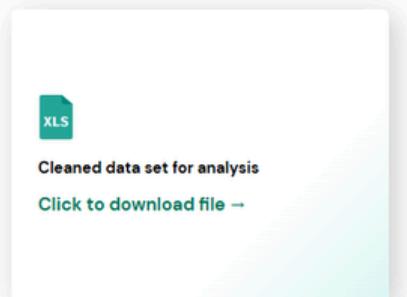
Task 3: Data Visualization & Storytelling

1 2 3 4 5 6 7

Create your charts

The final step of this task is to populate slides 7 – 10 with your data insights.

If you've lost your spreadsheet, we've attached one here again for you to use.



We know that the client wants to understand the top 5 content categories. Have a think about what are the best ways to present this? In a pie chart? In a bar chart?

There are also some other interesting insights that we might want to share with them. For example:

- How many unique categories are there?
- How many reactions are there to the most popular category?
- What was the month with the most posts?

If you get stuck, [here](#) is a resource on how to make charts in excel.

Once your slides are complete with your data insights and charts, upload your work to see the example answer in the next step.

Back

Next

Task 3_Final Content Data set - Excel (Product Activation Faile...)

File Home Insert Page Layout Formulas Data Review View Power Pivot Tell me what you want to do...

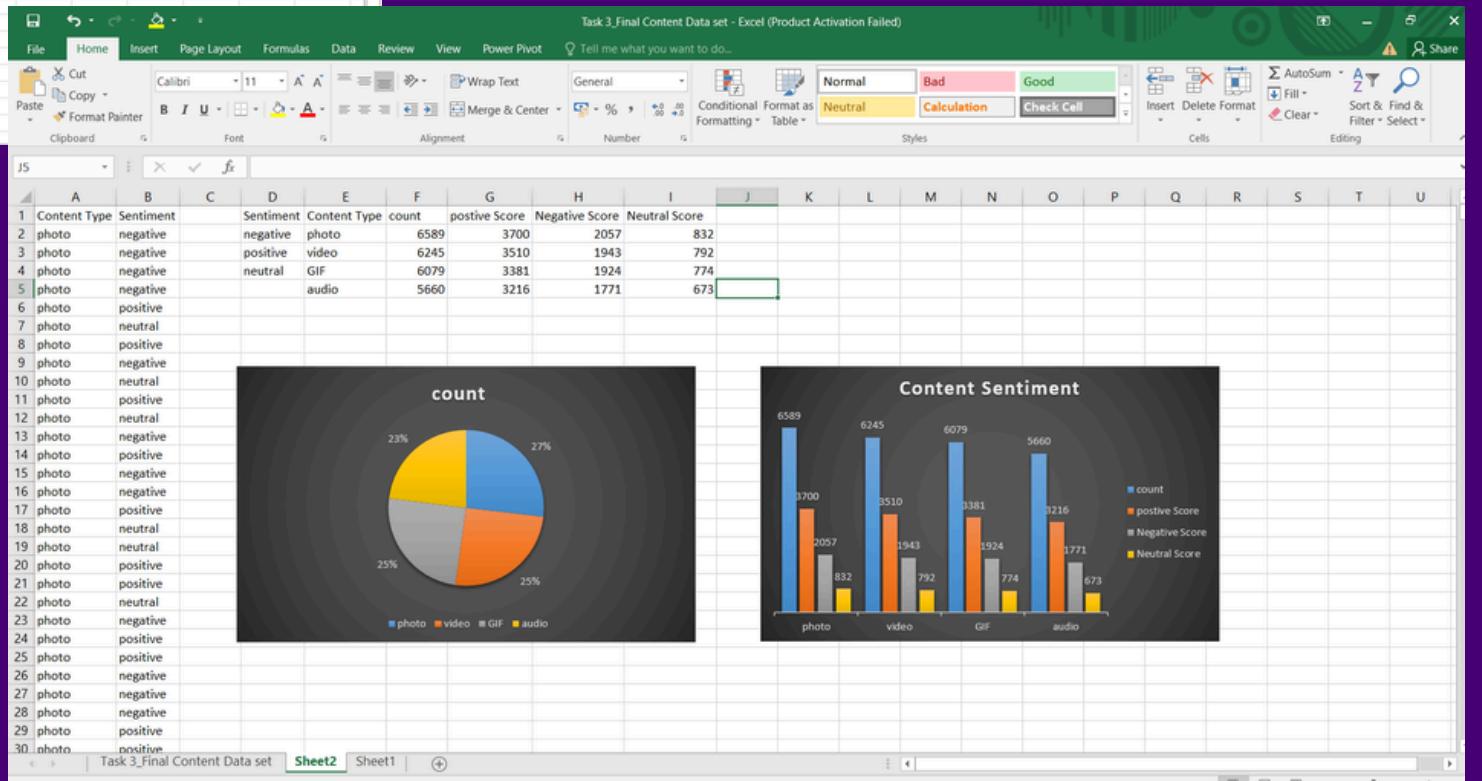
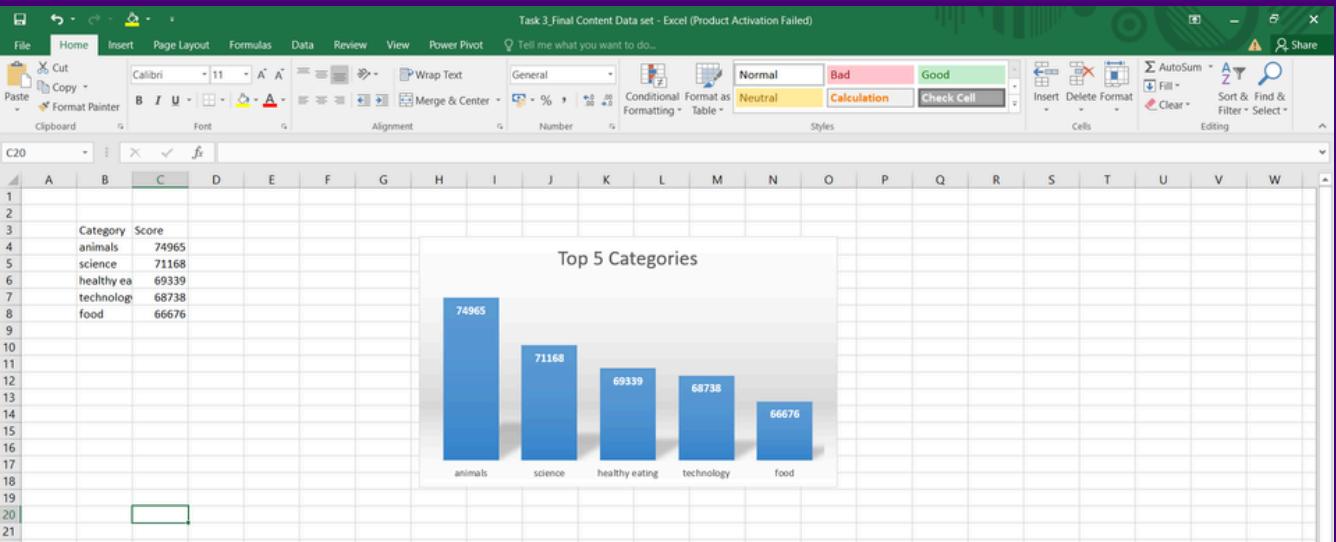
From Access From Web From Text Sources Existing Connections New Query From Table Refresh All Connections Sort Filter Advanced Text to Columns Flash Fill Remove Duplicates Data Consolidate Relationships Manage Data Model What-if Analysis Forecast Sheet Group Ungroup Subtotal Get External Data Get & Transform Sort & Filter Data Tools Forecast Outline

U1 Month

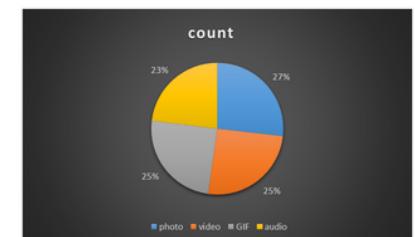
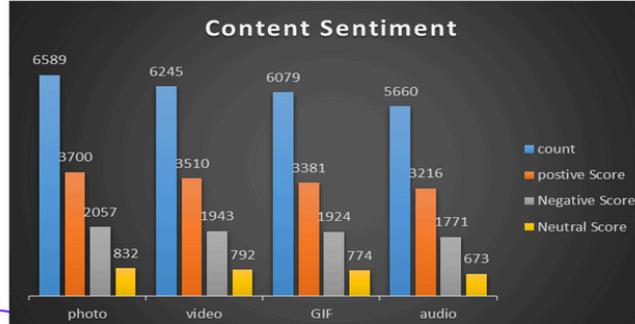
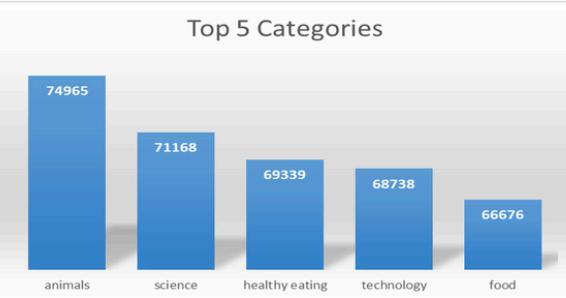
	A	B	C	D	E	F	G	H	I	J	K
1		Content ID	Reaction Type	Datetime	Content Type	Category	Sentiment	Score			
2	0	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	07-11-2020 09:43	photo	studying	negative	0			
3	1	97522e57-d9ab-4bd6-97bf-c24d952602d2	dislike	17-06-2021 12:22	photo	studying	negative	10			
4	2	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	18-04-2021 05:13	photo	studying	negative	15			
5	3	97522e57-d9ab-4bd6-97bf-c24d952602d2	disgust	06-01-2021 19:13	photo	studying	negative	0			
6	4	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	23-08-2020 12:25	photo	studying	positive	30			
7	5	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	07-12-2020 06:27	photo	studying	neutral	35			
8	6	97522e57-d9ab-4bd6-97bf-c24d952602d2	cherish	11-04-2021 17:35	photo	studying	positive	70			
9	7	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	27-01-2021 08:32	photo	studying	negative	5			
10	8	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	01-04-2021 22:54	photo	studying	neutral	35			
11	9	97522e57-d9ab-4bd6-97bf-c24d952602d2	love	04-08-2020 05:05	photo	studying	positive	65			
12	10	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	07-11-2020 08:36	photo	studying	neutral	20			
13	11	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	02-11-2020 06:28	photo	studying	negative	15			
14	12	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	01-11-2020 01:16	photo	studying	positive	30			
15	13	97522e57-d9ab-4bd6-97bf-c24d952602d2	hate	07-10-2020 18:39	photo	studying	negative	5			
16	14	97522e57-d9ab-4bd6-97bf-c24d952602d2	scared	03-09-2020 18:51	photo	studying	negative	15			
17	15	97522e57-d9ab-4bd6-97bf-c24d952602d2	super love	24-02-2021 05:09	photo	studying	positive	75			
18	16	97522e57-d9ab-4bd6-97bf-c24d952602d2	peeking	23-09-2020 06:24	photo	studying	neutral	35			
19	17	97522e57-d9ab-4bd6-97bf-c24d952602d2	indifferent	24-02-2021 11:37	photo	studying	neutral	20			
20	18	97522e57-d9ab-4bd6-97bf-c24d952602d2	interested	22-05-2021 19:44	photo	studying	positive	30			
21	19	97522e57-d9ab-4bd6-97bf-c24d952602d2	intrigued	31-01-2021 16:03	photo	studying	positive	45			

Average: 1027.125 Count: 26 Sum: 24651

Type here to search 28°C Smoke 17:44 05-01-2025



Putting Visualization in PPT



Summary



Summary

- There are a total of 16 distinct content categories.
- Out of which Animal and Science categories are the most popular one.
- 4 types of content - Photo, Video, Gif and Audio.
- Out of which people prefer photos and videos.
- 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!

[Go to Program Homepage](#)

We know that the client wants to understand the top 5 content categories. Have a think about what are the best ways to present this? In a pie chart? In a bar chart?

There are also some other interesting insights that we might want to share with them. For example:

- How many unique categories are there?
- How many reactions are there to the most popular category?
- What was the month with the most posts?

If you get stuck, [here](#) is a resource on how to make charts in excel.

Once your slides are complete with your data insights and charts, upload your work to see the example answer in the next step.

Your Submission

Want to give it another go? Click replace file to try again.

[Replace File](#)

Data Analytics temp...ptx
pptx | 2.74mb

Submission complete, great work!

[Back](#) [Next](#)

theforge.com/virtual-experience/hzmoNKtzvAzXsEqx8/accenture-north-america/data-analytics-mmlb/data-visualization-storytelling/task-complete

 Forage [Explore >](#) My Dashboard  Aniruddha >

accenture

Task One Easy 30 mins

Task Two Intermediate 30-60 mins

Task Three
Bring your data to life and uncover insights for the business.
Intermediate 30-60 mins

Task Four Easy 30 mins

Finish Line Intermediate

Achievements ^
Why this is important

Nice work!
You just completed Task 3 of the Data Analytics and Visualization Job Simulation

1 2 3 4 5 6 7



Back Start Next Task

TASK 4

Forge Explore > My Dashboard Aniruddha >

accenture > Go to Program Homepage Task 4: Present to the Client 1 2 3 4 5

Task Overview

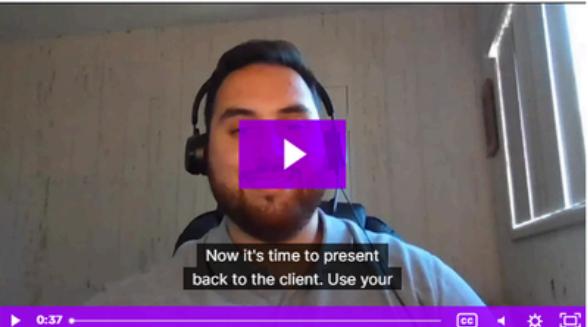
What you'll learn

- How to prepare for and present insights to a client in a presentation

What you'll do

- Record a <10 minute video of your presentation to your client and internal team members

Message from Accenture North America



Now it's time to present back to the client. Use your

0:37

Hear from a team member at Accenture North America introduce the task.

Back Next

1 Task One Easy <30 mins
2 Task Two Intermediate 30-60 mins
3 Task Three Intermediate 30-60 mins
4 Task Four It's your time to shine by presenting your insights back to the client. Easy <30 mins
Finish Line Intermediate

Achievements Why this is important

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Task 4: Present to the Client

Presentation tips

When presenting to the client there are a few things that you should remember:

1. They may not all be familiar with data, so you need to make sure you talk to them in business-friendly language.
2. You want to show them that you've understood their business and requirements, so use their terminology and language relevant to the task.
3. This is your time to shine and to show them how great you are! Try to present your work with confidence and conviction. If you don't feel confident talking about your results then it's a good indication that you don't understand them fully or may need to revisit the dataset! Speaking about your results should feel natural when you explain what you've done.
4. A good presentation always takes a lot of preparation. The more you practice presenting your content, the more confident you will be when the time comes. Practice with your housemates, friends, family, anyone that is free! Ask for feedback and keep improving until you're happy with your presentation and you're confident in presenting your content.

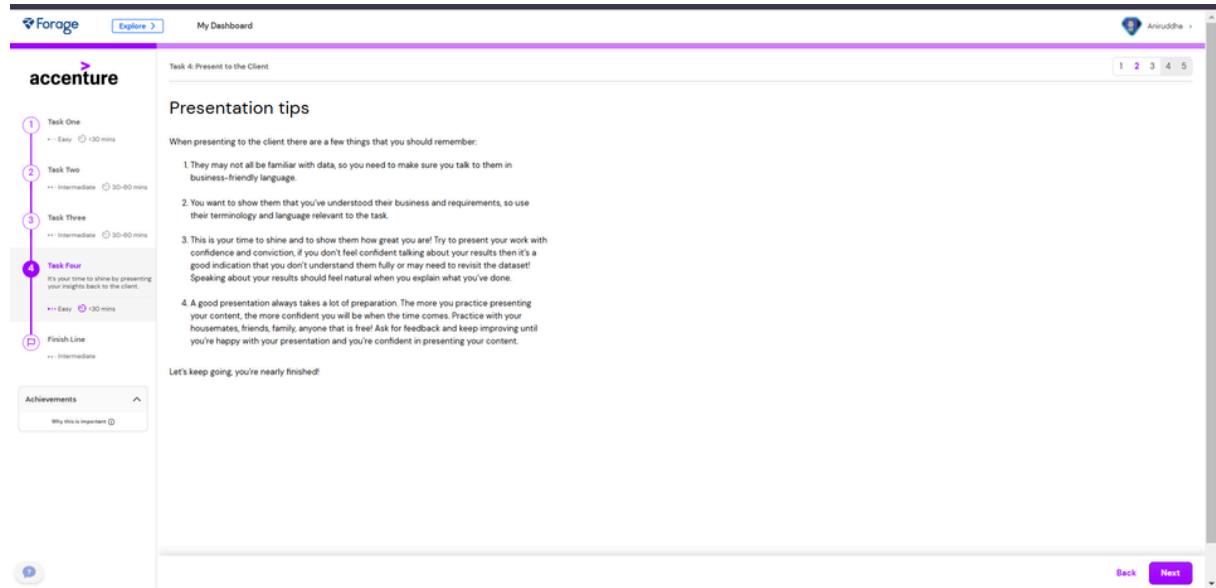
Let's keep going, you're nearly finished!

Achievements ▾ Why this is important ⓘ

1 Task One
2 Task Two
3 Task Three
4 Task Four
It's your time to shine by presenting your insights back to the client.
4 Easy 1:30 mins
5 Intermediate 30-60 mins

Finish Line
5 Intermediate

Back Next



Forage Explore > My Dashboard

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Task 4: Present to the Client

Record your video

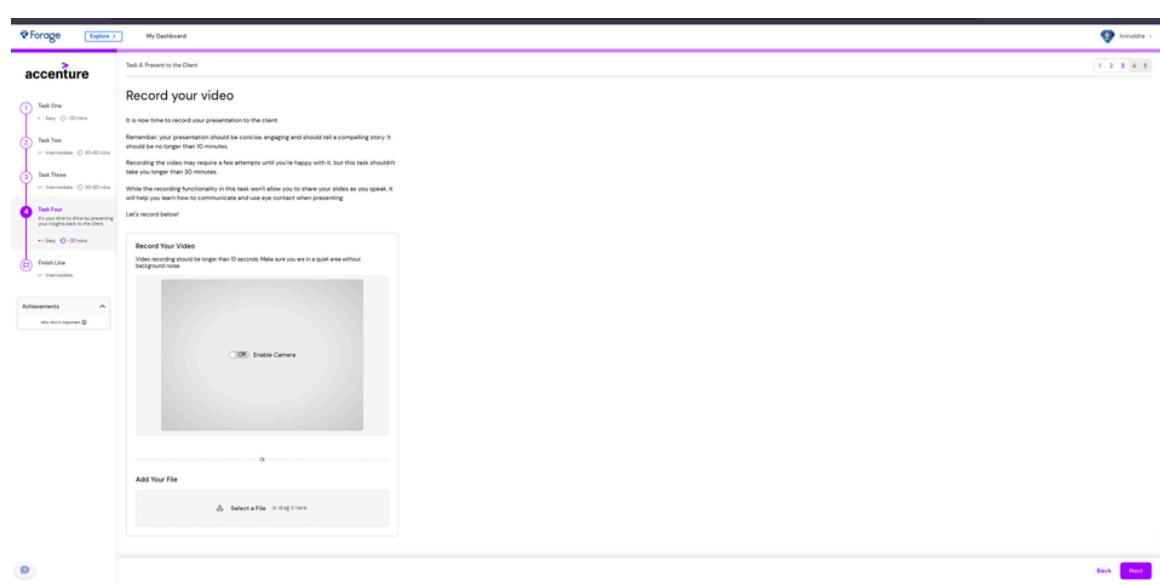
It is now time to record your presentation to the client. Remember, your presentation should be concise, engaging and should tell a compelling story. It should be no longer than 10 minutes. Recording the video may require a few attempts until you're happy with it, but this task shouldn't take you longer than 30 minutes. While the recording functionality in this task won't allow you to share your slides as you speak, it will help you learn how to communicate and use eye contact when presenting. Let's record below!

Record Your Video
Video recording should be longer than 10 seconds. Make sure you are in a quiet area without background noise.

Enable Camera

Add Your File
Select a File or drag in here

Back Next



Forage Explore My Dashboard

accenture

Task 4: Present to the Client

Record your video

It is now time to record your presentation to the client.

Remember, your presentation should be concise, engaging and should tell a compelling story. It should be no longer than 10 minutes.

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While the recording functionality in this task won't allow you to share your slides as you speak, it will help you learn how to communicate and use eye contact when presenting.

Let's record below:

Your Submission

Want to give it another go? Click replace file to try again.

Replace File

Grant access to Mic_.mp4

mp4 (230mb)

Submission complete, great work!

Back Next

Open

This PC > Documents > Downloads

Search Downloads

Organize New folder

Pictures

Excel Assignment

DATA ANALYST 2024

Downloads

Screenshots 1

Task 3

OneDrive - Personal

This PC

3D Objects

Desktop

Documents

Downloads

Music

Pictures

Videos

Local Disk (C)

Local Disk (D)

File name:

Custom Files

Open

Task One

-- Easy 10 min

Task Two

-- Intermediate 30-60 min

Task Three

-- Intermediate 30-60 min

Task Four

It's your time to shine by presenting your insights back to the client.

-- Easy >30 min

Finish Line

-- Intermediate

Achievements

Why this is important?

accenture >

- 1 Task One
--- Easy ⏱ <30 mins
- 2 Task Two
--- Intermediate ⏱ 30-60 mins
- 3 Task Three
--- Intermediate ⏱ 30-60 mins
- 4 Task Four
It's your time to shine by presenting your insights back to the client.
--- Easy ⏱ <30 mins

Achievements

Why this is important ⓘ

Task 4: Present to the Client

1 2 3 4 5



Final Task Complete!

Awesome work completing all of the tasks, Aniruddha!

Back Start Next Task

Forage Explore > My Dashboard

Finish Line: Collect achievements

Resume Snippet

Take your updated resume and apply for [Jobs](#), [Programs](#), [Events](#) and [Talent Networks](#).

Accenture North America Data Analytics and Visualization Job Simulation on Forage - January 2025

• Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
• Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
• Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

Use our [resume.pdf](#) here

Task One — Easy ○ >30 mins

Task Two — Intermediate ○ 30-60 mins

Task Three — Intermediate ○ 30-60 mins

Task Four — Easy ○ >30 mins

Finish Line Check out your achievement!

Achievements

Why this is important?

Back Next



Forage Explore > My Dashboard

Finish Line: Collect achievements

Interview Tip

In a typical interview you'll be asked "why are you interested in this role?" or "why are you interested in working at our company?". Use this interview tip to explain why you want the job.

"Why are you interested in this role?"

I recently participated in Accenture's Data Analytics & Visualization job simulation on the Forage platform, and it was incredibly useful to understand what it might be like to participate in a typical project team at Accenture, and to use Excel and data analytics and visualization skills in a realistic context.

Through this program I realized that I really enjoy cleaning, modeling and analyzing client data, creating slides to communicate findings and presenting insights back to the client. I would love to apply what I've learned in a diverse project team at a company like Accenture.

Task One — Easy ○ >30 mins

Task Two — Intermediate ○ 30-60 mins

Task Three — Intermediate ○ 30-60 mins

Task Four — Easy ○ >30 mins

Finish Line Check out your achievement!

Achievements

Why this is important?

Back Get My Certificate



Thank
You