

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.

Task 2: Data Cleaning & Modeling

Let's dive into the data

Now you have a good understanding of the project and your role - it's time to get to work!

Don't worry if you haven't done data analysis before, we'll take you through each step and provide support along the way.

So, let's have a look at what data you have to work with. The client has sent through:

- **7 data sets** - each data set contains different columns and values
- **A data model** - this shows the relationships between all of the data sets, as well as any links that you can use to merge tables.

There is a lot of information here and it's easy to get lost in the data. So, to make sure you are using the right data to answer the business questions you'll follow these steps:

1. Requirements gathering
2. Data cleaning
3. Data modelling

Task 3: Data Visualization & Storytelling

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.

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?

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!