**Task\_1: Project Understanding**

Our team has been assigned a new project for a client called **Social Buzz.**

I am assigned with a role of Data Analyst at Accenture and will get to work across a range of different clients and projects. There are always new problems to solve and new topics to learn about. Data Analyst sits between the **business** and the **data.**

* **The Business** rely on my analysis to make strategic business decisions. Importantly, not everyone will have a strong understanding of data. My job is to communicate the data findings simply and clearly for everyone to understand.
* **The Data** refers to the relevant data sources that I will clean, process, and use to generate interesting insights for the business.

One of Accenture’s Managing Directors, Mae Mulligan, is the client lead for Social Buzz. Mae has shared the project brief so we 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.



**Big Data** refers to large, diverse sets of information that grow at ever-increasing rates. It includes the volume of information, the velocity or speed at which it is created and collected, and the variety or scope of the data points being covered (known as the "three v's" of big data).

An **IPO** stands for Initial Public Offering - this happens when a private company becomes public by selling its shares on a stock exchange.

Tis structured in three key groups:

* **Industry experts** in the social media space to ensure we accurately understand Social Buzz’s sector.
* **IPO experts** who will deliver on the IPO requirement
* **Data experts** who will provide Big Data insights and content category analysis. This is where you sit!

