

Accenture Intern (Forage)

Reasons for Seeking External Expertise

Social Buzz is looking to bring in external expertise for three main reasons:

1. IPO Preparation: They aim to complete an Initial Public Offering (IPO) by the end of next year and need guidance to ensure a smooth process.
2. Resource Management: As a small company experiencing rapid growth, they lack the resources to manage their current scale effectively. Rather than hiring more staff, they prefer to leverage an experienced external practice.
3. Data Management Best Practices: Given their massive amount of data, they want to learn how large corporations manage big data challenges.

Initial 3-Month Project Expectations

To prove our value as the best firm for Social Buzz, we are initiating a 3-month project. They expect the following deliverables:

- An audit of their big data practice
- Recommendations for a successful IPO
- An analysis of their content categories, highlighting the top 5 categories with the largest aggregate popularity
 - 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.

Tasks to be Delegated

- Creation of an up-to-date big data best practices presentation
- Extraction of sample data sets using SQL
- On-site audit of their data-center
- Merging of sample data set tables
- Virtual session with Social Buzz team to present relevant previous client success stories
- Preparation of best practice document for IPO
- Loading of sample data sets into Accenture sandbox database
- Technology architecture workshop with Social Buzz Data Team
- Stress testing of their technology to identify weak spots
- Communication with previous IPO companies for reference stories
- Analysis of sample data sets with visualizations
- Full documentation of the IPO guidance process