

TASK: 1

Q.1 Which statement best describes the business problem that Accenture is tasked to address for this project?

1. The client's financial stability has rapidly declined due to COVID-19 and they need to find new market opportunities to increase revenue.
2. The client is looking to raise a significant amount of money through private investment and needs support with this.
3. The client has reached a massive scale within recent years and does not have the resources internally to handle it. **(Answer)**
4. The client has reached a massive scale within recent years and is having big issues retaining and hiring the best talent. The client needs help to find out why this problem has arisen.

Q.2 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. On-site audit of their data-center.
2. Preparation of best practice document for IPO.
3. Analysis of sample data sets with visualizations to understand the popularity of different content categories. **(Answer)**
4. Stress testing of their technology to identify weak spots.

TASK: 2

Q. 1 Which three data sets will you need to complete your analysis?

1. Reaction, Content, Reaction Types **(ANSWER)**
2. Reaction, Content, Profile
3. Reaction, Reaction Type, User

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