



Task 1: Project Understanding

Task Overview

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

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.

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.

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.

(Refer to PDF Client Brief)

Question 1 of 2

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

- 1) The clients 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.
- 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.

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.

Question 2 of 2

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

- 1) Audit of financial history, IPO recommendations, analysis of popular content
- 2) Big data analytics, recommendations for recruitment, analysis of popular content
- 3) Audit of big data practice, recommendations for IPO, analysis of market opportunities
- 4) Audit of big data practice, recommendations for IPO, analysis of popular content

Great Work!

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

Meet your Accenture team

Great work reading and interpreting the brief from Social Buzz. You're now ready for your internal meeting with Mae.

So, let's jump on the call and see who you're going to be working with, then answer one quick question to move onto your next task!

(Refer to PDF Internal stakeholder chart)

Notice how the team is 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!

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) 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
- 4) Stress testing of their technology to identify weak spots

Great Work!

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