



### **Task 3: Data Visualization & Storytelling**

#### Task Overview

#### **What you'll learn**

- How to connect the business and the data, and how to communicate relevant and engaging insights in a presentation

#### **What you'll do**

- Choose the data visualizations that best support the story you want to tell to the client
- Create a PowerPoint presentation that reports on the client's content performance

#### **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?
- Process - How did you complete your analysis?

## Create your charts

We know that the client wants to understand the top 5 content categories. Have a think about what are the best ways to present this? In a pie chart? In a bar chart?

There are also some other interesting insights that we might want to share with them. For example:

- How many unique categories are there?
- How many reactions are there to the most popular category?
- What was the month with the most posts?

I have created an [excel dashboard](#) and a [presentation](#) where I embedded the interesting insights I found from the data.

(Refer to [Task 3 Social Buzz Analytics Dashboard by Mallika Uppuganti](#) for Excel dashboard)

(Refer to [Task 3 Accenture Internship Mallika Uppuganti](#) for the presentation in PDF format)