# **ACCENTURE NORTH AMERICA DATA ANALYTICS AND VISUALIZATION VIRTUAL EXPERIENCE**

You’re 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.**

**Key Roles and Responsibilities of a Data Analyst**

You sit between the business and the data.

**The Business-** 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.
* Your job is to communicate your data findings simply and clearly for everyone to understand.

**The Data-** relevant data sources that you will clean, process, and use to generate interesting insights for the business.

## **CLIENT BRIEF**

**Client name:** Social Buzz

**Client industry:** Social media & content creation

**Year established:** 2010

**Location of HQ:** San Francisco

**Number of employees:** 250

**Client Background:**

Social Buzz was founded in 2008 by two former engineers from a major social media conglomerate.

Founders from London and San Francisco met in San Francisco to start the business.

Social Buzz focuses on content by keeping users anonymous and tracking reactions to the content.

Offers over 100 ways for users to react to content, going beyond traditional likes and comments.

Prioritizes trending content rather than individual user preferences in user feeds.

Social Buzz has achieved rapid growth, with a monthly user base exceeding 500 million active users over the past 5 years.

They require the assistance of an advisory firm to manage their scaling process effectively.

The digital nature of their product results in a vast amount of unstructured data, including over 100,000 daily pieces of content such as text, images, videos, and GIFs.

Handling and analyzing this data necessitates sophisticated and costly technology.

With 250 employees, Social Buzz has a significant technical team of 200 individuals dedicated to maintaining their complex technology infrastructure

Social Buzz has experienced significant growth but is now seeking external expertise for three key reasons:

1. To receive guidance and ensure a smooth completion of their IPO by the end of next year.
2. As a small company, they lack the resources to handle their current scale and prefer expert assistance over hiring more employees.
3. They aim to learn data best practices from large corporations with extensive experience in managing big data challenges.

**Where do we come in?**

To start our engagement with Social Buzz, we are running a 3-month initial project in order to prove to them that we are the best firm to work with. They are expecting the following: -

1. An audit of their big data practice
2. Recommendations for a successful IPO
3. An analysis of their content categories that highlight the top 5 categories with the largest aggregate popularity

**Tasks to be delegated:**

1. Creation of an up-to-date big data best practices presentation
2. Extraction of sample data sets using SQL
3. On-site audit of their data center
4. Merging of sample data set tables
5. A virtual session with Social Buzz team to present previous client success stories relevant to them
6. Preparation of best practice document for IPO
7. Loading of sample data sets into the Accenture sandbox database
8. Technology architecture workshop with Social Buzz Data Team to understand their technology landscape
9. Stress testing of their technology to identify weak spots
10. Communication with previous IPO companies within our client base for reference stories
11. Analysis of sample data sets with visualizations
12. Full documentation of the process that we can guide them through for IPO

## THE PROJECT ITSELF

**An analysis of their content categories that highlight the top 5 categories with the largest aggregate popularity.**