

1

**Task One**  
Quickly get up to speed with the business problem being addressed, project requirements...  
.....  
●●● Easy ⌚ <30 mins

2


**Task Two**  
●●● Intermediate ⌚ 30-60 mins

3

**Task Three**  
●●● Intermediate ⌚ 30-60 mins

4

**Task Four**  
●●● Easy ⌚ <30 mins



**Finish Line**

Allow Accenture North America to contact me

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# 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. You can attempt each question in the knowledge check as many times as you like!



**Brief from Social Buzz**  
**Click to download file →**

## Here are some resources to help you

**Here are some key terms if you're curious:**

Note: You don’t need to know anything more about Big Data or IPOs for this program.

**Big Data** refers to large, diverse sets of information that grow at ever-increasing rates. It includes the volume of information, the velocity or speed at which it is created and collected, and the variety or scope of the data points being covered (known as the "three v's" of big data). Source: [Investopedia](#).

An **IPO** stands for Initial Public Offering – this happens when a private company becomes public by selling its shares on a stock exchange. Source: [Investopedia](#).