1. TASK 1: **Project Understanding**

* **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.

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.

QUIZ & ANSWER:

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

* The client has reached a massive scale within recent years and does not have the resources internally to handle it.

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

* Audit of big data practice, recommendations for IPO, analysis of popular content

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?

* Analysis of sample data sets with visualizations to understand the popularity of different content categories

TASK 2: **Data Cleaning & Modeling**

* **Let's dive into the data**

Now you have a good understanding of the project and your role - it’s time to get to work!

* **First up, requirements gathering**

As we mentioned, you have been sent 7 datasets and a data model.

Often you won’t need all these datasets to find what you’re looking for.

So, the first step is to **use** **this** **data model to** **identify which datasets will be required to answer your business question -**which is to to figure out the**top 5 categories with the largest popularity.**

* **Data sets - Quick Explanation**

Great work! You’ve identified *Reaction*, *Content*, and *Reaction Types* as our relevant data sets.

To clarify why you made this selection:

* The brief carefully it states that the client wanted to see “An **analysis** of their **content categories** showing the **top 5** categories with the largest popularity”.
* As explained in the data model, popularity is quantified by the “Score” given to each reaction type.
* We therefore need data showing the content ID, category, content type, reaction type, and reaction score.
* So, to figure out popularity, we’ll have to add up which content categories have the largest score.

But! Before we begin to work with the data sets, we’ll need to ensure that the data is clean and ready for analysis…

* **Data Cleaning**

Data cleaning is a common and very important task when working with data.

**First: Open the three data sets below: reaction types, reactions, content.**

**Second: Clean the data by:**

* removing rows that have values which are missing,
* changing the data type of some values within a column, and
* removing columns which are not relevant to this task.
* **Data Modelling**

Now we want to figure out the top 5 categories.

**First: Create a final data set by merging your three tables together**

* Using the Reaction table as your base table, then first join the relevant columns from your Content data set, and then the Reaction Types data set.
* Use “VLookUp” formula

**Second: Figure out the Top 5 performing categories**

* Add up the total scores for each category.
* Use “Sum If” formula

The**end result** contains:

* A cleaned dataset
* The top 5 categories

TASK 3: **Data Visualization & Storytelling**

Let’s bring the data to life

So, you’ve got a clean data set and you’ve done some analysis - what next?

* **What you'll learn in this task:**

As we said earlier, your job as a data analyst is to connect the business and the data. You’ll need to communicate the relevant insights in a way that is clear, concise and engaging for your client and team members.

This will involve bringing the data to life using visualizations. You’ll learn to choose the right data visualizations that best support the story you want to tell.

* **What you'll do in this task:**

You’ll create a powerpoint presentation for Social Buzz that reports on their content performance.

It’s time for your data visualization and story telling skills to shine!

* **Build your presentation Structure.**

**Quick explanation**

Notice how the information is clear and concise, and summarizes the most important points.

* **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?

TASK 4: **Present to the client**

* **It’s presentation time!**

In this task, **you will be presenting to Social Buzz and your Accenture team** in person. We know presentations can be nerve wracking, but it’s an essential skill for a data analyst to develop.

Let’s go!

* **Presentation tips**

When presenting to the client there are a few things that you should remember:

1. They may not all be familiar with data, so you need to make sure you talk to them in business-friendly language.
2. You want to show them that you’ve understood their business and requirements, so use their terminology and language relevant to the task.
3. This is your time to shine and to show them how great you are! Try to present your work with confidence and conviction, if you don’t feel confident talking about your results then it’s a good indication that you don’t understand them fully or may need to revisit the dataset! Speaking about your results should feel natural when you explain what you’ve done.
4. A good presentation always takes a lot of preparation. The more you practice presenting your content, the more confident you will be when the time comes. Practice with your housemates, friends, family, anyone that is free! Ask for feedback and keep improving until you’re happy with your presentation and you’re confident in presenting your content.