# Accenture virtual program project



## **INTRODUCTION:**

In the program, I am working as a Data Analyst at Accenture. My work is within a larger team, where each member has a different role and level of responsibility.

Our Data analytics team has been assigned a new project for a client called Social Buzz. One of Accenture's Managing Directors, Mae Mulligan, is the client lead for Social Buzz. At the end she needs to be updated with project details. Other team members who will be working with me are shown below.

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Managing Director
                                                                                                       Mae Mulligan
                                                                                         Handles all correspondence with the client, is solely responsible for the success of the project.
                                                                                        has managed multi-million dollar projects with the
                                                                                                  biggest companies in the world.
                                                                                                                                                                           Chief Technology
                                     Industry Lead
                                      Susan Curtis
                                                                                                                                                                                   Architect
                                                                                                 Lead IPO Strategist
                           Over 20 years experience in the content 
and media industry. Previously worked at
                                                                                                                                                                              Andrew Fleming
                                                                                                       Florian Henry
                                                                                                                                                                       Worked with over 50 clients on digital
                          a social media company in Singapore. Is
responsible for ensuring the team has the
best industry knowledge for this project
                                                                                            Previously founded his own company that
                                                                                                                                                                     transformation projects and has advised 
some of the biggest companies in the
                                                                                        successfully completed an IPO in France. Florian works globally to give critical expertise to clients
                                                                                                                                                                      world on their big data strategy. Andrew
                            and convincing the client that we have
                                                                                         who are also considering an IPO. Is responsible
                                                                                                                                                                     is responsible for ensuring we deliver
high quality data insights and a solid data
                                deep expertise in their domain.
                                                                                          for the IPO strategy and planning for clients.
                           Senior Industry Analyst
                                                                                                  Investment Analyst
                                                                                                                                                                             Senior Principal
                                         Tim Pike
                                                                                                        Steven Shaw
                                                                                                                                                                             Marcus Rompton
                             Previously worked with a social media
                                                                                         Has deep expertise of over 10 years from working
                                                                                                                                                                        Marcus' expertise lies in his 
understanding of business data and
                                                                                        in the Private Equity industry. Steven is an expert
                             client for Accenture. Responsible for
                                                                                          n valuations and is highly competent at analyzing
a company's value and advising on strategy
                                                                                                                                                                     particularly data in the media and conter
                            completing in depth research of a client
                                       and their industry.
                                                                                                       regarding their valuation
                                                                                                                                                                     and overseeing the results of the analysi
                               Industry Associate
                                                                                                                                                                                               Data Scientist
                                                                                                                                        Data Analyst
                                      Julia Hendrie
                            Been at Accenture for 2 years and is
nainly focused on working with Tim Pike
closely to deliver detailed industry
                                                                                                                                                You
                                                                                                                                                                                               Michelle Grove
                                                                                                                                                                                       Will be working closely with the data 
team to produce predictions of future 
active user forecasts and developing 
algorithms for the clients scale.
                                                                                                                                Primarily responsible for completing
the hands-on analysis of data and
                                                                                                                                translating the requirements of the 
project into insights.
CLIENT BACKGROUND
```

# Client industry: Social media & content creation

# Year established: 2010

Client name: Social Buzz

Location of HQ: San Francisco

Number of employees: 250

Social Buzz was founded by two former engineers from a large social media conglomerate, one from London and the other from San

#### opportunity to build on the foundation that their previous company started by creating a new platform where content took center stage.

Social Buzz emphasizes content by keeping all users anonymous, only tracking user reactions on every piece of content. There are over 100 ways that users can react to content, spanning beyond the traditional reactions of likes, dislikes, and comments. This ensures that trending content, as opposed to individual users, is at the forefront of user feeds. **BUSINESS PROBLEM** To start our engagement with Social Buzz, Accenture's team ran a 3 month initial project in order to prove to them that we are the best firm to work with. As a data analyst, I have been given responsibility of performing an

analysis of their content categories that highlights the top 5

insights in the form of presentation for the stakeholders to

categories with the largest aggregate popularity and to present the

Francisco. They left in 2008 and both met in San Francisco to start

their business. They started Social Buzz because they saw an

## Social Buzz client gave us7 data sets — each data set contains different columns and values

Task: Requirements gathering

PREPARE PHASE:

### Among the 7 datasets, I only required 3 datasets to find an answer for the problem given to me which are namely *Reactions, Reaction names*

understand.

**Data Collection** 

and *Content*. click here to access the three relevant datasets that are required to do the job

### The reasons below state why I chose this 3 datasets among the 7 available.

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.

The business task clearly stated that the client wanted to see "An

analysis of their content categories showing the top 5 categories

So, to figure out popularity, we'll have to add up which content categories have the largest score. PROCESS PHASE:

**Data Cleaning: Reactions table** Importing table in *postgresql pgadmin* 

Create table Reactions ( Index int,

Files\PostgreSQL\15\Reactions.csv' delimiter ',' csv

### type varchar, datetime varchar);

content\_id varchar,

user\_id varchar,

# copy Reactions from 'C:\Program

**Data Wrangling** 

header; Now, removing rows that have values which are missing

Delete from Reactions where content\_id is null or type is null;

"CLEANED\_REACTIONS"

Data cleaning: Content Table.

create table ccontenttable (

Index int,

select\*

"clean\_content"

type varchar,

content\_id varchar,

category varchar);

Let's view this cleaned table

from ccontenttable

**ANALYSIS PHASE:** 

statements. (as shown below)

Select C.category,

when 'heart' then 60

when 'want' then 70

when 'hate' then 5

when 'adore' then 72

when 'like' then 50

when 'dislike' then 10

when 'peeking' then 35

when 'scared' then 15

when 'worried' then 12

From Reactions as R

required business insights

popularityscores vs. category

60000

40000

20000

74965 71168 69339 68738 66676 66579 64880 64756

else 0

end as scores

C.content\_id

when 'intrigued' then 45

when 'disgust' then 0

when 'interested' then 30

case R.type

create view score\_categories as

Removing columns which are not relevant to this task. Alter table reactions drop datetime Alter table reactions drop user\_id Note: we had no need to change data type of column as the column were imported with right data types

Now, To view cleaned reactions sheet click here and select file named

First, we will delete 2 irrelevant columns i.e URL and User\_id column

Now, we will import this new content table and call it as ccontenttable (It's table name & not a spelling mistake)

using spreadsheet delete menu option from content table

copy ccontenttable from 'C:\Program Files\PostgreSQL\15\ccontenttable.csv' delimiter ',' csv header;

**Data Analysis** We will create a *view* to decrease our steps that are required for creating another table "Reaction\_types". View also helps in saving database space. We will name the view as **score\_category** in which we will import reaction scores from 'Reaction types table'. For this purpose we will

also join 2 tables using Join clause and we will also make use of case

To view the cleaned file click here and select a file named

when 'indifferent' then 20 when 'love' then 65 when 'super love' then 75 when 'cherish' then 70

Left join ccontenttable as C ON R.content\_id =

Using the view we created, now we will create the final table to find

select category, Sum(scores) as aggregatescores from score\_category group by category order by aggregatescores desc limit 5 output: aggregatescores category animals 71168 science healthy eating 69339 technology 68738 food 66676 **SHARE PHASE:** As a part of the program, we were supposed to create a presentation to share our insights. I am attaching the required slides here as well as giving a link for the full presentation at the end.

57783 57436 55323 54269 5251.1 50339 49619 49264

Popularity scores of each category As you can clearly see from the column chart, the popularity scores of each type of category is mentioned. We can see that the content is divided into 16 categories . The category which is the most popular among many users is "Animals", which gained reactions up to 74,954 from users.

And the least popular category is of "Public Speaking",

which gained reactions up to 49,264 from users

Top 5 categories

food

animals

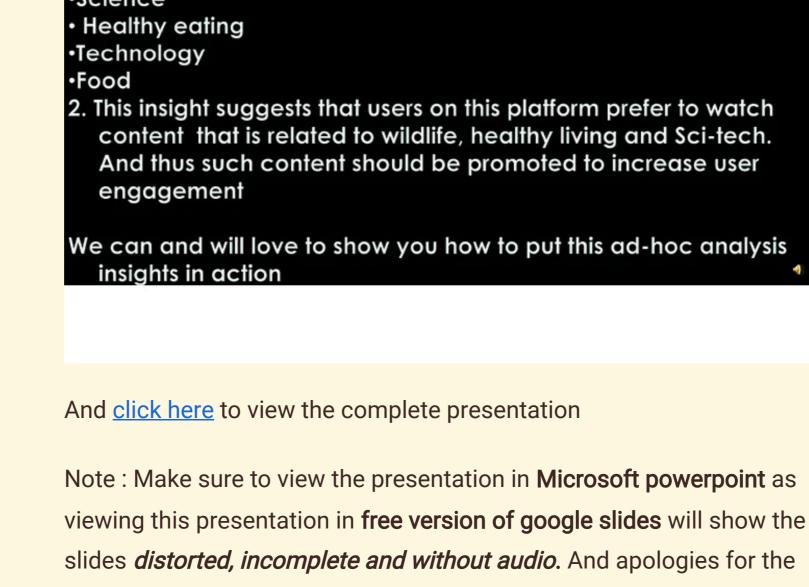
74965

category

popularity scores of top 5 categories 66676 19.0%

Insights from the above column chart

technology 68738 19.6% science 71168 healthy eating 69339 19.8% Pie Chart representing the top 5 categories Summary 1.The top 5 categories are **Animals** •Science Healthy eating



background noise you will get to hear while viewing and listening to

Note: The presentation was created in older 2007 version of

Thanks!

microsoft

the presentation in M.S powerpoint.