

## TASK BRIEF

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 needs 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 Quiz** before you proceed further. Link to Quiz - <https://forms.gle/HaV6LbBFz4Bi32eG7>

### 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](#).