

# Social Buzz Data Analysis

A data analysis job stimulation by Accenture through Forage

A social media company that manages content creation posts in form of photos, videos and gifs. This is an analysis of the data of content given to us to work upon as per client brief.

## Tools used

- MySQL
- Power Query Editor
- PowerBI
- PowerPoint Presentation

## Tasks completed

1. Cleaning of raw data and keeping what is required for analysis in MySQL
2. Merging of 3 clean sheets into 1 in MySQL
3. Separation of time from date column in Power Query
4. Creation of groups or bins of timings to analyze the most active timings of users in PowerBI
5. Presentation of viz, analysis and insights to clients through PowerPoint Presentation

## Assignments to be done

1. Create a final data set by merging your three tables together
2. Figure out the Top 5 performing categories
3. Data modelling

## Skills learned

- Communication
- Data Analysis
- Data Modelling
- Data Understanding
- Data Visualization
- Presentations
- Project Planning
- Public Speaking
- Storytelling
- Strategy
- Teamwork

## Certificate of completion

[https://forage-uploads-prod.s3.amazonaws.com/completion-certificates/Accenture%20North%20America/hzmoNKtzvAzXsEqx8\\_Accenture%20North%20America\\_4kLy8uQRsmp7Az5Pt\\_1695709713643\\_completion\\_certificate.pdf](https://forage-uploads-prod.s3.amazonaws.com/completion-certificates/Accenture%20North%20America/hzmoNKtzvAzXsEqx8_Accenture%20North%20America_4kLy8uQRsmp7Az5Pt_1695709713643_completion_certificate.pdf)