**INTRODUCTION**

As part of the Data Analyst Internship Program offered by Nullclass, I was tasked with creating and submitting a Power BI dashboard based on Twitter Analytics data. This project served as a comprehensive application of the skills and concepts covered during the internship.

**BACKGROUND**

During the internship training, I downloaded the Twitter Analytics dataset from dataworld.com. With guidance and support from my mentor, I successfully developed a Power BI dashboard. The dashboard included well-structured data modeling and various insightful visualization charts, showcasing the key metrics and trends within the dataset.

**LEARNING** **OBJECTIVES**

The primary learning objectives for this project included:

Gaining proficiency in importing and preparing data within Power BI.

Understanding the process of data modeling for cleaning and formatting datasets.

Learning to select appropriate visualizations for different metrics to ensure effective data representation.

**ACTIVITIES AND TASKS**

* Internship Training

Under the mentor's guidance, I learned how to import Twitter Analytics data into Power BI and perform data visualization effectively.

* Internship Project

The following specific tasks were completed during the project:

* Pie Chart Visualization

Created a pie chart to represent the proportion of total clicks (including URL clicks, user profile clicks, and hashtag clicks) for tweets with more than 500 impressions.

Implemented a drill-down feature to display detailed insights into the types of clicks for individual tweets.

* Top 10 Tweets Chart

Developed a chart to identify the top 10 tweets based on the combined total of retweets and likes.

* Applied several filters:

Excluded tweets posted on weekends.

Limited visibility of this chart to a specific time window (3 PM to 5 PM IST).

Ensured tweet impressions were even numbers, tweet dates were odd numbers, and tweet word count was under 30.

Displayed the user profile associated with each tweet.

* Comparative Visualization

Designed a visualization comparing replies, retweets, and likes for tweets with media engagements exceeding the median value.

* Applied additional conditions:

Restricted display to specific time windows (3 PM to 5 PM IST and 7 AM to 11 AM IST).

Included only tweets with odd-numbered dates, even-numbered media views, and character counts above 20.

Excluded tweets containing words with the letter "S."

**SKILLS AND COMPETENCIES**

Mastering the process of importing and cleaning data for analysis within Power BI.

Creating a variety of charts to effectively showcase trends and patterns in the data.

Writing and optimizing DAX queries for various analytical purposes.

Adding new measures and calculated columns to enhance the dashboard's functionality.

**FEEDBACK AND EVIDENCE**

This project helped me learn several practical techniques for analyzing and visualizing data effectively. However, I believe the training could have placed greater emphasis on creating and refining DAX queries to enhance analytical capabilities further.

**CHALLENGES AND SOLUTIONS**

One significant challenge was configuring bar charts to appear only within specified timeframes. I addressed this by creating a DAX query that adjusted the dataset's time column to IST format. I then applied conditional filters to display the charts exclusively during the required time intervals.

**OUTCOMES AND IMPACT**

The completed Power BI dashboard successfully visualized all relevant metrics, highlighting key trends and insights in the Twitter Analytics data. This project strengthened my ability to apply data analysis techniques to real-world datasets.

**CONCLUSION**

This internship provided a valuable opportunity to explore and apply various features of Power BI to create dashboards with diverse visualizations. It significantly enhanced my technical skills and understanding of data analytics, preparing me for more advanced analytical tasks in the future.