# Internship Completion Report

Name: Apurupa Chandramukhi

Internship Title: Power BI Twitter Analytics Dashboard

Company: NullClass

Internship Duration: [Start Date] – 24 July 2025

Submission Date: 24 July 2025

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## 1. Introduction

The internship project titled “Twitter Analytics Dashboard” involved building a series of advanced Power BI visualizations to analyze Twitter engagement metrics. The project focused on transforming raw tweet data into insightful dashboards aligned with specific business requirements.

## 2. Background

The internship aimed to provide hands-on experience with:  
- Data preparation and cleaning in Power Query  
- DAX formula writing  
- Advanced visualization and filtering  
- Real-world data storytelling through dashboards

## 3. Learning Objectives

• Develop practical skills in Power BI and DAX  
• Apply complex filters using time, text, and numerical logic  
• Create effective, visually engaging dashboards  
• Understand real-world data analysis and presentation

## 4. Activities and Tasks

I successfully completed all 10 tasks outlined in the internship:  
  
Task 1 - Pie chart for click type proportions with drilldown  
  
Task 2 - Top 10% engagement tweets with time and character filters  
  
Task 3 - Average engagement rate and total impressions between specific dates  
  
Task 4 - Scatter chart comparing media engagements vs views with highlight filters  
  
Task 5 - Clustered bar chart for click breakdown by tweet category  
  
Task 6 - Bar chart of top tweets by sum of likes and retweets  
  
Task 7 - Line chart showing monthly trend of engagement rate, split by media content  
  
Task 8 - Visual comparing replies, retweets, likes for tweets with high media engagements  
  
Task 9 - Dual-axis chart for media views and engagements by day of the week  
  
Task 10 - Engagement rate comparison between tweets with and without app opens

## 5. Skills and Competencies Gained

• Data Transformation (Power Query, custom columns, filtering)  
• DAX (e.g., IF, MOD, DIVIDE, LEN, HOUR)  
• Advanced Charting Techniques  
• Time Zone Adjustments using DAX  
• Applying conditional visibility in Power BI visuals  
• GitHub version control and README documentation

## 6. Challenges and Solutions

Challenge 1: Parsing complex datetime formats  
Solution: Used Time.From() and created separate time\_clean and HourIST columns for accurate time filtering.  
  
Challenge 2: Conditional chart visibility  
Solution: Built ShowGraph columns using IST logic and applied visual-level filters accordingly.  
  
Challenge 3: Handling missing columns after unpivot  
Solution: Duplicated tables before transformations to isolate each task without corrupting global structure.  
  
Challenge 4: Text filtering (remove tweets with specific letters)  
Solution: Used Power Query filters with “Does not contain” logic (case-insensitive).

## 7. Feedback and Evidence

• GitHub Repository: [Insert your GitHub repo link here]  
• Sample dashboards and PBIX files were uploaded and version-controlled after each task.  
• Each task includes a detailed README.md file documenting steps, filters, and visuals.  
• Feedback from ChatGPT support helped refine my DAX and Power BI logic significantly.

## 8. Outcomes and Impact

By completing this internship, I now confidently:  
• Create professional Power BI dashboards  
• Apply advanced filtering and formatting logic  
• Clean and manipulate real-world data sources  
• Present analytics aligned with specific business goals

## 9. Conclusion

This internship significantly enhanced my data analysis skills and helped me build a professional Power BI portfolio. I am now better prepared for roles involving data analytics, dashboard reporting, and business intelligence using Power BI.  
  
Thank you,  
Apurupa Chandramukhi  
Power BI Intern