Social Media Analysis

Dashboard Link :   [Click_Here]

Introduction:

- Provide a brief overview of the project, its objectives, and the importance of social media analytics for businesses.
- Introduce the platform used (Twitter) and the tool (Power BI) for creating the analytics dashboard.

Project Objectives:

Clearly state the objectives of the social media analytics project, such as improving understanding of audience engagement, tracking performance metrics, or informing marketing strategies.

Methodology:

- Describe the methodology used to develop the social media analytics dashboard.
- Explain the process of data collection from Twitter, data cleaning using Power Query, and implementation of DAX formulas for calculating key metrics.
- Highlight any specific techniques or tools used for visualizations and dashboard creation.

Dashboard Design:

- Provide an overview of the dashboard design, including layout, visualizations, and interactive features.
- Describe the types of visualizations used (line charts, bar charts, pie charts) and their purpose in presenting different aspects of Twitter analytics.
- Discuss how the dashboard design aligns with stakeholder requirements and effectively communicates key insights.

Data Cleaning and Analysis:

- Explain the process of data cleaning using Power Query to ensure accuracy and reliability of the data.
- Detail the types of data transformations performed and any challenges encountered during the cleaning process.
- Present the analysis of key metrics such as engagements, total tweets, and total likes, highlighting trends and patterns observed over time.

Collaboration and Communication:

- Discuss how effective communication skills were utilized to collaborate with cross-functional teams and tailor the dashboard to stakeholder requirements.
- Highlight any feedback received from stakeholders and how it was incorporated into the dashboard design and functionality.

Conclusion:

- Summarize the main findings and outcomes of the social media analytics project.
- Reflect on the overall success of the project in achieving its objectives and delivering value to stakeholders.
- Provide recommendations for future enhancements or areas of further exploration in social media analytics.

Dashboard