



Twitter Analytics Dashboard using Power BI

07.09.2024

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Introduction

As part of my internship, I have compiled a report to provide a concise overview of my experience, covering important aspects such as learning objectives, activities, skills gained, and the overall impact of the internship.

Background

During my internship, I had the opportunity to work at Null class for 2 months. The internship paved a way to the beginning of my data analytics career. I am a currently a Fourth year student pursuing B.tech from JNU in electronics and communication engineering.

Learning Objectives

The primary learning objectives of my internship were:

- Objective 1: Using power Query feature to make interactive dashboards .
- Objective 2: Making a responsive website to view the the reports
- Objective 3: Making Interactive Dashboards and charts to analyze the twitter data. Also I learn dynamic filtering

Activities and Tasks

Throughout the internship, I was actively involved in various tasks and projects, including:

- Task 1: I made a chart to see the top 10 tweets by retweets and likes sum filtering out weekends.
- Task 2: I made a line chart to analyze the average engagement rate analysis
- Task 3: I made a bar chart to see the views greater than median views when app_activity was closed and opened between 9 a.m to 5 p.m.
- Task 4: Dual axis chart for media views and media engagements by each day of the week and highlighting specific spikes
- Task 5: pie chart and an end to end drill down for each tweet with impressions greater than 500.

Skills and Competencies

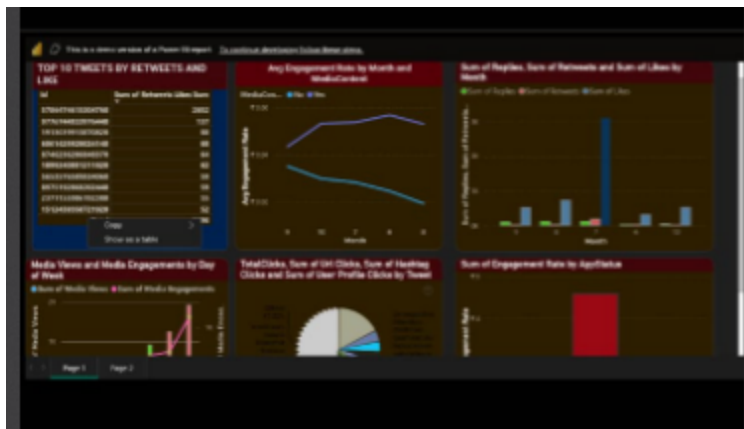
During my internship, I developed and enhanced the following skills and competencies:

- Skill 1: Data Transformation using Power BI
- Skill 2: Data Visualization and insights generation
- Skill 3: Website and Power BI integration using code editor and deploying it on Netlify.

Feedback and Evidence

Throughout the internship, I received regular feedback from my supervisor and colleagues. Some key evidence of my performance includes:

- Evidence1
<https://app.powerbi.com/groups/me/reports/86ea0cf7-366d-4bed-beb7-34ad769e98ad/2b6da3ca0901a536a2d0?experience=power-bi>
- Evidence 2



Challenges and Solutions

During the internship, I encountered several challenges, which I addressed by implementing the following solutions:

- Challenge 1: I faced difficulty in dynamic filtering as data was changing for each visuals.
- Solution: I used visual-level filtering.

- Challenge 2: I used to face problem in Data export for website creation
- Solution: Used embedded power bi analytics playground

Outcomes and Impact

The internship has had a significant impact on my personal and professional development. Some key outcomes include:

- Outcome 1: I feel comfortable working DAX query
- Outcome 2: Interactive visualizations have become a cake-walk for me.
- Outcome 3: a new experience in dealing with data and time column and making additional using it .Thereby enhancing my data visualizations skills.

Conclusion

In conclusion, my internship at NULLCLASS has been a valuable and enriching experience. I have gained practical knowledge, developed essential skills, and made meaningful contributions to the organization. The internship has reinforced my interest in data analytics and has prepared me for future career opportunities.

I thank the organization for providing me this unique opportunity .