**Internship Report**

**Title:** Twitter Analytics Dashboard - Power BI

**Introduction**

During my internship at NullClass, I had the opportunity to gain hands-on experience in building data-driven solutions. My primary responsibility was to enhance a Power BI dashboard that analyzes Twitter engagement metrics. The objective was to help stakeholders better interpret Twitter data and make more informed decisions based on these insights.

**Background**

The internship began with a foundational training period, during which I learned the essentials of data cleaning, DAX, Power BI visualizations, and effective data storytelling. The subsequent project work allowed me to apply these concepts in a real-world, goal-oriented environment.

**Learning Objectives**

* Develop and refine advanced Power BI dashboards under practical constraints.
* Gain proficiency in using time-based filters, dynamic visuals, and drill-down features.
* Understand the structure and behavior of Twitter engagement data and how to analyze it meaningfully.

**Activities and Tasks**

I worked on 10 distinct analytical tasks, each with unique requirements and challenges. Key tasks included:

* Creating a drill-down pie chart to show clicks on tweets with over 500 impressions.
* Implementing a time-sensitive visual that appears only between 3–5 PM IST to analyze engagement during that window.
* Building a ranking chart for the top 10 tweets by combined likes and retweets, with filters for weekdays and tweet content length.
* Designing scatter and dual-axis charts governed by custom rules such as odd/even dates, presence of media, and word/character-based filters in tweets.

**Skills and Competencies Gained**

* Power BI (Advanced): Applied complex DAX functions, conditional visibility, dynamic filtering, and interactive visuals.
* Data Cleaning: Transformed raw Twitter data into structured formats suitable for analysis.
* Logical Problem Solving: Devised creative solutions to incorporate specific visual behavior and filtering rules.
* Version Control with GitHub: Used GitHub for uploading .pbix files and managing version histories through commits.

**Feedback and Evidence**

The final version of the dashboard is available on my GitHub repository, showcasing how each visual adapts dynamically to time-based and content-based filters. I ensured full alignment with submission guidelines, including the proper implementation of time-sensitive visuals.

**Challenges and Solutions**

* **Challenge:** Power BI doesn’t natively support time-based visual rendering (e.g., 3–5 PM IST).  
  **Solution:** I simulated system time using DAX and layered bookmarks to mimic conditional visibility.
* **Challenge:** Implementing multi-layered filters based on impressions, engagement metrics, dates, and specific tweet content (e.g., excluding certain words or characters).  
  **Solution:** Developed custom DAX measures combining several logic conditions to filter visuals accurately.

**Outcomes and Impact**

This internship significantly enhanced my technical and analytical capabilities. I am now more confident in creating interactive, logic-driven dashboards suitable for real business use cases. Additionally, I gained valuable experience in working with social media analytics and understanding user behavior through data.

**Conclusion**

This internship was an excellent opportunity to bridge theory and practice. It taught me how to handle real-world analytical tasks and improve dashboards under varying conditions. The skills I’ve gained will be valuable in future projects and roles in data analytics.