

## **Introduction:**

Hi Sir/Mam,

My name is Divyanshu Sharma and I am currently pursuing training for the Data Analyst role into Power Bi. I am a BCA student and pursuing BCA from ITS College Of Professional studies, Greater Noida.

## **Background:**

I am in third year of my BCA course and prior I have done my 12<sup>th</sup> with Commerce background. I want to become a Data Analyst and will try to enhance my productivity in the field of Data Analytics.

I have completed my training into Power Bi and received the training certificate from Null Class.

## **Learning Objectives:**

For the effective data analysis, visualization, and decision-making to enhance my productivity in the field of Data Analytics.

## **Activities and Tasks:**

Below are the tasks which were provided to perform on Power Bi.

- Create a line chart showing the trend of the average engagement rate over each month of the year. Separate the lines for tweets with media content and those without. Develop a visualization that compares the number of replies, re-tweets, and likes for tweets that have received media engagements greater than the median value. Include a filter for tweets posted in the last six months.
- Analyse tweets to show a comparison of the engagement rate for tweets with app opens versus tweets without app opens. Include only tweets posted between 9 AM and 5 PM on weekdays.
- Create a dual-axis chart that shows the number of media views and media engagements by the day of the week for the last quarter. Highlight days with significant spikes in media interactions. Build a pie chart that represents the proportion of total clicks (URL clicks, user profile clicks, and hashtag clicks) for tweets with more than 500 impressions. Include a drill-down to view the specific types of clicks for each tweet.

## **Skills and Competencies:**

- Developing Visualizations
- Transform Data
- Understanding of various visualisation types
- Publishing and sharing reports

## **Challenges and Solutions:**

- I faced challenges in Data Cleaning and transforming. Making new columns from the existing data. To resolve this problem I watched so much videos about it and taken help from Chat gpt as well.
- Than I faced challenge in applying the filters for the last six months. To resolve that I have taken help from power bi and from the null class Data analyst group on what's app. Than after, now I am able to apply filters without any help.

### **Outcomes and Impact:**

I have created a dashboard on the Twitter data.

I have created various charts like Line chart, Clustered Bar chart, Pie chart, Dual axis chart for the better understanding of the data.

### **Conclusion:**

Now, I am able to handle the Data and making use of that data for the creation of the different visualizations for the better understanding of the data.