## **✅ INTERNSHIP REPORT (For TASK-2)**

### **📘 Title: Twitter Analytics Dashboard – Task-2 Report**

**🏢 Organization: NullClass**  
**📅 Duration: 26-03-2025 to 26-04-2025**  
**💼 Project Title: Real-Time Twitter Analytics Dashboard – Power BI**  
**💻 Intern: [GEDELA PRAVEEN]**

### **🧾 Objective:**

To plot a scatter chart analyzing the relationship between **Media Engagements** and **Media Views** for tweets that:

* Received more than **10 replies**
* Have a **word count above 5**
* Were posted on an **odd-numbered date**
* Only show the scatter chart **between 6 PM and 11 PM IST**
* Highlight tweets with an **engagement rate above 5%**

### **🛠️ DAX Columns Created**

1. **Word Count Column**

wordCount = LEN(TRIM([Tweet])) - LEN(SUBSTITUTE([Tweet], " ", "")) + 1

1. **Tweet Day**

Tweet Day = DAY([date])

1. **Is Odd Day**

IsOddDay = IF(MOD([Tweet Day], 2) = 1, "is odd", "even")

1. **Engagement Rate**

Engagement Rate = DIVIDE([media engagements], [impressions])

1. **Highlight (High/Normal)**

Highlight = IF([Engagement Rate] > 0.05, "High", "Normal")

### **📊 Scatter Chart Creation**

* **Chart Type:** Classic Scatter Chart
* **X Axis:** media views
* **Y Axis:** media engagements
* **Legend:** Highlight
* **Details:** Tweet or id (to show each tweet as a dot)

### **📎 Filters Applied (in Visual Filters pane):**

1. **Replies > 10**
   1. Only tweets with meaningful user interaction
2. **Word Count > 5**
   1. Avoid very short or spam-like tweets
3. **Is Odd Day = "is odd"**
   1. As per task requirement
4. **Optional Time Filter (for visibility between 6PM–11PM)** You can apply this using a **Time Slicer** with DAX:

Tweet Hour = HOUR([time])

Then filter:

* 1. Tweet Hour >= 18 AND Tweet Hour <= 23

You can also use a **Toggle (Show/Hide)** button with bookmarks for time-based visibility.

### **📌 Insights Observed from Scatter Chart**

* Tweets with higher engagement and views cluster in a certain pattern
* Tweets with "High" highlight are clearly identifiable
* Most engaging tweets fall within specific time windows and word count ranges

### **📝 Conclusion**

This task enhanced my skills in:

* **Data modeling using DAX**
* **Applying filters and slicers smartly**
* **Data visualization with conditional visibility**
* Creating meaningful insights using **Power BI dashboards**

Let me know if you want a ready-to-use **Word report template** or need help writing the intro or conclusion paragraph more professionally.

