

WEEKLY REPORT

WEEK - 1 (From 01.01.24 to 05.01.24.)

Objective of the Activity Done:

Introduction to power BI . Data Analytics

Detailed Report:

Agenda of data Analytics includes understanding the fundamentals of power BI and the importance of data analytics in business decision-making.

- Attended an orientation session on the internship objectives and deliverables.
- Completed introductory modules on Power BI including its interface, key features, and capabilities.
- Learned about the various types of data sources that can be connected to power BI.
- Developed a fundamental, foundational understanding of power BI.
- Connected to different data sources and performed basic data cleaning.
- Created a simple report showcasing basic visualizations such as bar charts and line graphs.
- participated in a workshop on basic data cleaning and transformation techniques.

WEEKLY REPORT
WEEK-2 (From Dt...8/7/23...to Dt...12/7/23...)

Objective of the Activity Done:

Data Importing and modeling

Detailed Report:

This week focused on data

Transformation and modeling within power BI

- Explained different data connectors available in power BI, such as Excel, SQL databases and online services.

- We learned how to clean, reshape, and prepare data using Power Query Editor.

- The training covered essential functions like filtering, merging and appending datasets.

- Practiced data modeling concepts such as relationships between tables, cardinality and data hierarchies.

- Successfully imported datasets from multiple sources into power BI - then learning about the ETL (Extract + Transform + Load) process within power BI and practiced data modeling techniques.

- The practical sessions helped reinforce these concepts by allowing us to create and manage data models effectively.

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WEEK-3 (From Dt. 15/3/24.....to Dt. 19/3/24.....)

Objective of the Activity Done:

Data Visualization Techniques

Detailed Report:

This week focused on creating effective and interactive data visualizations in Power BI.

- Studied various visualizations options available in Power BI, including various types of charts, graphs, and maps.
- Explored various types of charts, graphs and maps that can be created in Power BI to visualize data insights.
- Participated in sessions on how to design interactive dashboards with slices, filters and drill-throughs.
- The sessions included best practices for selecting the right visualizations based on the type of data and the message we want to convey.
- Designed a comprehensive dashboard featuring key metrics using a mix of visuals.
- Also learned about customizing visual elements, using themes and enhancing reports with interactive features.

Objective of the Activity Done:

Detailed Report: Advanced Data Analysis with DAX

- This week delved into advanced analytics and Data Analysis Expressions (DAX) in power BI.
- DAX is a formula expression language used in analysis services.
 - DAX is also functional language where full code is kept inside a function.
 - Learned how to create calculated columns, measures, and custom tables using DAX.
 - The training covered complex DAX functions such as Aggregate functions, Text function, Date function, logical functions, time intelligence, filtering, counting functions and Information functions.
 - used DAX to create calculated columns and measures for enhanced analysis.
 - explored advanced analytical techniques like trend analysis, forecasting and what if scenarios.
 - Improved the accuracy and efficiency of data models using advanced DAX.
 - The week ended with exercises to build dynamic reports using DAX-driven insights.

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WEEK-5 (From Dt... 29.12.24 To Dt... 21.1.24.....)

Objective of the Activity Done:

Real world Case Study : sales Analytics

Detailed Report:

This week focus on applying power BI skills to a real world sales analytics case study.

- Received a dataset representing sales data from a fictional company.
- Defined key performance indicators (KPI's) such as sales growth, customer acquisition, and product performance.
- Built a sales dashboard to visualize the KPI's and identify trends, outliers, and areas for improvement.
- Created a comprehensive sales dashboard that highlighted crucial business insights.
- used data story telling techniques to communicate findings effectively.
- Received positive feedback from mentors on the practical application of power BI skills.

WEEKLY REPORT
WEEK-6 (From Dt....5/8/24..... to Dt....9/8/24.....)

Objective of the Activity Done:

Power BI Service and collaboration

Detailed Report:

This week covered the power BI service and its collaboration features.

- Learned how to publish reports to the power BI service, share dashboards and collaborate with team members in real time.
- The sessions emphasized data security, row level security (RLS), and managing workspaces.
- Also explored power BI's integration with other microsoft tools like excel, teams and share point, making it easier to collaborate and share insights across the organization.
- This week wrapped up with an overview of the upcoming project work.

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WEEK-7 (From Dt....12/8/24..... to Dt....16/8/24.....)

Objective of the Activity Done: Project work - Data Analysis and visualization

Detailed Report:

This week marked the beginning of the project phase.

- Started by defining the project scope, objectives and deliverables.
- The project involved analyzing a dataset provided by Smart Internz, cleaning and transforming the data, and building a data model.
- Our team focused on identifying key metrics, trends and patterns that could drive business decisions.
- The initial reports and dashboards were created to visualize these insights, using the skills and techniques learned over the past six weeks.

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WEEK-8 (From Dt.....19/8/24.....to Dt.....23/8/24.....)

Objective of the Activity Done: project work -Finalization and presentation

Detailed Report:

In this week , we completed the project by refining our reports and dashboards ensuring they met the project requirements.

- we focused on enhancing the visual appeal and usability of the dashboards by adding interactive elements and ensuring the data was accurately represented
- the week culminated with a presentation to the Smart Internz team, where we showcased our findings, explained the methodologies used, and demonstrated how the insights could be applied to solve real business problems.
- the project was well received, marking a successful conclusion to the internship.