



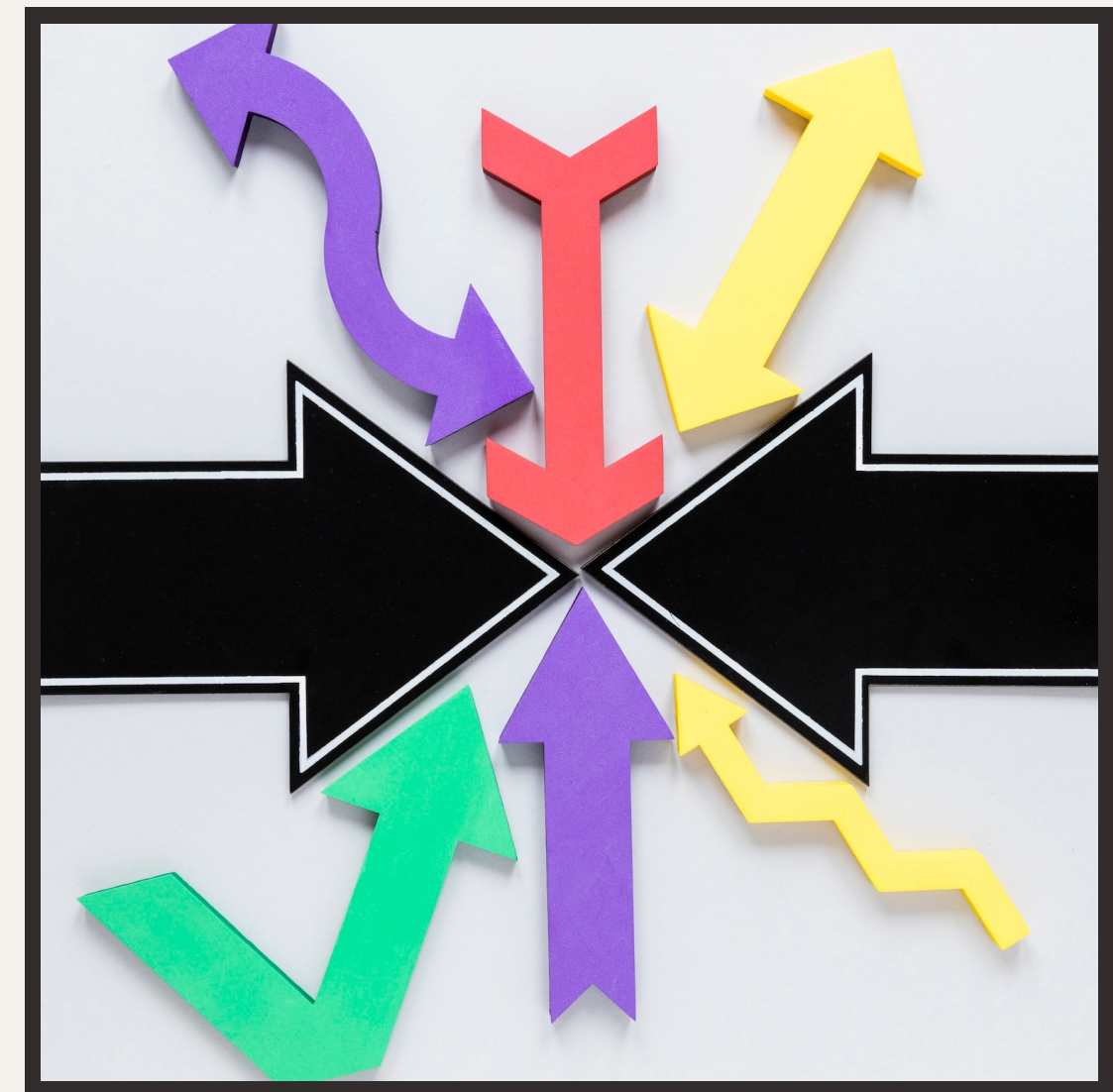
NullClass Internship: Twitter Analytics

In this presentation, I explore **Power BI** as a powerful tool for **Twitter Analytics**. By leveraging its capabilities, I Have gain valuable insights into **trends, engagement, and audience behavior** on Twitter, enhancing our social media strategies. Power BI was selected due to its ability to handle large datasets, create interactive visualizations, and integrate data from various sources such as SQL databases, Excel files, and cloud services.



Learning Objective

- By Using DAX (Data Analysis Expressions) I Developed proficiency in writing formulas to create custom calculations, measures, and KPIs.
- Learning how to choose and create appropriate visualizations (charts, tables, maps, etc.) that effectively communicate insights from data.
- Learn how to preprocess and clean Twitter data by removing irrelevant or duplicate entries, standardizing formats, and handling missing data.
- Develop the ability to identify engagement trends, hashtag performance, and Retweet around specific topics or campaigns.



Skills And Challenges Faced

- Developed expertise in data wrangling techniques using Power BI to clean, transform, and prepare Twitter data for analysis.
- Improved data visualization skills, learned how to create clear, compelling charts and dashboards that communicate Twitter data insights.
- Challenge - Large datasets affecting processing time and performance, Solution - Reduced dataset size by aggregating data and focusing on specific time frames, optimizing performance for reporting.
- Challenge - Solving Tough Task and getting the same Output for given task, Solution - Believe in Myself and Work on my skills and solved the task.



Outcomes and Impact, And Conclusion

- The project significantly improved my ability to analyze and interpret large datasets and communicate complex insights effectively to non-technical stakeholders.
- By identifying high-performing hashtags and tweet timing, the campaign's reach increased by 15%, leading to higher visibility and interaction.
- The hands-on experience gained in extracting, cleaning, and analyzing Twitter data has significantly improved my technical and analytical skills, while also deepening my understanding of how data-driven insights can optimize marketing strategies. This project has demonstrated the importance of leveraging social media analytics to drive more informed, strategic decision-making.



Thanks!

Do you have any questions?

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