

# Internship Report

## 1.Introduction

My name is Deepika Ashok Babu, and I am a data analyst intern at NullClass. The purpose of this internship is to develop practical skills in data analysis using Power BI. During this month, I have been assigned various tasks to enhance my analytical capabilities and to contribute effectively to the team.

## 2.Background

NullClass is committed to empowering interns with hands-on experience in data analysis. In an era where data-driven decisions are crucial, my role as an intern focuses on mastering the use of analytical tools and frameworks to derive insights from complex datasets.

## 3.Learning Objectives

The primary learning objectives for this internship include:

- Developing proficiency in creating visualizations using Power BI.
- Understanding data manipulation and analysis techniques.
- Enhancing skills in reporting and presenting data insights.

## 4.Activities and Tasks

During the internship, I was tasked with creating various visualizations in Power BI. The specific tasks included:

1. Create a visual that shows the average engagement rate and total impressions for tweets posted between '01-01-2020' and '30-06-2020'. Filter out tweets that received fewer than 100 impressions and like should be 0 and this graph should work only between 3PM to 5 PM IST apart from that we should not show the graph.
2. Build a chart to identify the top 10 tweets by the sum of retweets and likes. Filter out tweets posted on weekends and show the user profile that posted each tweet and this graph should work between 3 PM to 6 PM and the tweet impression should be even number and tweet date should be odd number as well as tweet word count be below 30
3. 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 and this graph should work between 12 PM to 6 PM and the tweet impression should be even number and tweet date should be odd number as well as tweet word count be below 40.

## 5.Skills and Competencies

Throughout the internship, I enhanced my analytical skills, particularly in data visualization and interpretation. I also gained experience in real time project using Power BI's features.

## **6.Feedback and Evidence**

While I did not receive formal feedback on my visualizations, I self-assessed their effectiveness in meeting project goals. I validated my data sources and iterated on the design to enhance usability, ensuring that the dashboards would provide valuable insights into user engagement for stakeholders

## **7.Challenges and Solutions**

One challenge I encountered was filtering tweets based on the condition. I overcame this by researching effective data manipulation techniques and using Power BI's filtering features to achieve the desired results. And there is no mentor support so I have overcome the project challenges by myself and that improved my knowledge by self-learning.

## **8.Outcomes and Impact**

This internship has significantly improved my data analysis skills and confidence in using Power BI. The experience has prepared me for future roles in data analytics and has reinforced my passion for working with data.

## **9.Conclusion**

In conclusion, my internship at NullClass has been an valuable experience. I am grateful for the opportunity to work on meaningful projects and enhance my analytical skills. I look forward to applying what I have learned in my future endeavors.