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AGENDA :-

1. Introduction -
 - * Overview of the Google Trends
 - * Objectives and Goals
2. Data collection and Preparation -
 - * Source of Data (Google trends API)
 - * Cleaning And Preprocessing
3. Dashboard Design and Features -
 - * Key metrics and KPIs
 - * Layout and interactive Elements
4. Implementation in Power BI -
 - * Data Integration and DAX Calculations
 - * Visualization and Filters
5. Styling and Customization -
 - * Use of Themes , Backgrounds And Flags
 - * Ailments with User Preferences
6. Testing and Validation -
 - * Ensuring Data Accuracy
 - * User Experience Testing
7. Deployment and Sharing -
 - * Publishing the Dashboard
 - * Sharing access with stakeholders
8. Feedback and Improvements -
 - * Collecting User Feedback
 - * Iteration and Final Touches
9. Conclusion -
 - * Project summary
 - * Open discuss



TOOLS USED



SQL

Power BI



INTRODUCTION

In today's data-driven world, understanding search trends is critical for gaining insights into customers behavior and preferences. The google Trends dashboard project leverages Power Bi and SQL to visualize and analyze Google Search data. This Dashboard provides a comprehensive view of search interests patterns across different regions and timeframes, helping users identify emerging trends, evaluate keywords performance, and support data informed decision making.

The primary goal of this project is to create an interactive, user-friendly dashboard that enables stakeholders to explore data seamlessly, identify actionable insights, and enhance their strategic planning. By combining powerful data Visualization techniques with an aesthetically pleasing design, this dashboard serves as a valuable tool for marketers, researchers and analysts alike.





Google Trends

Total Country

305

Rising Keywords

The Greatest Estate Developer

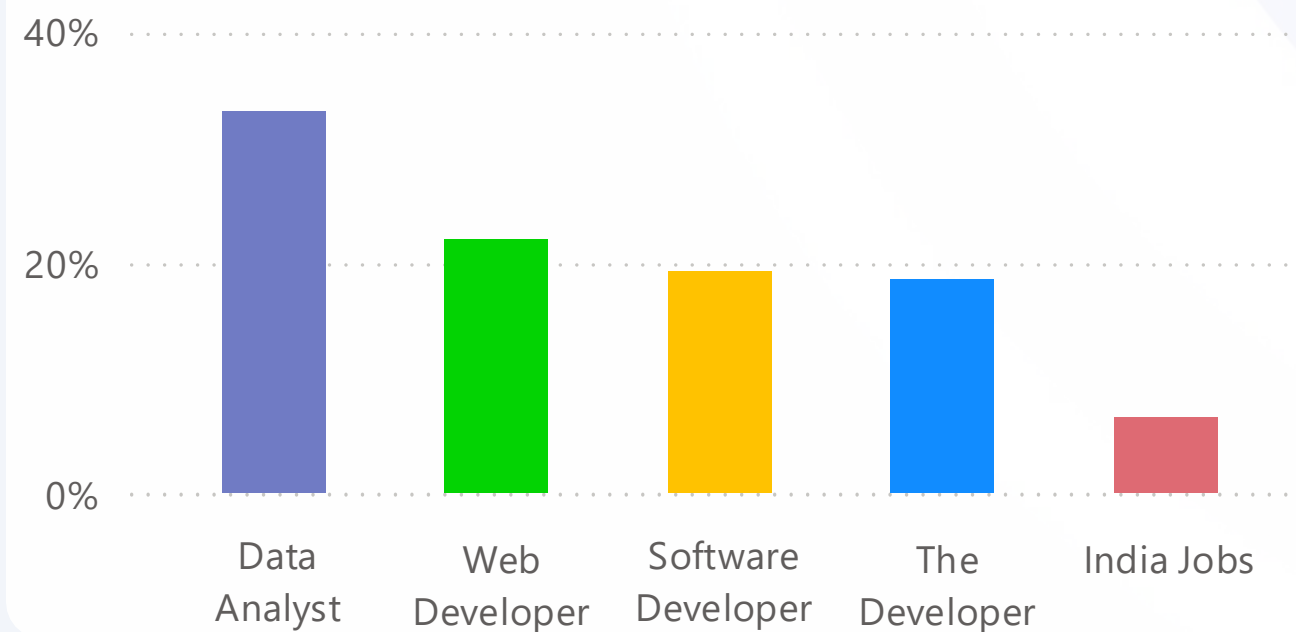


Top Keywords

Software Developer



Keywords

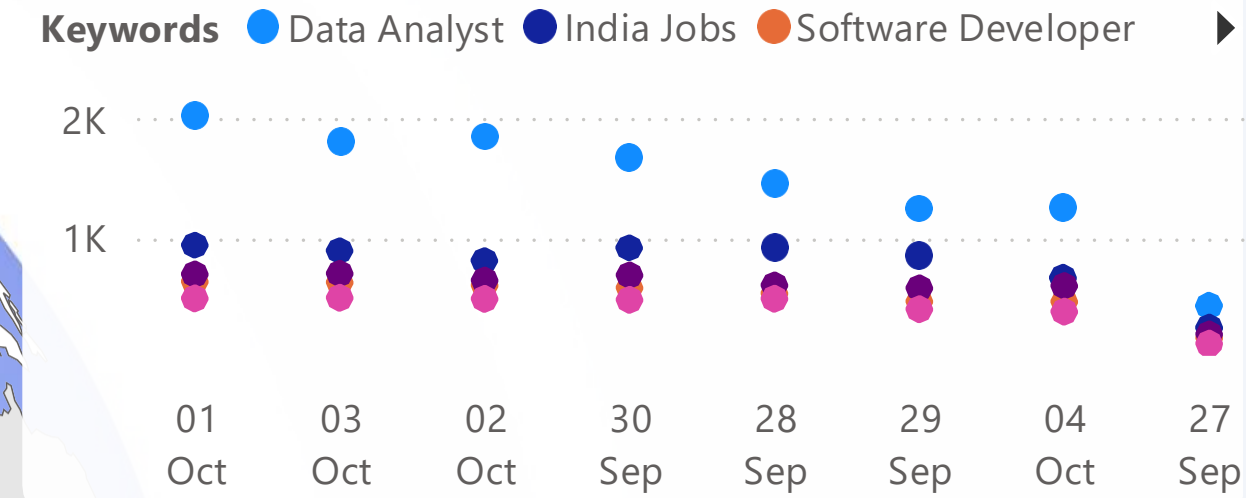


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Last 7 Days

30K

Detail >



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Track Keywords
Performance By Date




 Argentina

 Australia

 Austria

 Banglad...

 Belgium

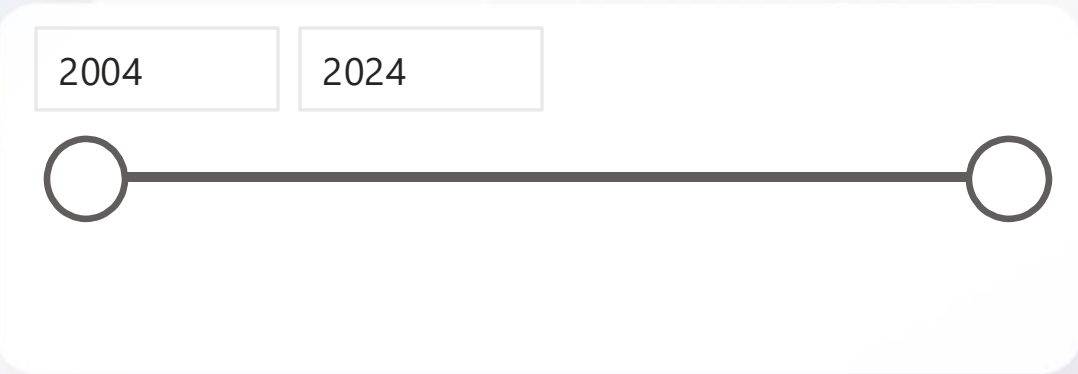
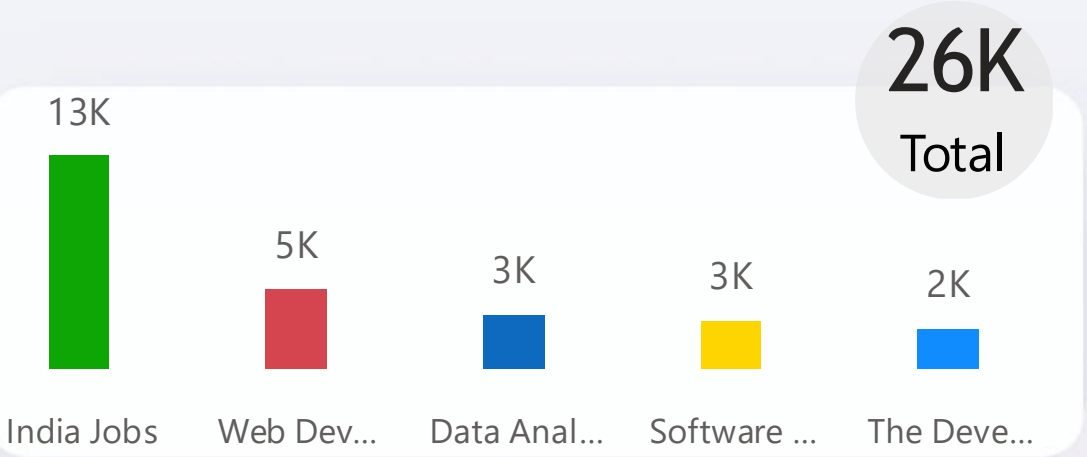
 Brazil

 Bulgaria

 Canada

 Colombia

Google Trends

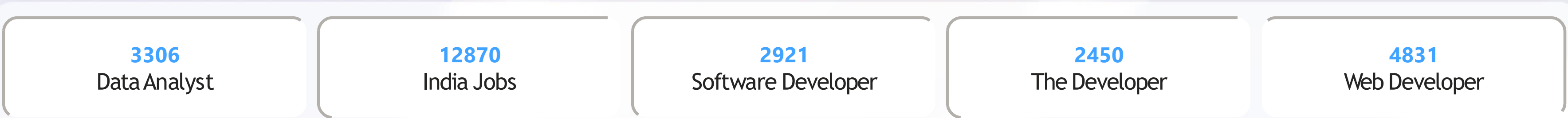


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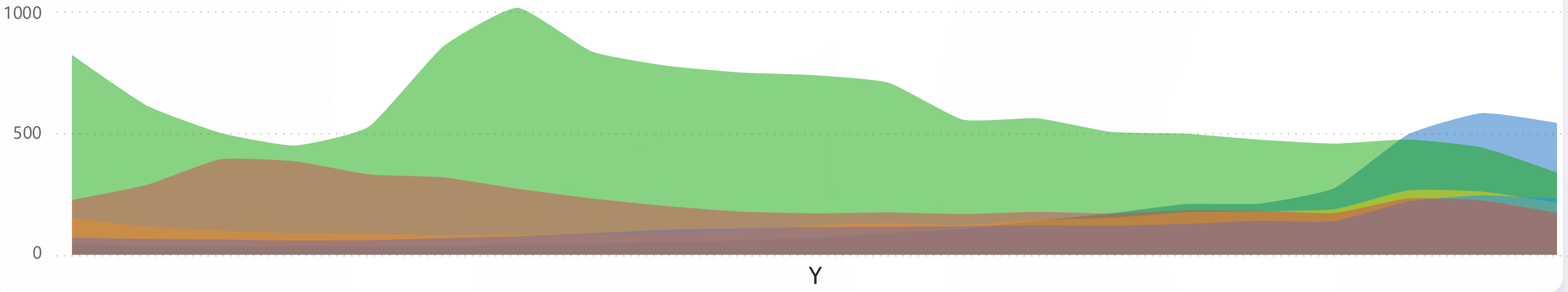
Rising & Top Keywords

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Keywords

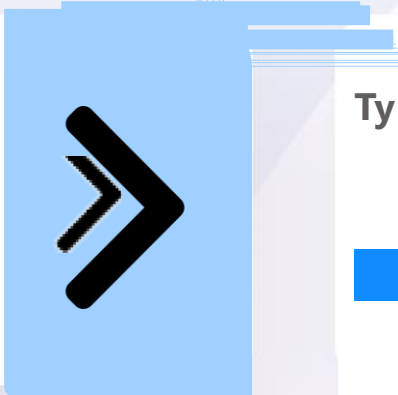
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Google Trends

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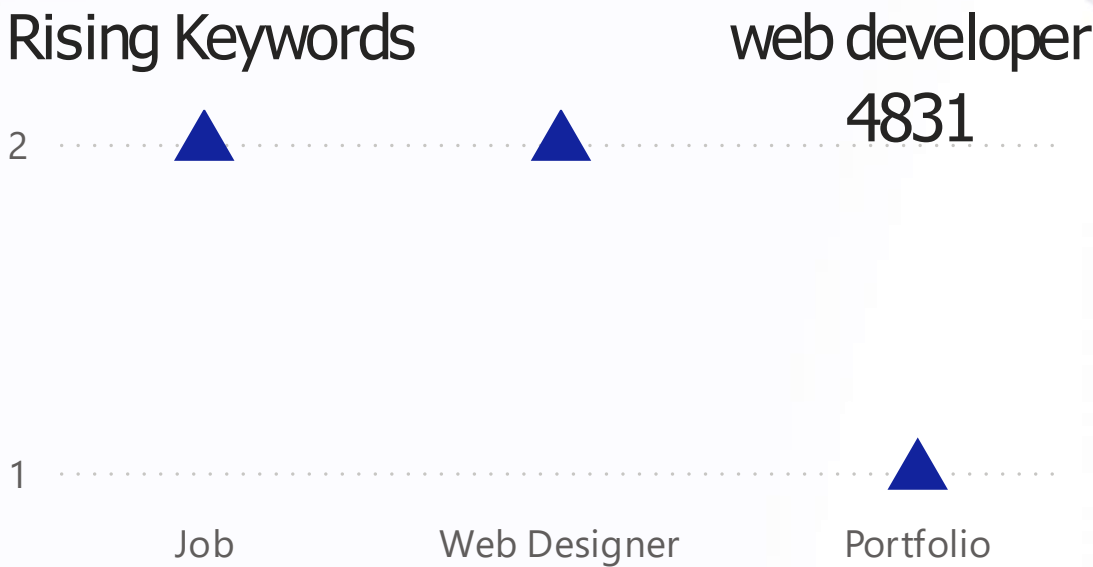
web developer Related
Rising & Top Keywords



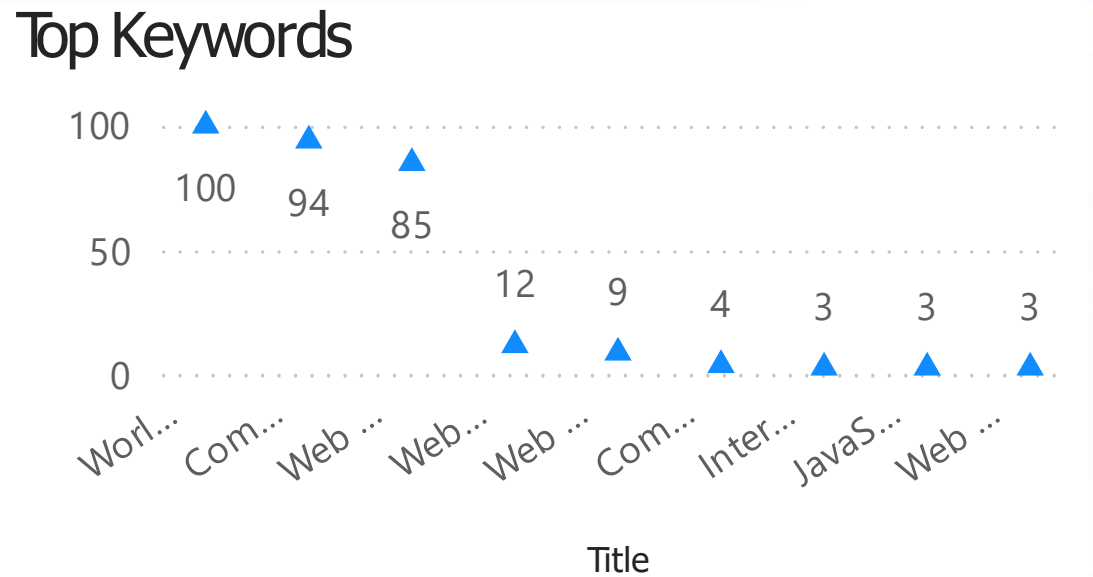
Type Career Degree Education Occupation Organization t... Programmin... Software cl... Software type Topic



Rising Keywords



Top Keywords

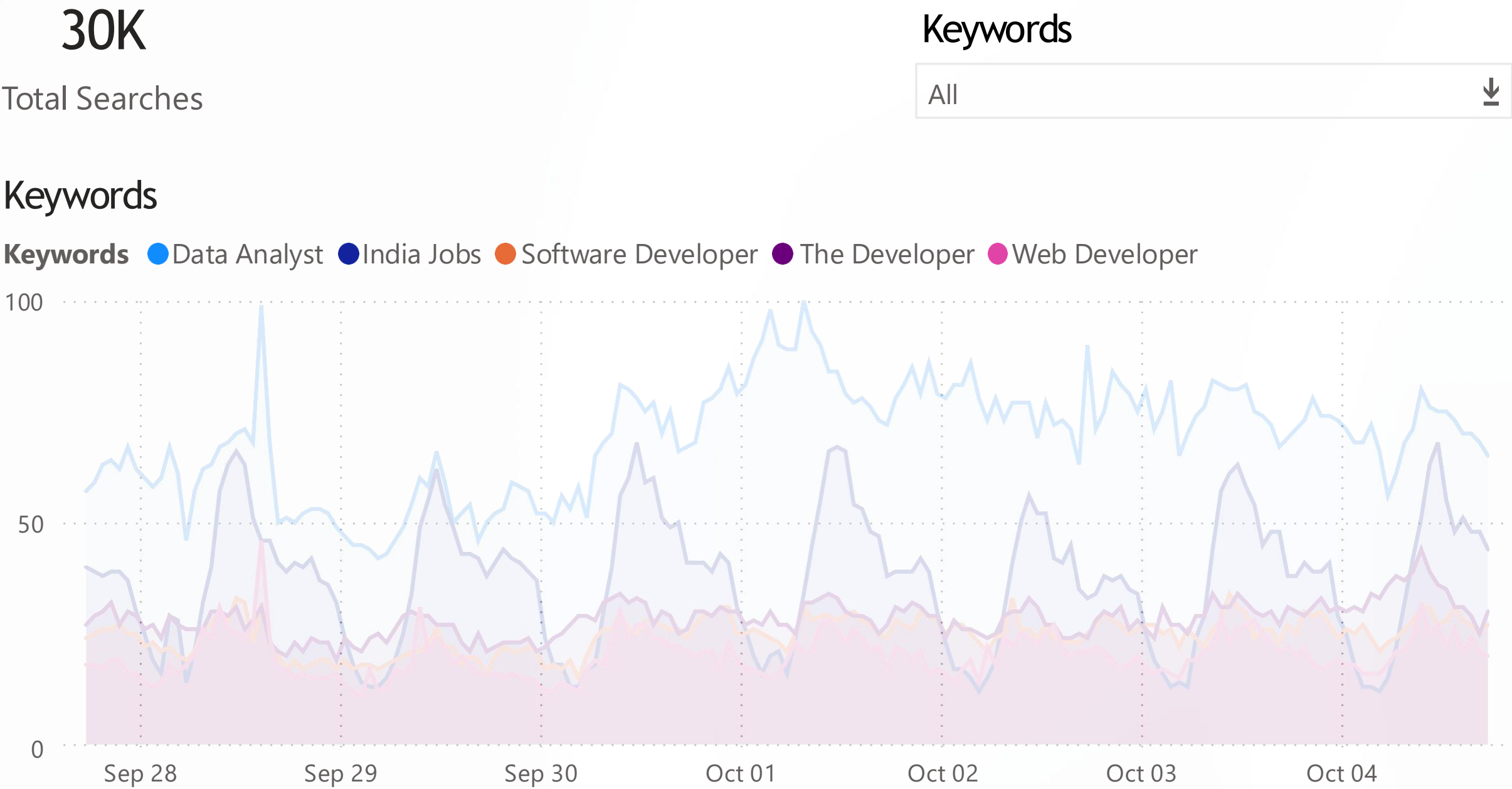
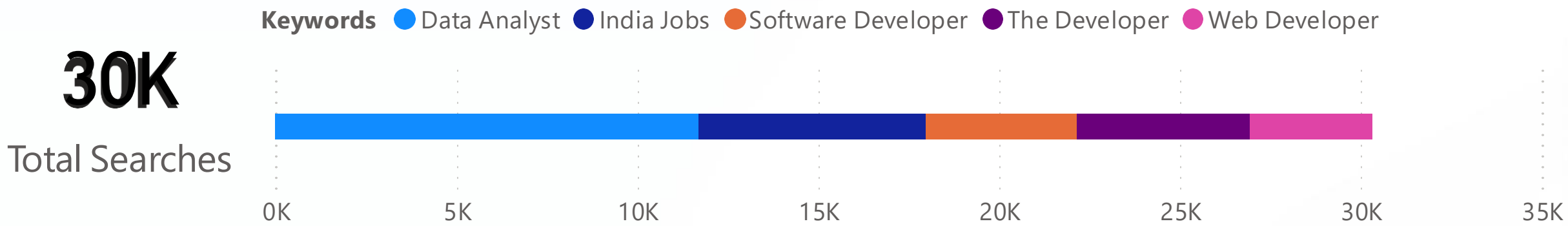


Top keywords.

Rising Top

Title	Type	Category ⚙	Count of Value	Link
Computer Programmer	Career	Rising	1	https://trends.google.com/trends/explore?q=Computer+Programmer
Web Developer	Career	Rising	1	https://trends.google.com/trends/explore?q=Web+Developer
Engineer	Degree	Rising	1	https://trends.google.com/trends/explore?q=Engineer
Course	Education	Rising	1	https://trends.google.com/trends/explore?q=Course
Portfolio	Finance	Rising	1	https://trends.google.com/trends/explore?q=Portfolio
Web Designer	Occupation	Rising	2	https://trends.google.com/trends/explore?q=Web+Designer
Company	Organization type	Rising	1	https://trends.google.com/trends/explore?q=Company
Software engineer	Profession	Rising	1	https://trends.google.com/trends/explore?q=Software+engineer
JavaScript	Programming language	Rising	1	https://trends.google.com/trends/explore?q=JavaScript
Application software	Software classification	Rising	1	https://trends.google.com/trends/explore?q=Application+software
Software	Software type	Rising	1	https://trends.google.com/trends/explore?q=Software
Computer	Topic	Rising	1	https://trends.google.com/trends/explore?q=Computer
Computer programming	Topic	Rising	1	https://trends.google.com/trends/explore?q=Computer+programming
Data	Topic	Rising	1	https://trends.google.com/trends/explore?q=Data

Google Trends

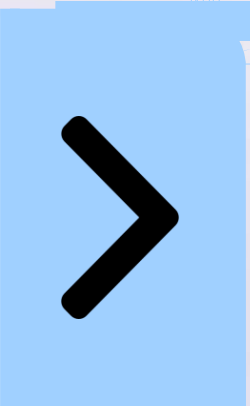


Top & Rising

Title	Category
Amazon Web Services	Rising
Application software	Rising
Company	Rising
Computer	Rising
Computer Programmer	Rising
Computer programming	Rising
Course	Rising
Data	Rising
Design	Rising
Designer	Rising
Engineer	Rising
Freelancer	Rising
Front-end web development	Rising
full stack developer	Rising
Internship	Rising
JavaScript	Rising

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web developer Related
Rising & Top Keywords



CONCLUSION

This project showcase the integration of Google Trends data with Power BI and SQL to create a user friendly, interactive dashboard. It provides insights into search trends, regional patterns, and keyword performance while ensuring data accuracy through cleaning and validations. The dashboard features customized visuals, interactivity, and an appealing design to support data-driven decision making for stakeholders. Successfully deployed, it has received positive feedback and offers opportunity for further enhancements like real-time data updates and expanded analytics.

Thank you

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