Introduction

The project focused on analyzing tweet engagement metrics including clicks, media views and replies to identify patterns and trends. The tasks emphasized dynamic visualizations, conditional rendering, and advanced filtering to provide meaningful insights into user interactions.

Background

- We are using the Power BI tool for analyzing.
- Power Bi is a powerful tool for creating interactive and dynamic data visualizations.
- With the ever-growing importance of social media analytics, understanding user engagement on platforms like Twitter is important for businesses to optimize content strategies.
- This project aimed to address these needs by using Power BI to build dashboard that highlight tweet performance metrics and enable data-driven decision-making.

Learning Objectives

1. To master advanced Power BI features for creating dynamic and interactive dashboards.
2. To analyze and visualize complex datasets involving user engagement on Twitter.
3. To understand and implement conditional rendering and filtering techniques to ensure data relevance and accuracy.

Activities and Tasks

1. Task 1: Created a pie chart to visualize the proportion of total clicks for tweets with more than 500 impressions. Added a drill-down feature to explore specific click types.
2. Task 2: Developed a scatter plot to analyze the relationship between media engagements and media views, applying filters based on engagement rate, tweet word count, and specific time frames.
3. Task 3: Builta dual-axis chart to display mediaviews and engagements by the day of the week, highlighting significant spikes in interactions while adhering to filtering conditions for impressions, tweet dates, and text content.

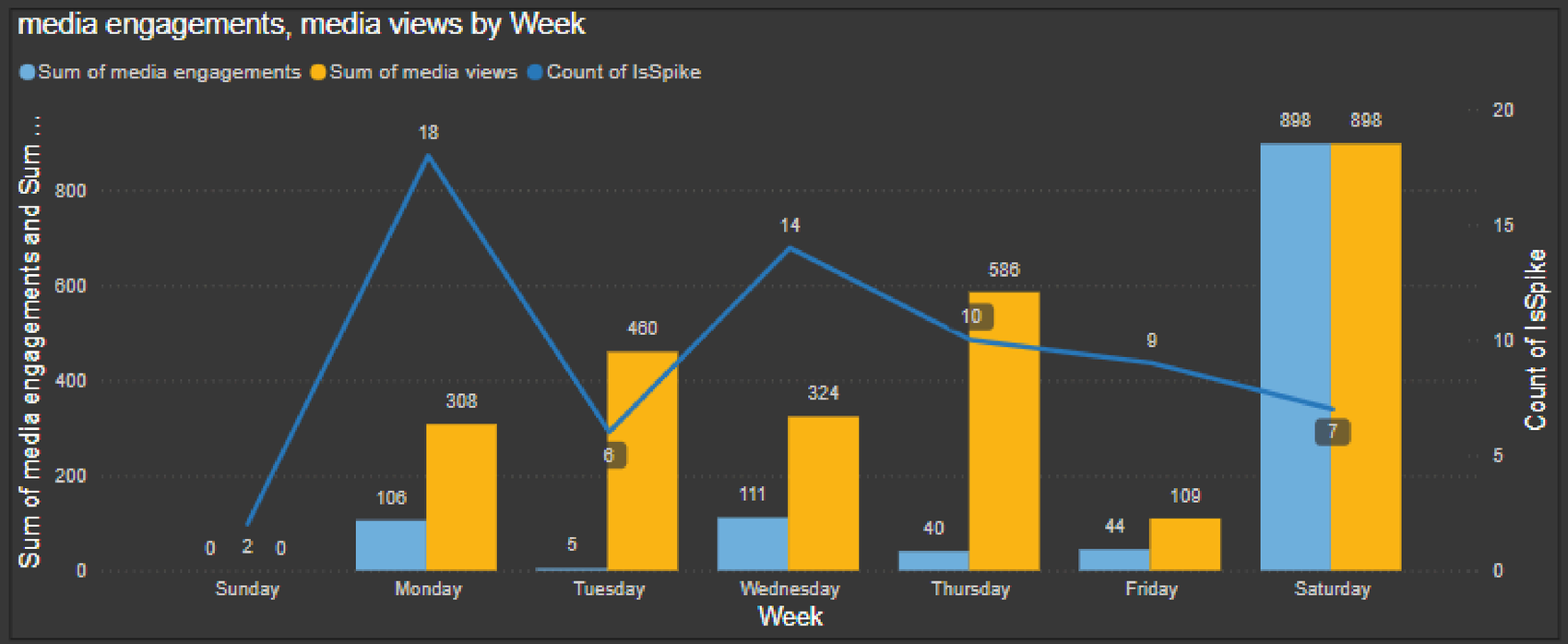
5. Skills and Competencies

This project enhanced my skills in Power BI, particularly in building dynamic dashboards, applying complex filters, and designing interactive visualizations. It also strengthened my analytical thinking and problem-solving abilities by identifying trends and overcoming technical challenges.

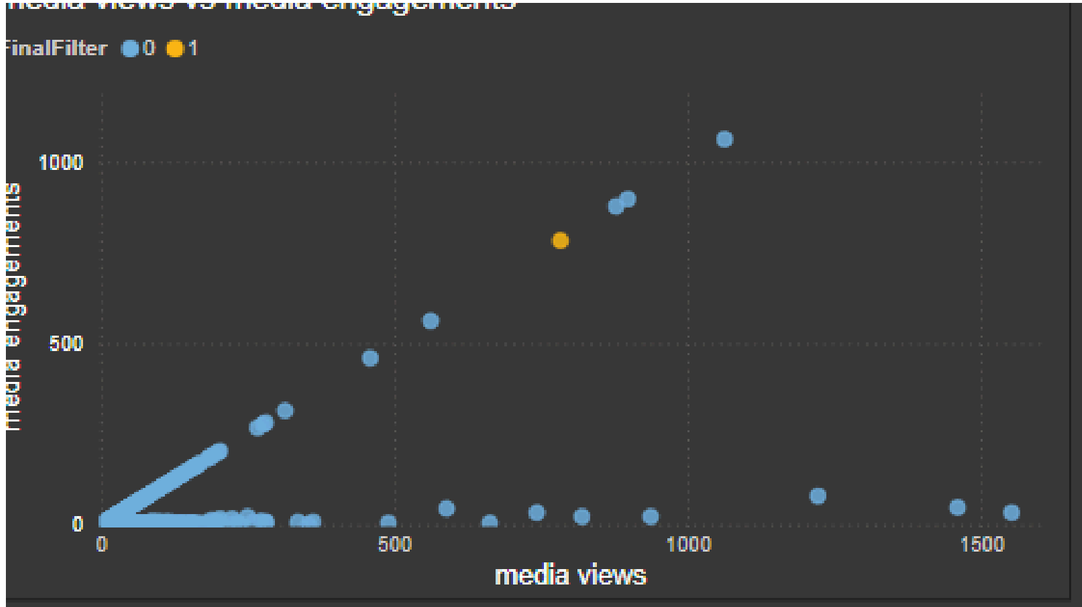
6. Feedback and Evidence

- While working on this project, I regularly reviewed the dashboards to ensure they were clear, functional, and met all the requirements. I paid close attention to how the visualizations communicated insights and made adjustments where necessary to improve their impact. The pie chart, scatter plot, and dual-axis chart were carefully tested to ensure they displayed accurate and relevant information based on the given conditions.
- To demonstrate the work, I’ve included screenshots of the completed dashboards. These highlight features like drill-down options, time-based filters, and dynamic data visualizations, showcasing how the tasks were successfully completed and turned into practical, insightful tools.

6. Feedback and Evidence



Curent IST Hour:22The above chart is only visible between 7-11 and 15-17



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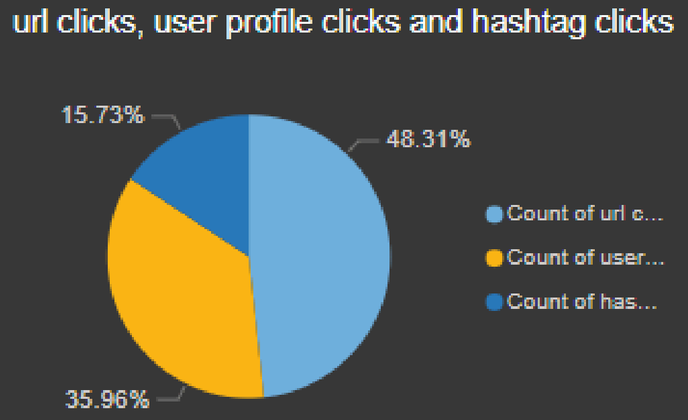

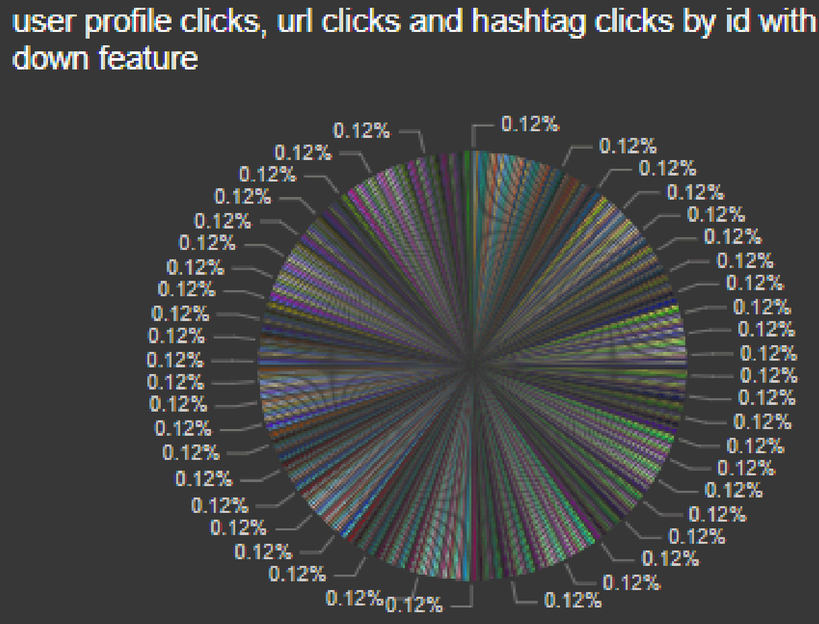

7. Challenges and Solutions

- One of the main challenges was implementing time-based filters to restrict the visibility of visualizations during specific intervals. This was addressed using Power BI's DAX expressions and conditional formatting. Data cleaning also required careful handling to meet specific tweet conditions, such as odd/even dates and character counts.
- I have also added the message box for the charts, saying at what time the chart is visible and at what time not.
- In the second task there were no tweets made with the word count of more thatn 50 or equal to that the,the maximum tweet count is 38 so i needed to confine it for 30.

7. Challenges and Solutions

- In the pie chart i have created two pie charts one without drilldown feature and another with drilldown to make visually easy to understand, because with drill down to view the specific types of clicks for each tweet looks to clumsy.

8. Outcomes and Impact

The dashboards successfully visualized tweet performance metrics and provided actionable insights into user engagement. They enabled a deeper understanding of click patterns, media interactions, and weekly trends, supporting data-driven decisions for optimizing content strategies.

9. Conclusion

1. This internship was a truly valuable experience that allowed me to dive deep into data visualization and analytics using Power BI.
2. It helped me sharpen my technical skills, improve my analytical thinking, and gain a clearer understanding of social media metrics.
3. Working on this project has given me the confidence to take on real-world data challenges and apply these skills effectively in my future roles.

Thank You