Twitter Analytics Dashboard Report

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Task 1: Engagement Rate and Impressions (Jan–Jun 2020)

For this task, I created a visual that compares the average engagement rate and total impressions for tweets posted between **January 1st and June 30th, 2020**. To maintain relevance, tweets with **less than 100 impressions** were excluded. Additionally, only tweets with **zero likes** were included. A key time-based restriction was also applied: the chart is configured to be visible **only for tweets posted between 3 PM to 5 PM IST**, ensuring accurate time-bound analysis. Outside of this window, the graph does not appear on the dashboard, maintaining dashboard integrity.

Task 2: Total Clicks Distribution via Pie Chart

This task focused on representing the breakdown of total **URL clicks, user profile clicks, and hashtag clicks** for tweets that received more than **500 impressions**. I used a **pie chart** for the main visualization, allowing for quick understanding of proportions. I also implemented a **drill-down feature** so that clicking on each pie segment reveals the individual tweets contributing to that category. This allows users to explore specific click behaviors in detail.

Task 3: Top 10% Engagement Tweets with High Likes

In this visualization, I highlighted tweets that fall under the **top 10% engagement rate bracket**. Only those tweets with more than **50 likes**, posted on **weekdays**, were shown. To maintain clarity, a **character count filter below 30** was enforced. The graph appears **only between 3 PM and 5 PM IST**. This combination of conditions ensures that only highly engaging and concise weekday tweets are featured, eliminating outliers and maintaining data quality.

Task 4: Media Views vs. Engagements (Replies >10)

A **scatter chart** was created to analyze the relationship between **media views and media engagements** for tweets that received **more than 10 replies**. Tweets with an **engagement rate over 5%** were highlighted. Additional filters included **odd-numbered tweet dates** and **word count above 50**, ensuring that only well-written, high-reply tweets were considered. The visual is **limited to the 6 PM – 11 PM IST window** to reflect evening engagement behavior.

Task 5: URL, Profile, Hashtag Clicks by Tweet Type

For this task, I used a **clustered bar chart** to break down the sum of **URL clicks, profile clicks, and hashtag clicks** by **tweet category** (such as tweets with media, links, or hashtags). The chart includes only those tweets with **at least one**

interaction type. Time and content constraints were added: **3 PM to 5 PM IST visibility only**, **even-numbered tweet dates**, and **word count above 40**. These filters helped refine the chart to only informative and structured tweets.

Task 6: Top Tweets by Likes and Retweets

A chart was built to display the **top 10 tweets** based on the **combined count of likes and retweets**. I excluded **weekend tweets** to focus on professional content, and ensured that tweets had **even-numbered impressions** and **odd-numbered tweet dates**. Only tweets with **less than 30 words** were shown to highlight concise, effective communication. The graph was made visible **only from 3 PM to 5 PM IST** for consistency with previous tasks.

Task 7: Engagement Comparison – App Opens vs. No App Opens

Here, I compared the **engagement rate** of tweets based on whether the tweet led to **app opens or not**. Filters were applied to include tweets posted **between 9 AM to 5 PM on weekdays only**. To further refine, the graph only loads **between 12 PM to 6 PM and 7 AM to 11 AM IST**, and considers tweets with **even impressions**, **odd-numbered dates**, and **character counts above 30**. A word filter was also applied to **remove any tweet containing the letter 'D'** to meet specific content criteria.

Task 8: Replies, Retweets, and Likes for High Media Engagement

This visualization compares **likes, replies, and retweets** for tweets that had **media engagements above the median**. Filters restricted tweets to the **June–August 2020** period, posted only during **3–5 PM or 7–11 AM IST**. Further conditions included **odd-numbered dates**, **even media views**, and **character count above 20**. A special filter was implemented to **exclude tweets that contained any word with the letter 'S'**, which significantly impacted the number of qualifying tweets.

Task 9: Average Engagement Rate Trend by Month

A **line chart** was created to show how the **average engagement rate** changed across months. The chart separates tweets **with media content** from those **without media**, allowing for comparative trend analysis. It only considers tweets posted **between 3 PM–5 PM or 7 AM–11 AM IST**, with **even engagement values**, **odd tweet dates**, and **character counts above 20**. Tweets containing any word with the letter **'C'** were filtered out, focusing only on clean, compliant data entries.

Task 10: Media Views and Engagements by Day of Week

The final task involved building a **dual-axis chart** comparing the **sum of media views** and **media engagements** based on the **day of the week**. Data was restricted to **Quarter 4 of 2020**, focusing on recent tweet activity. Multiple filters were applied: **3–5 PM and 7–11 AM IST window**, **even tweet**

impressions, **odd-numbered tweet dates**, **character count above 30**, and **exclusion of tweets containing the letter 'H'**. Due to these rigorous conditions, only a few tweets met all the criteria, making the result highly refined and reliable.

GITHUB LINK :- https://github.com/Nishi990/Real-Time-Twitter-Analytics-Dashboard.git