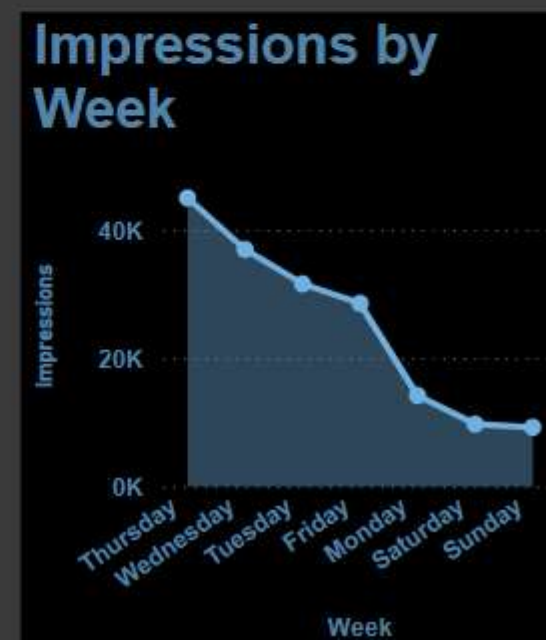
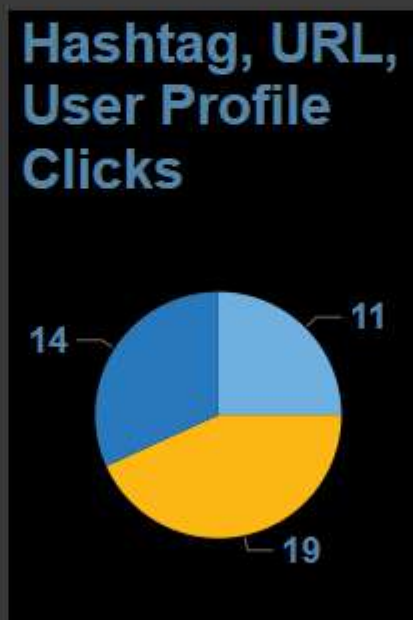
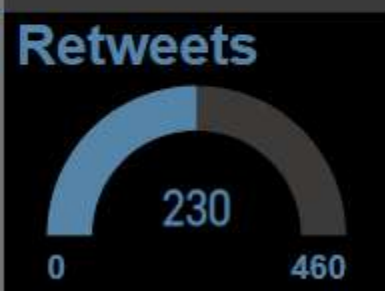
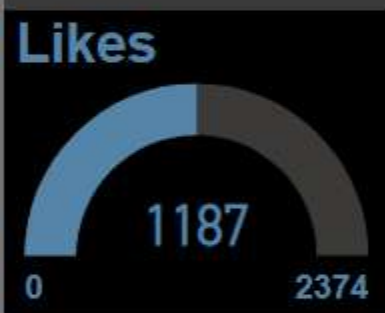


Twitter Analysis Dashboard



Month

September

Media Views

7359

Impressions

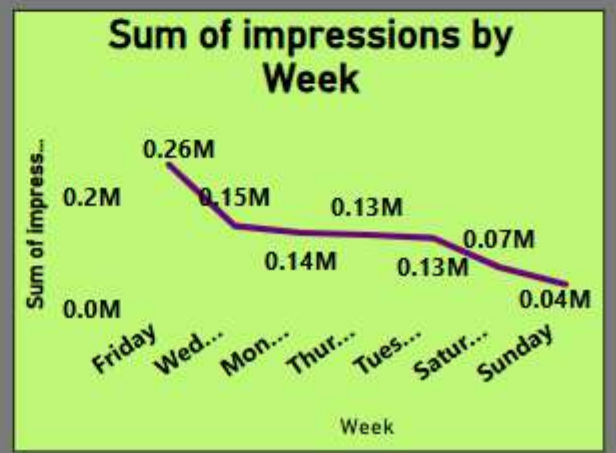
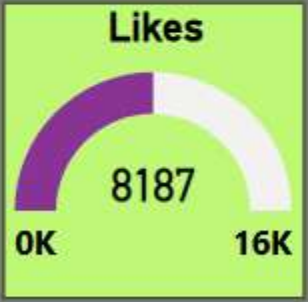
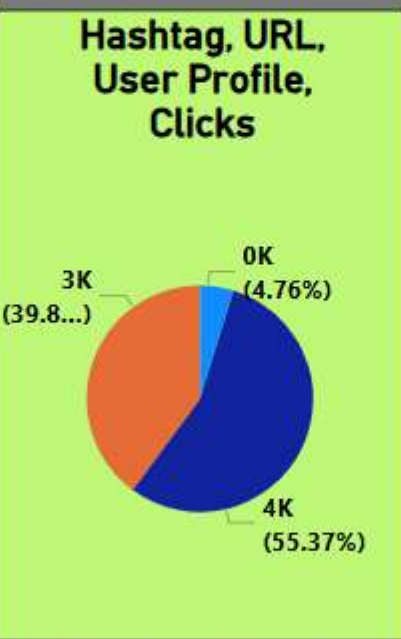
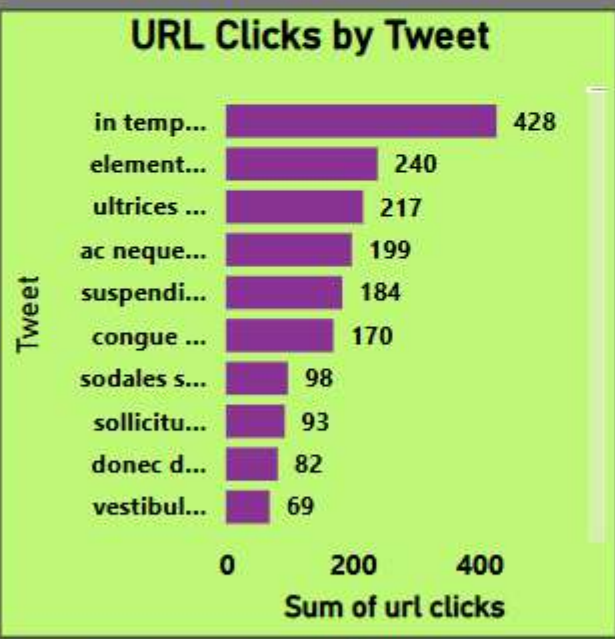
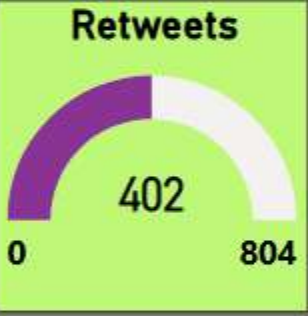
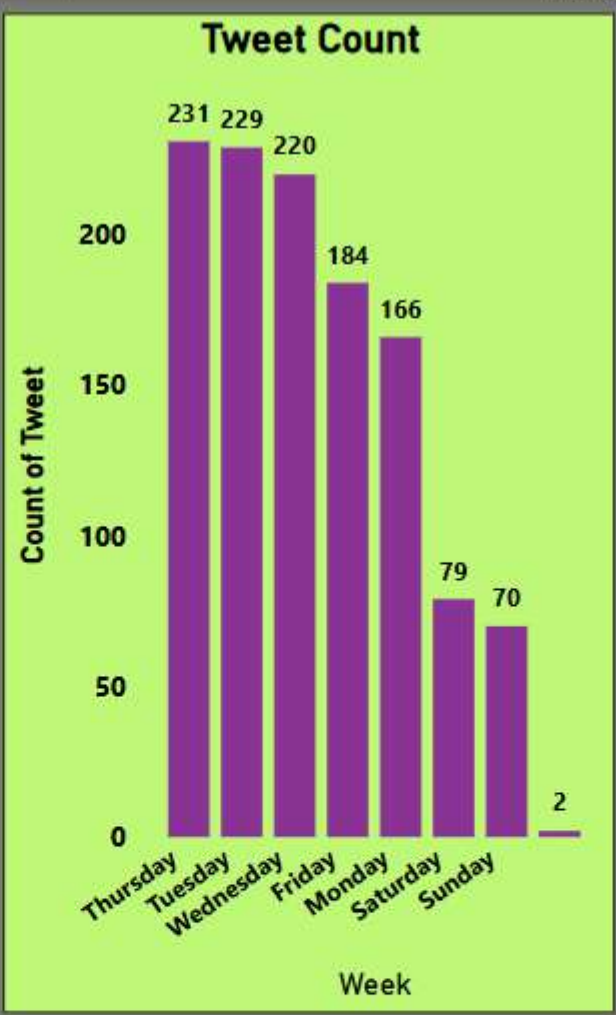
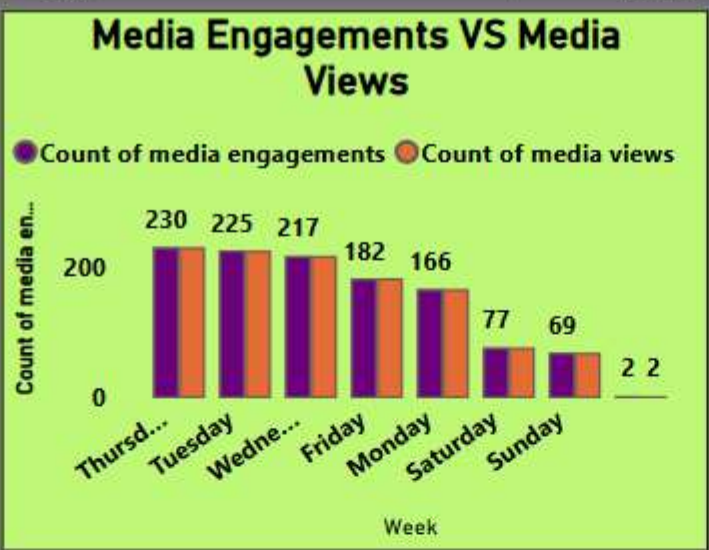
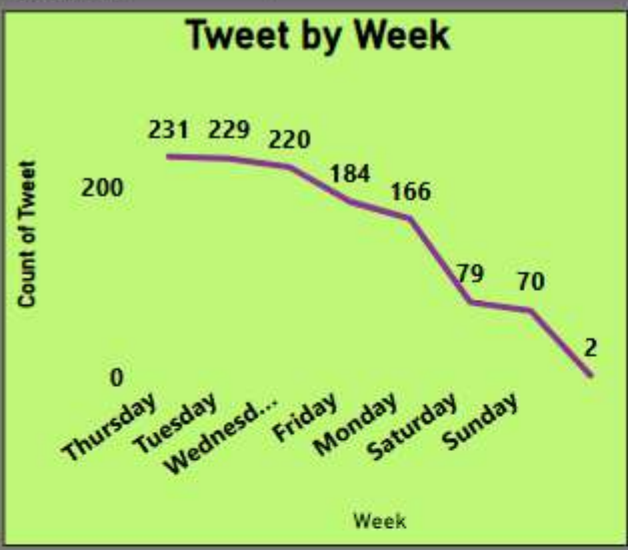
761...

Engagement Rate

0.04

Tweet Count

230



TWITTER ANALYTICS DASHBOARD

Month

All

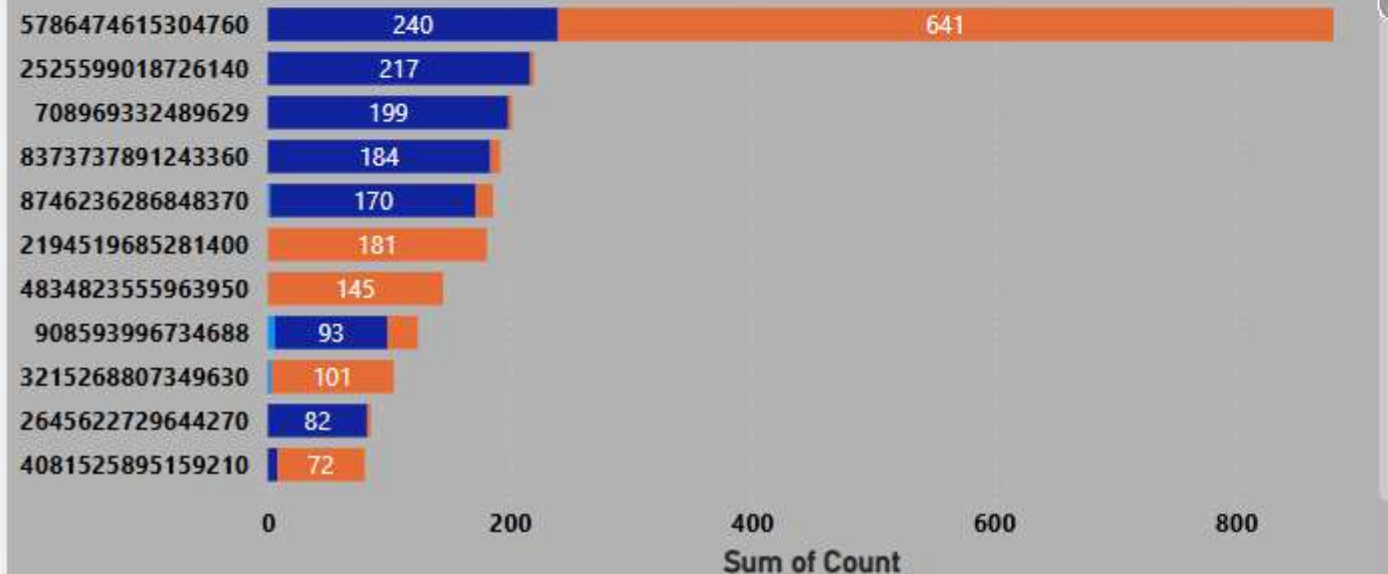
TWITTER ANALYTICS DASHBOARDS

TASK - 1

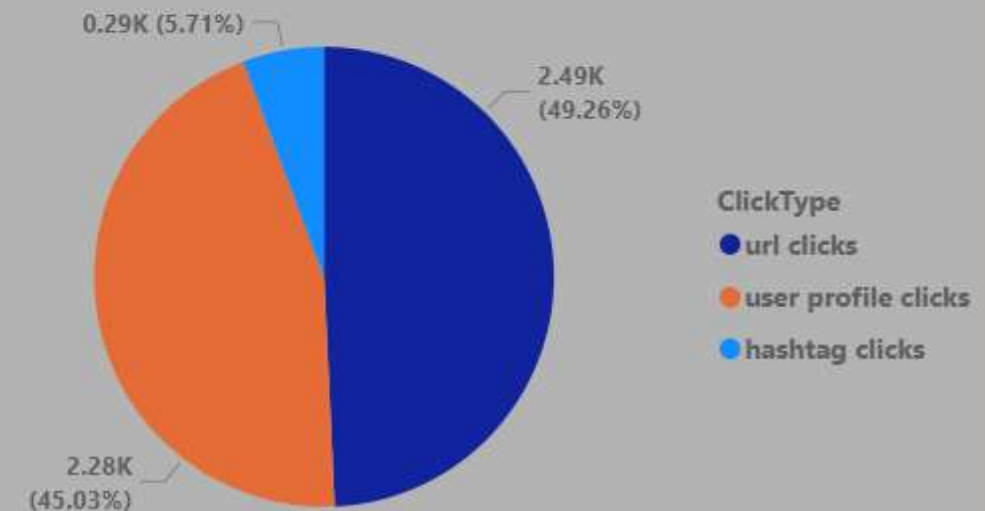
Build a pie chart that represents the proportion of total clicks (URL clicks, user profile clicks, and hashtag clicks) for tweets with more than 500 impressions. Include a drill-down to view the specific types of clicks for each tweet

Sum of Count by TweetID and ClickType

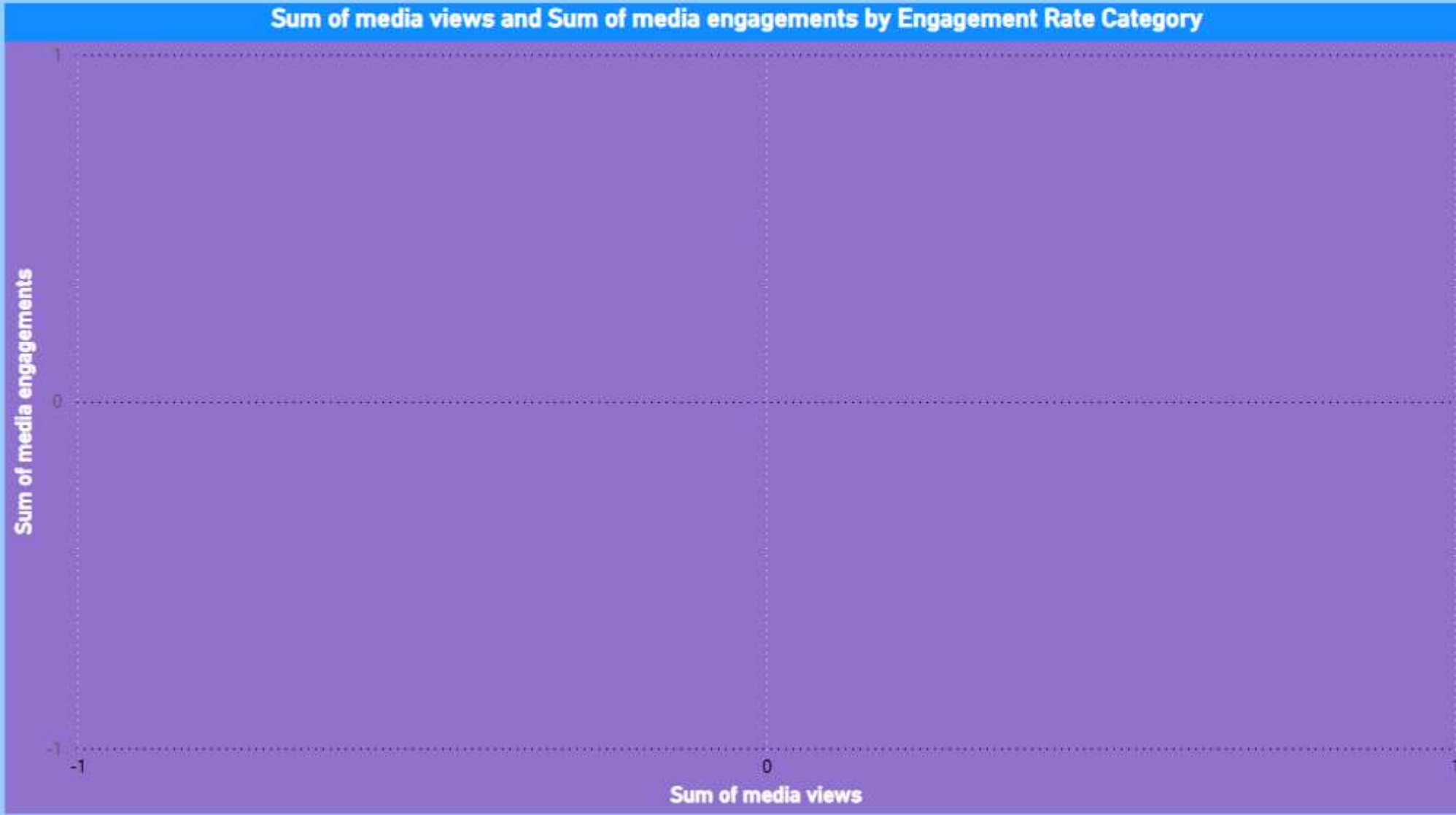
ClickType ● hashtag clicks ● url clicks ● user profile clicks



Count by ClickType



Plot a scatter chart to analyse the relationship between media engagements and media views for tweets that received more than 10 replies. Highlight tweets with an engagement rate above 5% and this graph should work only between 6PM IST to 11 PM IST apart from that time we should not show this graph in dashboard itself and the tweet date should be odd number as well as tweet word count be above 50.



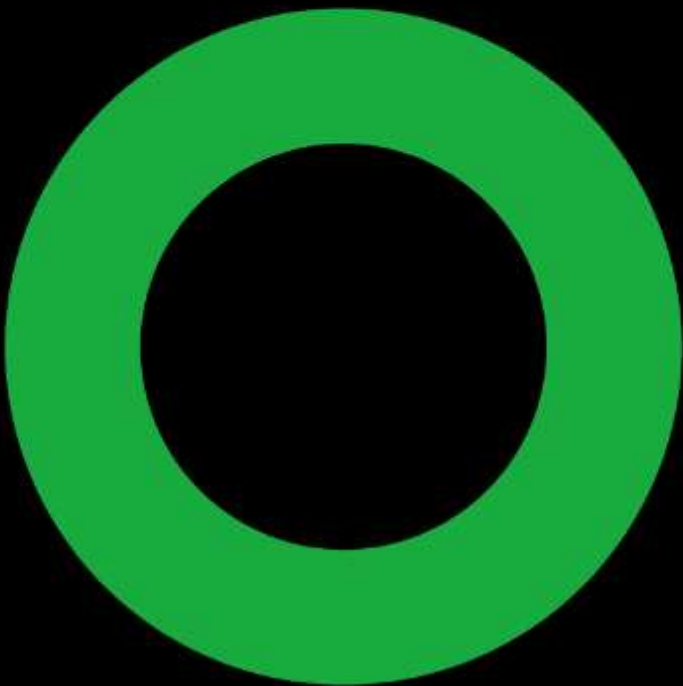
There is no word count more than 50 as per the dataset of Social Media.

5. 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 only between 12PM IST to 6PM IST and 7 AM to 11AM apart from that time we should not show this graph in dashboard itself and the tweet impression should be even number and tweet date should be odd number as well as tweet character count should be above 30 and need to remove tweet word which has letter 'D'.

Works between: 12 PM - 6 PM & 7 AM - 11 AM

Comparison of the Engagement Rate for Tweets with app opens VS Tweets without app opens

Has App Opens ● Without App Opens



Without App Opens 0.837 (100%)