**Final Report of Internship Program**

**Dec 2024- Jan 2025**

**On**

**“Twitter analysis Dashboard”**

**NULLCLASS**

**Acknowledgment**

The internship opportunity I had with Nullclass Edtech Private Limited as a Data Analysis Intern for the Twitter Analysis Dashboard Project was an invaluable experience that significantly enhanced my knowledge of Data Analytics and Data Visualizations. It provided not only professional growth but also personal development. I am deeply grateful for the chance to work with such experienced professionals who guided and supported me throughout the project, contributing immensely to my learning journey.

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**1. Introduction:**

During my internship at Nullclass Edtech Private Limited, I worked on analyzing Twitter data and developing interactive dashboards using Power BI. The tasks I handled involved filtering, transforming, and visualizing data based on specific conditions to derive meaningful insights about tweet engagement and interactions. I primarily used Power Query in Power BI for data processing and transformations.

**2. Background:**

The goal of the internship was to develop data-driven reports and dashboards that could assist stakeholders in making informed decisions based on tweet performance. I was tasked with designing dashboards that featured charts and visualizations reflecting tweet engagement, focusing on specific timeframes and tweet characteristics. These dashboards helped identify trends, correlations, and patterns in Twitter data.

**3. Learning Objectives:**

* Learn how to filter and transform large datasets using Power Query in Power BI.
* Develop conditional reports based on complex criteria, such as engagement metrics, tweet characteristics, and time-based filters.
* Improve skills in creating interactive and dynamic dashboards in Power BI.
* Gain hands-on experience with visualizing and analyzing real-time data to generate actionable insights.

**4. Activities and Tasks:**

I worked on several tasks that required creating conditional and time-sensitive visualizations:

1. **Top Tweets by Engagement Rate**: I developed a chart displaying tweets with the highest engagement rates (top 10%), focusing on tweets with more than 50 likes, excluding weekends, and showing data only between 3 PM to 5 PM IST. I used Power Query to filter tweets based on these conditions.

**Task Objective**

The goal was to develop a chart displaying tweets with the highest engagement rates (top 10%) while ensuring they met the following conditions:

1. **Received more than 50 likes.**
2. **Posted on weekdays (Monday to Friday).**
3. **Posted between 3 PM IST and 5 PM IST.**
4. **Character count below 30.**
5. **Graph visibility restricted to the specified time window (3 PM IST to 5 PM IST).**

Given that no tweets met the condition of having fewer than 30 characters, a secondary feature was implemented: **a "Show Rest" button** to display tweets satisfying all other conditions apart from the character count restriction.

**Task Execution**

**1. Primary Chart Development**

* **Data Cleaning:**  
  Cleaned and prepared the dataset in Power BI, ensuring consistency and relevance.
* **Filters Applied:**
  + Tweets with more than 50 likes.
  + Posted on weekdays only.
  + Posted between 3 PM IST and 5 PM IST.
  + Character count below 30.
* **Time-Restricted Chart Visibility:**  
  Implemented dynamic logic using DAX to display the chart only during the specified time window (3 PM to 5 PM IST). Outside this timeframe, the chart remains hidden from the dashboard.

**2. Additional Functionality – 'Show Rest' Button**

Since no tweets in the dataset met the character count condition, I introduced a **"Show Rest"** button to provide stakeholders with the option to view tweets meeting the other conditions.

* **Button Functionality:**
  + When clicked, the button displays tweets that:
    - Have more than 50 likes.
    - Were posted on weekdays.
    - Fall within the time window of 3 PM to 5 PM IST.
  + Character count restriction (<30) is excluded.
* **Implementation Steps:**
  + Configured the button action to toggle the visibility of a secondary chart.
  + Developed a secondary chart showing tweets with all conditions except the character count restriction.

**3. Engagement Metric and Ranking**

* Engagement was calculated using a combination of likes, retweets, and replies.
* Tweets were ranked, and the top 10% based on engagement were displayed in both the primary and secondary charts.

**Challenges Encountered**

1. **No Data Matching Full Criteria:**
   * As no tweets had fewer than 30 characters, the primary chart remained empty. This was resolved by implementing the "Show Rest" button.
2. **Dynamic Visibility and Button Integration:**
   * Ensuring seamless toggling between the primary and secondary charts required precise use of DAX measures and Power BI bookmarks.

**Outcome**

1. **Primary Chart:**
   * Accurately displays tweets meeting all conditions (when available).
   * Dynamically visible only between 3 PM IST and 5 PM IST.
2. **"Show Rest" Button:**
   * Provides stakeholders with the flexibility to view tweets meeting relaxed conditions.
   * Ensures that data is still actionable, even when strict criteria result in no matching records.

**Recommendations for Improvement**

1. **Data Volume:**
   * Ensure a larger dataset is analyzed to increase the likelihood of matching strict criteria.
2. **Criteria Adjustments:**
   * Review and possibly relax the character count condition (e.g., increase the limit to 50 characters).
3. **Stakeholder Feedback:**
   * Gather feedback on the utility of the "Show Rest" button and make adjustments accordingly.

**Conclusion**

This task demonstrated advanced data filtering, dynamic chart rendering, and stakeholder-friendly features in Power BI. The addition of the "Show Rest" button ensures that insights remain accessible, even when strict criteria are not met. The implemented solution provides flexibility, adaptability, and a strong foundation for future iterations.

1. **Top Tweets by Retweets and Likes**: I created a chart that displayed the top 10 tweets based on the sum of retweets and likes. I applied filters to exclude tweets posted on weekends, set a maximum tweet word count, and ensured the data displayed only between 3 PM and 5 PM IST.

**Task Objective**

The goal was to build a chart identifying the **top 10 tweets** based on the sum of retweets and likes while meeting the following criteria:

1. **Exclude tweets posted on weekends (Saturday and Sunday).**
2. **Display user profiles associated with each tweet.**
3. **Tweet impressions must be an even number.**
4. **Tweet date must be an odd-numbered day.**
5. **Tweet word count must be below 30.**
6. **Graph visibility restricted to 3 PM IST to 5 PM IST.**

Since no tweets met all these criteria, an additional **“Show Rest” button** was introduced to display tweets that satisfied all conditions except the word count requirement.

**Task Execution**

**1. Primary Chart Development**

* **Data Cleaning:**
  + Imported the dataset into Power BI and cleaned it to ensure accuracy and consistency.
* **Filtering Conditions:**
  + Removed tweets posted on weekends.
  + Filtered tweets where impressions were an even number.
  + Filtered tweets posted on odd-numbered dates.
  + Filtered tweets with a word count below 30.
* **Dynamic Chart Visibility:**
* Created a **new table** with a column that dynamically checks the current time:
  + The column outputs 1 if the time is within the specified ranges (12 PM to 6 PM IST and 7 AM to 11 AM IST).
  + The column remains blank outside these time ranges.
* Added this column as a filter to the chart:
  + The chart is visible only when the column value is 1.
  + The chart is hidden from the dashboard when the column is blank.
* **Top 10 Selection:**
  + Created a calculated column to sum retweets and likes.
  + Ranked tweets based on this value and displayed the top 10.

**2. Additional Functionality – 'Show Rest' Button**

As no tweets met the strict condition of having a word count below 30, a **"Show Rest" button** was implemented.

* **Button Functionality:**
  + When clicked, the button displays tweets meeting all conditions except the word count restriction.
  + Provided stakeholders with actionable insights even when the primary chart was empty.
* **Implementation Steps:**
  + Configured Power BI bookmarks to toggle between the primary and secondary charts.
  + Used DAX measures to adjust visibility based on button interaction.

**Challenges Encountered**

1. **No Tweets Meeting Full Criteria:**
   * Due to the combined strictness of the conditions, no tweets matched all criteria. This was addressed by implementing the "Show Rest" button for broader filtering.
2. **Dynamic Chart Visibility:**
   * Ensuring accurate synchronization with the IST time window required precise DAX formulas and careful testing.
3. **Word Count Limitation:**
   * The word count condition was particularly restrictive, resulting in no tweets for the primary chart.

**Outcome**

1. **Primary Chart:**
   * Displays the top 10 tweets (if available) meeting all specified criteria.
   * Dynamically visible only between 3 PM IST and 5 PM IST.
2. **"Show Rest" Button:**
   * Allows stakeholders to view tweets that satisfy all conditions except the word count restriction.
   * Improves usability by ensuring the dashboard remains informative, even with strict criteria.

**Recommendations for Improvement**

1. **Relax Word Count Criteria:**
   * Consider increasing the word count limit to include more tweets.
2. **Increase Data Volume:**
   * Analyze a larger dataset to improve the chances of finding tweets that meet all conditions.
3. **Stakeholder Review:**
   * Gather feedback on the "Show Rest" button and adjust the feature based on user preferences.

**Conclusion**

This task involved developing an advanced chart with multiple filtering criteria and dynamic visibility. Despite strict conditions leading to no data in the primary chart, the "Show Rest" button ensured stakeholders could still access meaningful insights. The implementation demonstrates the ability to handle complex requirements while maintaining usability and flexibility.

1. **Clustered Bar Chart for Interactions**: This chart analyzed the sum of URL clicks, user profile clicks, and hashtag clicks based on tweet categories. I filtered the data to include only tweets that met the criteria for these interactions and displayed it during the designated time frame.

**Task Objective**

The task was to create a **clustered bar chart** that breaks down the sum of interactions (**URL clicks, user profile clicks, and hashtag clicks**) by tweet category. The chart had to adhere to the following conditions:

1. Include only tweets with at least one interaction type (**URL clicks, user profile clicks, or hashtag clicks**).
2. Categorize tweets into the following categories:
   * Tweets with media.
   * Tweets with links.
   * Tweets with hashtags.
3. Filter tweets based on:
   * **Even-numbered dates.**
   * **Word count above 40.**
4. Restrict chart visibility to the **3 PM IST to 5 PM IST** time window.
5. Ensure the chart remains hidden from the dashboard outside this time window.

**Task Execution**

**1. Data Preparation and Filtering**

* **Data Cleaning:**
  + Imported the dataset into Power BI and cleaned it to ensure the removal of irrelevant or incomplete records.
* **Filters Applied:**
  + Included only tweets with at least one interaction type (**URL clicks, user profile clicks, or hashtag clicks**).
  + Filtered tweets posted on **even-numbered dates.**
  + Filtered tweets with a **word count greater than 40.**
* **Categorization of Tweets:**
  + Created calculated columns in Power BI to classify tweets into the following categories:
    - Tweets with **media content.**
    - Tweets with **links.**
    - Tweets with **hashtags.**

**2. Chart Development**

* Designed a **clustered bar chart** to display the sum of interactions for each tweet category.
* Configured the bar chart to group and visually represent:
  + URL clicks.
  + User profile clicks.
  + Hashtag clicks.

**3. Dynamic Chart Visibility**

* **Time-Based Visibility Logic:**
  + Created a **new table** with a column that dynamically checks the current time:
    - The column outputs **1** if the current time is between **3 PM IST and 5 PM IST.**
    - The column remains **blank** outside this time range.
  + Added this column as a filter to the chart:
    - The chart is visible only when the column value is **1.**
    - The chart is hidden from the dashboard when the column value is **blank.**

**Outcome**

* The **clustered bar chart** was successfully developed and dynamically filtered based on the specified conditions.
* **All conditions were met,** as all tweets had a word count above 40 and included at least one interaction type.
* The chart displays a detailed breakdown of interactions for tweets categorized by media, links, and hashtags, providing stakeholders with actionable insights into tweet performance.

**Challenges Encountered**

1. **Dynamic Chart Visibility:**
   * Ensuring the chart appeared only during the specified time range required precise DAX implementation and validation.
2. **Tweet Categorization:**
   * Some tweets fell into multiple categories (e.g., tweets with both media and hashtags). This was managed by prioritizing categories based on interaction counts.

**Recommendations for Improvement**

1. **Additional Insights:**
   * Consider adding a comparison of interaction types across categories to further enhance the analysis.
2. **Enhanced Categorization:**
   * Allow stakeholders to toggle between single or overlapping categories for more granular insights.
3. **Interactive Time Control:**
   * Introduce a feature for stakeholders to manually adjust the time window for chart visibility if required.

**Conclusion**

This task successfully implemented a **clustered bar chart** that adheres to all specified conditions and provides valuable insights into interaction trends across tweet categories. The dynamic visibility feature ensures that the chart is displayed only within the designated time window, optimizing dashboard functionality. The implementation demonstrates effective data filtering, categorization, and time-based interactivity using Power BI.

1. **Line Chart of Engagement Trends**: I created a line chart showing the trend of average engagement rates over each month of the year, distinguishing between tweets with and without media. The data was filtered based on tweet engagement and content type.

**Task Objective**

The objective was to create a **line chart** showing the monthly trend of the **average engagement rate** for:

1. Tweets **with media content.**
2. Tweets **without media content.**

The chart was required to meet the following criteria:

1. **Time-Based Visibility:**
   * Chart should be visible **only between 3 PM IST to 5 PM IST and 7 AM IST to 11 AM IST.**
   * Outside these hours, the chart should not appear on the dashboard.
2. **Tweet Engagement:** Only include tweets with **even-numbered engagement rates.**
3. **Tweet Date:** Only include tweets posted on **odd-numbered days.**
4. **Tweet Character Count:** Only include tweets with fewer than 20 characters.
5. **Exclusion of Words Containing 'C':** Remove tweets that have words containing the letter **'C'.**

After applying all the filtering criteria:

* **No tweets matched the conditions.**
* A **"Show Rest" button** was introduced to display tweets that satisfied all other conditions except the character count condition.

**Task Execution**

**1. Line Chart Development**

* **Data Preparation and Filtering:**
  + Imported and cleaned the dataset in Power BI.
  + Applied the following filters:
    - **Engagement Rate:** Retained tweets with an even-numbered engagement rate.
    - **Tweet Date:** Retained tweets posted on odd-numbered days.
    - **Tweet Character Count:** Retained tweets with fewer than 20 characters.
    - **Exclusion of Words Containing 'C':** Used Power Query logic to filter out tweets containing words with the letter 'C'.
* **Dynamic Chart Visibility:**
  + Created a **new table** with a column to check the current time.
    - The column outputs 1 if the current time is within the allowed ranges (3 PM to 5 PM IST and 7 AM to 11 AM IST).
    - The column remains blank outside these time ranges.
  + Added this column as a filter to the line chart:
    - The chart is displayed only when the column value is 1.
    - The chart is hidden when the column value is blank.
* **Engagement Rate Calculation:**
  + Calculated the engagement rate for each tweet as: Engagement Rate=(Likes + Retweets + Replies)Impressions\text{Engagement Rate} = \frac{\text{(Likes + Retweets + Replies)}}{\text{Impressions}}Engagement Rate=Impressions(Likes + Retweets + Replies)​
  + Grouped data by month and separated it into two categories:
    - Tweets **with media content.**
    - Tweets **without media content.**
* **Issue Identified:**
  + After applying all conditions, **no tweets matched the criteria.**

**2. Additional Functionality – 'Show Rest' Button**

To address the absence of tweets with fewer than 20 characters, a **"Show Rest" button** was introduced to broaden the character count condition.

* **Button Functionality:**
  + When clicked, the button displays engagement rate trends for tweets that meet all other conditions but have character counts greater than 20.
  + This ensures stakeholders can still view actionable insights despite the strict character count condition.
* **Implementation Steps:**
  + Configured Power BI bookmarks to toggle between the filtered chart and the broader chart.
  + Modified DAX measures to adjust chart visibility based on button interaction.

**Challenges Encountered**

1. **No Tweets Matching All Conditions:**
   * The combination of strict filters, especially the character count and exclusion of words containing 'C,' resulted in no tweets satisfying all conditions.
   * **Solution:** Introduced the "Show Rest" button to relax the character count condition.
2. **Time-Based Chart Visibility:**
   * Implementing dynamic time-based visibility required creating a custom column in a new table to manage chart display behavior.
3. **Exclusion of Words Containing 'C':**
   * Designing a robust Power Query logic to exclude words with the letter 'C' was computationally intensive and required thorough validation.

**Outcome**

1. **Primary Line Chart:**
   * Displays the monthly trend of average engagement rates for tweets with and without media content.
   * Chart visibility is dynamically managed to ensure it appears only between 3 PM to 5 PM IST and 7 AM to 11 AM IST.
   * Since **no tweets matched all conditions**, the chart currently has no data to display.
2. **"Show Rest" Button:**
   * Provides stakeholders the ability to view data that meets all other conditions except the character count condition.
   * Ensures flexibility in insight delivery despite the absence of matching tweets.

**Recommendations for Improvement**

1. **Relax Filtering Conditions:**
   * Consider relaxing the character count or word exclusion conditions to increase the number of tweets available for analysis.
2. **Expand the Dataset:**
   * Analyzing a larger dataset could increase the likelihood of finding tweets that meet all criteria.
3. **Stakeholder Input:**
   * Gather feedback to determine if all conditions are critical or if certain filters can be adjusted for better results.

**Conclusion**

This task required developing a line chart with advanced filtering and dynamic time-based visibility. Although **no tweets matched all conditions**, the implementation of the **"Show Rest" button** ensured that stakeholders could access alternative insights. The project highlights the importance of balancing strict filtering criteria with actionable data availability and showcases advanced dashboard interactivity in Power BI.

1. **Comparison of Engagement Rates for App Open Tweets**: I analyzed the engagement rates for tweets with app opens versus those without app opens. This visualization was filtered to include tweets posted between 9 AM and 5 PM on weekdays, with specific tweet conditions such as character count and date.

**Task Objective**

The objective was to analyze tweets and compare the **engagement rates** of tweets with app opens versus tweets without app opens while meeting the following criteria:

1. **Include only tweets posted between 9 AM and 5 PM on weekdays.**
2. **Restrict chart visibility to two time windows:**
   * **12 PM IST to 6 PM IST.**
   * **7 AM IST to 11 AM IST.**
3. **Tweet impressions must be an even number.**
4. **Tweet dates must be odd-numbered days.**
5. **Tweet character count must be below 30.**
6. **Exclude tweets containing words with the letter 'D'.**

After applying these filters:

* **All tweets in the dataset were those without app opens.**
* **No tweets with character counts below 30** met the criteria.

To address these issues, the following solutions were implemented:

1. A **"Show Rest" button** to display tweets satisfying all other conditions except the character count condition.
2. **Dynamic chart visibility** using a custom time-checking column.

**Task Execution**

**1. Primary Chart Development**

* **Data Preparation and Filtering:**
  + Imported and cleaned the dataset in Power BI to ensure data quality.
  + Applied filters based on:
    - **Posting Time:** Tweets posted between 9 AM and 5 PM on weekdays.
    - **Tweet Impressions:** Only even numbers were retained.
    - **Tweet Date:** Odd-numbered dates only.
    - **Tweet Character Count:** Below 30.
    - **Exclusion of Words with 'D':** Custom Power Query logic was implemented to filter out tweets containing words with the letter 'D'.
* **Dynamic Chart Visibility:**
  + Created a **new table** with a column that dynamically checks the current time:
    - The column outputs 1 if the time is within the specified ranges (12 PM to 6 PM IST and 7 AM to 11 AM IST).
    - The column remains blank outside these time ranges.
  + Added this column as a filter to the chart:
    - The chart is visible only when the column value is 1.
    - The chart is hidden from the dashboard when the column is blank.
* **Engagement Rate Calculation:**
  + Defined engagement rate as (likes + retweets + replies) / impressions.
  + **All tweets in the dataset** were those without app opens, which meant that the comparison between tweets with app opens versus tweets without app opens was irrelevant.
* **Issue Identified:**
  + **All tweets in the dataset were without app opens**, which resulted in the chart only showing engagement for tweets without app opens.
  + **No tweets with character counts below 30** met the criteria for display.

**2. Additional Functionality – 'Show Rest' Button**

To address the absence of tweets meeting all strict criteria (specifically the character count condition), a **"Show Rest" button** was introduced. This button provides an option to display tweets that meet all the conditions except the character count.

* **Button Functionality:**
  + When clicked, the **"Show Rest" button** displays engagement data for tweets without considering the character count condition.
  + This ensures that stakeholders can still view meaningful data when tweets with fewer than 30 characters are absent.
* **Implementation Steps:**
  + Configured Power BI bookmarks to toggle between the filtered chart and the broader chart.
  + Modified DAX measures to adjust chart visibility based on button interaction.

**Challenges Encountered**

1. **No Tweets with App Opens:**
   * All tweets in the dataset were without app opens, meaning there was no data to compare engagement rates between tweets with app opens and without app opens.
   * **Solution:** Provided a fallback by using the "Show Rest" button, allowing users to view tweets without considering the app open condition.
2. **No Tweets Below 30 Characters:**
   * No tweets met the character count condition of being below 30 characters.
   * **Solution:** The "Show Rest" button was added to provide access to the remaining tweets, which met all other conditions but had a character count greater than 30.
3. **Dynamic Visibility with Multiple Time Windows:**
   * Implementing time-based visibility using the new table and column logic required careful design to ensure the chart was displayed only within the specified time ranges.

**Outcome**

1. **Primary Chart:**
   * Displays the comparison of engagement rates for tweets with app opens versus tweets without app opens, but since **all tweets were without app opens**, the chart only shows data for tweets without app opens.
   * Dynamically visible only during the specified time windows (12 PM to 6 PM IST and 7 AM to 11 AM IST) using the new time-check column.
2. **"Show Rest" Button:**
   * Allows stakeholders to view engagement rate data for tweets that satisfy all conditions except the character count restriction.
   * This ensures flexibility and continued insights even when strict filtering conditions result in limited data.

**Recommendations for Improvement**

1. **Relax App Open Condition:**
   * Since **all tweets were without app opens**, consider relaxing or removing the app open condition to allow for more data and meaningful comparisons.
2. **Increase Dataset Size or Review Filters:**
   * Analyze a larger dataset to improve the likelihood of finding tweets that meet all conditions. Alternatively, review the strictness of the filters to ensure more data is included.
3. **Stakeholder Feedback:**
   * Seek feedback from stakeholders to determine if the app open condition is critical to the analysis or if other adjustments can be made to improve the analysis.

**Conclusion**

This task involved developing a detailed engagement rate comparison chart with advanced filtering and dynamic chart visibility based on time. Since **all tweets in the dataset** lacked app opens, the comparison between tweets with and without app opens could not be made. However, the **"Show Rest" button** allowed users to still access useful insights. The implementation demonstrates advanced filtering, time-based logic, and user interactivity in Power BI, and it highlights the importance of dataset size and appropriate filtering for meaningful analysis.

**5. Skills and Competencies:**

* **Data Filtering and Transformation with Power Query**: I gained proficiency in using Power Query to filter and transform data based on complex conditions, such as tweet characteristics (e.g., date, character count, word count) and time-based criteria.
* **Visualization Design**: I improved my ability to design different chart types in Power BI, including bar, clustered, and line charts, to effectively display engagement trends and metrics.
* **Conditional Time-Based Reporting**: I learned how to implement time-based filters in Power BI, ensuring that specific visualizations only appeared during certain hours, making the dashboards interactive and responsive to changing data conditions.
* **Dashboard Interactivity**: I focused on creating dashboards with interactive features, such as the “Show Rest” button, allowing users to explore data beyond the strict conditions when no data met all the filtering criteria.

**6. Feedback and Evidence:**

The feedback from my supervisor was positive, with appreciation for my ability to apply complex filters and create time-bound visualizations. The final Power BI dashboard, which contains multiple charts with appropriate filtering and interactivity, serves as evidence of my work and the successful application of these skills.

**7. Challenges and Solutions:**

* **Challenge**: A significant challenge was ensuring that the visualizations adhered to the specific filtering conditions. In many cases, there were no tweets that fully met the criteria, leading to blank graphs.
  + **Solution**: To address this, I implemented an interactive feature in Power BI where users could click on a “Show Rest” button to view the tweets that met partial conditions or those outside the strict filtering criteria. This feature allowed users to explore the data beyond the empty graphs and enhanced the user experience by making the dashboard more dynamic and informative.
* **Challenge**: Applying multiple conditions (e.g., tweet date, engagement metrics, word count, and time filters) simultaneously was complex, as the data often did not match all the conditions, leading to blank charts.
  + **Solution**: I used Power Query to preprocess the data, creating multiple transformation steps to ensure the data met as many conditions as possible. Additionally, I fine-tuned the conditions to make the data more flexible, providing partial insights when the strict conditions were not met.

**8. Outcomes and Impact:**

* The dashboards provided valuable insights into tweet performance, allowing stakeholders to focus on content with the highest engagement based on specific, time-sensitive criteria.
* The implementation of time-bound filtering allowed the dashboards to display only relevant data during the designated hours, improving the usability and relevance of the visualizations.
* Through this project, I gained hands-on experience in using Power Query for data processing and creating dynamic reports in Power BI. The skills I developed will be beneficial in future data analysis and dashboard design tasks.

**9. Conclusion:**

My internship allowed me to apply and strengthen my skills in Power BI, particularly in the areas of data filtering, transformation, and visualization. I successfully created interactive dashboards that met specific time and content-related criteria, providing insights into Twitter engagement. This experience enhanced my ability to work with large datasets, apply conditional logic, and design interactive dashboards that improve decision-making. The tasks were both challenging and rewarding, and I look forward to applying the knowledge I gained in future data analytics projects.