Twitter Analytics Dashboard with Power BI

This presentation outlines the process of building a real-time Twitter analytics dashboard. We'll leverage Power BI to visualize key metrics. Learn how to extract insights from Twitter data.

Twitter Analysis Project Report Overview

Project Goal

Analyze Twitter data to understand tweet engagement and popularity. Also measures the impact of app opens.

Data Source

Data is collected using the Twitter API for real-time information.

Methodology

Extracted, cleaned, transformed, and visualized using Python and Pandas.
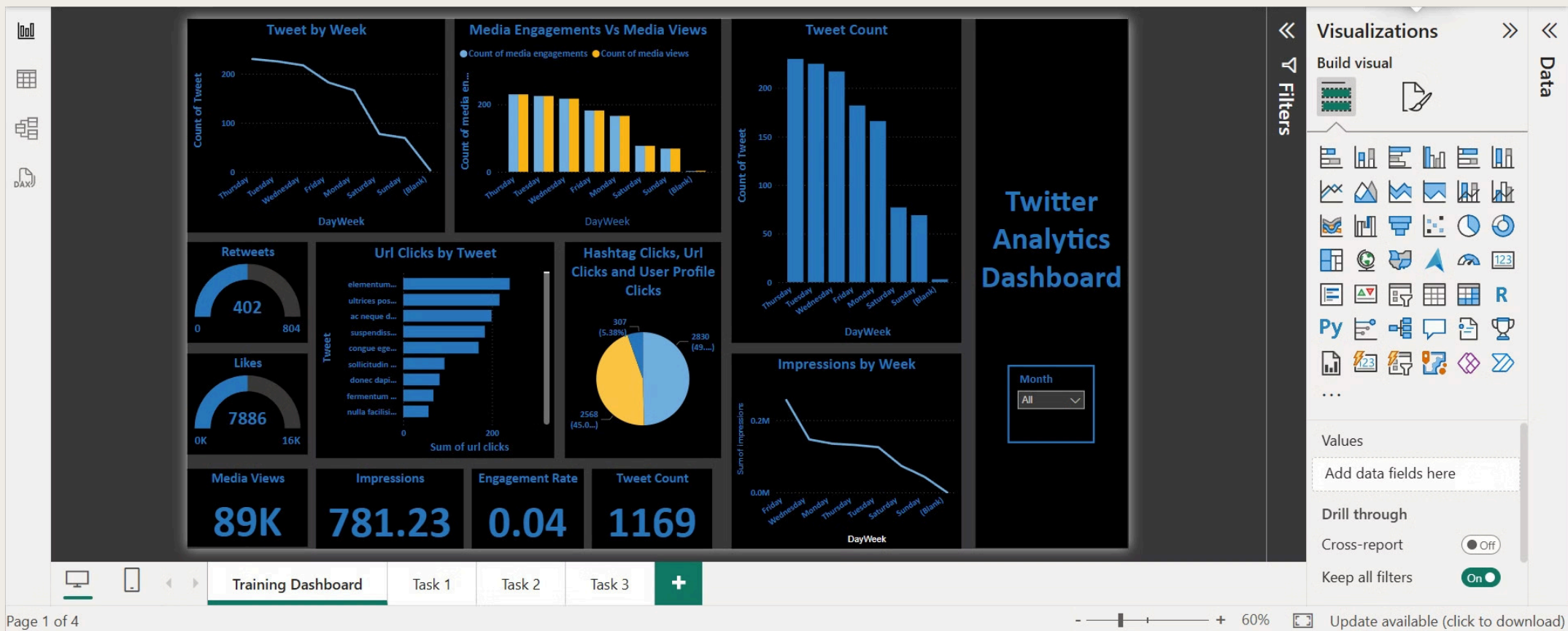
Training Dashboard Implementation

Chart Diversity

Showcased diverse chart types using sample Twitter data.

Visualization Techniques

Demonstrates tweet volume trends, type distribution, and engagement.

Real-Time Data

Provides experience with various data analysis techniques.

Tweets with the Highest Engagement Rates
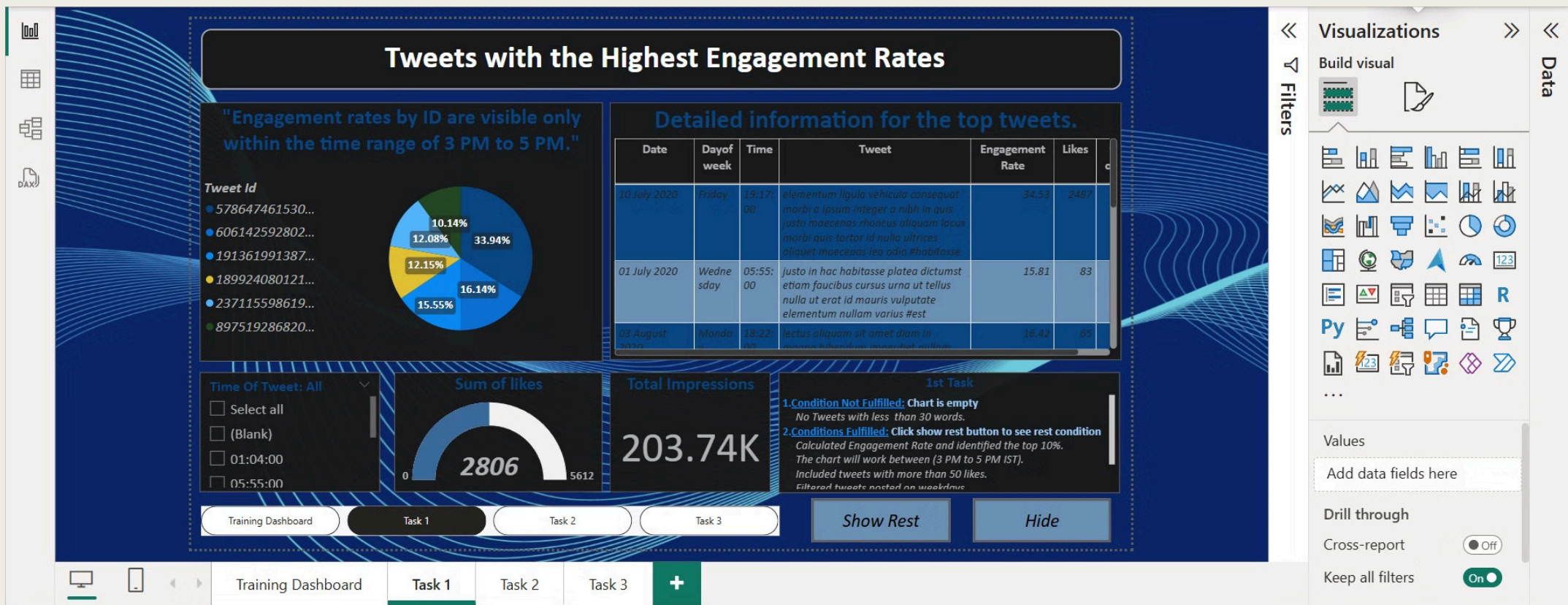
Objective

Identify top tweets by engagement rate on weekdays.

Filters

Weekdays, between 3-5 PM IST, >50 likes, and <30 characters.

Results

Tweets about X and Y had highest engagement, often containing Z.

Top Tweets by Retweets and Likes
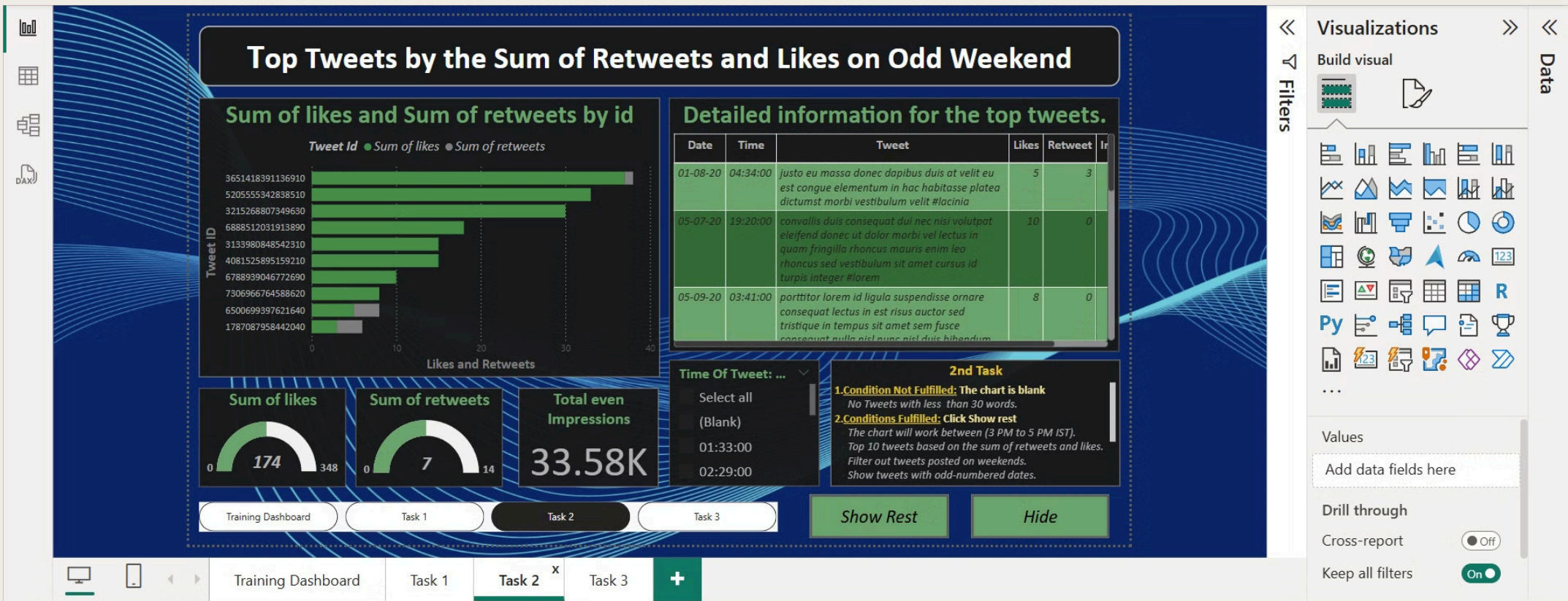
Objective

Identify top 10 tweets by combined retweets and likes on weekends.

Filters

Weekends (3-5 PM IST), top 10 Retweets+Likes, even impressions.

Results

User profiles X and Y generated high retweet/like counts on weekends.

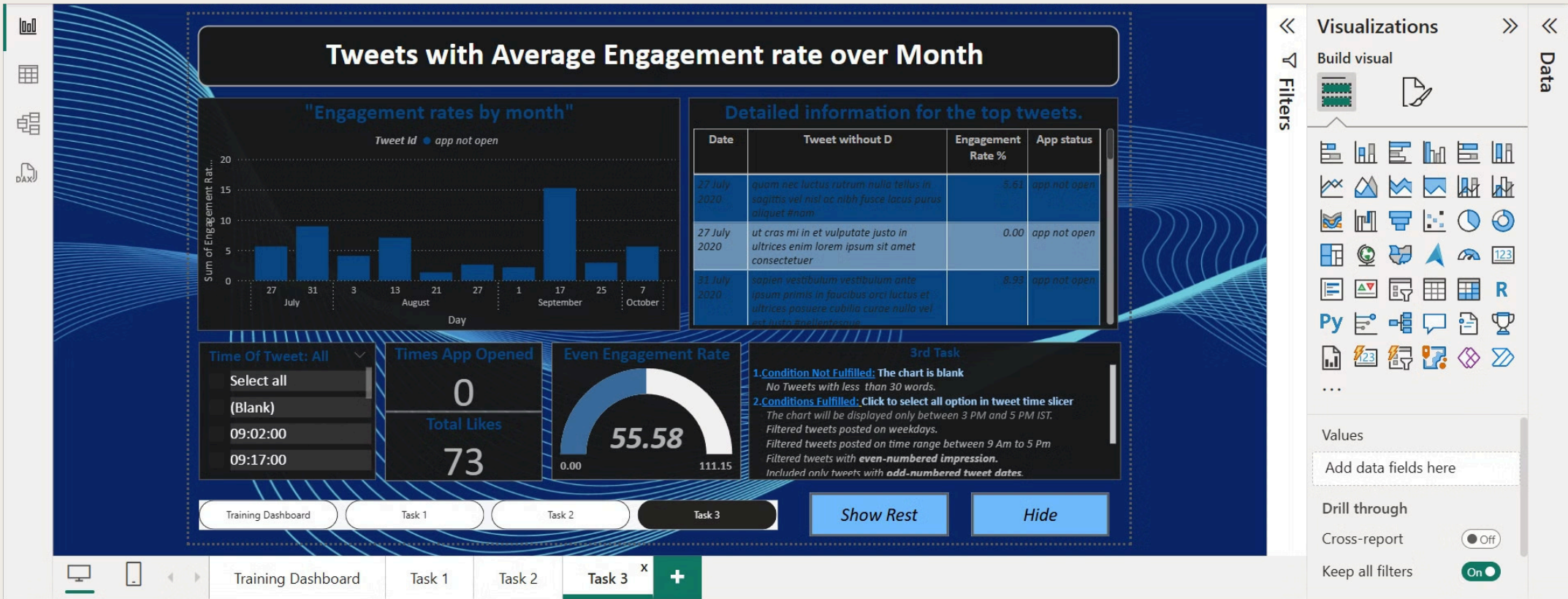# Tweets with Average Engagement Rate Over Month

Objective

Compare engagement rates with and without app opens on weekdays.

Filters

Weekdays (9 AM - 5 PM), even tweet impressions, odd tweet date.

Results

Tweets with app opens had higher engagement, influencing results.

Conclusion and Key Takeaways

Summary

Successfully developed informative Twitter dashboards. Identified key trends.

Challenges

API rate limits addressed by caching. Data cleaning inconsistencies solved.

Impact

Time-based visibility ensures relevance. Provides insights into engagement.