Build Real Time Twitter Analytics Dashboard project-Power Bi

TWITTER ANALYTICS DASHBOARD PROJECT REPORT

AARTHI RAVI

NULL CLASS

Contents

INTRODUCTION

The objective of this project was to analyse Twitter data to gain insights into public opinions and sentiments on a specific topic. The project aimed to demonstrate the application of data analysis techniques to extract meaningful information from social media data.

Background

Twitter is a popular social media platform with over 330 million active users. It provides a wealth of data that can be analysed to understand public opinions, sentiments, and trends. In this project, we focused on analysing Twitter data related to a specific topic to identify patterns, trends, and insights.

Learning Objectives

The learning objective of this project were:

1.To collect and preprocess Twitter data using relevant tools and techniques.

2.To analyse Twitter data using data visualization techniques with power Bi tool.

3.To extract insights and meaningful information from Twitter data.

4.To demonstrate the application of data analysis techniques to real-world problems

Activities

The project involved the following activities:

1.Data collection: Collecting Twitter data using Twitter API and relevant tools.

2.Data preprocessing: Cleaning, tokenizing, wrangling and normalizing the collected data.

3.Data analysis: Analysing the pre-processed data using data visualization in Power Bi tool.

4.Insight extraction: Extracting insights and meaningful information from the analysed data.

Tasks

The project involved the following tasks:

1.Collecting and preprocessing 24000 Tweet dataset through Power query editor.

2.Creating a Data modelling between the various tables and gaining the output by Dax Function as per the requirements.

3.Creating meaningful insights by visualization for all 3 tasks.

4.Creating the requested charts to show the distribution of positives, negative, and neutral sentiments.

Skills and competencies

The project required the following skills and competencies:

1. Data collection and preprocessing

2. Data analysis and visualization

3. Insights extraction and communication

4. Critical thinking and problem-solving

Feedback

The project received feedback from Null class project groups and instructors, highlights the following strengths and weaknesses:

Strengths:

1.Effective use of data visualization techniques

2.Clear and concise insights extraction

3.Strong critical thinking and problem - solving skills.

Weaknesses:

1.Limited depth in sentiment analysis

2.Insufficient consideration of data quality issues.

Evidence

The project provided evidence of the following:

1.Effective application of data analysis techniques to extract insights from Twitter data.

2.Strong critical thinking and problem-solving skills in addressing data quality issues.

3.Clear and concise communication of insights and findings.

Challenges and solutions

The project faced the following challenges and solution:

1.Data quality issues: Addressed by implementing data preprocessing techniques.

2.Limited data set: Addressed by limited dataset where some data are not found as per the requirement from tasks.

Outcomes

The project achieved the following outcomes:

1.Extracted insights into public opinions and sentiments on the topic.

2.Demonstrated the application of data analysis techniques to real-world problems.

3.Developed critical thinking and problem -solving skills in addressing data quality issues.

Impact

The project had the following impact:

1.Provided valuable insights into public opinions and sentiments on the topic.

2.Demonstrated the potential of data analysis techniques in understanding social media data.

3.contributed to the development of critical thinking and problem -solving skills.

Conclusion

In conclusion, the Twitter data analysis project achieved its objective by extracting insights into public opinions and sentiments on a specific topic .The project demonstrated the application of data-analysis techniques to real-world problems and developed critical thinking and problem -solving skills .The project's outcome and impact highlight the potential of data analysis techniques in understanding social media data.