Virtual Internship Report – NullClass Edutech

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Organization: NullClass Edutech

Program: Twitter Analytics Dashboard Project

# 1. Introduction

This report summarizes my experience during the NullClass Edutech virtual internship, where I worked on developing and analyzing a Twitter Analytics Dashboard using Power BI and Excel. The project was aimed at applying data visualization and real-world business logic to social media datasets.

# 2. Background

NullClass Edutech offers hands-on learning programs designed to bridge the gap between academic knowledge and practical industry needs. This internship allowed me to simulate a data analyst’s responsibilities in handling real-time tweet datasets and developing complex dashboards.

# 3. Learning Objectives

- Understand real-world analytics using Twitter data  
- Learn Power BI for data visualization  
- Apply conditional logic, filtering, and time-based display rules  
- Create interactive and insightful charts for business reporting

# 4. Activities and Tasks

- Task 1: Data Cleaning and Preliminary Analysis  
- Task 2: Created tweet interaction threshold visual with filters  
- Task 3: Built a time-dependent Top 10 Tweets Chart using retweets and likes  
- Task 4: Dual-axis chart for media views and engagements with dynamic time and content filters  
- Task 5: Line chart to show engagement rate trends (media vs non-media tweets) with content and character filters

# 5. Skills and Competencies

- Power BI: DAX, filters, conditional formatting, slicers  
- Data cleaning, classification logic  
- Data Analysis: Tweet classification, engagement metrics, content filtering  
- Visualization: Dynamic dashboards with real-time logic  
- Professional Skills: Documentation, LinkedIn posts, stakeholder communication

# 6. Feedback and Evidence

Tasks were validated against the expected business logic provided in the internship brief. I created and submitted multiple visuals and screenshots as proof of completion. All visuals were built using real filtering rules and realistic dashboard visibility logic.

# 7. Challenges and Solutions

- Challenge: Implementing conditional dashboard display by time  
 Solution: Used DAX with TIME and NOW() functions to dynamically hide visuals  
- Challenge: Complex filtering (e.g., tweet word/character/letter rules)  
 Solution: Created calculated columns and used advanced DAX string functions

# 8. Outcomes and Impact

- Developed hands-on skills in building dynamic, business-driven dashboards  
- Strengthened Power BI usage with practical filtering scenarios  
- Created a ready-to-showcase LinkedIn portfolio of my project  
- Understood how data storytelling drives social media performance evaluation

# 9. Conclusion

The internship with NullClass Edutech was a highly practical and enriching experience. It helped me simulate the role of a data analyst working with social media data and enhanced my ability to derive actionable insights from complex datasets.