

DATA ANALYTICS

-USING TABLEAU

PROJECT TITLE

**OVERVIEW OF THE UNCOVERING
THE VOICE OF THE DIGITAL AGE:**

SOCIAL MEDIA ANALYSIS

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Tableau Insight: uncovering the voices of the digital age: social media analysis

This section would outline the approach and methods that will be used to conduct social media analytics using Tableau. It would discuss how data will be collected from various social media platforms, the tools and techniques for data cleaning and preprocessing, and the specific analyses and visualizations that will be performed in Tableau. This paragraph may also touch on any relevant data privacy and ethical considerations.

1 Brand Monitoring and Reputation Management:

Scenario: A multinational corporation wants to monitor its brand reputation across various social media platforms.

Application: Using Tableau, the company can create real-time dashboards that track brand mentions, sentiment analysis, and key metrics such as engagement levels and reach.

Benefits: By analyzing social media data, the company can quickly identify emerging issues, respond to customer feedback, and proactively manage its brand reputation.

Scenarios A marketing agency is running a social media campaign for a client and wants to measure its effectiveness.

2. Marketing Campaign Analysis and Optimization:

Scenario: A marketing agency is running a social media campaign for a client and wants to measure its effectiveness.

Application: With Tableau, the agency can visualize campaign performance metrics such as click-through rates, conversion rates, and audience demographics.

Benefits: By analyzing campaign data in real-time, the agency can identify which channels and messages are most effective, allocate resources accordingly, and optimize the campaign for better results.

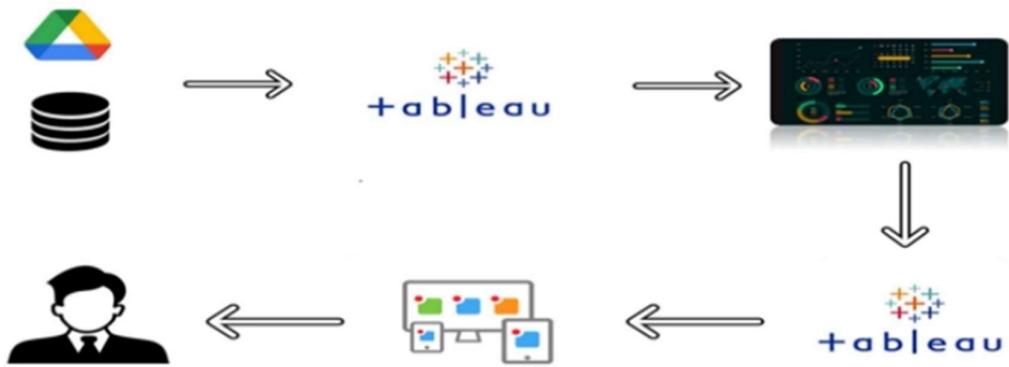
3. Customer Insights and Personalization:

Scenario: An e-commerce company wants to better understand its customers' preferences and behaviors on social media.

Application: Using Tableau, the company can Analyze social media data to identify winds, preferences, and purchase patterns among its target audience.

Benefits: By gaining insights from social media analytics, the company can tallonits marketing efforts, personalize product recommendations, and improve the overall custome experience, leading to increased saled customer loyalty.

Technical Architecture:



Project Flow

To accomplish this, we have to complete all the activities listed below,

- Data collection
 - Collect the dataset or create the dataset
- Database /Spread sheet Connection
 - Collect data will be stored into the database or upload into google drive
 - Connect the tableau desktop with google drive option or required database under connectors
- Visualizing and analysing data
 - Understand the Data and the Business Questions
 - Based on the Business questions try to develop the visualizations
 - Develop the Dashboard
 - Develop the Story board
- Publishing to the Tableau public
 - Developed Visualizations, Dashboard and story will be published to Tableau public Account.
 - Once it is published, we will get the shareable links
- Web Application Integration
 - Develop a web application using HTML, CSS or Using Bootstrap
 - Integrate the Visualizations, Dashboard and Story with the Web Application

Milestone 1: Data Collection & Extraction from Database

Data collection and extraction from a database involve gathering information stored within the database for analysis or utilization. And retrieving relevant data for analysis or use.

- Understand the data

The In Dataset Twitter.csv data contains a period of six months beginning from June 2020 till October 2020, has 21 columns and 1173 records.

Column Description of the Dataset:

- ID- Person id
- Tweets- Individual tweets
- Date – Date of the tweets
- Impressions – impressions of the tweets
- Engagements – Tweets enagement
- Engagements Rate- Engagement ratio
- Retweets – People retweet or not
- Replies – Folks Reply to the tweet
- likes- People like a tweet
- UPC – User profile clicks on a particular tweet
- UC – User clicks
- HC- Hashtag clicks on a particular tweet
- DE – Details Expands
- PI- Permalink
- App opens- people app opens
- App installs- apps install
- Follows- People follows a person's profile
- Email tweet- Email tweet
- Dail phone- Particular tweet phone dail
- Media views- people's views on a tweet
- Media Engagements- Total engagement on a tweet

Milestone 2: Data Preparation

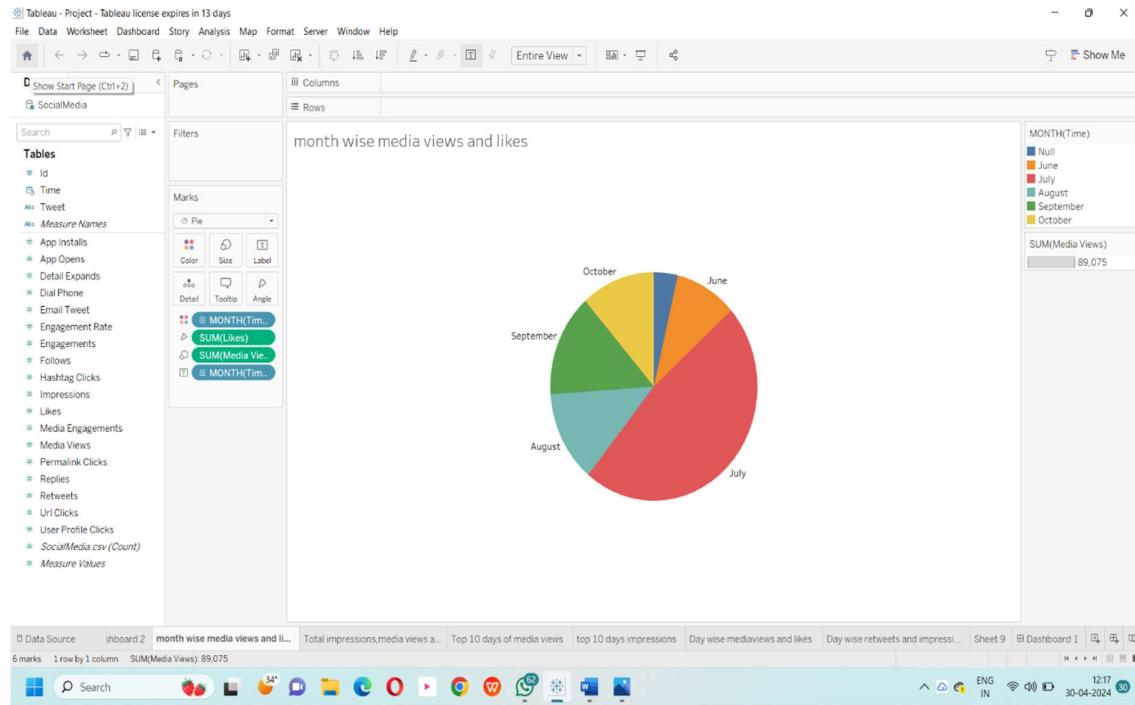
Prepare the Data for Visualization

When I added the data in the tableau some of the data is not present so after that I added the the data set to ms execl and created a new data to it and cleaned unnesscary data And Data visualization is like telling a story with pictures made from my data. It helps people quickly understand the meaning behind the numbers by presenting them in graphs, charts, or maps that are easy to see and understand my data easy to understand by using pictures like graphs and charts. It helps you see patterns and trends quickly without needing to read through lots of numbers.

Milestone 3: Data Visualization

Data visualization means showing information using pictures. Instead of just looking at numbers or words, you can see them as charts, graphs, or maps. It helps people understand the information better and make smart choices. It's like telling a story with pictures made out of data.Data visualization helps make complicated information easier to understand by using pictures like charts and graphs. It's like turning numbers into pictures, which makes it quicker to see patterns and trends in the data. So, instead of just staring at a bunch of numbers, you can look at a graph and quickly understand what's going on.

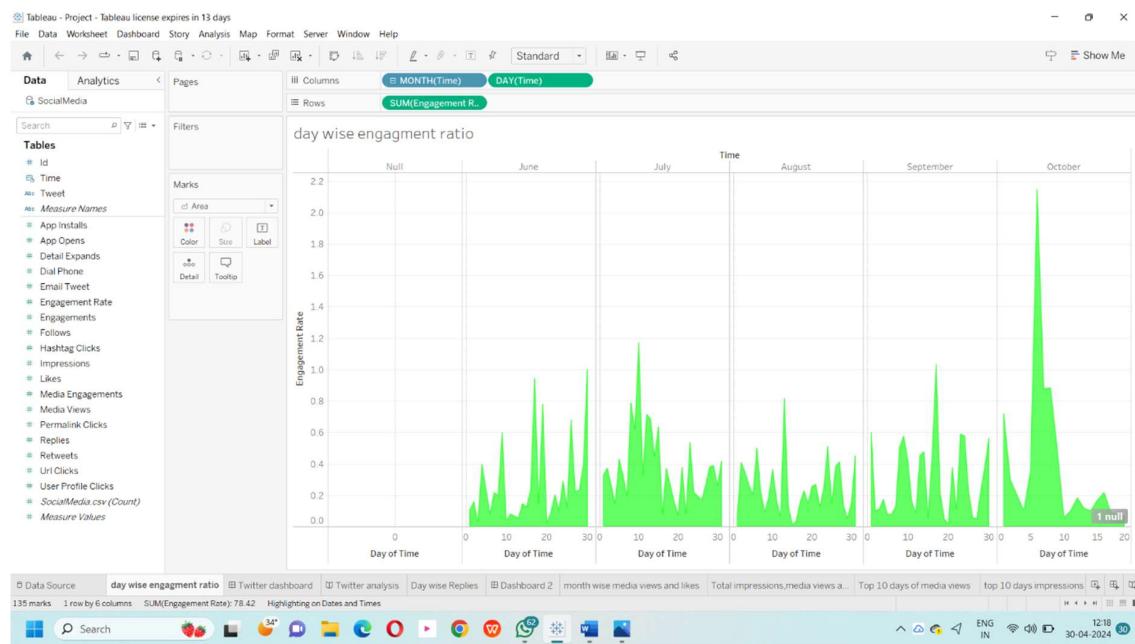
Activity 1 : Month-Wise Media Views And Likes



Description:-

Above piechart shows monthly wise mediaviews ,and firstly we take time drag into columns then it change into month time and after mediaviews drag into rows,after click on piechart and apply filter then create piechart.finally it shows monthly wise media views pie chart.

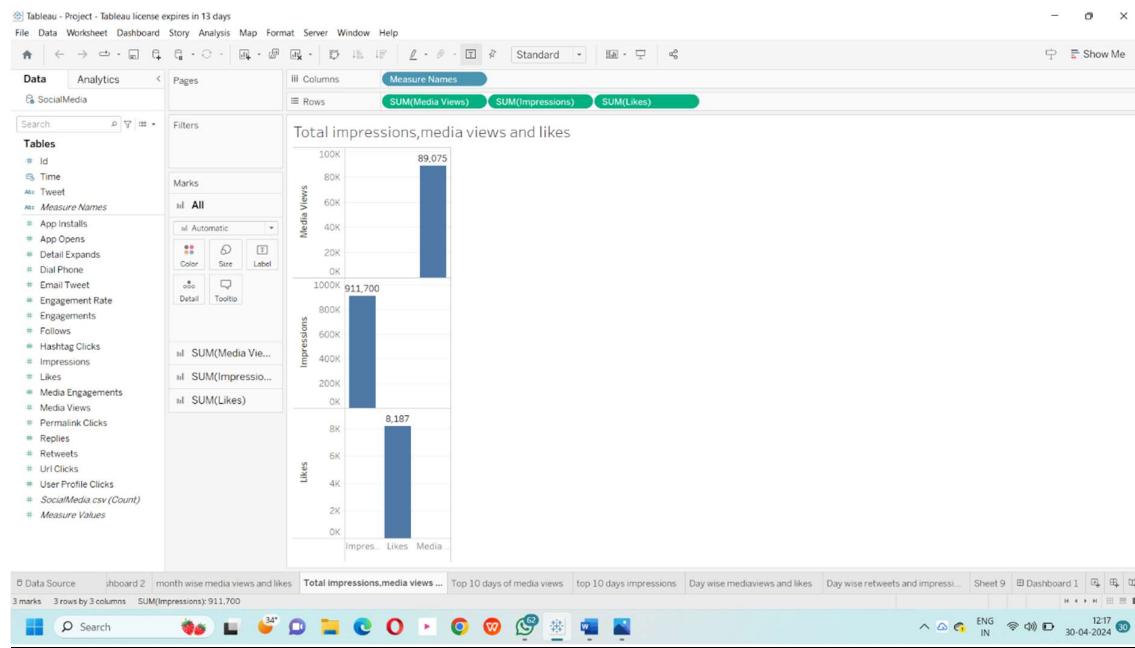
Activity 2 : Day-Wise Engagement Ratio



Description:-

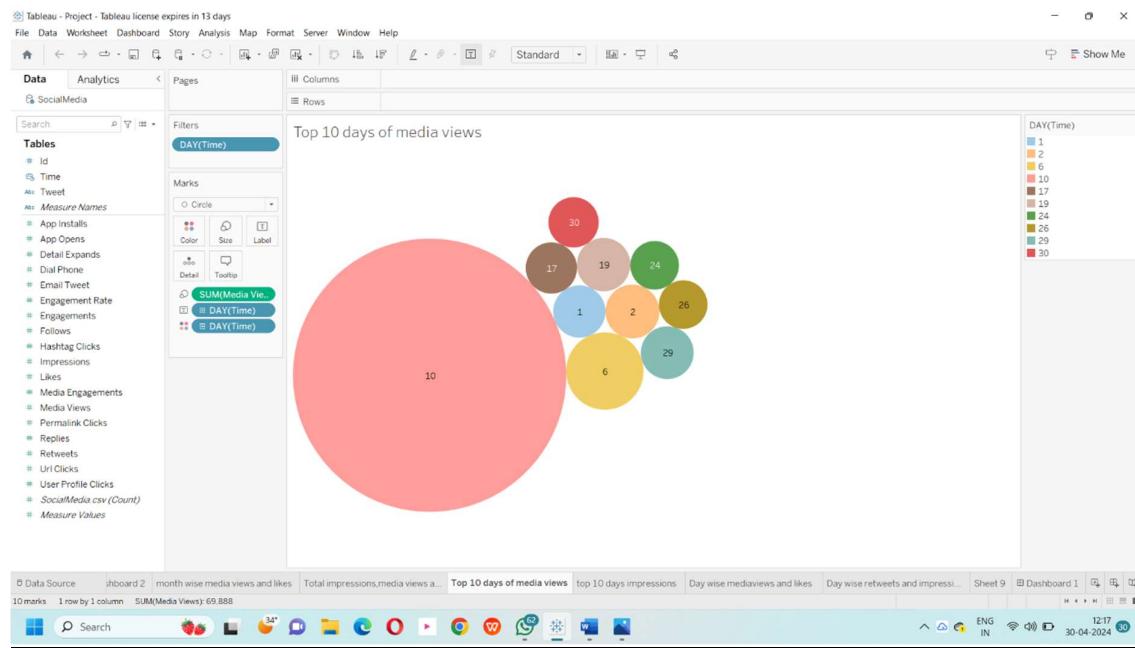
Above graph shows day wise engagement ratio ,firstly we take time dragging to column after it changes into days time then engagement rate dragging to rows and select graph and apply filters finally it shows day wise engagement ratio graph

Activity 3 : Total Impressions, Media Views, And Likes



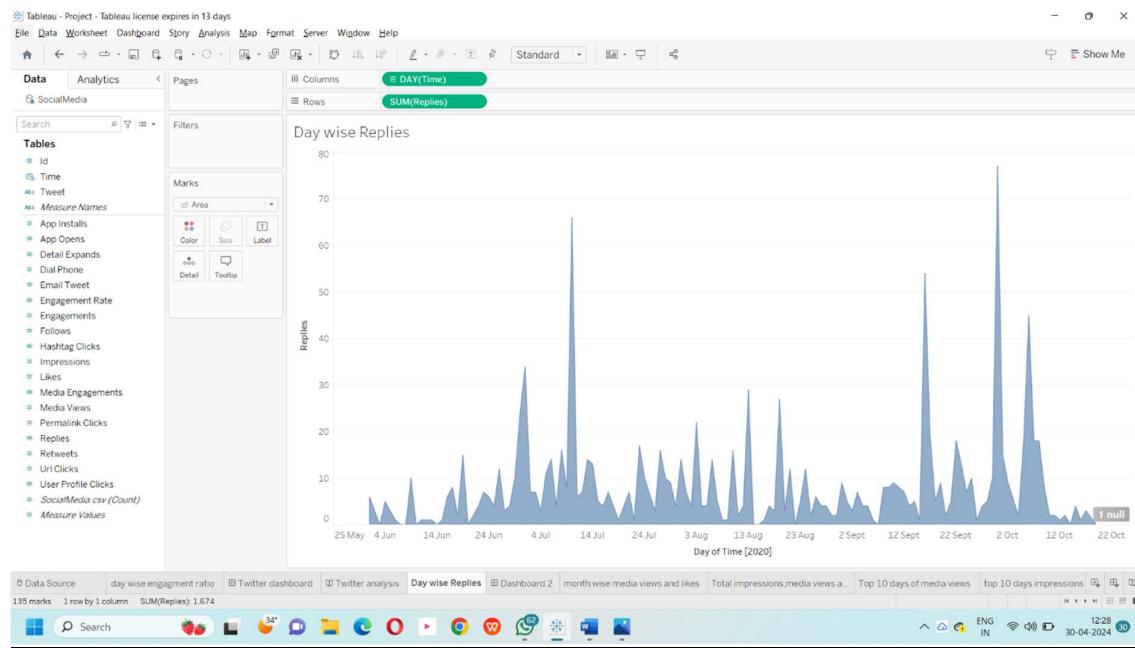
Description:-Above graph shows total impressions, media views and likes firstly we take measure names drag into columns and media views, impressions, and likes drag into rows then select graph then apply filters and label finally it shows total impressions, media views and likes graph

Activity 4 : TOP 10 DAYS OF MEDIA VIEWS



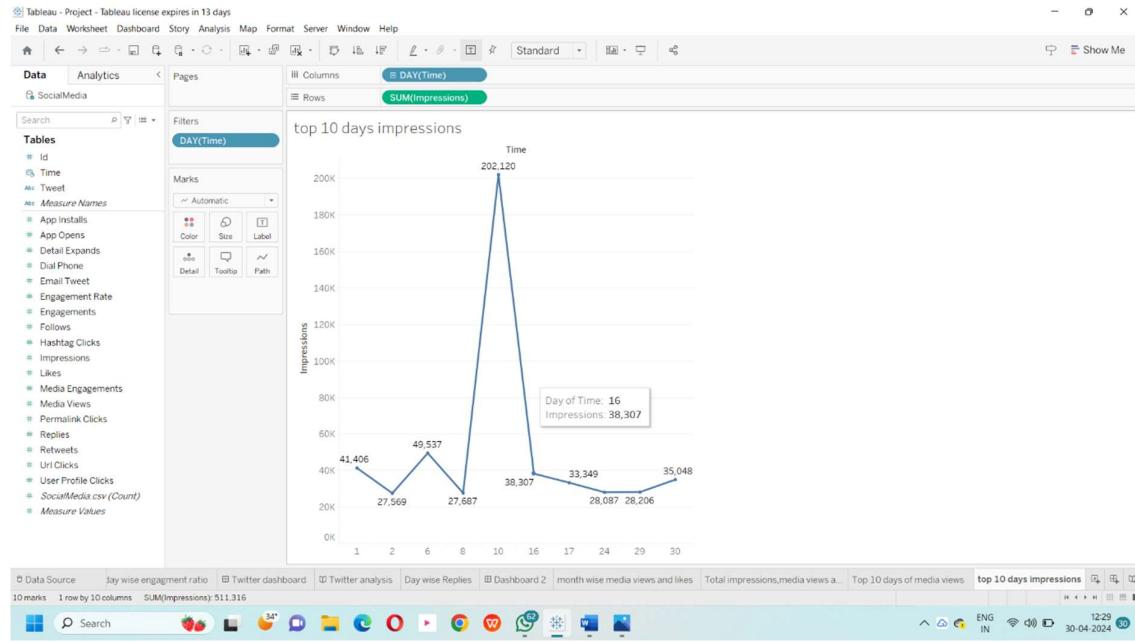
Description:- Above bubble chart shows top 10 days of media views .Firstly,we take time dragging to columns next time changes into days and media views dragging to rows select bubble chart and after apply filters finally we created a bubble chart of top 10 days of media views

Activity 5: DAY-WISE REPLIES



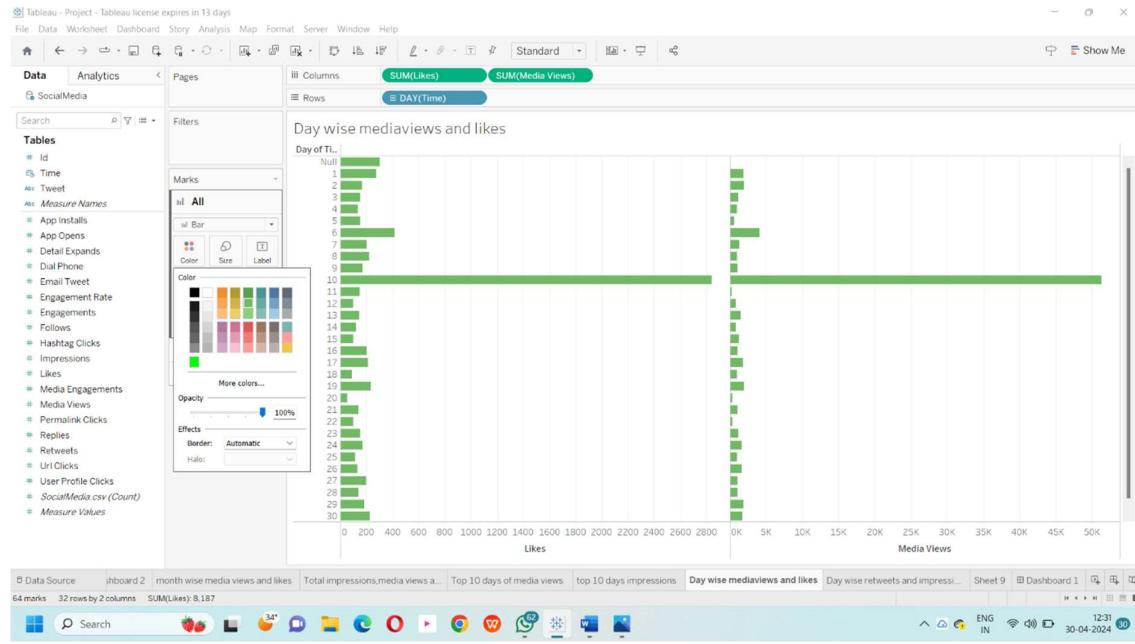
Description:-Above graph shows day wise replies firstly takes time drag into columns time change into days and replies drag into rows and select graph and after apply filters .Finally, it shows a graph day wise replies

Activity 6 : TOP 10 DAYS IMPRESSIONS



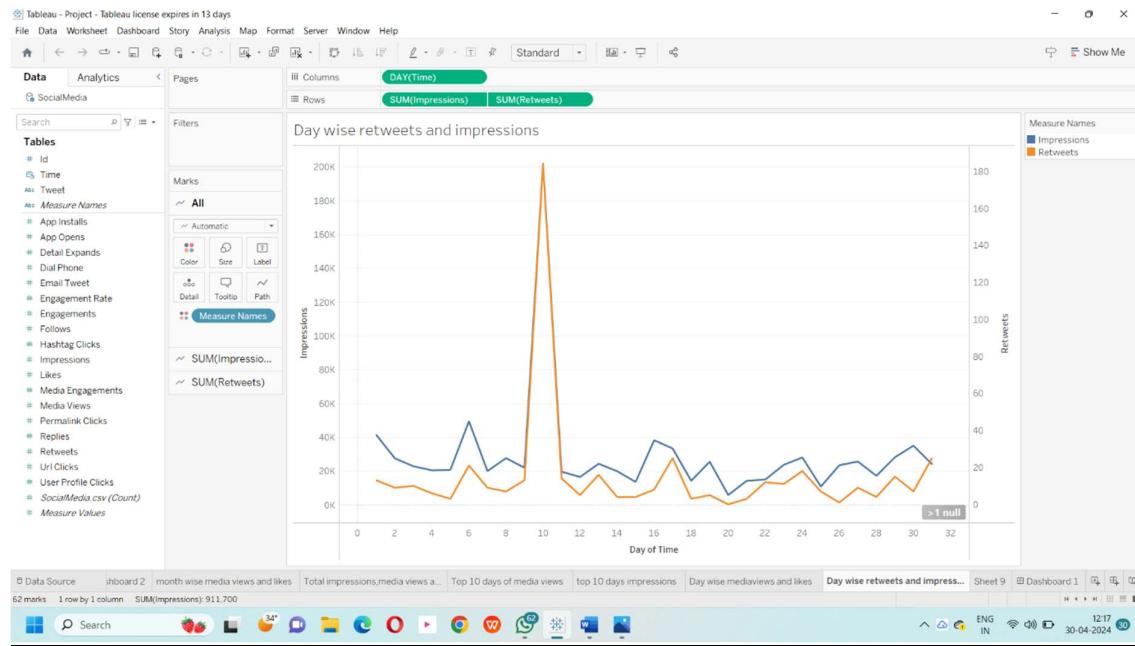
Description:-Above graph shows top 10 days of impressions firstly we take time drag into columns and after it changes into days time .Next impressions drag into rows and select graph and after apply filters .Finally, it shows a graph of top 10 days impressions .

Activity 7 : DAY-WISE MEDIA VIEWS AND LIKES



Description:-Above graph shows day wise media views and likes.Firstly we take time drag into columns and time changes into days time and media views ,likes drag into rows and after that apply the filters .Finally it shows a graph day wise media views, and likes

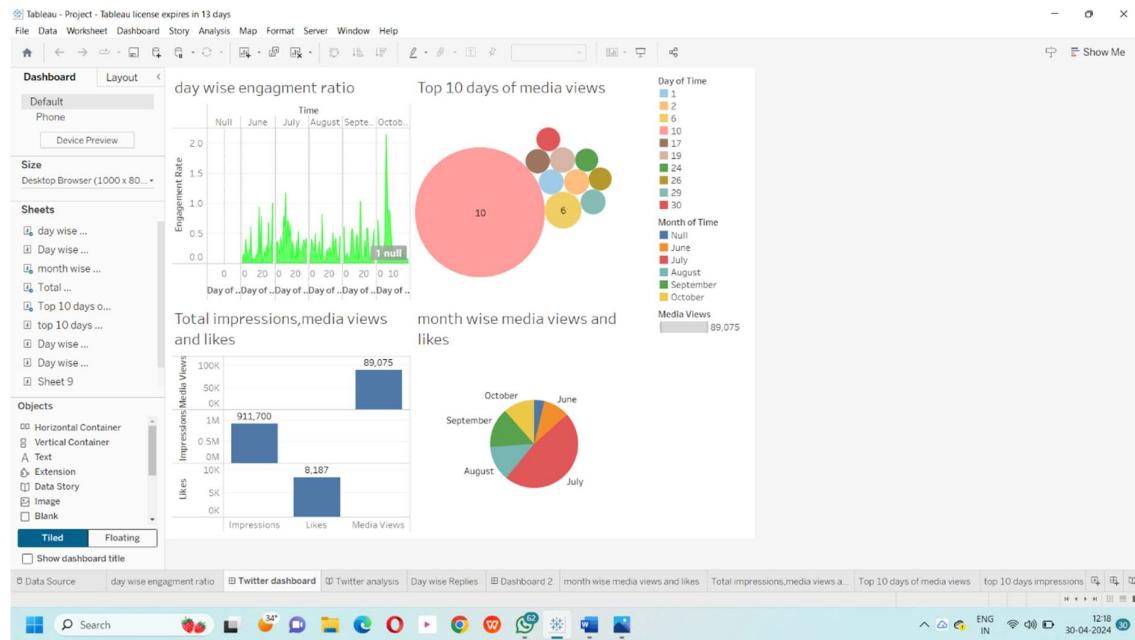
Activity 8 : DAY-WISE RETWEETS AND IMPRESSIONS



Description:-Above line chart shows day wise retweets and impressions .Firstly, we takes time drag into columns and times changes into days time .After retweets and impressions drag into rows then select a line chart.After we apply filters finally it shows a linechart of day wise retweets and impressions.

Milestone 4: Dashboard

In simple words dashboard means that, adding the all the visualizations in the single dashboard sheet and by adding the kpi, using kpi's we can make custom filters to it and by adding all visualizations on one sheet,we can manage all the data and we can understand easily . Using pictures and numbers, helping you keep track of data



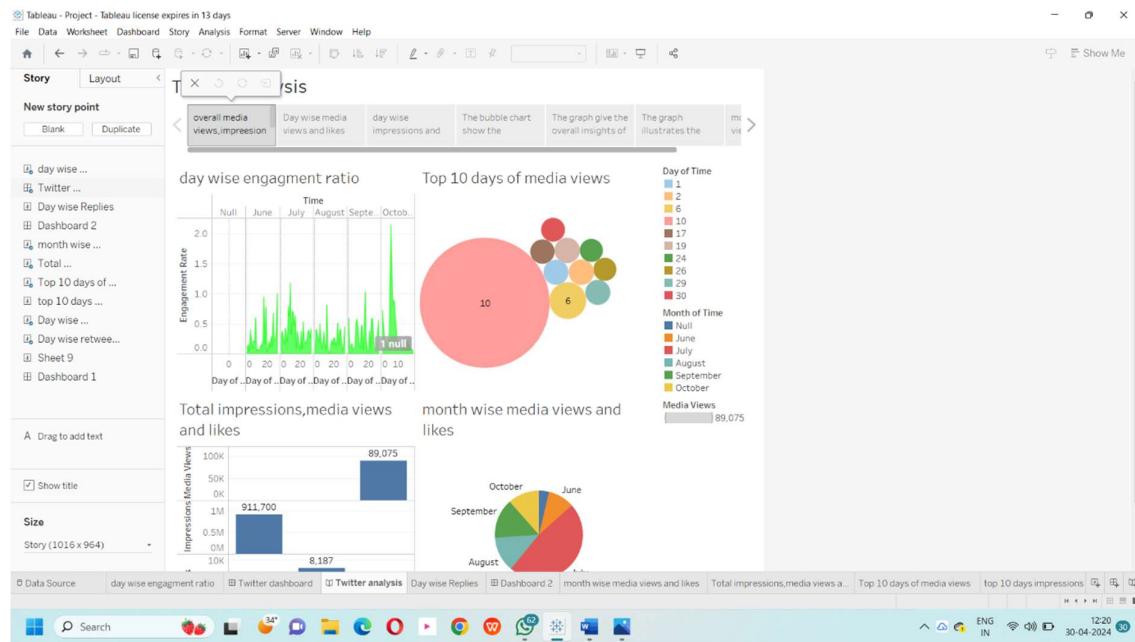
Description:-Above picture shows a dashboard firstly we click on a dashboard then select a new dashboard .Then shows left side number of sheets .Then select each sheet and drag it into empty page .After we have given a title name that is twitter dashboard finally it shows a twitter dashboard.

Milestone 5: Story

We can make stories with my data by creating colorful charts and graphs . In the story we can create the story points and we can create colour in the difference in story , and with the story we can tell other that we can explain the visualization deeply and interestingly

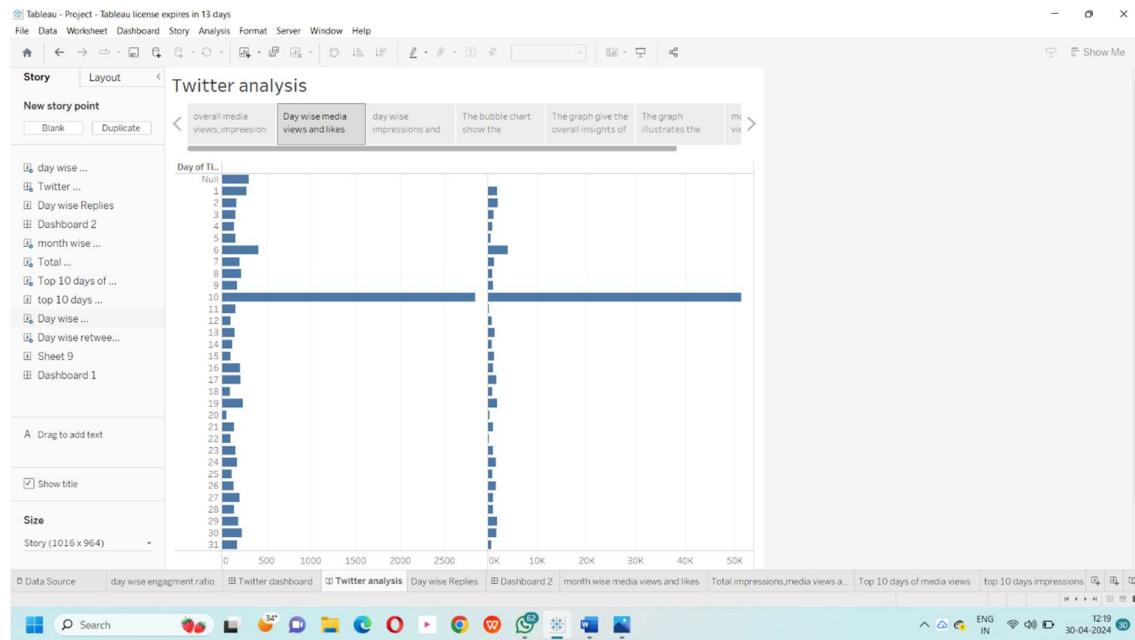
Activity 1: No of Scenes of Story

story



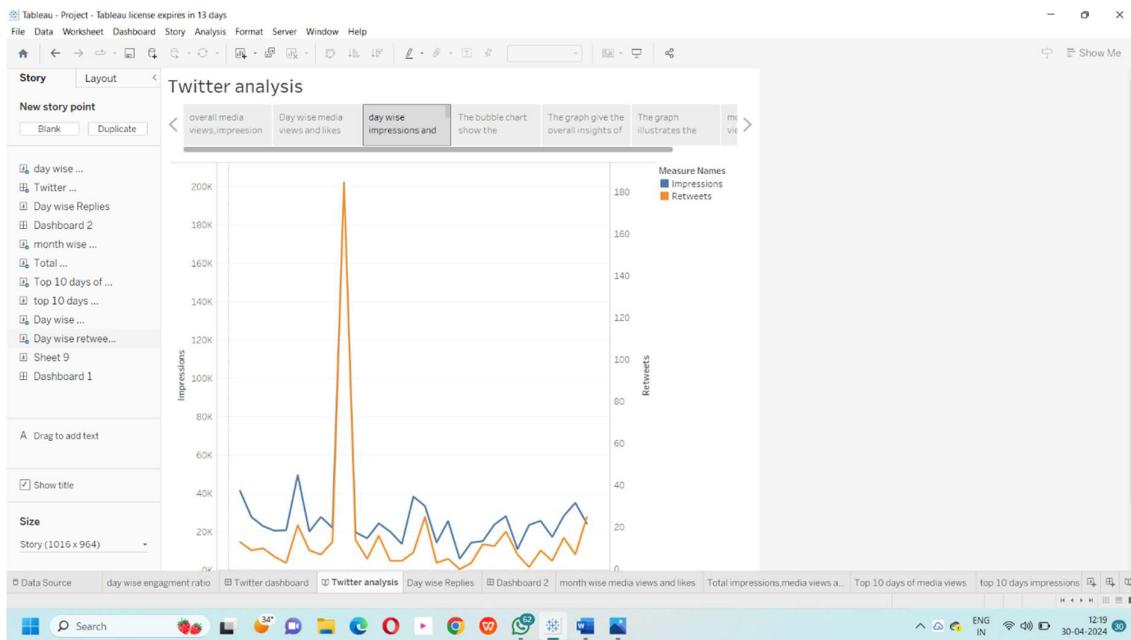
Description:-Above picture shows a story about twitter analysis .Firstly,we drag a sheet of twitter analysis finally it shows a story about twitter analysis .

Story



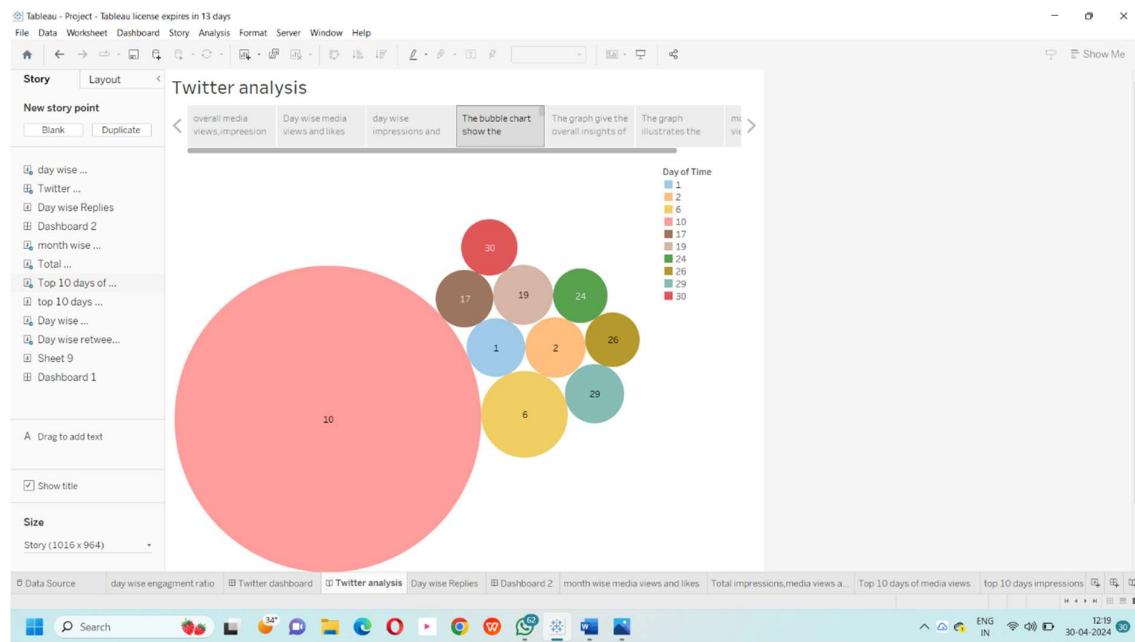
Description:-Above picture shows a story about daywise media views and likes .Firstly,we drag a sheet of daywise media views and likes finally it shows a story about daywise media view and likes .

Story



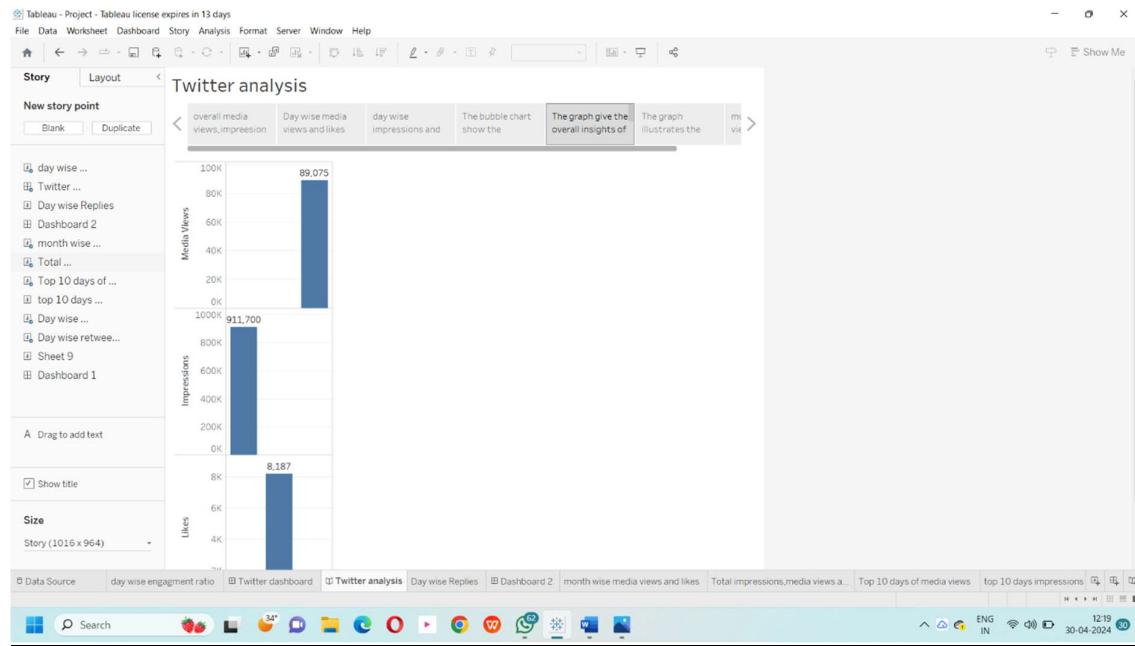
Description:-Above picture shows a story about daywise impressions retweets .Firstly,we drag a sheet of daywise impressions and retweets. finally it shows a story about daywise impressions and retweets .

Story



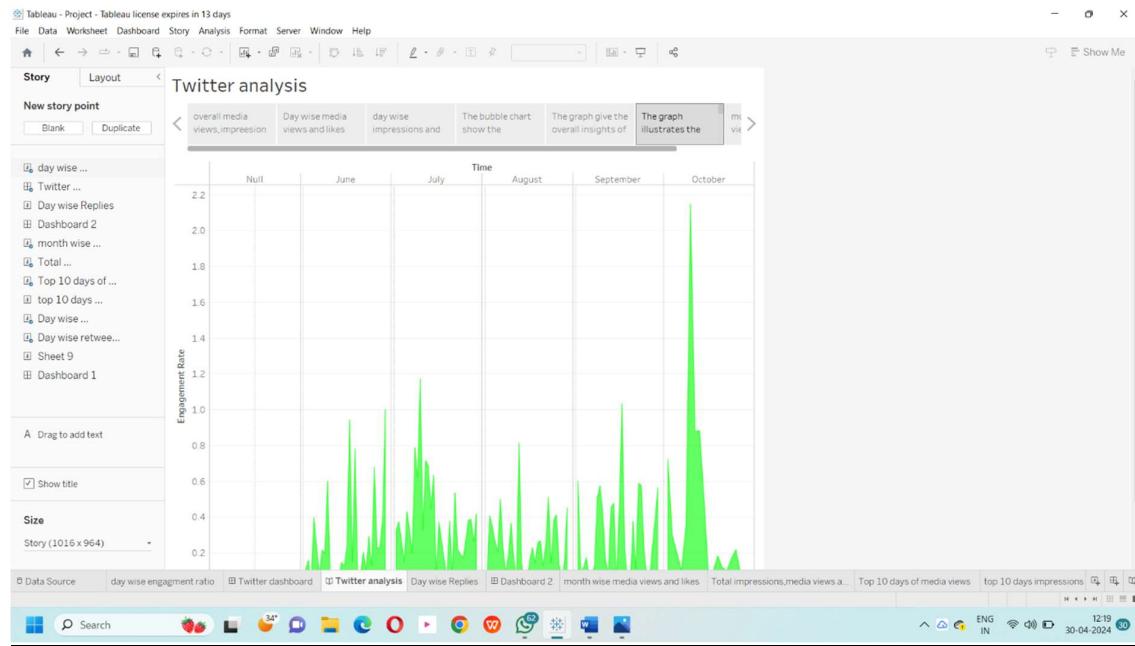
Description:-Above picture shows a story about top 10 days of media views .Firstly,we drag a sheet of top 10 days of media views finally it shows a story about top 10 days of media views .

Story



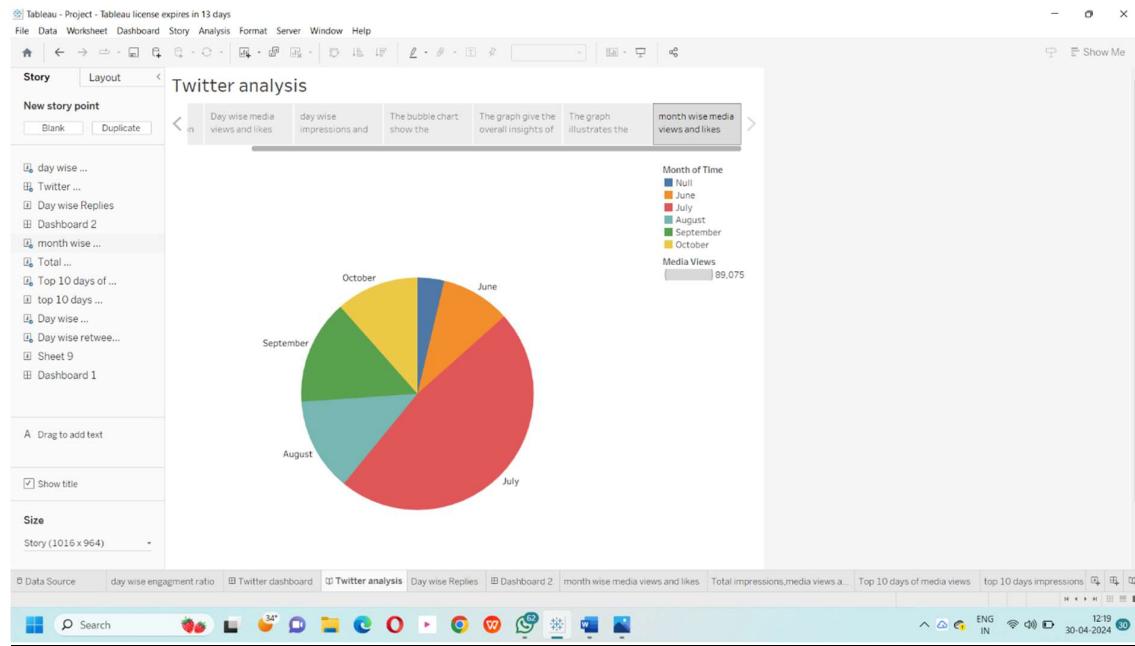
Description:-Above picture shows a story about total impressions media views and likes .Firstly,we drag a sheet of total impressions media views and likes finally it shows a story about total impressions media views and likes

STORY:-



Description:-Above picture shows a story about day wise engagement ratio .Firstly,we drag a sheet of daywise engagement ratio. finally it shows a story about day wise engagement ratio .

Story



Description:-Above picture shows a story about month wise media views and likes .Firstly,we drag a sheet of month wise media views and likes finally it shows a story about month wise media views and likes .

Milestone 6: Performance Testing

Activity 1: Amount of Data Loaded

By adding the data in the datasource we can see the data in the fields section and we can add the extra data and connect with it, by the sets,union,sub-union etc and I can change the data or extract the data in the live or extract and we can add more filters to it also.

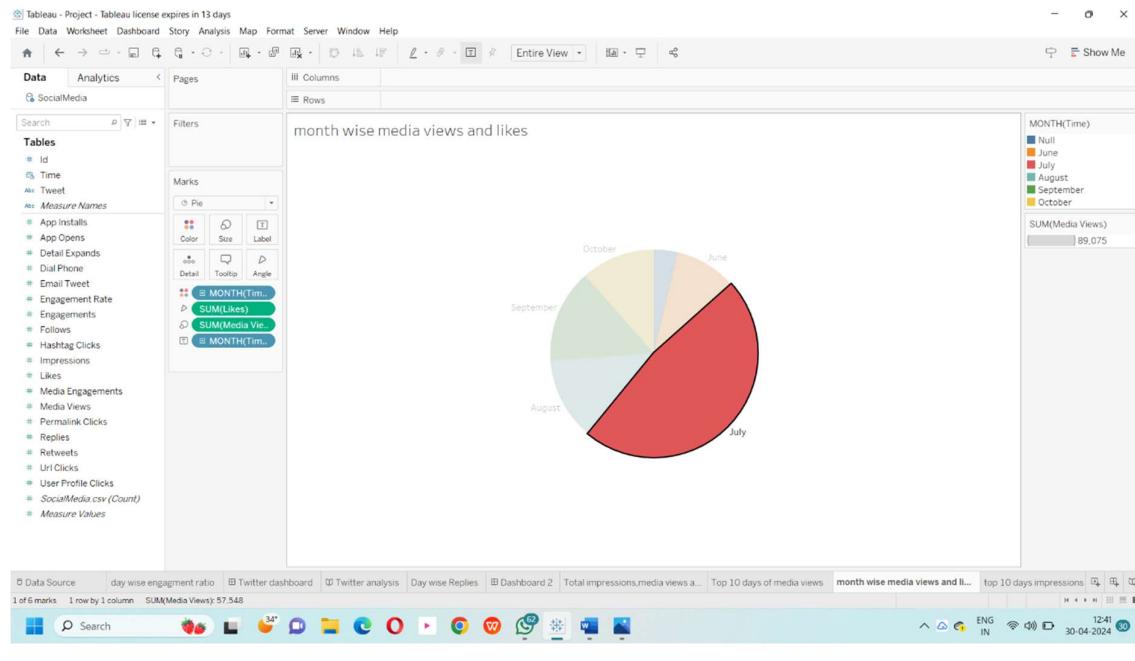
Fields

Type	Field Name	Physical Table	Remote Field Name
Abc	Tweet	SocialMedia122.csv	Tweet
#	Id	SocialMedia122.csv	id
Abc	Time	SocialMedia122.csv	time
#	Impressions	SocialMedia122.csv	impressions
#	Engagements	SocialMedia122.csv	engagements
#	Engagement Rate	SocialMedia122.csv	engagement rate
#	Retweets	SocialMedia122.csv	retweets
#	Replies	SocialMedia122.csv	replies
#	Likes	SocialMedia122.csv	likes
#	User Profile Clicks	SocialMedia122.csv	user profile clicks
#	Url Clicks	SocialMedia122.csv	url clicks
#	Hashtag Clicks	SocialMedia122.csv	hashtag clicks
#	Detail Expands	SocialMedia122.csv	detail expands
#	Permalink Clicks	SocialMedia122.csv	permalink clicks
#	App Opens	SocialMedia122.csv	app opens

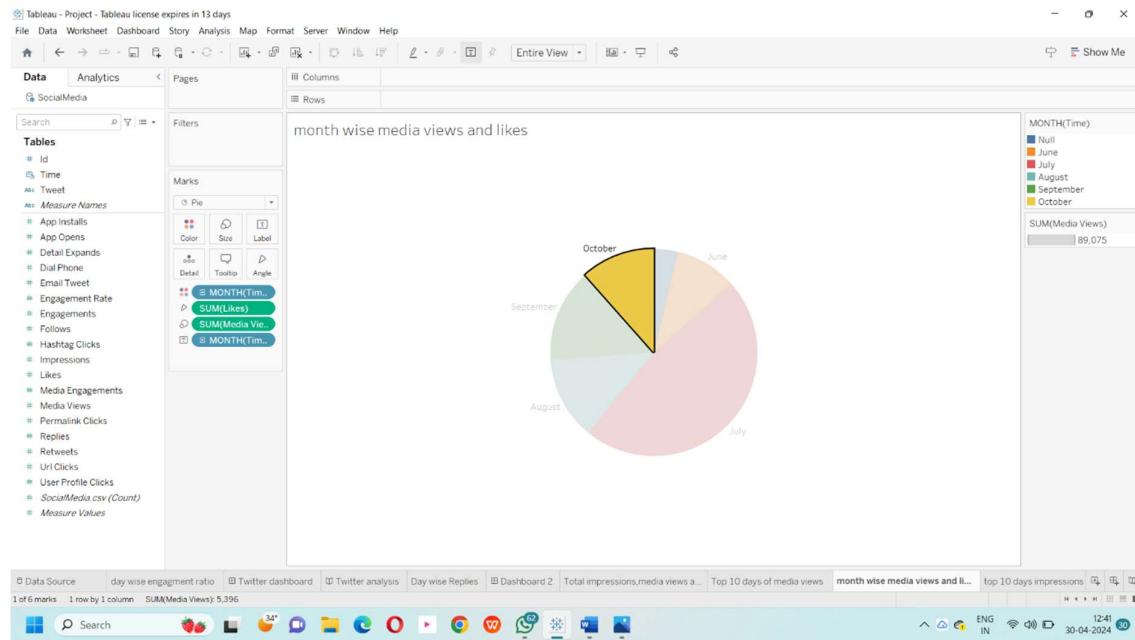
Activity 2: Utilization of Data Filters

By using the data filters we can see the specific data in the entire dashboard and Data filters help you see only the specific information you need by letting you pick and choose what data to display.

Activity 2.1: Selected “July” as a Filter



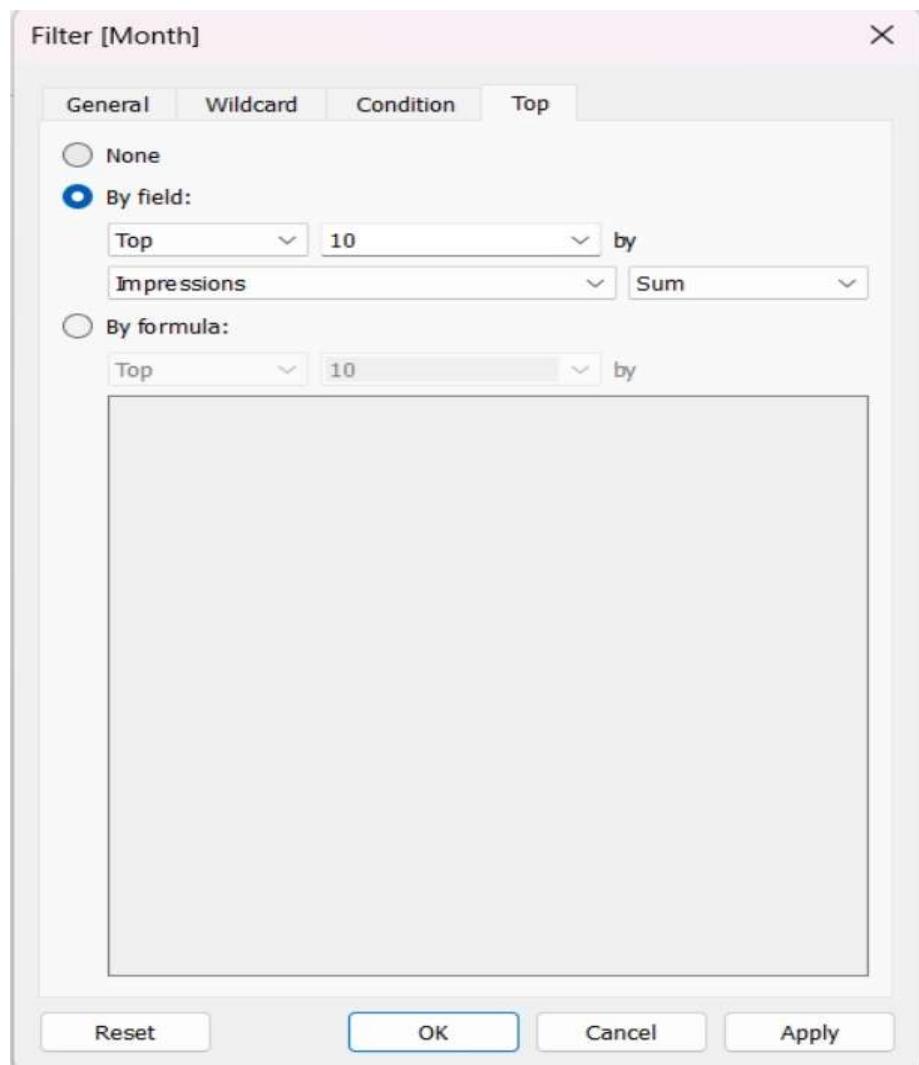
Activity 2.1: Selected “october” as a Filter



Activity 3: No of Calculation Fields

Activity 3.1: Set

We are adding numbers or average, we can perform these maths operations or create new values based on existing ones to create new data.



Activity 4: No of Visualizations/ Graph:

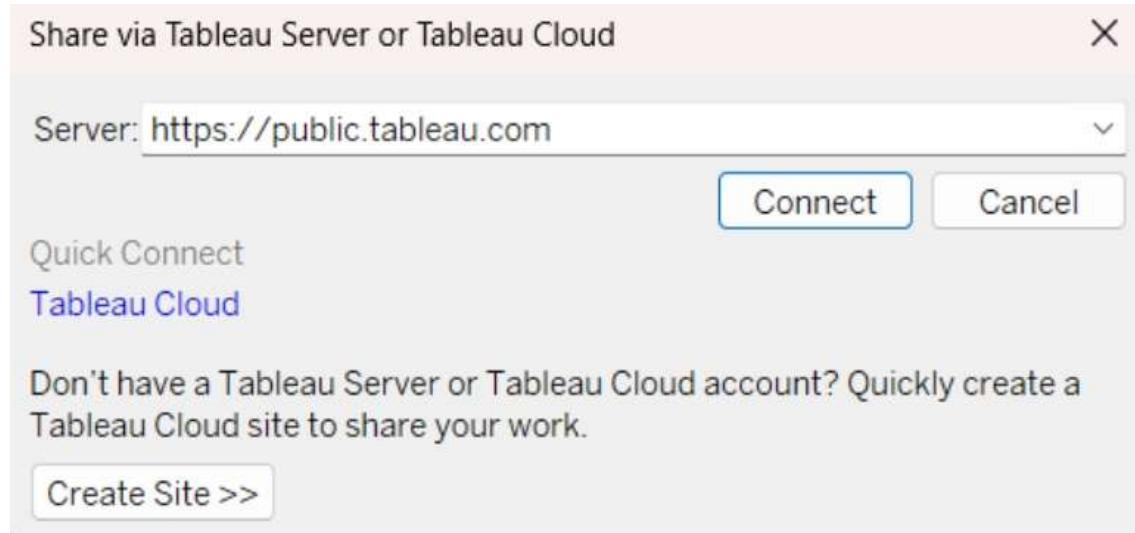
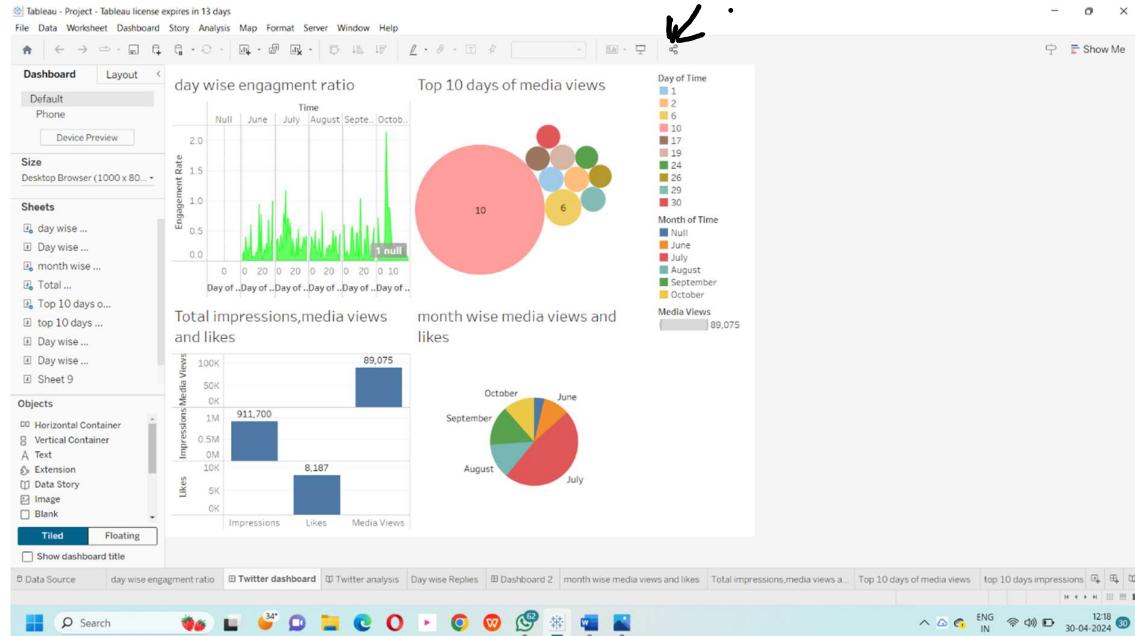
1. Month-Wise Media Views And Likes
2. Day-Wise Engagement Ratio
3. **Total Impressions, Media Views, And Likes**
4. **Top 10 Days Of Media Views**
5. **Day-Wise Replies**
6. **Top 10 Days Impressions**
7. **Day-Wise Media Views And Likes**
8. Day-Wise Retweets And Impression.

Milestone 7: Web integration

Web integration is like connecting different websites together so they can work together smoothly. It's like having one website talk to another to share information or perform actions, making the internet experience more seamless and convenient for users.

Publishing dashboard and reports to tableau public

Step 1: Go to Dashboard/story, click on share button on the top ribbon





Give the server address of your tableau public account and click on connect

Once you login into your tableau public using the credentials, the particular visualization will be published into tableau public

Note: While publishing the visualization to the public, the respective sheet will get published when you click on share option.

Activity 1: Dashboard and Story embed with UI With Flask

A screenshot of a code editor showing a Python Flask application. The editor has tabs for 'index.html' and 'app.py'. The 'app.py' tab is active and displays the following code:

```
C: > Users > Radha gusidi > OneDrive > Desktop > PROJECT > Arsha > app.py > ...
1  from flask import Flask, render_template
2
3  app = Flask(__name__, static_url_path='/static')
4
5  @app.route('/')
6  def index():
7      return render_template('index.html')
8
9  if __name__ == '__main__':
10     app.run(debug=False, host='0.0.0.0', port=8000)
11
```

The code defines a Flask application that serves the 'index.html' template when the root URL is accessed. It also runs the application on port 8000 with debug mode disabled.

Twitter Analysis

Home Dashboard Story Contact Overview

SOCIAL MEDIA ANALYSIS

Twitter is one of the social media that is gaining popularity. Twitter offers organizations a fast and effective way to analyze customers' perspectives toward the critical to success in the market place.

Get Started



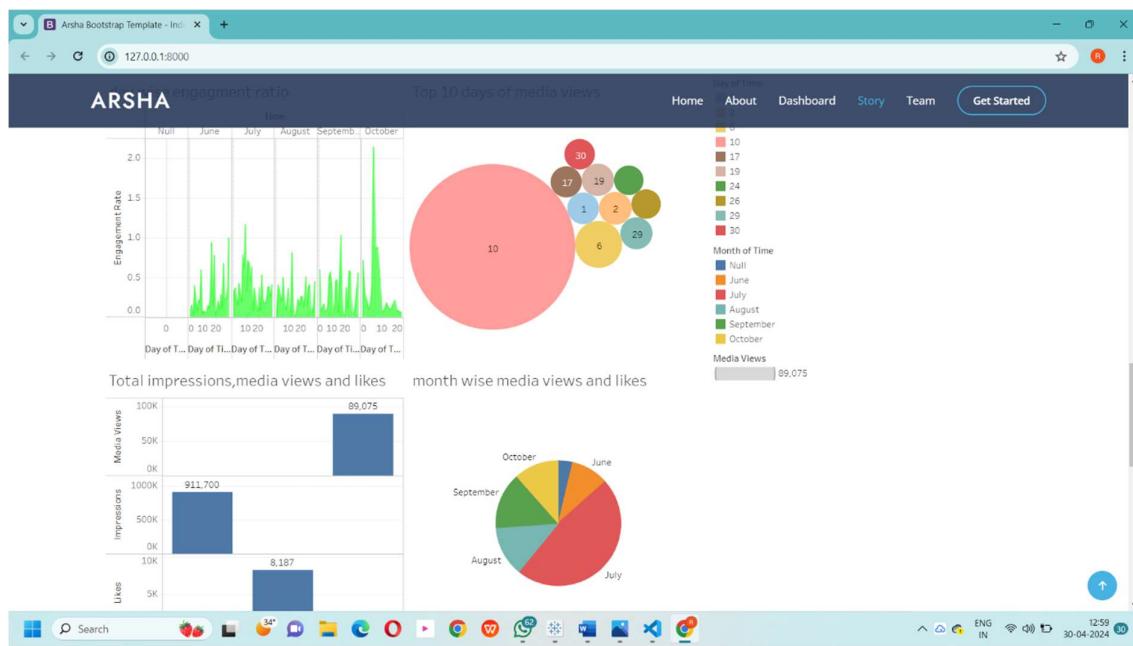
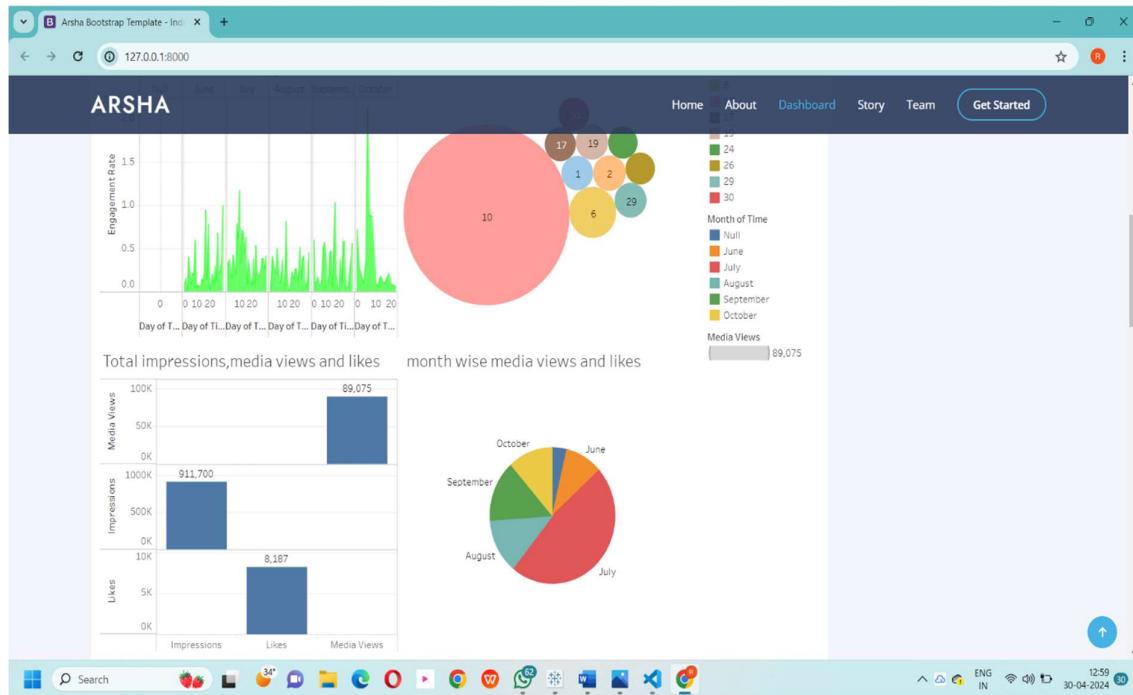
— ABOUT US —

A Twitter (rebranded as "X") marketing strategy gives you the opportunity to reach millions of people and build an engaged community. But how do you know if your strategy is paying off? That's where your Twitter analytics come in, providing you with essential data to assess your performance. This helps you figure out whether your strategy is working and what improvements you need to make.

- ☞ Sending and reading other users' updates (tweets)
- ☞ Sending and receiving updates via the Twitter website, SMS (text messages), RSS (receive only), emails or a third party application
- ☞ Customizing notifications with advanced settings

Twitter analytics are a set of data points on how your Tweets are performing and how your audience is responding. Your Twitter analytics dashboard shows you your profile growth in terms of visits, follows and mentions. It lets you keep track of Tweet analytics such as engagements, impressions, link clicks, replies and Retweets.

Learn More



CONCLUSION:-

The conclusion of uncovering the voice of the digital age through social media analysis could emphasize the profound impact of social media on communication, society, and culture. It might highlight key findings, such as trends in user behavior, the influence of algorithms, and the power dynamics at play. Additionally, it could suggest implications for individuals, businesses, and policymakers, emphasizing the need for critical thinking, ethical considerations, and responsible use of digital platforms. Overall, it should underscore the complexity and importance of understanding the digital landscape in today's world.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day -1	Introduction to Business Intelligence <ul style="list-style-type: none"> • Business Intelligence • Introduction of data Analytics • Types of Data analytics 	<ul style="list-style-type: none"> • understand the fundamentals and significance of business intelligence and data analytics 	
Day -2	Introduction of Tableau <ul style="list-style-type: none"> • Introduction to tableau • overview of feature • connecting Tableau to Data Sources 	<ul style="list-style-type: none"> • Gain an overview of Tableau and its features • Learn to connect Tableau to various data sources 	
Day -3	Data Extraction <ul style="list-style-type: none"> • Introduction to Database • creating Database f Table ses and their • CRUD operation on database tables 	<ul style="list-style-type: none"> • Gain an introduction to databases and their importance in data management 	
Day -4	Basic SQL Operations	<ul style="list-style-type: none"> • Understand the fundamentals of Structured Query language (SQL) and its role in dB 	
Day -5	Basic SQL Operations	<ul style="list-style-type: none"> • Develop proficiency in performing data manipulation tasks such as inserting, updating, and deleting records 	
Day -6			

WEEKLY REPORT

WEEK - 1 (From Dt..... to Dt.....)

Objective of the Activity Done: The objective of week 1 was to provide an intensive introduction to BI, Tableau Data extraction and Basic SQL operations.

Detailed Report:

Day - 1 Introduction to Business Intelligence

- covered various aspects of BI including data integration, processing, presentation, and ETL architecture
- Explored different types of data analytics: descriptive, diagnostic, predictive, and prescriptive, along with their application

Day 2: Introduction to Tableau

- Introduction of participants to Tableau's features and capabilities

- Demonstrated how to connect Tableau to different data sources and work with flat files and spreadsheets

- Participants practiced data visualization and analysis

Day - 3 : Data extraction:-

- provided an overview of databases and their role in data management.

- conducted sessions on creating databases and performing CRUD operations on database tables

- Participants learned techniques for extracting data from DB

Day - 4 / 5 Basic SQL Operations

- covered fundamental concepts of Structured Query Language (SQL) and its importance in database management

- Taught basic SQL operations including querying, filtering, sorting and aggregating data.

- Participants practiced data manipulation tasks such as inserting, updating, and deleting records in database tables using SQL commands

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Architecture of Tableau • Architecture of Tableau • Interface of Tableau • Tableau field types • Various file types	• Understand Tableau's architecture and components • Learn about data connection methods and sharing options	
Day -2	Charts:- • Histograms • Bar • Box plot • Line • Motion • pie • Bubble	- Gain an understanding of Histograms, Box plots, Motion charts, piecharts, Bar charts, Linecharts	
Day -3	• Bullet • Heat table • Scatter • Highlighted • Tree • table • Heat maps • Maps	Understand principles and applications of scatter plots, tree maps, Heat maps, heat tables	
Day -4	• Custom charts	-Understand the Concept and importance of custom charts in data visualization	
Day -5	Working with metadata and Data Blending • connecting of Data source • Tableau data types • Connection to excel	-Develop expertise in connecting Tableau to diverse data source such as Excel, cubes, and PDFs	
Day -6			

WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

The objective of week 2 was to delve deeper into advanced data visualization

Detailed Report:

Day - 1: Architecture of Tableau

Explored the architecture of Tableau, including its components and interface elements.

Discussed Tableau field types; Saving and Publishing data sources and connection methods.

Day - 2: Charts

- Explored various chart types including histograms, Box plots, Motion charts, Pie charts, Bar charts, line charts, and Bubble charts.

- Participants gained an understanding of the principles and applications of each chart type in data visualization.

Day - 3: Advanced chart types

- Developed into advanced chart types such as Bullet charts, Scatter plots, Tree maps, Heat maps, Maps, treemap.

- Participants learned how to effectively use each chart type for visualizing different types of data and patterns.

Day - 4: Custom Charts!

- Explored the concept and importance of custom charts in data visualization.

- Participants acquired skills in creating, customizing, and interpreting custom charts to effectively communicate complex data insights.

Day - 5: Working with metadata and Data Blending

- Developed expertise in connecting Tableau to diverse data sources including Excel, cubes, and PDFs for comprehensive analysis.

- Understood Tableau datatype and their implications in data visualization and analysis.

- Learned effective management techniques for metadata and data extracts to optimize data performance.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	<ul style="list-style-type: none"> • Joins and Union • Dealing with Null values • cross database joins • data extraction. • cross-database joining 	Gain comprehensive understanding and practical skills in various types of joins including left, right, inner.	
Day -2	<p>Advanced Data manipulations :</p> <ul style="list-style-type: none"> • preview • Mark and highlight • Groups • Sets 	<ul style="list-style-type: none"> - Master advanced data manipulation techniques including previewing, marking and highlighting techniques. 	
Day -3	<ul style="list-style-type: none"> • Bins • Hierarchical • Sorting and Types • Editing axes and annotations. 	<ul style="list-style-type: none"> - Learn how to utilize bins for grouping continuous data into discrete intervals 	
Day -4	<p>Working with filters, Organizing Data</p> <ul style="list-style-type: none"> • Filters • working with filters • Filtering continuous 	<ul style="list-style-type: none"> - Master the addition and removal of filters to refine and focus datasets according to specific criteria 	
Day -5	<ul style="list-style-type: none"> • Filtering in tableau • types of filters • Filtering the order of operations . 	<ul style="list-style-type: none"> - Master tableau's filtering tools for precise data manipulation. - Explore categorical range, and top N filters 	
Day -6			

WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done: The objective of week 3 was to deepen participants understanding and proficiency.

Detailed Report:

Day-1: Joins, Union, and Data Blending

- Gained comprehensive understanding and practical skills in various types of joins including left, right, inner, and outer joins.
- Developed expertise in cross database joining and data blending to integrate and analyze data from multiple sources.

Day-2: Advanced Data manipulations

Mastered advanced data manipulation techniques including previewing, marking and highlighting to enhance data exploration and analysis.

highlighting developed proficiency in creating and editing groups and sets, computed sets and combined sets for filtering and segmenting data dynamically.

Day-3 : Bins, hierarchies, sorting, and formatting

- Participants learned to use bins for grouping continuous data into discrete intervals and creating hierarchies for data organization.
- Explored sorting options and techniques to effectively organize data for analysis.

Day-4: Working with Filters and Data Organization

Mastered the addition and removal of filters to refine and focus datasets based on specific criteria.

- Participants gained proficiency in manipulating and controlling data visibility within Tableau visualizations using various filter techniques.

Day-5: Advanced Filtering in Tableau

- Explored advanced filtering tools in Tableau for precise data manipulation and analysis.
- Participants learned about different types of filters and their applications, including categorical range and top N filters.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Calculated fields, Quick table calculations & LOD expressions • calculated fields in Tableau	- Learn how to create calculated fields in tableau & custom data analysis and visualization	
Day -2	• Quick table calculations	- Utilize Tableau's quick table calculations & instant data analysis and visualization enhancements	
Day -3	• LOD Expression in Tableau	- Utilize Tableau's quick table calculations & instant data analysis - Apply quick table calculations	
Day -4	Working with mappings, Calculations and Expressions • Working on coordinate points point manipulation • plotting longitude and latitude and longitude plotting • Editing unrecognized locations for spatial data analysis	- Master mapping skills including coordinate point manipulation and longitude plotting	
Day -5	• Working on the background image, including add image • map visualization, custom territories • How to create map projects	- Learn how to incorporate background images and add image in Tableau for enhanced visualization.	
Day -6			

WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

Objective of the Activity Done: The objective of week 4 was to delve into advanced Tableau functionalities focusing

Detailed Report:

Day-1: Calculated Field & Quick Table Calculations of LOD

- Participants learned how to create calculated fields in Tableau for custom data analysis and visualization.
- Explored the versatility of quick table calculations for on-the-fly data manipulation and insights.

Day-2: Quick Table Calculations

- Utilized Tableau quick table calculations for instant data analysis and visualization enhancements.
- Applied quick table calculations dynamically to compute values based on displayed data structures.

Day-3: LOD Expressions in Tableau

- Participants delved deeper into the use of LOD expressions for advanced analytics and precise control over aggregations in Tableau.
- Applied LOD expressions to perform complex calculations and achieve specific analysis goals.

Day-4: Mapping Calculations, and Expressions

- Participants mastered mapping skills including coordinate point manipulation and longitude/latitude plotting for spatial data analysis.
- Explored advanced map customization techniques such as editing unrecognized locations and utilizing geocoding options.

Day-5: Advanced Mapping Techniques

- Participants learned to incorporate background images and add images in Tableau for enhanced visualizations.
- Explored techniques for plotting points on images and generating coordinates for customized map visualizations.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Working with Parameters <ul style="list-style-type: none"> • creating parameters • Parameters in calculations • Using parameters with filters • column selection parameters 	Master the creation of parameters in Tableau to enhance dynamic analysis and visualization capabilities	
Day -2	visual analytics pane <ul style="list-style-type: none"> • K-means cluster analysis • Trend and reference lines • visual analytics in tableau • Forecasting, confidence interval reference 	Explore the visual analytics pane in Tableau for advanced data exploration and visualization techniques.	
Day -3	Dashboards and Stories <ul style="list-style-type: none"> • Building and formatting a dashboard using size, objects, views, filters, and legends. • Best practice for making dashboards 	Acquire skills in building and formatting dashboards in Tableau using various elements such as size, objects, views, filters	
Day -4	• creating multiple dashboards	Gain proficiency in creating multiple dashboards within Tableau for comprehensive data presentation and analysis	
Day -5	• creating stories <ul style="list-style-type: none"> • Including the intro of story points • Adding catchy visuals in stories 	Master the creation of stories in Tableau incorporating engaging introductory story points to provide context.	
Day -6			

WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

Objective of the Activity Done: The object of week 5 was to focus on advanced Tableau functionalities Parameters.

Detailed Report:

Day-1: Working with Parameters

- Participants mastered the creation of Parameters in Tableau to enhance dynamic analysis and visualization capabilities.
- Gained proficiency in integrating parameters into calculations for flexible and customizable data analysis.
- Learned to effectively use parameters with filters.

Day-2: Visual Analytics Pane

- Explored the visual analytics pane in Tableau for advanced data exploration and visualization techniques.
- Learned K-means cluster analysis to identify patterns and grouping within datasets.

Day-3: Dashboards and Stories

- Acquired skills in building and formatting dashboards in Tableau using various elements such as size, objects, views, filters, and legends for effective visualization.
- Learned best practices for designing creative and impactful dashboards that effectively communicate insights to stakeholders.

Day-4: Creating Multiple Dashboards

- Gained proficiency in creating multiple dashboards within Tableau for comprehensive data presentation and analysis.
- Learned to effectively organize and manage multiple dashboards to provide different perspectives and insights on the same dataset.

Day-5: Creating Stories

- Mastered the creation and updating of stories in Tableau, including the introduction of story points and adding catchy visuals to enhance storytelling effectiveness.
- Learned to dynamically present insights and findings within the narrative flow using story points.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	<ul style="list-style-type: none"> • adding annotations with descriptions, dashboards and stories. • highlight actions, URL actions, and filter actions. • selecting & clearing values 	<ul style="list-style-type: none"> - Master the skill of adding annotation with descriptions to provide contextual information within dashboards and stories. 	
Day -2	<p>Build Tableau web application:</p> <ul style="list-style-type: none"> • Introduction to flask • working with flask framework • working with Bootstrap 	<ul style="list-style-type: none"> - Acquire an introduction to flask, a Python web framework for building web applications, including its core concepts. 	
Day -3	<ul style="list-style-type: none"> • working with Bootstrap 	<ul style="list-style-type: none"> - Master the use of Bootstrap a front-end framework, for creating responsive and visually appealing web interfaces. 	
Day -4	<ul style="list-style-type: none"> • Building application with flask framework 	<ul style="list-style-type: none"> - Acquire the skills necessary to build web applications using the flask framework a light weight and flexible. 	
Day -5	<ul style="list-style-type: none"> • Embedding Dashboard & Story with web application. 	<ul style="list-style-type: none"> - Learn how to embed Tableau dashboards and stories into web application using Tableau's embedding functionalities. 	
Day -6			

WEEKLY REPORT

WEEK - 6 (From Dt..... to Dt.....)

Objective of the Activity Done: The objective of week 6 was to focus on advanced Tableau functionalities including annotations.

Detailed Report:

Day-1 : Adding Annotation and Dashboard Interactions

- Participants mastered the skill of adding annotations with descriptions to provide contextual information.
- Gained proficiency in implementing highlight actions, URL actions, and filter actions to enable interactive

Day-2 : Building Tableau web application with flask & Bootstrap

- Acquired an introduction to flask, a python web framework for building web applications including its core concepts and functionalities.
- Learned to work with the flask framework to develop dynamic and interactive web applications leveraging its features for routing, templating and handling user requests.

Day-3: Working with Bootstrap

- Participants mastered the use of Bootstrap, a front-end framework, for creating responsive and visually appealing web interfaces.
- Learned to utilize Bootstrap components such as grids, navigation bars, buttons, and forms to enhance the user experience of Tableau applications.

Day-4 : Building Applications with flask framework

- Acquired the skills necessary to build web applications using the flask framework, a lightweight and flexible Python web framework.
- Learned the fundamentals of flask, including routing, request handling, templates and deployment to create dynamic and interactive web applications.

Day-5 : Embedding Dashboards and stories into web applications.

- Participants learned how to embed Tableau dashboards and stories into web applications using Tableau's embedding functionality.
- Explored methods for integrating Tableau visualizations seamlessly into web pages.

ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning outcome	Person in-charge signature
Day - 1	Mentoring Session	—	—
Day - 2	Mentoring session	—	—
Day - 3	Mentoring session	—	—
Day - 4	Mentoring session	—	—
Day - 5	Mentoring session	—	—

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning outcome	Person in-charge Signature
Day - 1	mentoring session	—	—
Day - 2	mentoring session	—	—
Day - 3	mentoring session	—	—
Day - 4	mentoring session	—	—
Day - 5	mentoring session	—	—