Internship Report

Introduction

This report shares my experience during my internship at NULLCLASS, where I focused on using Power BI to work on real-world data visualization tasks. Through this journey, I got the opportunity to explore practical applications of data analytics and strengthen my skills with Power BI.

Background

NULLCLASS is a platform that offers hands-on learning through projects, helping learners like me dive into real-life challenges. My internship was centered around using Power BI to analyze social media engagement data and build interactive dashboards that tell meaningful stories through visuals.

Learning Objectives

At the start of this internship, my main goals were to:

- Get comfortable using Power BI for data analysis and visualization.
- Learn how to transform and clean datasets effectively.
- Build dashboards that are interactive and insightful.
- Apply logic and filters to represent only the most relevant data.

Activities and Tasks

Here are the main Power BI tasks I completed:

1. **Pie Chart for Total Clicks:**
    - Created a pie chart showing the proportion of URL clicks, profile clicks, and hashtag clicks for tweets with more than 500 impressions.
    - Enabled drill-down features so users could see click types per tweet.
2. **Clustered Bar Chart by Tweet Category:**
    - Built a clustered bar chart to compare clicks across tweet categories like those with media, links, or hashtags.
    - Set filters so the chart only appears between 3 PM to 5 PM IST.
    - Added logic to include tweets only if the date is even and the word count is above 40.
3. **Dual-Axis Chart for Media Views and Engagements:**
    - Developed a dual-axis chart to track media views and engagements by day of the week for the last quarter.
    - Highlighted days with noticeable spikes in activity.

    - The chart is visible only during 3 PM to 5 PM IST and 7 AM to 11 AM IST.
    - Applied filters to show only tweets with even impressions, odd dates, character count above 30, and removed words containing the letter "H".

Skills and Competencies Developed

- **Power BI:** Visual creation, use of DAX, filters, and slicers.
- **Data Cleaning:** Creating calculated columns and measures, transforming datasets.
- **Analytical Thinking:** Identifying trends and patterns in social media metrics.
- **Problem-Solving:** Tackling issues like conditional visibility and multi-filter logic.

Feedback and Evidence

- I shared my work regularly with mentors and received helpful feedback.
- Visuals were improved based on input from peers and supervisors.
- I maintained screenshots and demo videos as proof of completed tasks.

Challenges and Solutions

- **Challenge:** Applying time-based conditions to visual visibility.
  Solution: Created calculated columns using DAX to check current time and control visibility.
- **Challenge:** Filtering based on multiple text and numerical conditions.
  Solution: Combined logical DAX functions with text functions to apply complex rules.

Outcomes and Impact

This internship helped me gain confidence in Power BI. I can now handle data cleaning, transformation, and dashboard development with much more ease. I also learned how to deal with advanced logic for filtering and dynamic visuals.

Conclusion

Overall, this internship was a rewarding learning experience. I not only improved my Power BI skills but also learned how to approach real-life data problems creatively. I’m thankful for the chance to work on practical tasks and grow as a data analyst.