**GitHub Link:** [**https://github.com/samikshaThalla17/samikshaThalla17**](https://github.com/samikshaThalla17/samikshaThalla17)

**Internship Report:** **Analysis of Tweet interactions using power BI**

**Introduction:**

This report outlines the work conducted during my internship, focusing on the analysis and visualization of twitter interactions using power BI. The projects aimed to provide insights into tweet engagement, including clicks, retweets, likes, media views.

Background:

During the internship, I worked on three key projects involving Twitter data analysis. The goal was to create visualizations that would help understand engagement patterns and identify high performing tweets under specific conditions.

**Learning Objectives:**

* To develop skills in using power BI for data visualization and analysis.
* To create meaningful visualizations that provide actionable insights into tweet performance

**Tasks:**

**Project 1:**

* Filtered tweets with more than 500 impressions.
* Created a pie chart to show the proportion of URL clicks, user profile clicks, and hashtag clicks.
* Implemented drill-down functionality for detailed click type analysis.

**Project 2:**

* Applied filters to exclude tweets from weekend and include only those between 3 pm to 6 pm, with even impressions, odd dates and word count below 30.
* Built a bar chart to display the top 10 tweets by the sum of tweets and likes.

**Project 3:**

* Filtered data based on specific criteria: timing, impression, dates and word count.
* Created a dual-axis chart to show media views and engagement by the day of the week for the last quarter.

**Skills**

* Experienced in writing DAX formulas for creating calculated columns and measures.

**Challenges and solutions:**

1. Challenge: managing large datasets with complex filtering.

Solution: Utilized power Bi advanced filtering and calculated columns.

**Outcomes and impact:**

Project 1: Provided a clear view of click distribution, helping tp understand which types of interactions are most common.

Project 2: Identified the top-performing tweets, offering insights which users are most influential.

Project 3: Revealed patterns in media interactions throughout the week.

**Conclusion:**

The internship provided valuable experience in using power BI for visualizing twitter data. The project completed during this period enhanced my skills in data visualization. The hands-on-experience with real-world data has prepared me for future challenges in data analytics