**Twitter Analytics**

**Introduction:**

This project focuses on **Build Real-Time Twitter Analytics Dashboard** using **Power BI** to visualize key engagement metrics and trends. We analyze tweets on various conditions. The dynamically filters and displays insights while ensuring specific conditions are met before visualizing data.

**Learning Objectives:**

* Power BI Data Processing & Transformation
* Advanced DAX skills
* Data Visualization & Data Creation
* Twitter Enagagement & Social media Analysis
* Performance optimization & best practice
* Business intelligence & decision making

**Skills & Competencies:**

* Power BI Skills
* DAX skills
* Data Visualization & Reporting Skills
* Data Analysis & Interpretation Skills

**Conclusion:**

The Twitter Analytics Dashboard effectively analyzes engagement trends using Power BI and DAX, ensuring accurate filtering, clear visualization, and interactive insights. By incorporating feedback and optimizing performance, the dashboard provides actionable insights for social media strategy, enabling data-driven decision-making.