

# **Internship Report - Real-Time Twitter Analytics Dashboard**

## **Introduction**

This report outlines the work completed during the internship on building a Real-Time Twitter Analytics Dashboard using Power BI. The tasks involved data filtering, chart creation, time-based visuals, and advanced DAX usage.

## **Background**

The project was based on analyzing Twitter data provided in an Excel format, focusing on tweet performance metrics such as likes, impressions, retweets, and engagements.

## **Learning Objectives**

- Learn to use Power BI for real-time analytics.
- Understand DAX for dynamic filtering and calculated columns.
- Apply time-based logic to show/hide visuals.
- Gain experience in building professional dashboards.

## **Activities and Tasks**

- Task 1: Chart with top 10% engagement rate tweets, filtered by time, likes, character count, and weekday.
- Task 2: Bar chart for top 10 tweets by retweets + likes, filtered by even impressions, odd date, and time range.
- Task 3: Dual-axis chart for media views & media engagements, filtered by character count > 30, exclusion of 'H', even impressions, and time range.

## **Skills and Competencies**

- Power BI Desktop proficiency
- Data modeling and transformations
- DAX (Data Analysis Expressions)

- Visualization design
- Time intelligence and advanced filtering

## **Feedback and Evidence (screenshots of visuals or filters)**

Screenshots of visuals and filters were captured during development and stored locally in the GitHub repository as per internship requirements.

## **Challenges and Solutions**

- Challenge: Dataset lacked tweets with < 30 characters.

Solution: Displayed a dynamic message when no data matched filters.

- Challenge: Time-based filtering in visuals.

Solution: Used DAX measures and visibility controls to show/hide visuals based on system time.

## **Outcomes and Impact**

Successfully built an interactive dashboard with logic-based filtering, improving my understanding of Power BI and real-time data visualization.

## **Conclusion**

This internship provided hands-on experience with Power BI and sharpened my data visualization, filtering, and dashboarding skills. It reinforced my ability to solve practical problems using DAX and Power BI functionalities.