REAL TIME TWITTER ANALYTICS DASHBOARD

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INTRODUCTION

"Real Time Twitter Analytics Dashboard" project as assigned by the NullClass in due to the completion of the internship was the best approach of industrial based experience in the field of Data Analytics. This report holds all the information and key points that involved the successful completion of the project. This report outlines the development and implementation of a Power BI template to analyse tweet engagement metrics. The goal is to visualize key data points to enhance understanding of user interactions on Twitter and to frame the charts in the dynamic format using various DAX measures.

BACKGROUND

In the digital age, social media platforms like Twitter serve as crucial channels for communication, marketing, and brand engagement. With millions of tweets generated daily, understanding engagement metrics is essential for businesses and influencers aiming to enhance their outreach and connection with their audience. This project focuses on specific engagement metrics that align with set criteria according to the tasks provided to ensure relevance and accuracy.

LEARNING OBJECTIVES

By making this project and getting industry ready, there were various points that were learnt to enhance the efficiency. They were:

- Developed proficiency in using Power BI for creating interactive and insightful visualizations.
- Understood advanced data filtering techniques to refine datasets based on specific criteria
- Gained experience in applying logical conditions to extract meaningful insights from raw data.
- Acquired foundational knowledge in analysing engagement rates and understanding their implications.
- Learnt the dynamic or real time displaying of charts at the specific time which was really an interesting and unique concept.

ACTIVITIES AND TASKS

The tasks that were provided as per the completion of internship were:

- Develop a chart that displays tweets with the highest engagement rates (top 10%). Include only those tweets that have received more than 50 likes and were posted on weekdays and this graph should only work between 1 PM to 4PM as well as tweet word count be below 30.

- Build a chart to identify the top 10 tweets by the sum of retweets and likes. Filter out tweets posted on weekends and show the user profile that posted each tweet and this graph should work between 3 PM to 6 PM and the tweet impression should be even number and tweet date should be odd number as well as tweet word count be below 30**.**
- Analyse tweets to show a comparison of the engagement rate for tweets with app opens versus tweets without app opens. Include only tweets posted between 9 AM and 5 PM on weekdays and this graph should work between 12 PM to 6 PM and the tweet impression should be even number and tweet date should be odd number as well as tweet word count be below 40.

SKILLS AND COMPETENCIES

After the completion of the project, I have enhanced proficiency and confidence at different metrics. The skills that I have developed after the completion of the project are:

- Using various filtering techniques.
- Made my understanding stronger in various formulas and syntaxes.
- Learnt to make a presentable and organised Power BI report.
- Learnt to create dynamism in timings.

- Learnt various features of visualisation and implemented those on the Power BI report.
- Made my HTML (HyperText MarkUp Language) and CSS (Cascading Style Sheets) concepts stronger.

FEEDBACK AND EVIDENCE

- My feedback upon the completion of the tasks is that the tasks that were chosen and provided to the candidates were challenging. But they were very insightful which can help the candidates to think beyond the courses that were studied.
- Evidence of successful implementation includes the completion of the Power BI template and the deployment of a responsive website on the Netlify. The project is successfully completed and hosted on Netlify which can be checked on this link: https://app.netlify.com/sites/poetic-mooncake-9da48b/deploys/66ee62c0de4e9af585d73146 .

It can be downloaded from the above link and viewed. Below, there is a screenshot of the Power BI report showing the completion of all tasks.
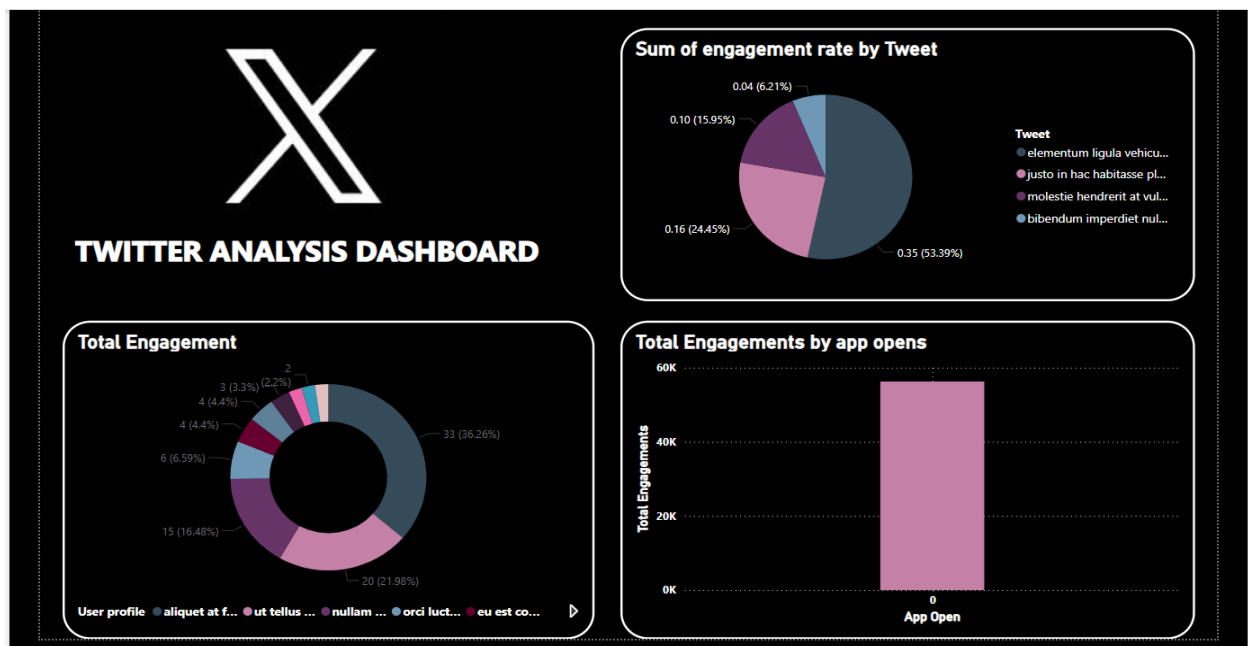
CHALLENGES AND SOLUTIONS

- To make the charts appear at specific time.
  Solution: Understood the concept, took a little help from web and found the way that it can be done using DAX.
- To import the report in the website
  Solution: Researched and got to know that embedding it will require Power BI service which requires work e-mail address to login. So, made a link to get through.
- To deploy website on Netlify
  Solution: Looked for the steps, understood the UI/UX of the Netlify website and followed the steps accordingly.

OUTCOMES AND IMPACT

The successful implementation of the Real Time Twitter Analysis project yielded significant outcomes, enhancing the understanding of Twitter engagement metrics. The development of a comprehensive Power BI template provided a dynamic tool for visualizing key engagement statistics, facilitating easier interpretation of complex data. The responsive web application created to host these visualizations ensures accessibility across devices, thereby broadening the reach of the insights generated. By focusing on specific engagement metrics, the project not only improved strategic decision-making for social media content but also helped in enhancing valuable skills in data analysis, web development, and visualization techniques. Ultimately, the project has been a great learning experience overall.

CONCLUSION

The "Real Time Twitter Analysis" project has successfully achieved its objectives, providing valuable insights into social media engagement through effective data visualization. At last, I would like to thank NullClass for giving me this opportunity to work through it. Completion of tasks has helped me in gaining confidence in the Data Analytics field. By completion of this project, I believe myself to be ready for future challenges in the industry.