Internship Report

Introduction

I am Mohammad Thameem (mail id: mthameem930@gmail.com). This report summarizes my internship experience, detailing the various aspects and activities undertaken during the internship period.

Background

I interned as a Data Analyst, focusing on the utilization of Power BI for data visualization and analysis. The internship involved working with datasets, creating visualizations and deriving insights from social media data. The primary dataset used was SocialMedia.csv, which contained various interaction metrics from social media platforms.

Learning Objectives

1. To gain hands-on experience with Power BI.

2. To understand data visualization techniques.

3. To learn how to analyse social media data and derive actionable insights.

4. To develop problem-solving skills related to data analysis and visualization.

Activities and Tasks

1. **Data Import and Preparation:** Imported and cleaned the SocialMedia.csv dataset in Power BI.

2. **Calculated Columns and Measures:** Created calculated columns and measures to categorize data and perform specific calculations.

3. **Visualizations:** Developed various visualizations including clustered bar charts, line charts, pie charts, and dual-axis charts.

4. **Filtering and Analysis:** Applied filters to focus on specific data ranges and interaction types.

5. **Troubleshooting:** Resolved issues related to data type mismatches and visualization configurations.

Skills and Competencies

1. **Data Analysis:** Enhanced my ability to analyse and interpret data.

2. **Power BI Proficiency:** Gained advanced knowledge of Power BI tools and features.

3. **Problem-Solving:** Improved my ability to troubleshoot and solve technical issues.

4. **Visualization Techniques:** Learned various data visualization techniques to represent data effectively.

5. **DAX Functions:** Became proficient in using DAX functions to create measures and calculated columns.

Challenges and Solutions

1. **Data Type Mismatches:** Initially faced issues with DAX comparisons due to data type mismatches. This was resolved by using the VALUE and FORMAT functions.

2. **Visualization Configurations:** Had difficulty configuring visualizations to display the correct data initially. This was addressed by refining the DAX formulas and understanding the Power BI interface better.

Outcomes and Impact

The internship provided me with a solid foundation in data analysis and visualization. I successfully created meaningful visualizations that could aid in making data-driven decisions. The skills acquired during this internship will significantly impact my future career, providing a strong base for further professional development in data analysis.

Conclusion

In conclusion, this internship was a highly valuable experience that provided me with practical knowledge and skills in data analysis and visualization using Power BI. The challenges faced were opportunities for growth, and the outcomes achieved met my learning objectives. This experience has prepared me well for future endeavours in the field of data analytics.