**INTERNSHIP REPORT**

Organization: NullClass

Project: Build Real-Time Twitter Analytics Dashboard – Power BI

Submitted by: Yashvi Arora

Duration: [29th July 2025] – [29th August 2025]

**Introduction**

This internship was conducted under NullClass for the role of Data Analyst Intern. The primary goal was to gain practical experience in creating an interactive and real-time Twitter Analytics Dashboard using Power BI. The internship involved analyzing Twitter data, applying filters and business rules, and presenting insights through data visualizations.

**Background**

With the growing importance of social media analytics, businesses rely on data-driven insights to optimize engagement and performance. This internship focused on building a Power BI dashboard that could monitor real-time Twitter engagement metrics such as impressions, likes, retweets, media views, and engagement rates. The dashboard was designed to support decision-making by providing clear, interactive visualizations based on specific conditions and filters.

**Learning Objectives**

The objectives of this internship were:  
- To learn how to build real-time analytics dashboards using Power BI.  
- To understand Twitter engagement metrics and their significance.  
- To apply advanced filters and time-based conditions in dashboards.  
- To gain hands-on experience with DAX calculations, measures, and visualization customization.  
- To enhance problem-solving and analytical thinking skills.

**Activities and Tasks**

The following tasks were completed:  
1. Created a scatter chart analyzing media engagements and media views with multiple filters.  
2. Developed a clustered bar chart for clicks segmented by tweet category with conditions.  
3. Built a chart for the top 10 tweets based on retweets and likes, excluding weekends.  
4. Created a line chart for engagement rate trends differentiating media vs non-media tweets.  
5. Designed a visualization comparing replies, retweets, and likes for tweets above median engagement.  
6. Compared engagement rates for tweets with app opens vs without app opens using time-based filters.  
All tasks were integrated into a single Power BI dashboard with dynamic filters.

**Skills and Competencies**

- Power BI Dashboard Development  
- DAX Functions & Calculations  
- Data Visualization  
- Analytical Thinking  
- Problem-Solving

**Feedback and Evidence**

The internship was a great learning experience. Evidence includes:  
- GitHub Repository link (with .pbix file)  
- Completed Power BI dashboard

**Challenges and Solutions**

Challenges:  
- Implementing multiple time-based and date-based conditions  
- Managing dynamic visibility for charts  
Solutions:  
- Used DAX functions and conditional formatting  
- Researched Power BI forums and tested multiple scenarios

**Outcomes and Impact**

- Successfully developed an advanced Twitter Analytics Dashboard using Power BI.  
- Gained confidence in applying complex conditions and DAX calculations.  
- Strengthened data visualization and analytical skills.

**Conclusion**

This internship at NullClass was a valuable experience that provided hands-on exposure to Power BI and real-time data analytics. It helped me develop both technical and problem-solving skills, making me industry-ready for roles in data analysis and business intelligence.