Visual Summary & Narrative Findings for the 2024_tw_posts_president_scored_anon.csv dataset

1. Engagement Metrics Distribution (Histograms & Boxplots)

- **retweetCount**, **replyCount**, **likeCount**, and **viewCount** are all **heavily right-skewed**.
- A small number of tweets receive extremely high engagement — a classic **"long tail"** distribution typical in social media analytics.
- **Boxplots confirm the presence of extreme outliers**, indicating virality in a limited number of posts.

Insight: A small subset of posts drives the majority of the visibility and engagement. This implies **targeting strategies** should focus on optimizing high-impact content.

2. Source of Tweets (Bar Chart)

- The **dominant source** is **"Twitter Web App"**, followed by a few mobile clients like iPhone and Android.

Insight: Most posts are likely from **official accounts** or **teams using desktop/web tools**, hinting at **coordinated campaign posting**.

3. Tweet Frequency Over Time (Bar Chart by `month_year`)

- The dataset shows **a peak in tweet activity around October 2024**, likely coinciding with **election events or key political campaigns**.

Insight: Tweet volume spikes near **critical election milestones**. Suggests this dataset can be used to **analyze messaging strategy dynamics during political events**.