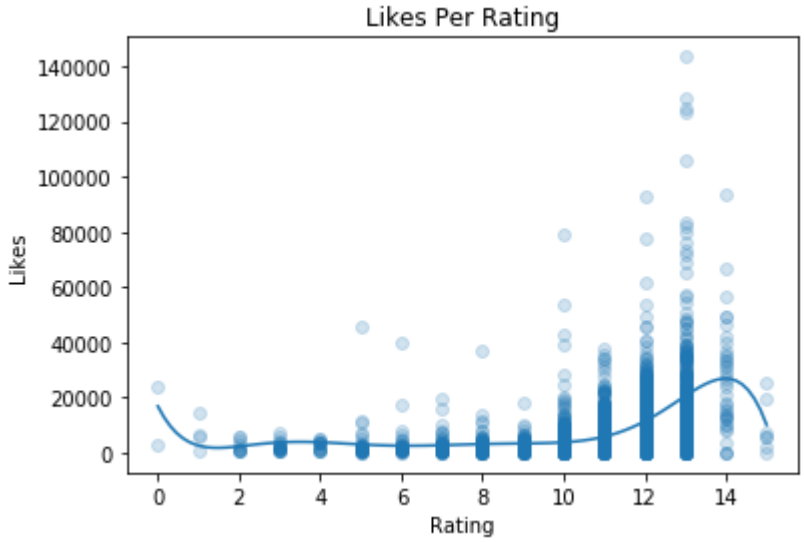
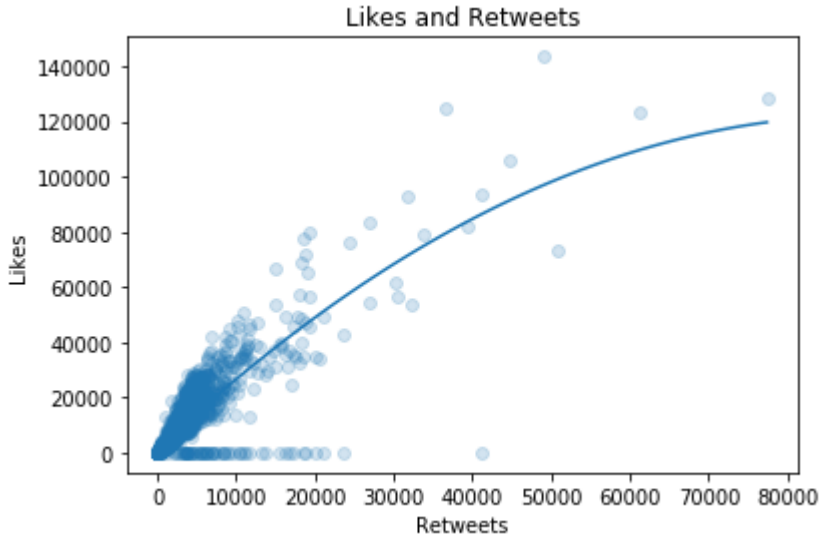
Act Report

Insight 1 – Likes Per Rating



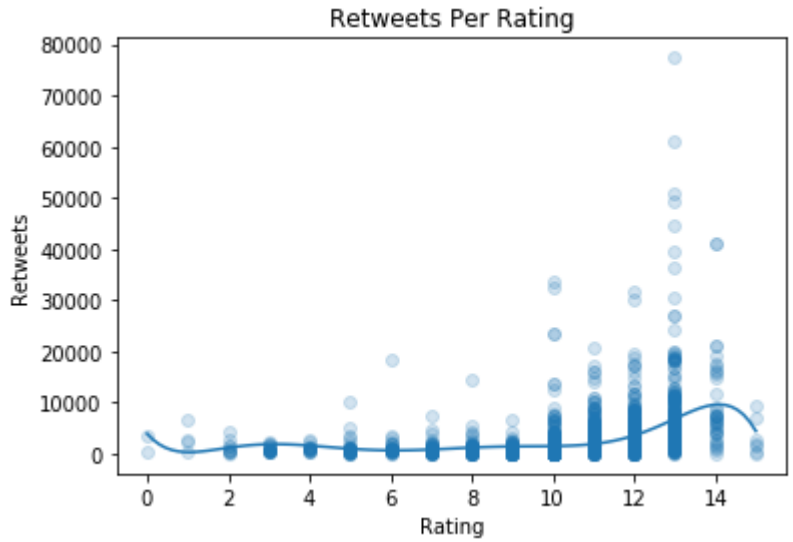
There is a relationship between Likes and the Rating score given. Generally higher ratings get more likes. This relationship is probably best fit with a polynomial function. Extremely high ratings seem to fall off with likes, but people also seem to be interested more in extremely low ratings. For example, ratings of 0 or 1 are more popular than ratings of 2 to 4. In the case above a 7^{th} degree polynomial was used to fit the data.

Insight 2 - Likes and Retweets



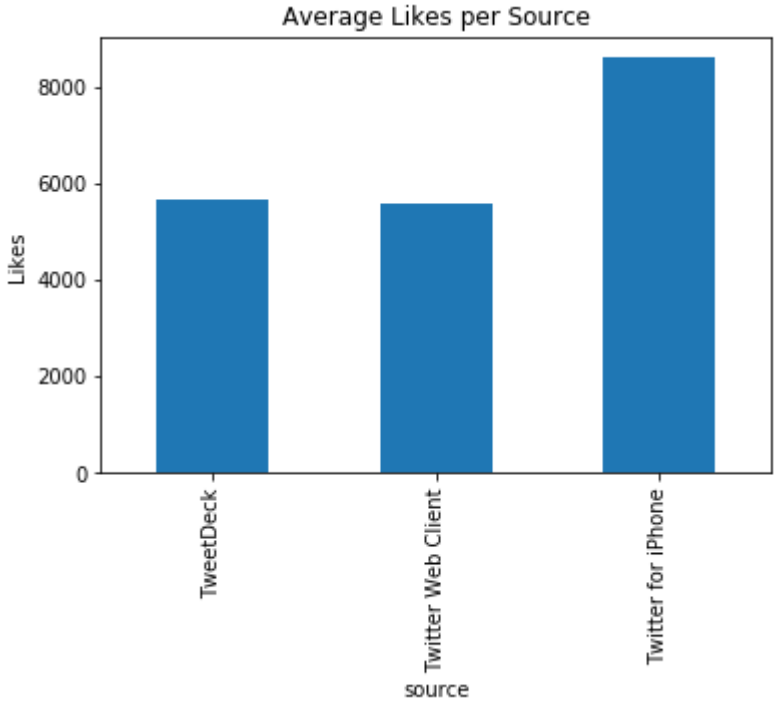
As expected the number of likes directly correlated to the number of retweets. However, it should also be noted that there is a diminishing return associated with retweets and likes. This can be shown in the model that was used to fit the data above. In this case a polynomial of degree 2 was used to fit the data.

Insight 3 – Retweets Per Rating



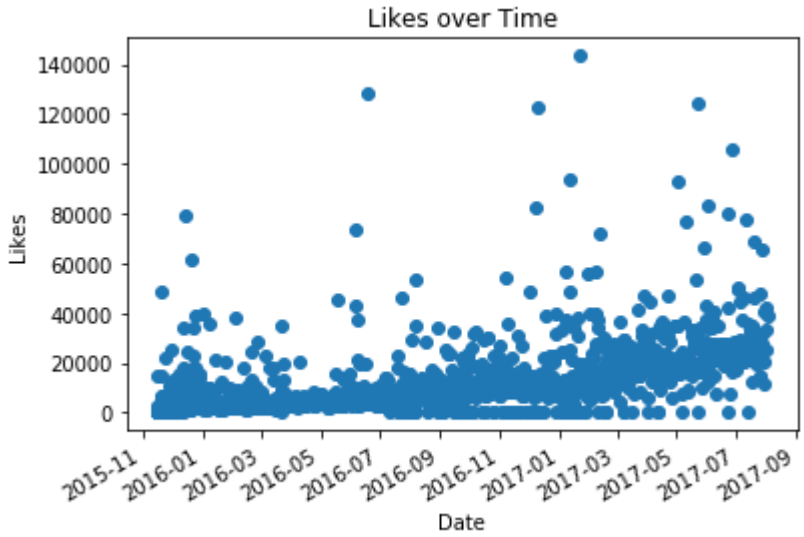
As expected from the graphs above, there is a similar relationship between retweets and ratings. However, this relationship is not as strong as the relationship between likes and ratings.

Insight 4 – Source and Likes



As shown using Twitter for iPhones generates a lot more likes that the other 2 methods.

Insight 5 - Likes over Time



It can be seen from the graph above that there are seasonal periods over the year when some tweets just take off in likes. These may be holiday periods when people are happier. Likes also appear to be gradually increasing over time.