	Task	Response
1	Compare the Tweets' data.	Tweet #2 performed better with nearly 6X higher engagement, 2X higher retweets, replies, likes, and user profile clicks than tweet #1. Tweet #2 also had hashtag clicks and details expanded. Tweet #2 had higher impressions.
2	Compare the Tweets' content and details.	Tweet #2 had an image and added hashtags, unlike tweet #1. Tweet #2 was shown at 8 am, while tweet #2 was shown at 2 am at night to an audience most likely that is lacking sleep. Tweet #2 is funnier and calls out how people seeing it are losing their sleep and likely need a coffee tomorrow.
3	Analyze the differences in the Tweets' performance.	Tweet #1 had more impression, most likely bc it was viewed by a larger audience at a more active time for users. Tweet #2 had higher engagement, likely bc the audience that saw the tweet could relate better to its content based on the time of night. Tweet #2's use of a visual and hashtags gave users more reasons to relate to its content.
4	Explain how your analysis will inform your strategy.	Using more hashtags and visuals in a daytime tweet might build better engagement on top of the higher impressions. Capitalizing on more 'niche' times of day (or night in this case) could allow us to really engage with a smaller but more active audience.