

Data Analysis Report

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Insights

This Analysis revealed a lot about the performance of tweets.

There is no correlation between the rating and the performance of tweets.. any rating will do.

Tweets posted on Saturdays, Fridays, and Mondays are more likely to receive higher performance due to the less busy schedules. One possible explanation is that people tend to be more active on social media during the weekends and at the beginning of the week when they have more free time. Therefore, tweets posted on Saturdays, Fridays, and Mondays may have a higher chance of being seen and engaged with by a larger audience.

Tweets including a Labrador Retriever gain a lot of performance.

Tweets posted on June (the most due to dog events), December, and January are more likely to receive higher performance due to festive events.

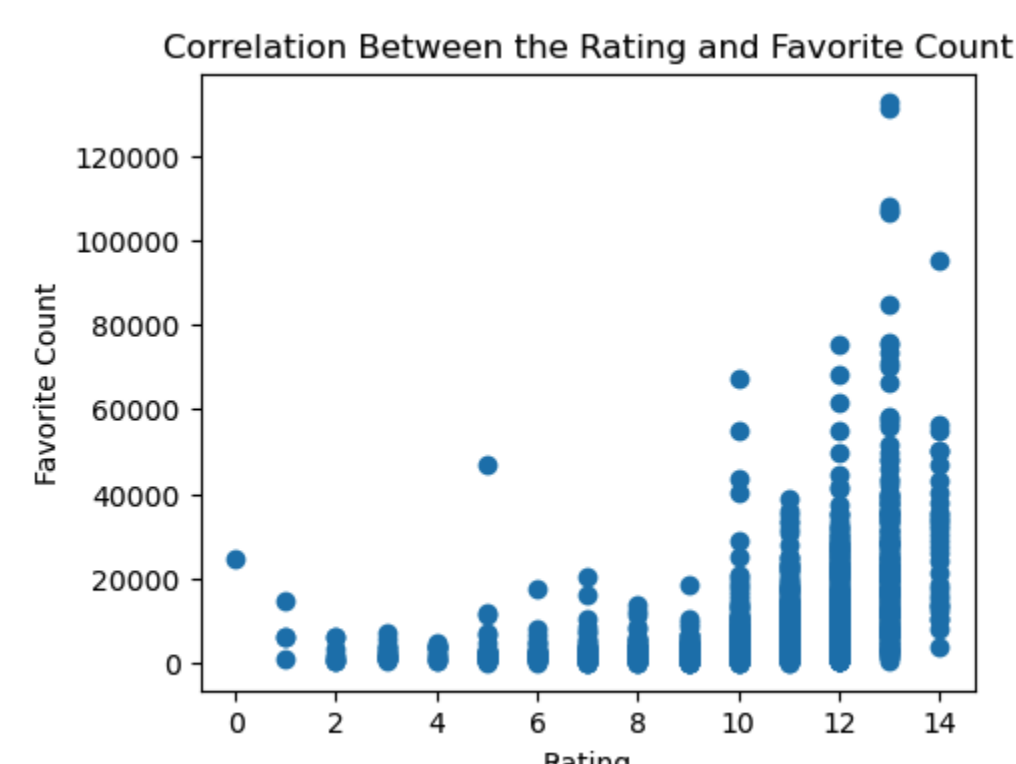
- Some possible festive events related to dogs in June, December, and January are:
 - June: As I mentioned earlier, June is often associated with various dog-related events such as National Adopt-a-Shelter-Cat Month, National Pet Preparedness Month, and Take Your Dog to Work Day. You can create tweets related to these events or topics that are relevant to dog owners, such as tips for keeping your dog safe during hot weather or ideas for fun outdoor activities to do with your dog.
 - December: This month includes holidays such as Christmas and Hanukkah, which may inspire dog-related content such as gift ideas for dog owners or special holiday treats for dogs. could Additional tweets that showcase cute photos of dogs in holiday-themed outfits or settings can perform really good.
 - January: This month may be associated with New Year's resolutions related to dog care or behavior, such as training your dog to walk on a leash or improving your dog's diet.

Favorited tweets are very likely to get retweeted too!

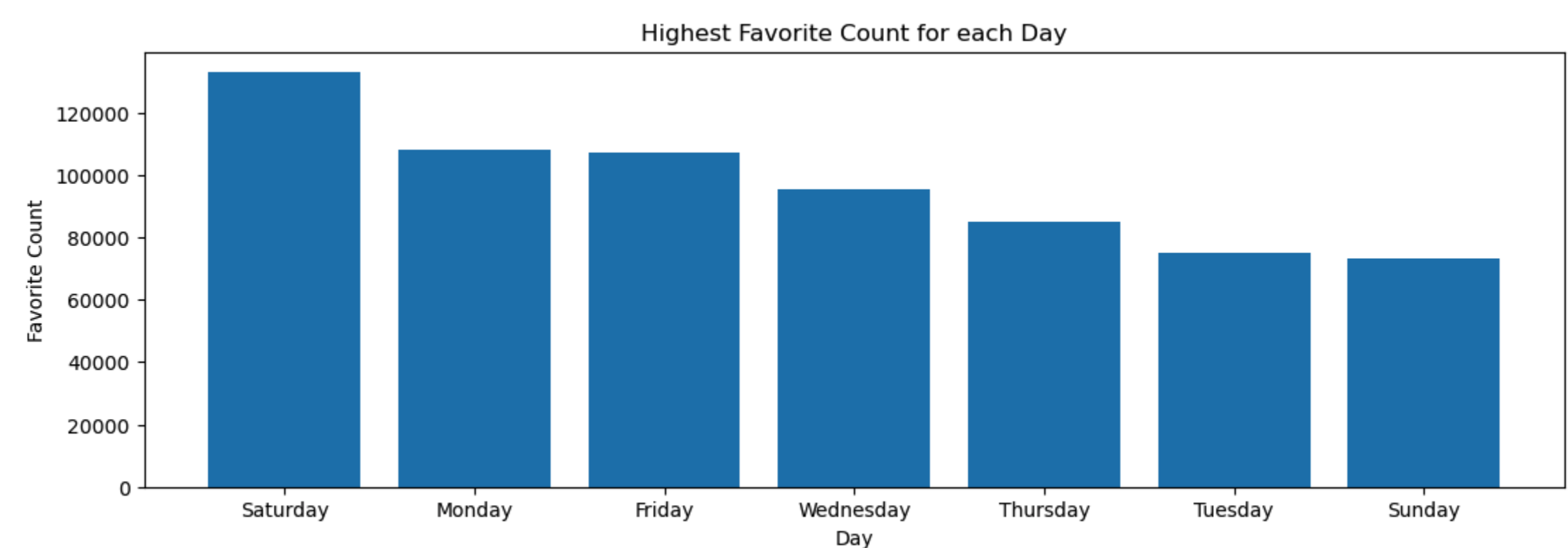
Recommended Actions

- Posting around Saturday, Friday, and Monday.
- Posting around Jan, Dec, and June due to the many dog-related events.
- Posting related tweets in different events.. for example, in december, post tweets that showcase cute dogs, etc..

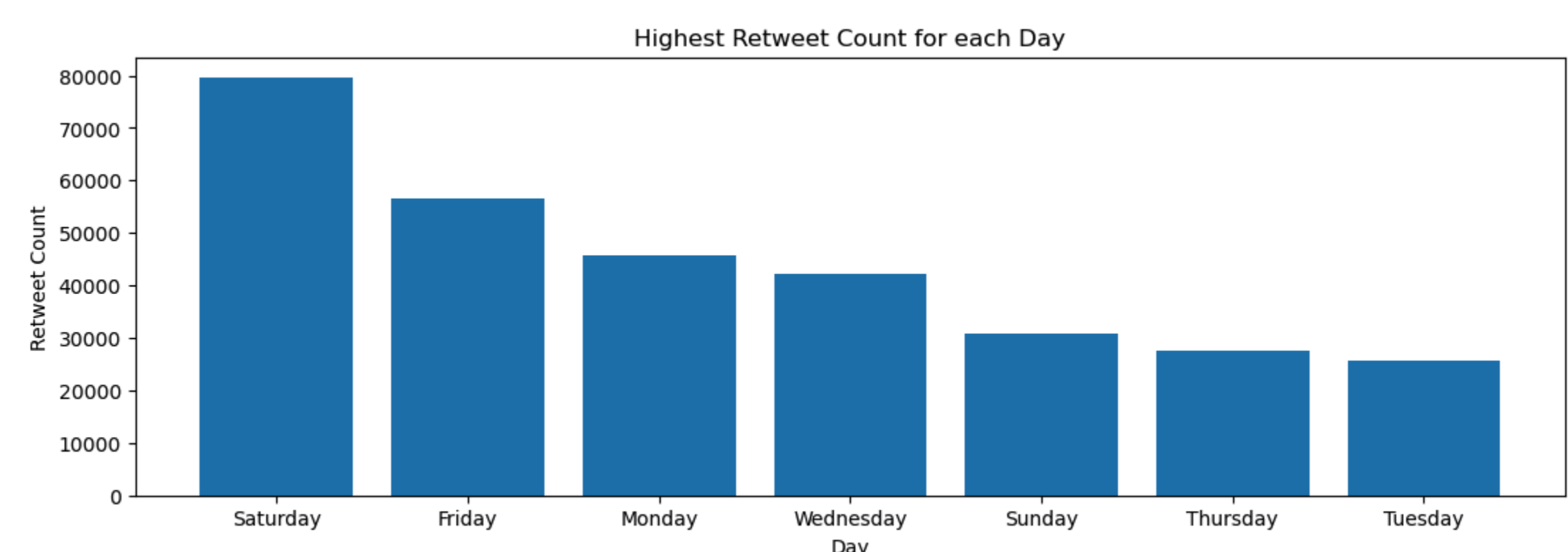
Visualizations



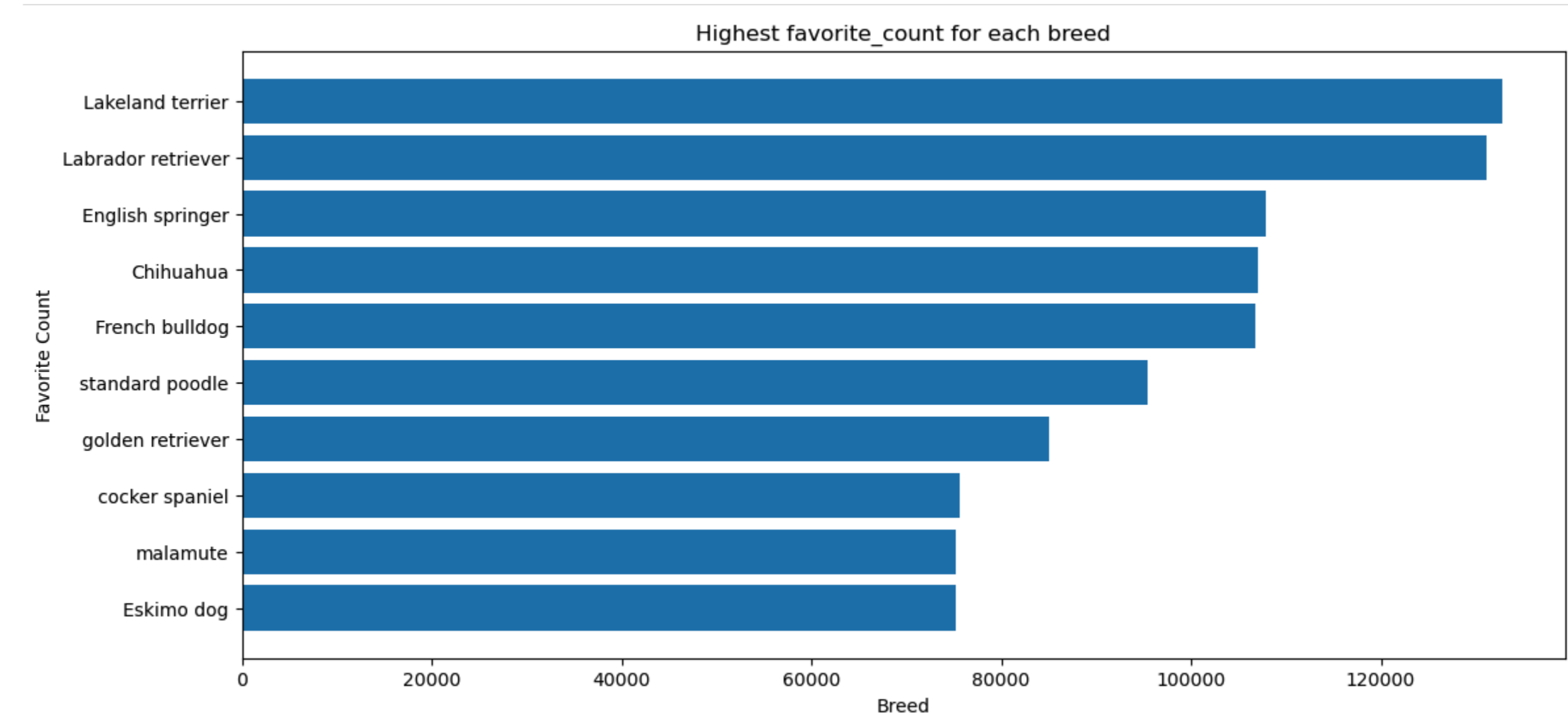
Here, you can see that there is little to no correlation between the rating and the favorite count. This means that the rating doesn't matter in the tweets' performance.



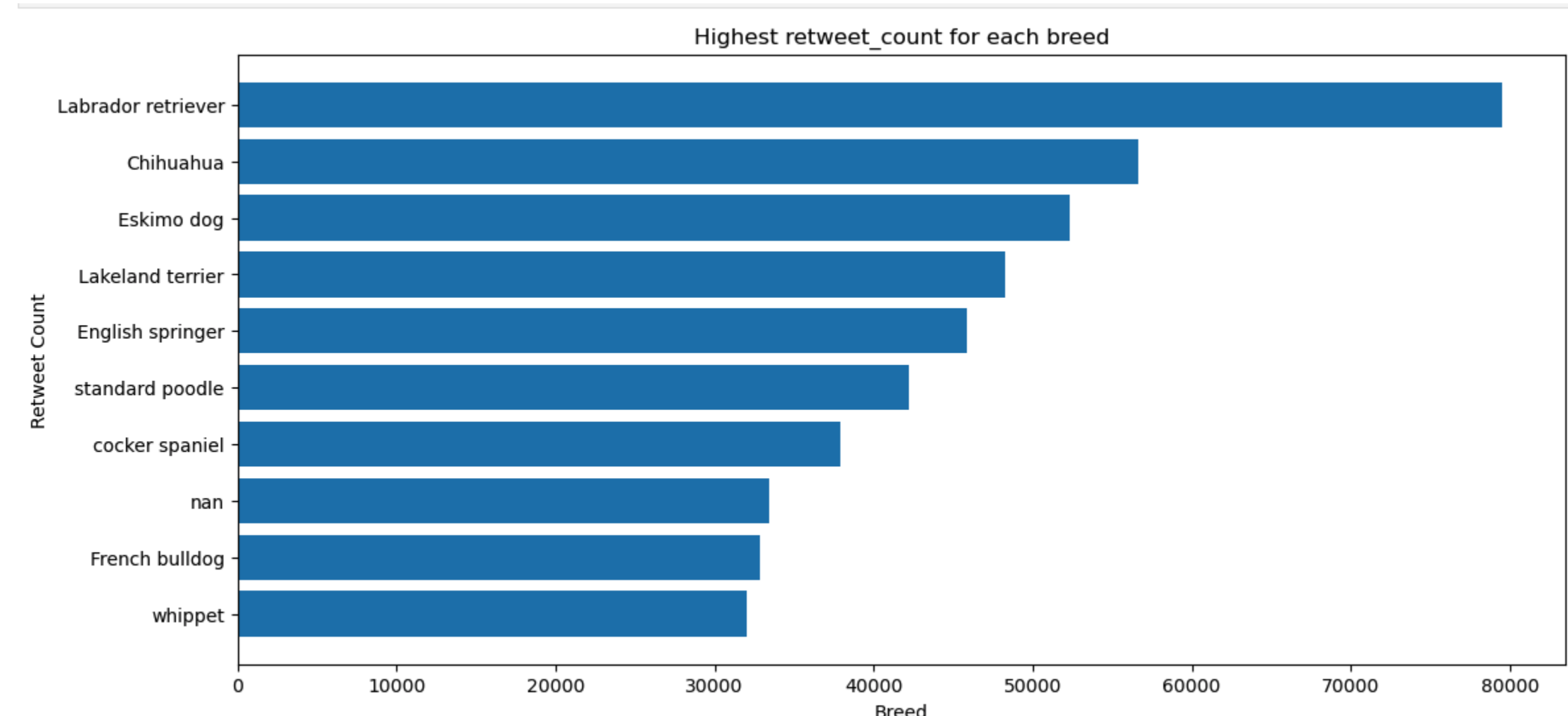
Here, you can see that the top 3 days for favorite count is Saturday, Monday, and Friday. This is likely due to the less busy schedules during the weekends.



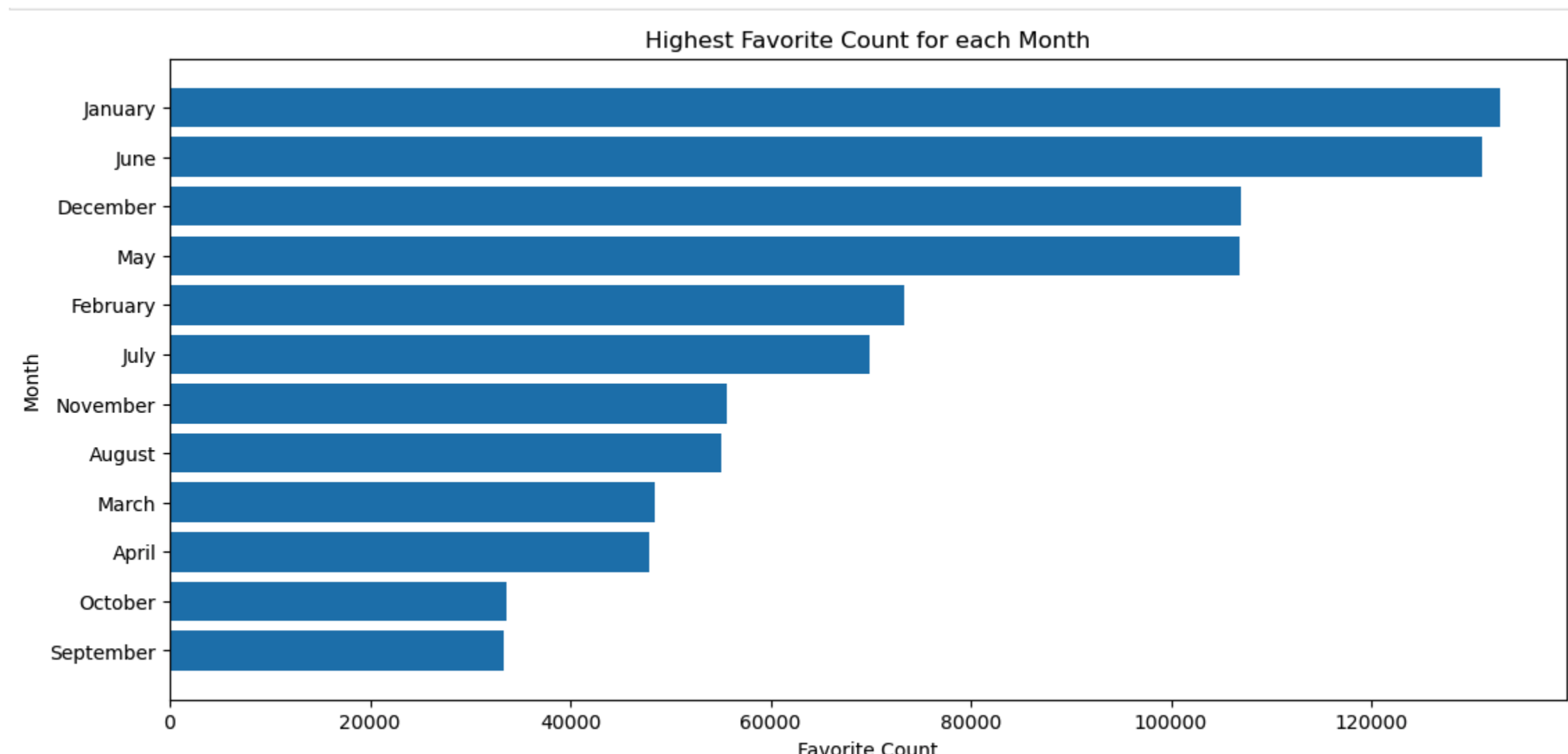
The same thing here.. Saturday, Monday, Friday are the top 3 days for retweet count, which proves the overall point of "weekends = more performance"



As you can see the Labrador Retriever gains the most performance! Labrador Retrievers may gain the most performance because they are one of the most popular dog breeds in the world, and they are widely beloved for their friendly and loyal nature. As a result, people may be more likely to engage with content that features Labradors, whether it's through likes, retweets, or other forms of engagement. Furthermore, the popularity of Labradors means that there is a large community of dog lovers who are interested in content related to this breed. This can lead to a higher level of engagement and shares for tweets that feature Labradors compared to other dog breeds. It's also possible that the person or brand posting the content has a particular affinity for Labradors and chooses to feature them more prominently in their content. This can create a sense of brand identity and consistency, which can help to build a loyal following and increase engagement over time.

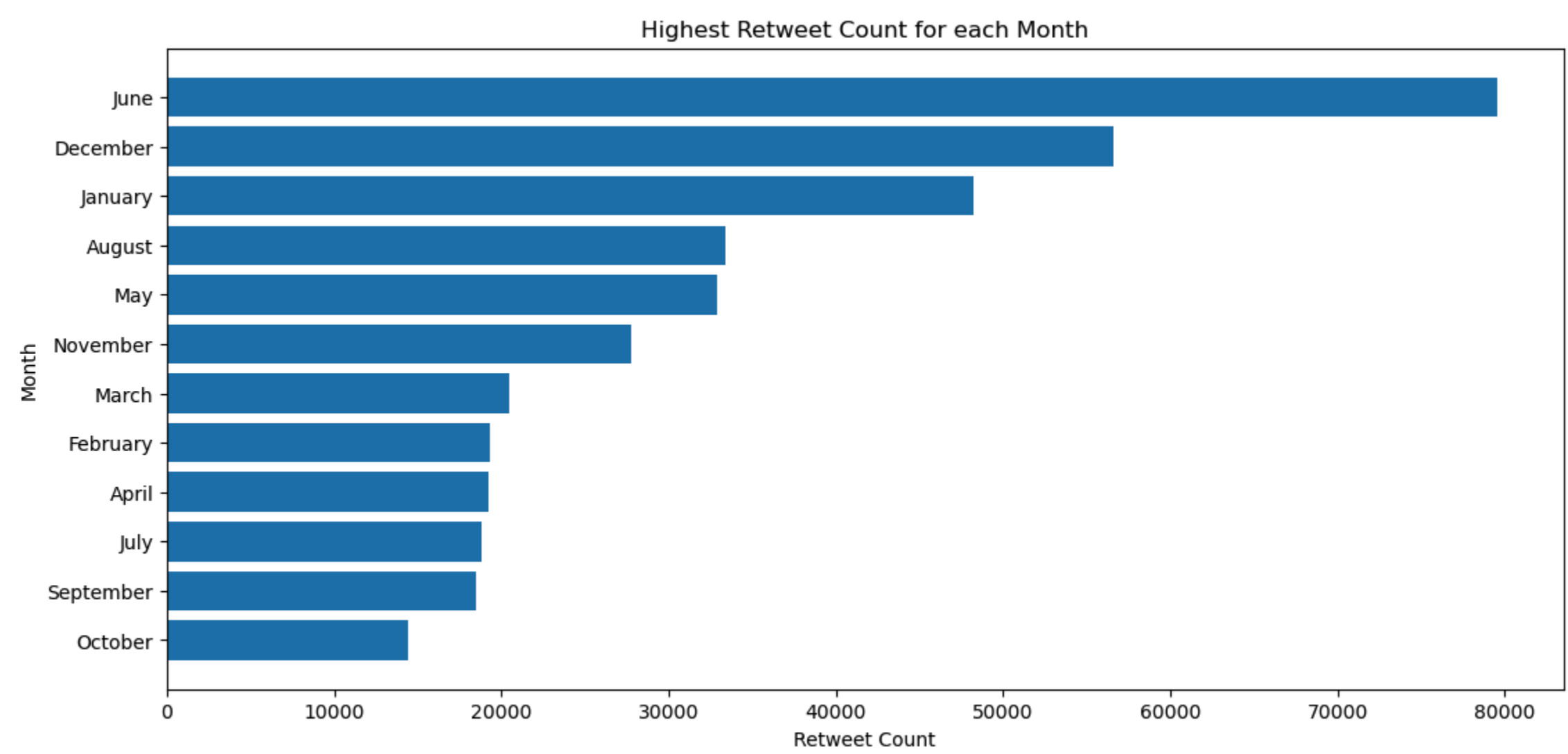


As you can see the Labrador Retriever gains the most performance!

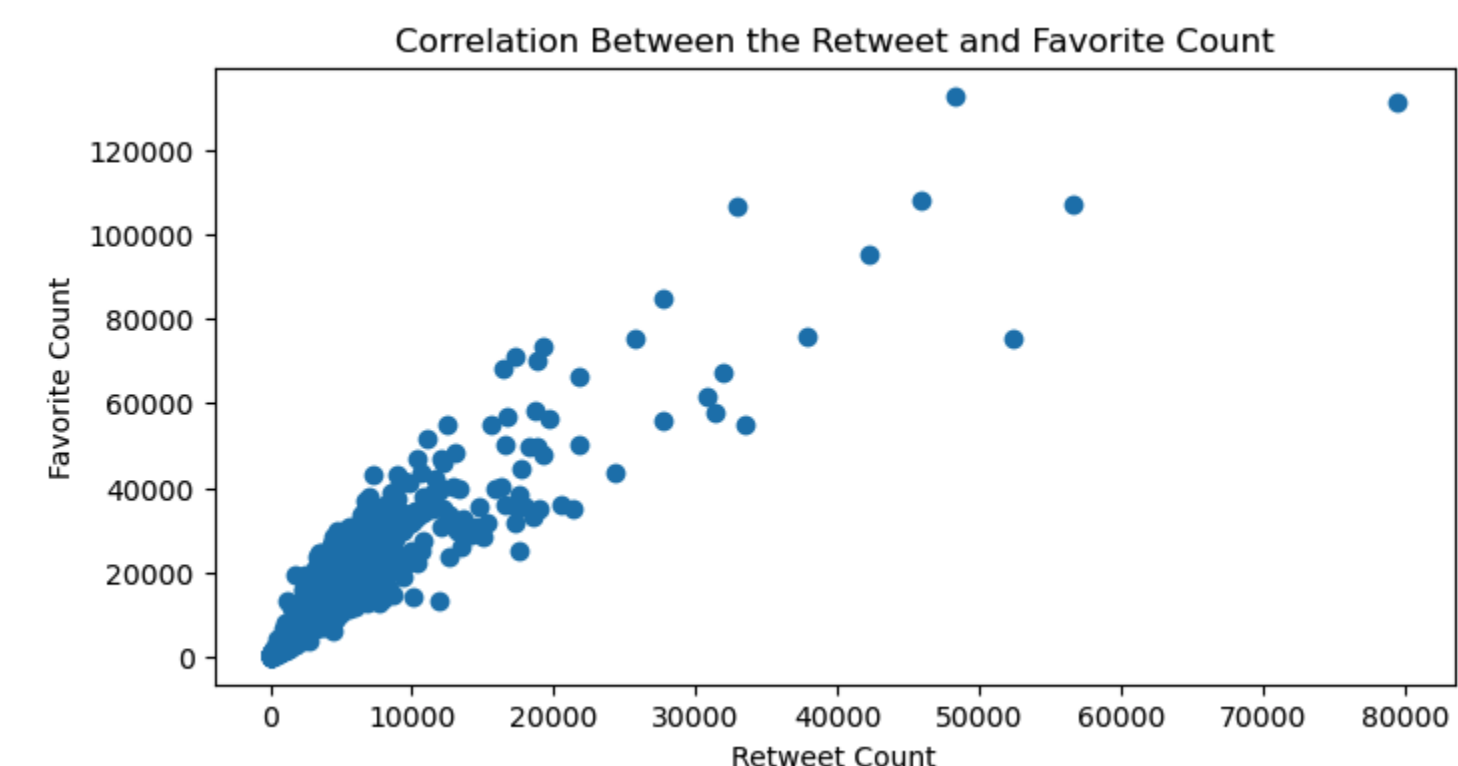


June, December, and January have the highest performance. The highest performance of a tweet from WeRateDogs in June, December, and January may be due to several factors, including:

- Seasonal Trends: As I mentioned earlier, June, December, and January are associated with various festive events and holidays, such as National Adopt-a-Shelter-Cat Month, Christmas, and New Year's Day. These events may inspire users to engage more with WeRateDogs tweets, as they may be looking for dog-related content or inspiration for gift ideas and resolutions.
- Increased User Activity: During these months, users may have more free time to browse social media and engage with content, as they may be on vacation or taking time off work for the holidays. This can increase the visibility of WeRateDogs tweets and make them more likely to be seen and shared.
- Relevance to the Target Audience: WeRateDogs has a large and dedicated following of dog lovers, and the content they share is often humorous, relatable, and heartwarming. During the festive season, people may be more inclined to seek out and share uplifting content that brings joy and happiness to their day, which is something that WeRateDogs excels at providing.



January, June, and December again! These months should be targeted.



Favorited tweets are most likely to be retweeted! Favorited tweets are most likely to be retweeted because when a user favorites a tweet, it signals to their followers that they found the content interesting or valuable in some way. This can create a form of social proof that encourages others to engage with the tweet as well, including retweeting it to their own followers. Additionally, when someone favorites a tweet, it can help the tweet's visibility on Twitter. Twitter's algorithm takes into account various factors when determining which tweets to show to users, including engagement metrics such as likes, retweets, and favorites. When a tweet receives a high number of favorites, it can indicate to the algorithm that the tweet is of high quality or relevance to the audience, which can increase its visibility in the Twitter feed and make it more likely to be seen and retweeted by others.