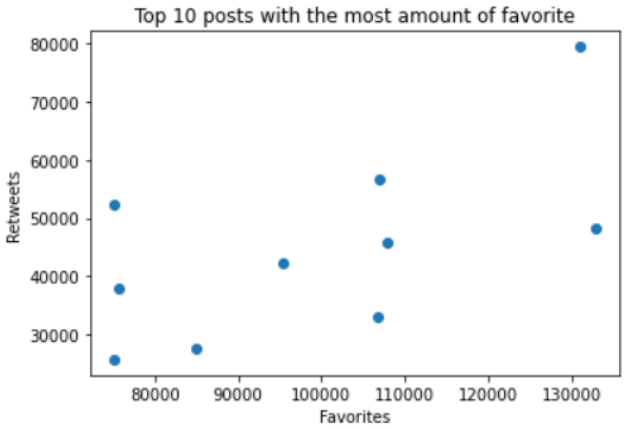
ACT REPORT

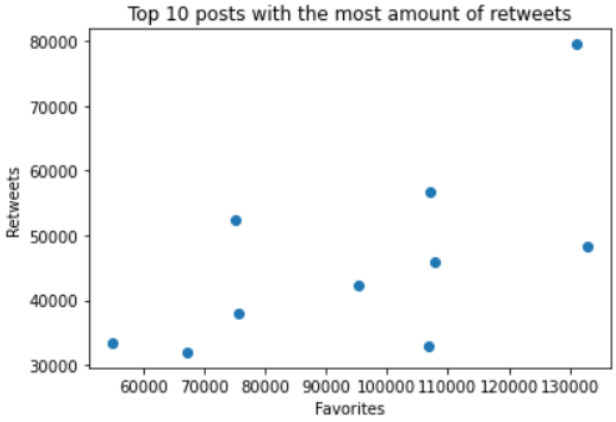
From the insight made on the Jupyter Notebook the first thing you might want to know is from which period of time this data comes from. Now that the timestamp got changed to a datetime type, the of time the dataframe uses is from November 15, 2015 and goes until October 1, 2017. There is also an easy way to find out how many posts are replys or retweets, the final dataframe shows that only 181 tweets are retweets and 78 are the page replies, and the vast majority being normal posts of dog ratings.

As for the dog types that the page sometimes uses those being: pupper, doggo, puppo and floofer most of the dogs don't fall into any of these four categories, which leaves the conclusion that trying to find something using this type of value isn't reliable or the best approach.

Some of the most important things for a twitter user are the trending value of your posts. As such the most important thing is the number of favorites and retweets of the post.

As such here is a graph of the top 10 posts with the biggest amount of favorites and the top 10 posts with the biggest amount of retweets.





You would expect that all the 10 posts would be the same right? And in part that is true. Out of the 10 posts of these two graphs seven are the same. The only difference is that the posts with most retweets you could argue that are having a better performance than the posts with more favorites. If a user favorite the post it means that he or she really liked it, but in a platform like twitter those posts that have a smaller favorite amount but a higher one in retweets are the real winners. The reason for that is retweeting not only means that the user likes the content to the point to share it in his own timeline, it also means that more users will see that one post. That means a higher chance of the page to gain new followers.

It could be worth it seeing what makes the user retweet more instead of favorite in posts so that the page can have a higher engagement and keep growing even more.