

# Report: act\_report

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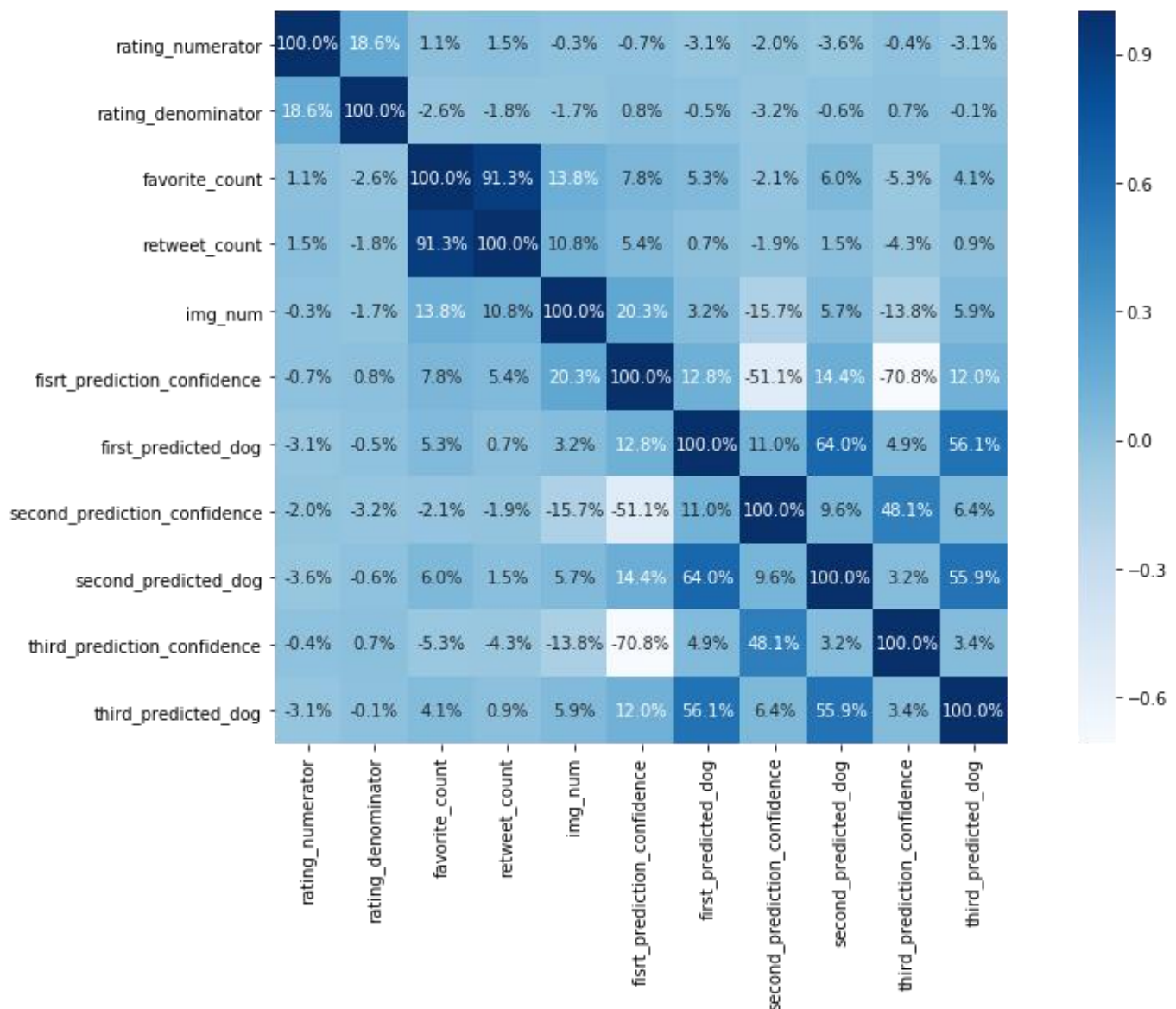
Date: 29th September 2022.

## INSIGHTS AND VISUALS:

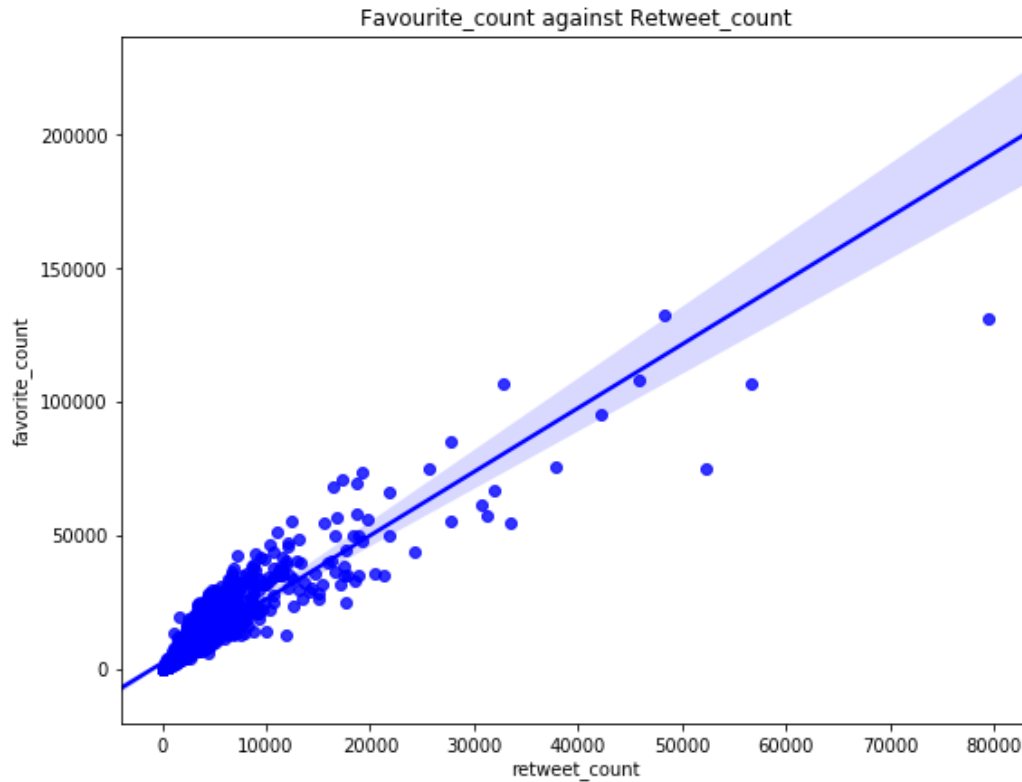
On plotting the heatmap of correlation between features we can see that there are some columns which are correlated to each other, hence there are some kinds of relationship between them (Though might be a weak one). Example of such includes but not limited to:

1. retweet\_count and favorite\_count (~91.3% correlation)
2. firs\_predicted\_dog and second\_predicted\_dog (~64% correlation)

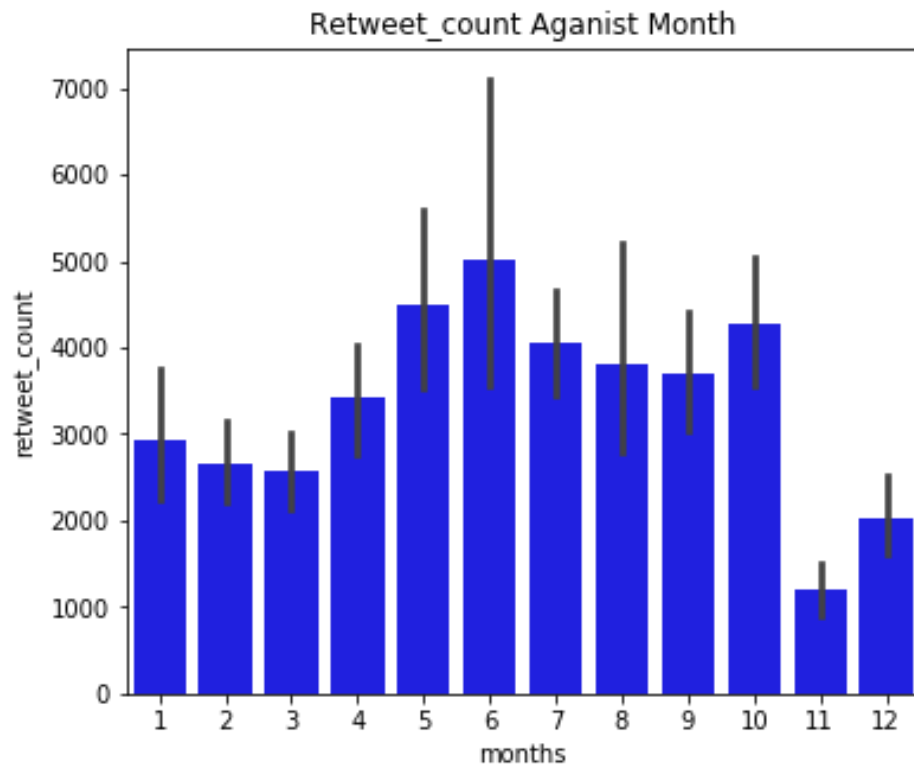
see image below:

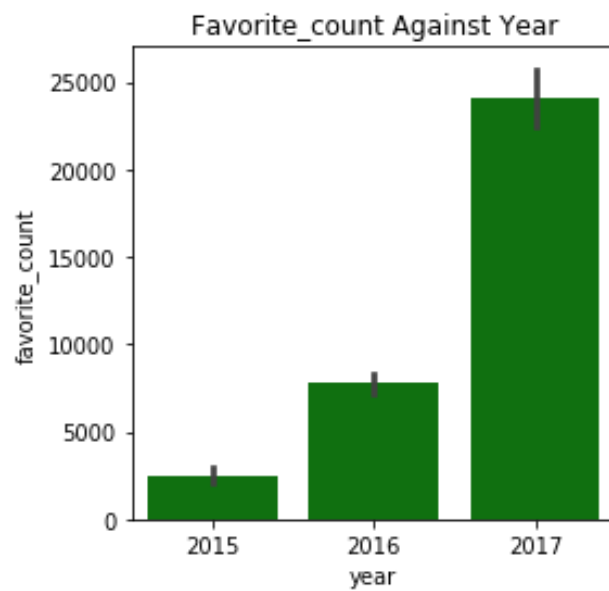
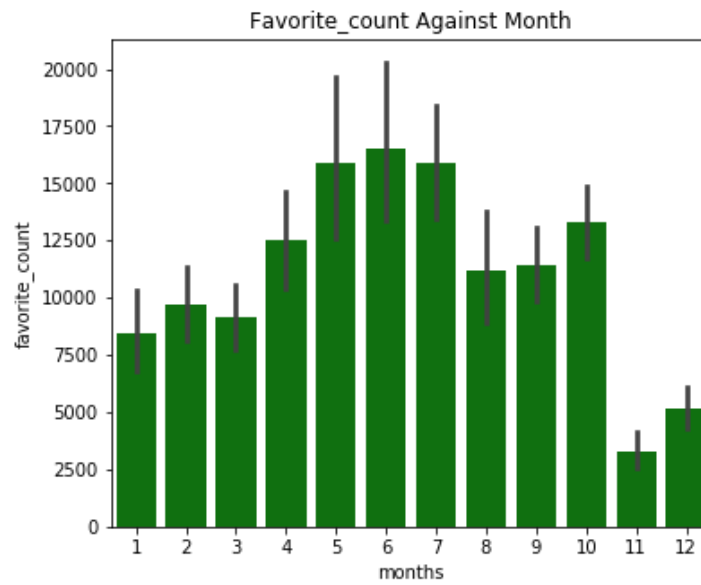
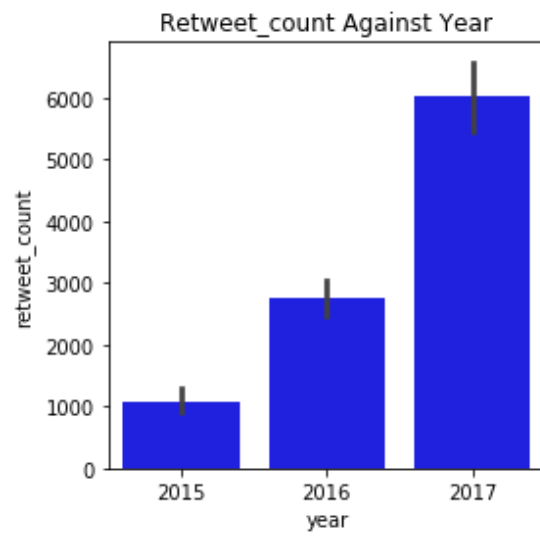


Taking a closer look at the retweet\_count and favorite\_count since they have ~91.3% correlation, we see that favorite\_count have a linearly and positively strong correlation with retweet\_count as visualized below:



also, checking the favorite\_count for each month and year as well as the retweet\_count for each captured month and year it became more obvious that most retweets and likes occurs in the month of July and in year 2017 as visualized by the images below:





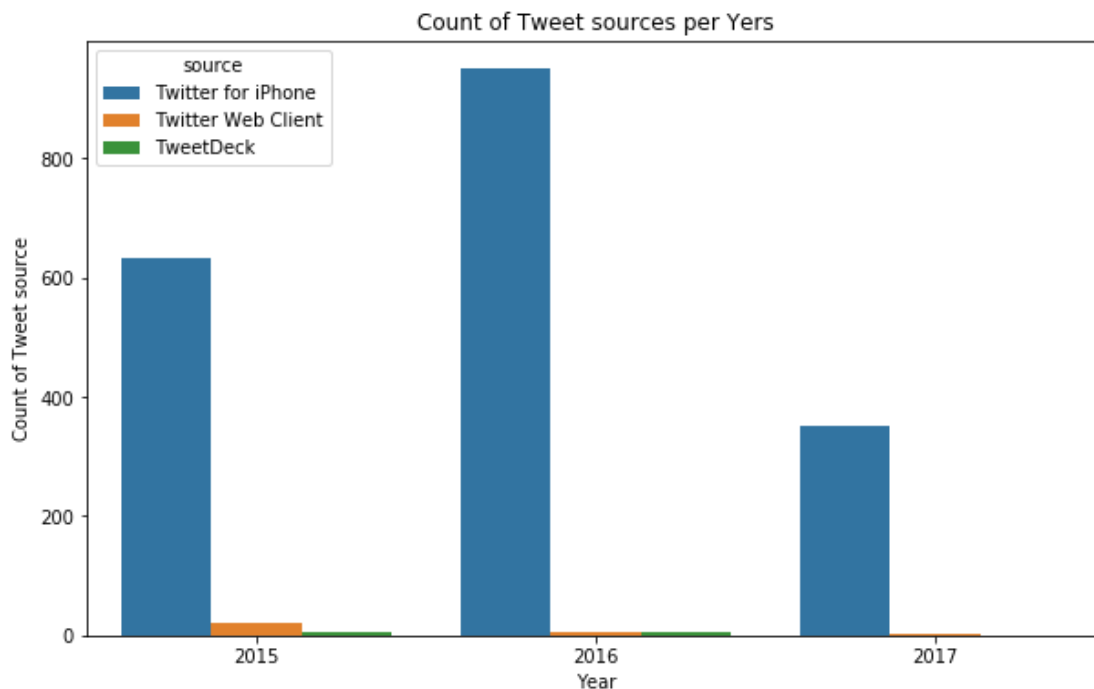
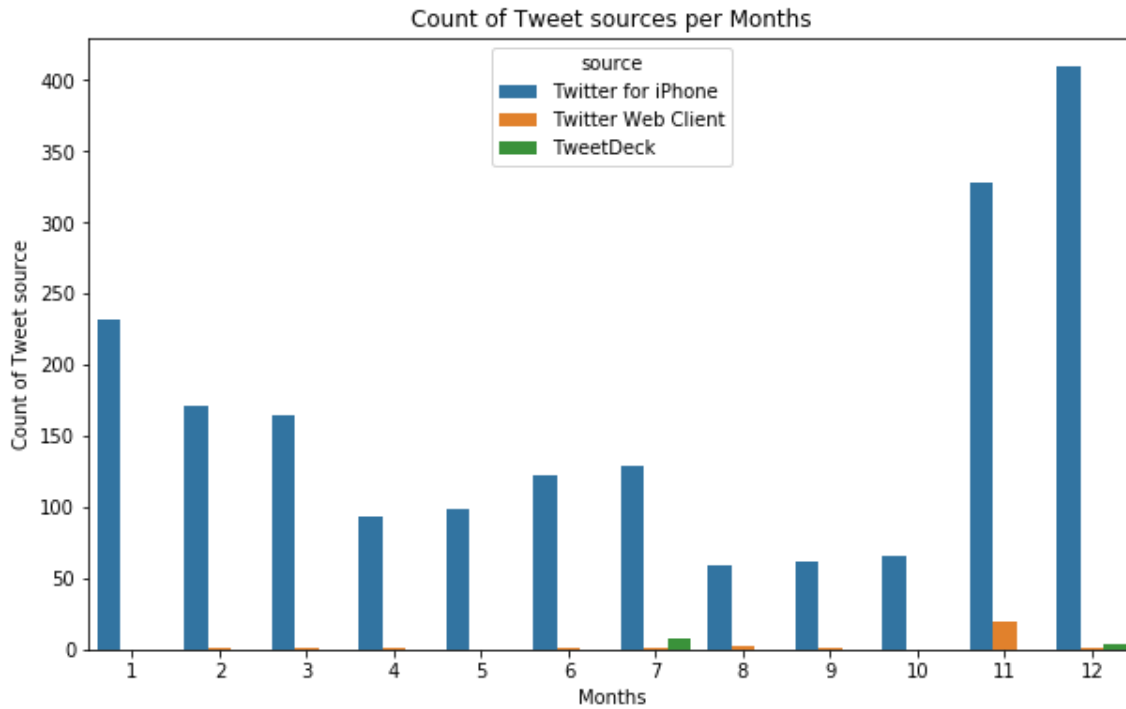
After checking the tweet source in the dataset, a new finding was detected as seen below:

Twitter for iPhone 1932

Twitter Web Client 28

TweetDeck 11

Hence, this implies that the modal source is 'Twitter for iPhone' as most raters make use of it as their tweets source and it was mostly used in the month of December. However, it's also interesting to note that all the 98 tweets made via 'Vine - Make a Scene' source are retweets. 289 retweets were done via 'Twitter for iPhones', 5 retweets were made via Twitter Web Client. See image below:



## Conclusions

As seen in this work so far, that there is a linear, positives and strong correlation between "favorite\_count" and "retweet\_cout" (91.3%), as well as firs\_predicted\_dog and second\_predicted\_dog (~64% correlation not too strong though). Hence, all visuals used above show they have the same trend.

Since there is a strong correlation between favorit\_count and retweet and the values of favorite\_count is more than that of retweet\_count, we can deduce that retweet\_count depends on favorite\_count. Hence, for a tweet to be retweeted, there's a very high tendency that it has to be first liked. Most retweets and likes occurs in the month of July and in year 2017. The modal source is 'Twitter for iPhone' as most raters make use of it as their tweets source and it was mostly used in the month of December and year 2016. Although, Twitter for iPhone had gained users over time, but at the ambient of year 2017 it has seen a rapid decline in its usage when compared to previous years. Also, it's also interesting to note that all the 98 tweets made via 'Vine - Make a Scene' source are retweets. 289 retweets were done via 'Twitter for iPhones', 5 retweets were made via Twitter Web Client