

DATA ANALYSIS REPORT

Insights

In order to derive useful insight from the data, the following research questions were explored:

- What is the highest and lowest retweet count?
- What is the most Popular dog name?
- Which dog post has the highest favourite count?
- What is the trend in the page popularity over the years in terms of retweet counts?
- What is the relationship between the retweet counts and favourite counts?

Findings

The followings provide answer to the research questions after cleaning and analysing of the data.

- The highest number of retweet that the page has had on their post is 56625 retweets while the lowest is 23 retweets.
- The most popular dog name is Charlie. It appeared 11 times in the data.
- The most like dog has the name Duddles with the retweet count of 45849 and favourite count of 107956. The image of the dog is as shown below.



- Figure1 below shows annual trend of the page retweet count from year 2015 to 2017. From the figure it can be seen that the page's retweet count follows generally an

increasing trend, indicating that the page has gained more popularity over the years as their post tends to get more retweets than in previous years.

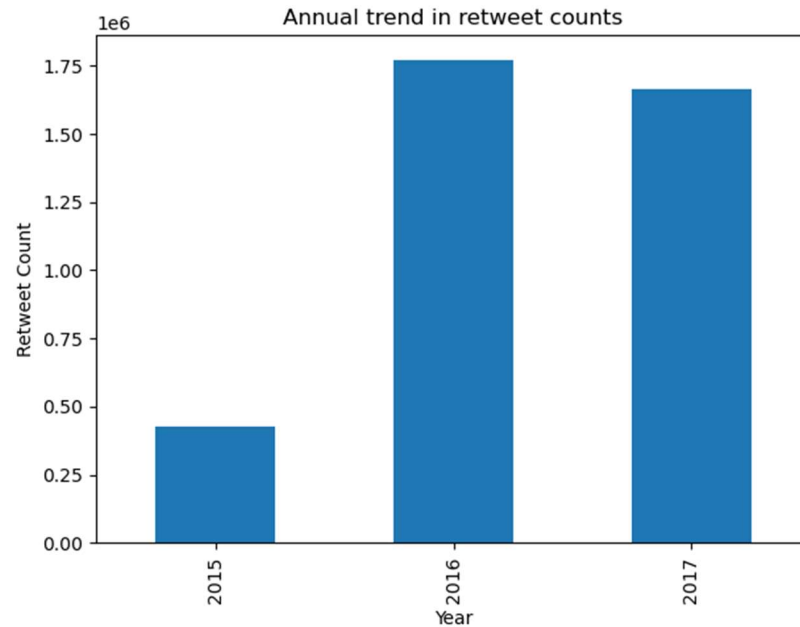


Figure1: Annual trend in retweet counts

- The relationship between the retweet counts and favourite counts was also examined to determine if the number of retweets achieved by a post is influenced by the number of likes it has and vice versa. Figure 2 below indicates that there is a positive correlation between retweet counts and favourite counts with a correlation coefficient of 0.92.

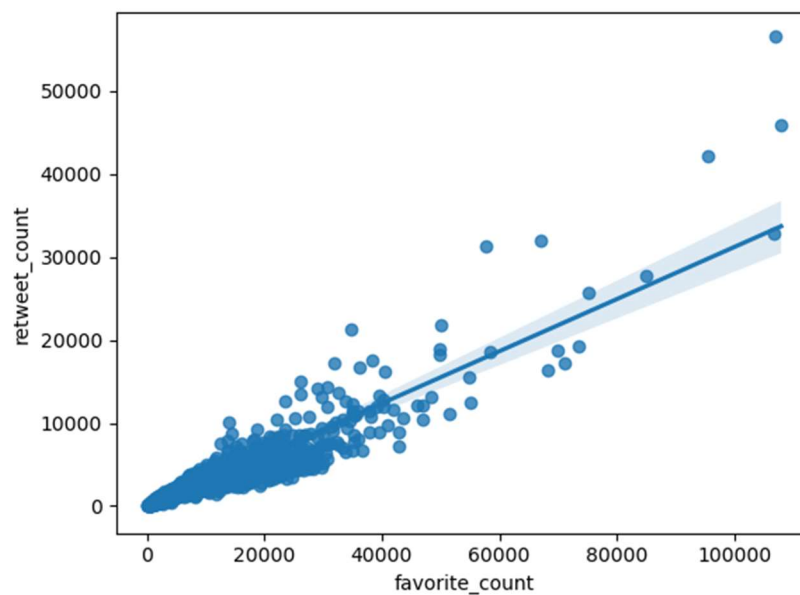


Figure2: Relationship between retweet count and favourite count.

Conclusion

Though real-world data rarely comes clean, with a good data wrangling process, a messy and untidy data can be transformed into a valuable insight that is useful in business decision making process.