

Reporting: Act Report

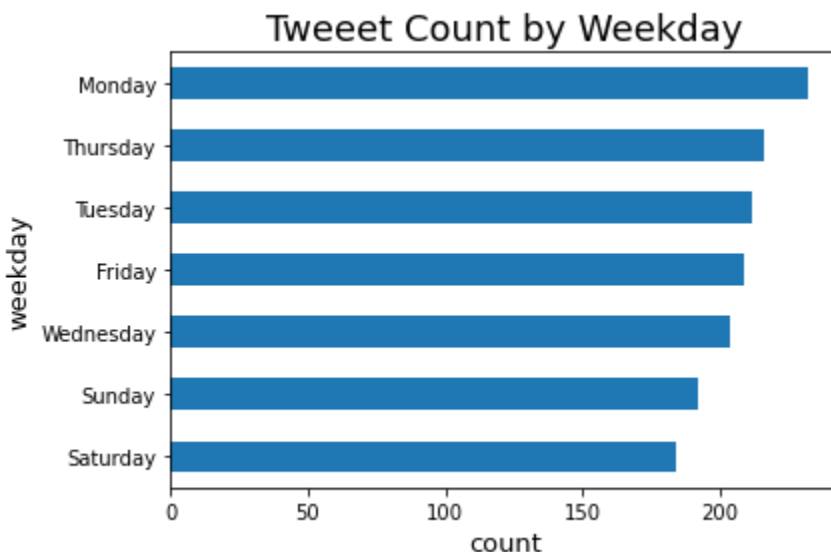
Following the wrangling process, I generated four insights from the data. All insights were based on the tweet properties. Some also considered how the tweets affected engagement from viewers.

Insight 1: Tweet Language

The first insight considered if the user had a diverse following based on language use. From the statistics, 2063 tweets were made in English, and the closest count to that was 3 tweets in Dutch. Thus, by a large mark, the user had predominant English followership and viewership.

Insight 2: Event Timeline

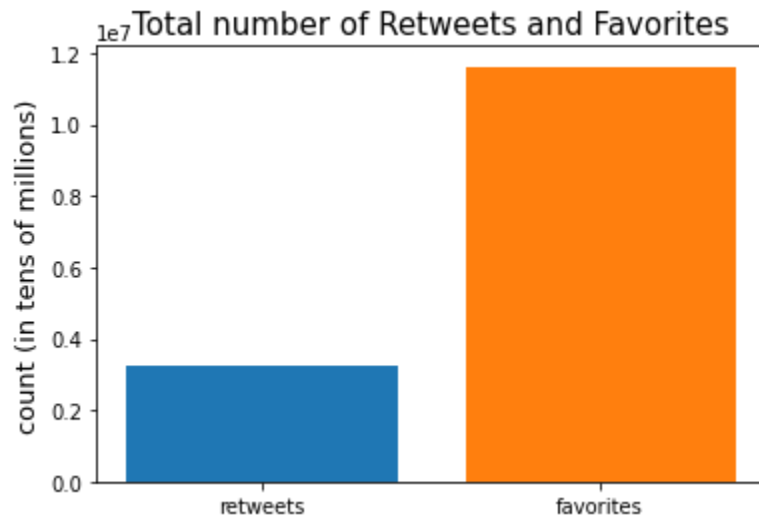
Next, I investigated if the user had any particular day of the week to make dog ratings or if they posted evenly throughout the week.



The chart above visualizes the number of tweets made each weekday for all data points. In view, the rate of tweets throughout the week for the time period analyzed remained fairly even. However, **Mondays** seemed to be a bit more active. Yet, the user didn't have any special days to tweet dog ratings.

Insight 3: Viewer Engagement Pattern

The third insight was drawn from the viewer engagement pattern the tweets received.

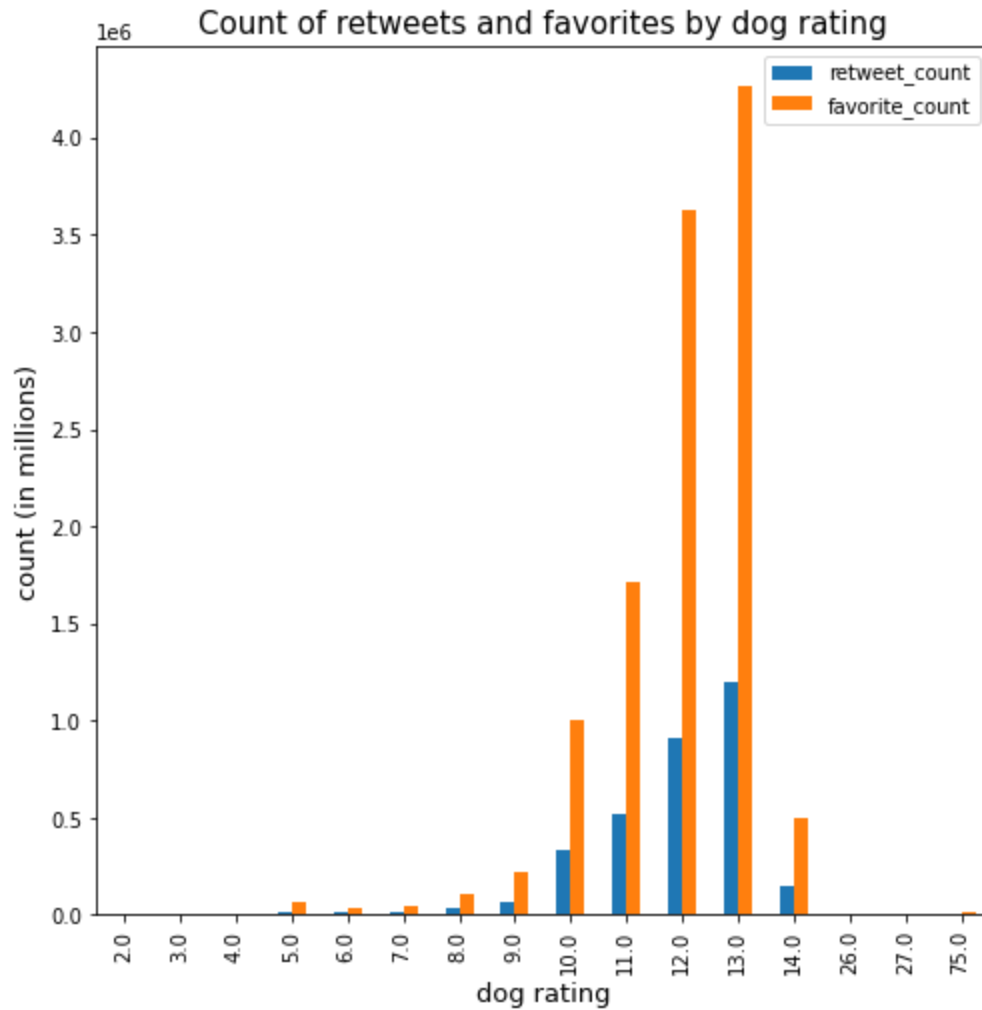


According to the chart above visualizing the count for the two methods of engagement (favorite and retweets), **'favorite'** was the most favored choice of engagement. By implication, viewers were more likely to simply 'like' the tweet than retweet it. In fact, an overwhelming majority of tweets were just like and not retweeted.

There could be several factors responsible for viewer engagement, but we investigated one of them (below).

Insight 4: Dog Rating and Viewer Engagement

The last insight was how the dog rating score affected the viewer's choice to engage the tweet.



The above chart depicts the rating against the number of engagements for the tweets (favorite and retweet).

Although not dismissive of other factors, the chart gives an insight that viewers possibly didn't engage with tweets that had ratings below 10 and those with ratings above 14.

Hence, more engagements were for tweets with ratings between 10 and 14, also, the number of favorites still remained above the retweet count.