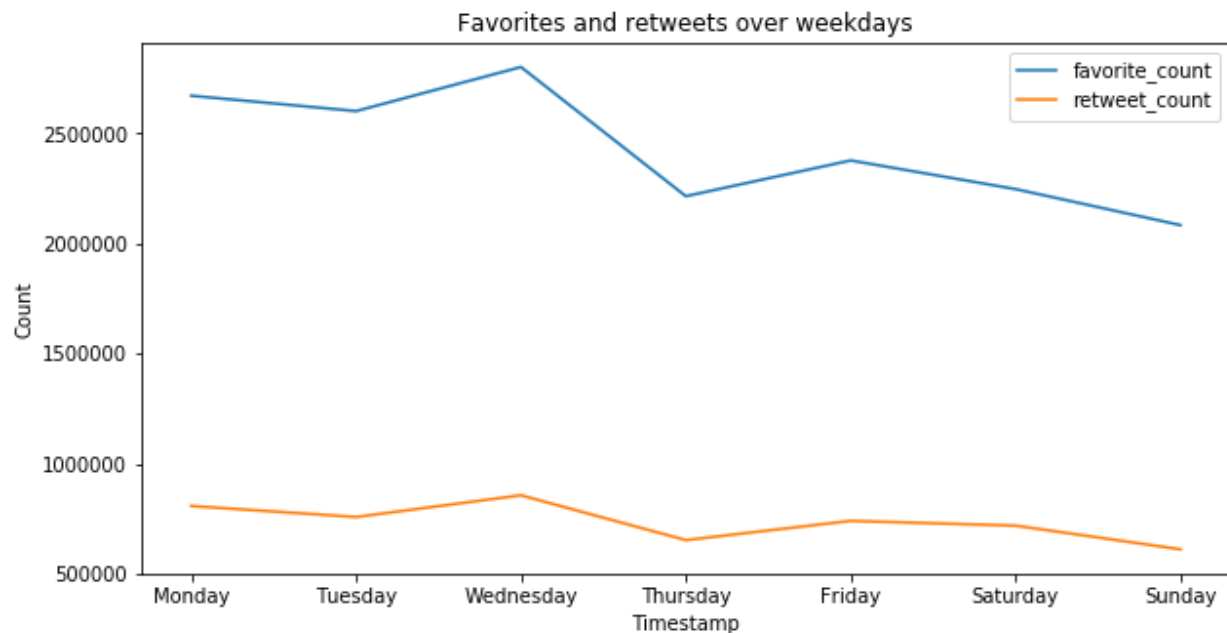


WeRateDogs Report

I have taken an interest into the WeRateDogs (dogs_rate) account, so as a part of my study on Data Analysis I have applied the Data Analysis processes, from Data Wrangling to the Data Analysis and Visualizations.

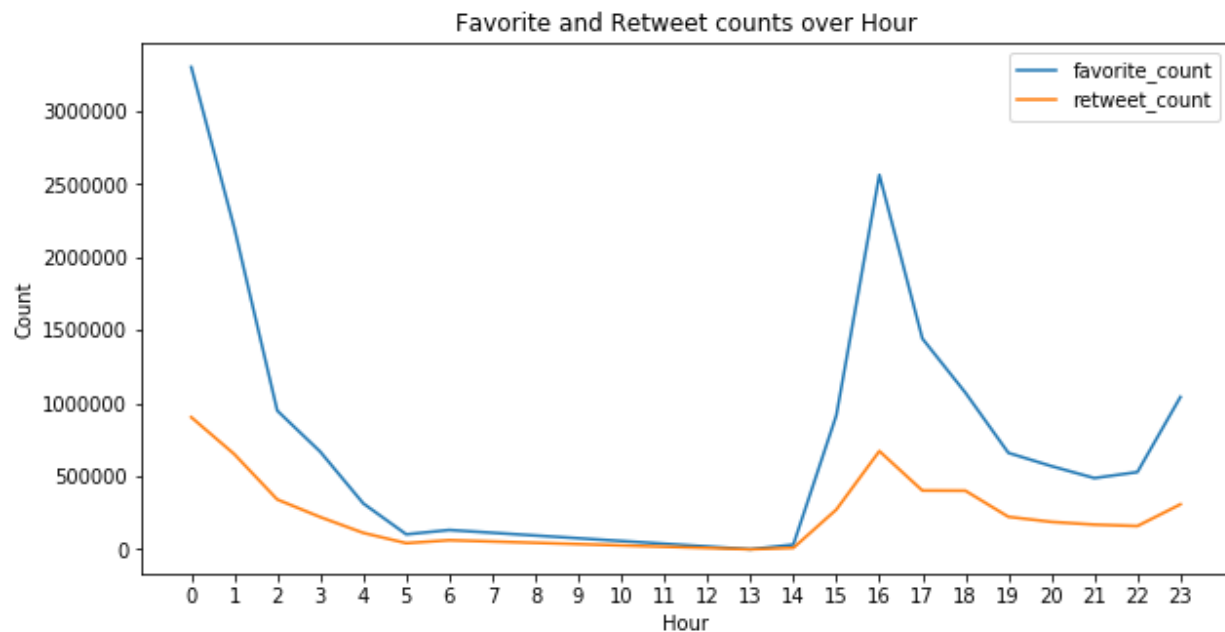
In this report I will add three main visualization, that is mostly dependent of the dataset timestamp analysis.

Weekdays Favorites and Retweets:



The above graph shows us the relation between the Favorites count and the retweets count for all of the data I gathered for WeRateDogs, interestingly we can see that on average the number of favorites and retweets are much higher on weekdays and spikes on Wednesday and drops sharply Thursday, this can mean that WeRateDogs account either posts more on the weekdays, or the account viewers watches and interacts with this account on weekdays more than the weekends.

Hours Favorites and Retweets:



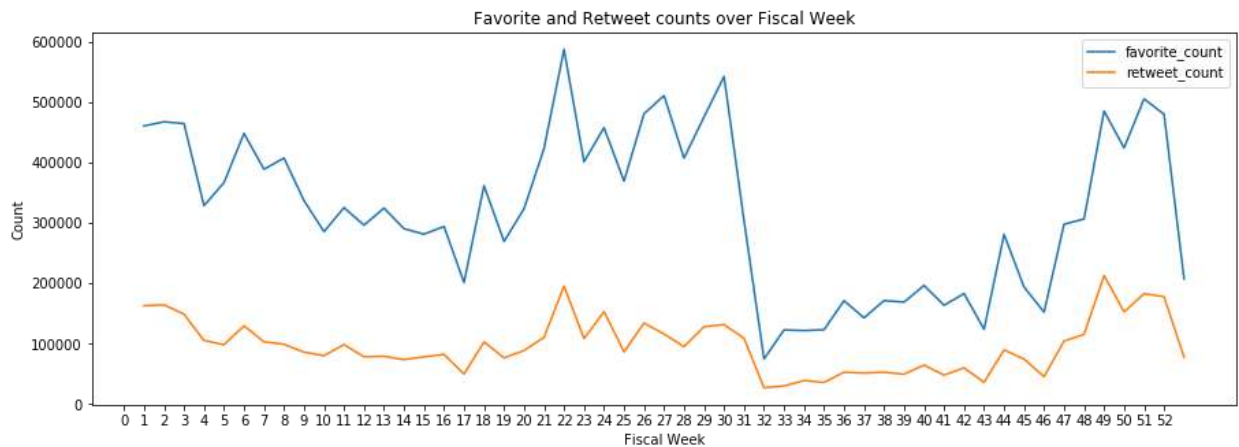
In this chart I analyzed that data and broke the Retweets count and Favorite count over the daily 24 hours, the goal of this analysis is to see and understand the trends of Favorites and Retweets.

From the above chart we can see that the favorites and retweets spikes in 2 ranges 14-18 and 00-02.

This could be again either due the user's behavior, where they check their twitter account after working hours or on bed time.

These spikes could be also due to the account posting time or a mix of the two mentioned reasons.

Fiscal Week Favorites and Retweets:



Lastly, for the above chart I have analyzed the data over the fiscal week, we can see the trends are mostly on weeks 48-52 (this could be because of charismas and new year) another trend is at FW22 (Start of the Summer season) and a very sharp drop at FW32 (End of Summer season).

Conclusion:

Posting time plays a critical role into getting more Favorites and Retweets as we saw on the three charts most of the interactions happens when the user is available generally.