

Part Two

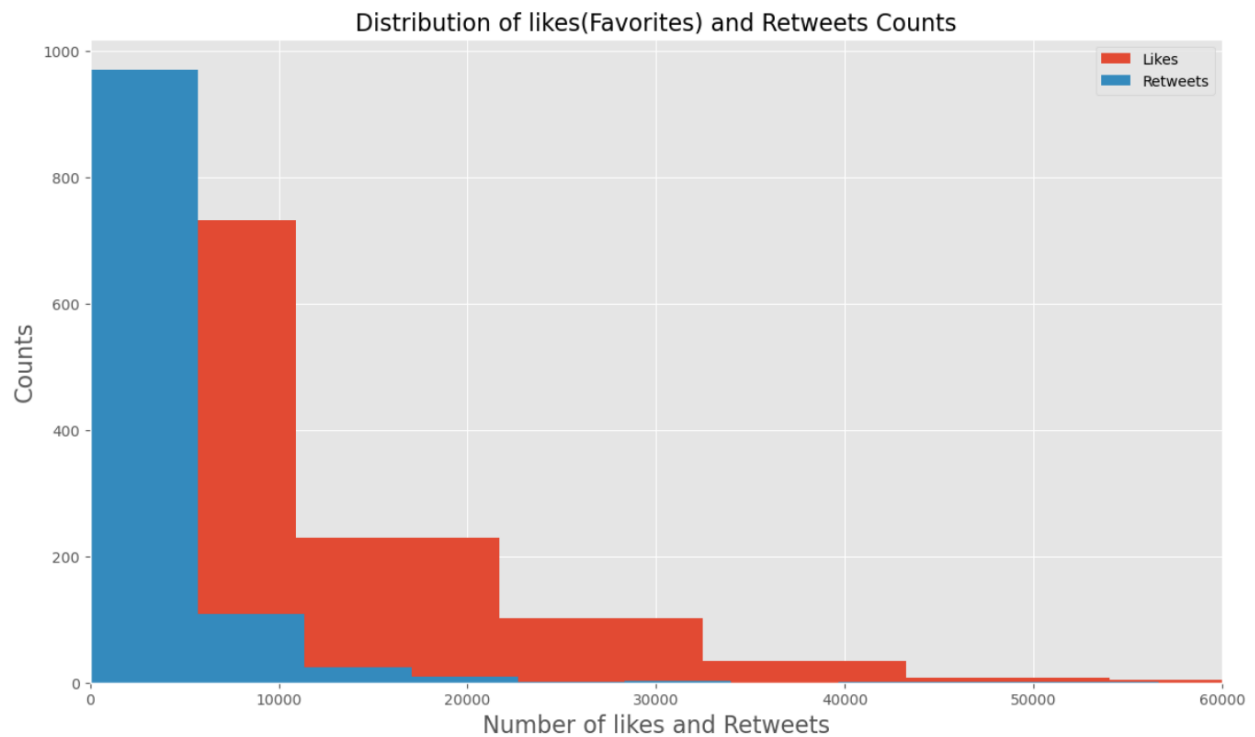
Analysing and Visualising the Data

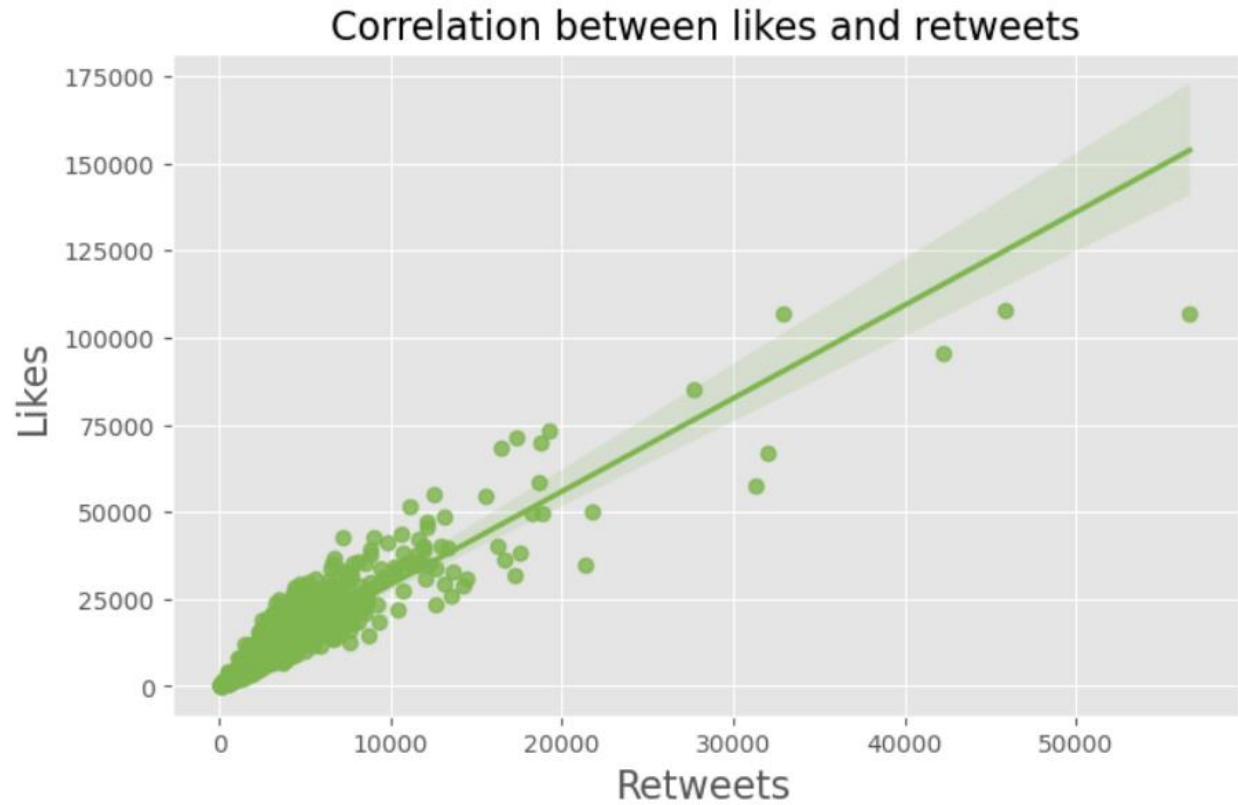
This part of the report aims to analyse the dataset that has been wrangled and provide visualisations to answer the questions below.

Questions

1. What is the correlation between favourites and retweet counts?
2. Which device has the highest number of tweets?
3. Which month did the user have the highest favourites and retweets?
4. Which dog breed is most popular?

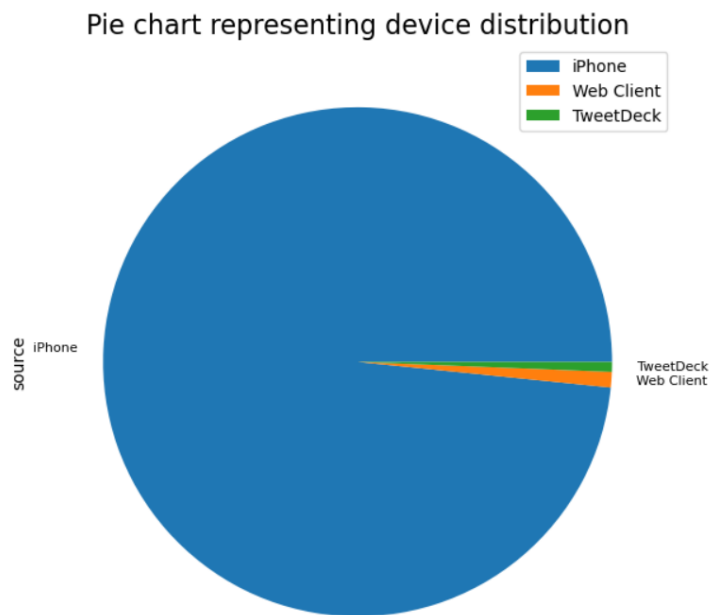
What is the correlation between likes (favourites) and retweets?





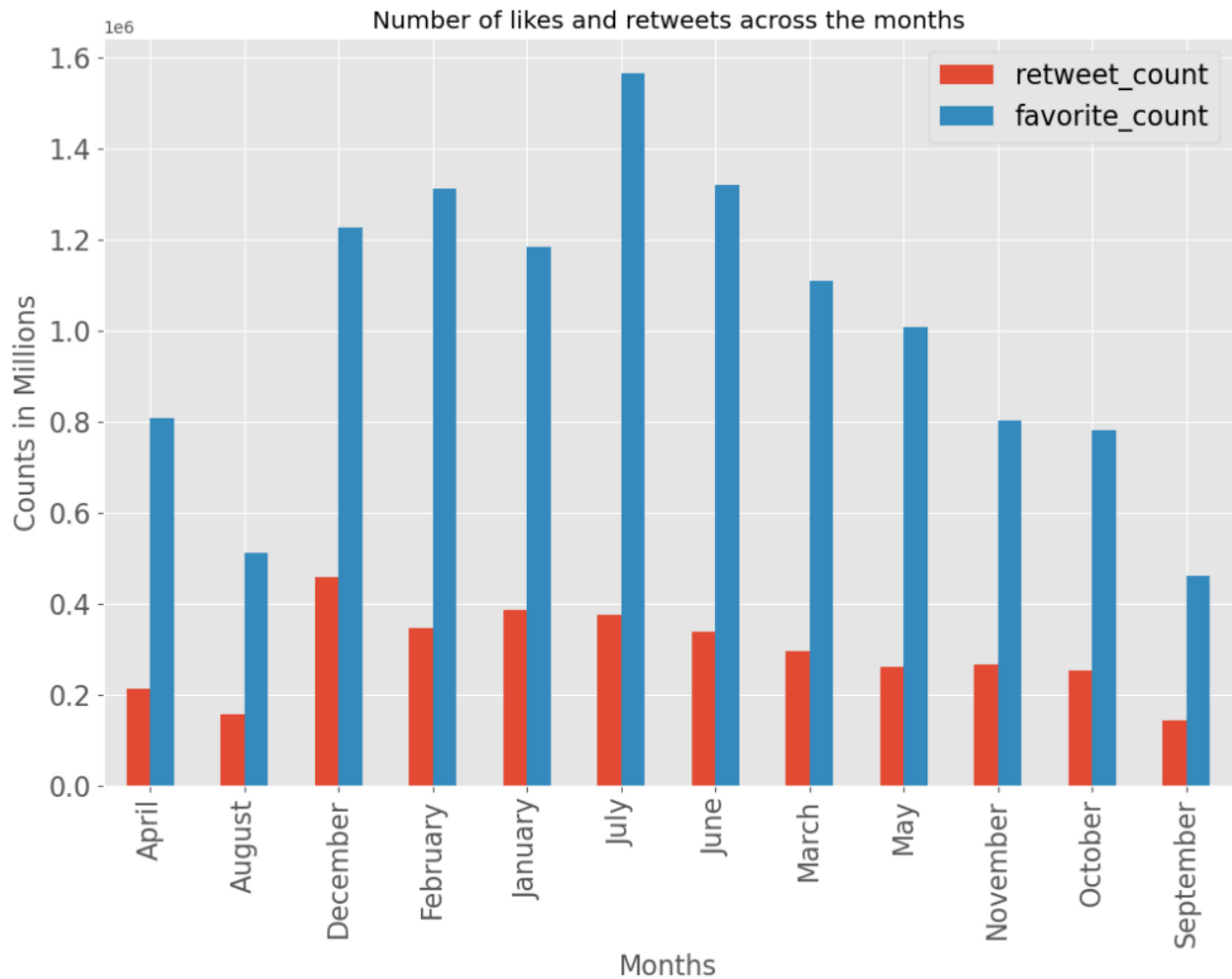
The charts show a good correlation between likes and retweets. The number of retweets increases as the number of likes increases.

Which device has the highest number of tweets?



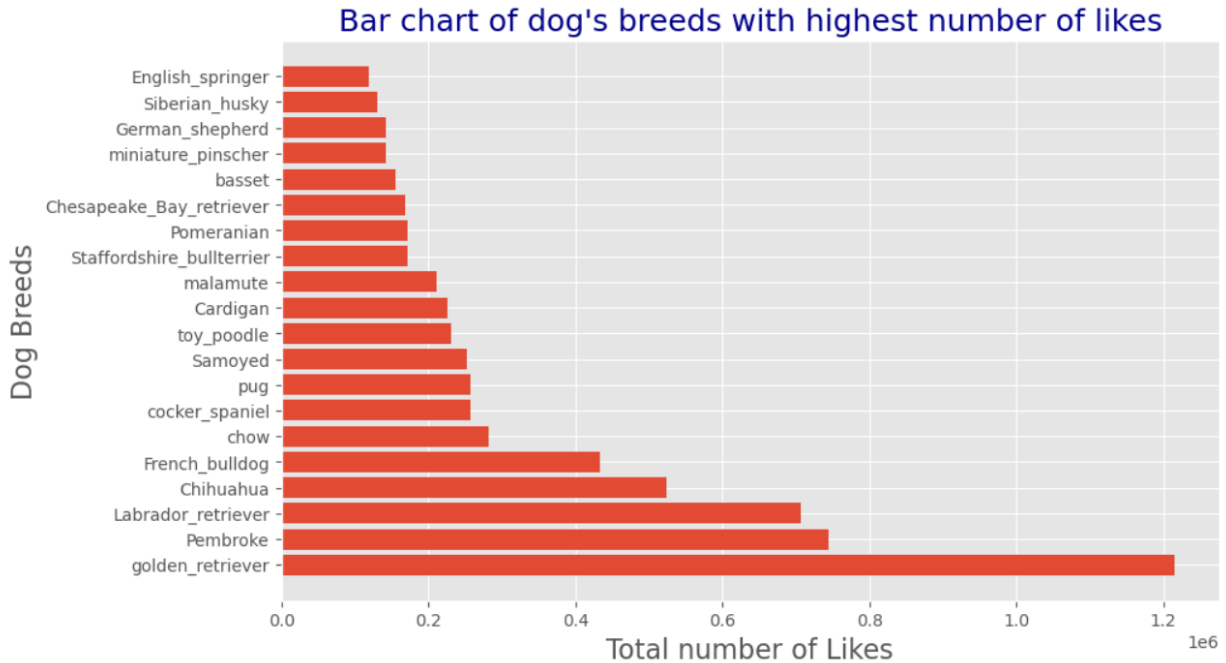
The pie chart indicates that the majority of this Twitter was generated by iPhone users.

Which month did the user have the highest likes and retweets?



The month of July had the highest number of likes as seen above. However, December and January appear to have more retweets than July.

Which dog breed is most popular?



The images above show samples of the top three dog breeds namely, golden_retriever, Pembroke and Labrador_retreiver.

Result and Conclusions

According to the study and visualisation, there is a strong correlation between likes and retweets, and as likes increases, retweets follow suit. However, there are circumstances where a high number of likes does not necessarily give high retweets. The chart showing the distribution of likes and retweets across the months confirms this. The month with the highest number of likes (July) did not have the highest number of retweets. Furthermore, the analysis of the dataset confirms the dog breeds with the highest number of likes. More information about the images would have helped to better understand why a particular breed had more likes.