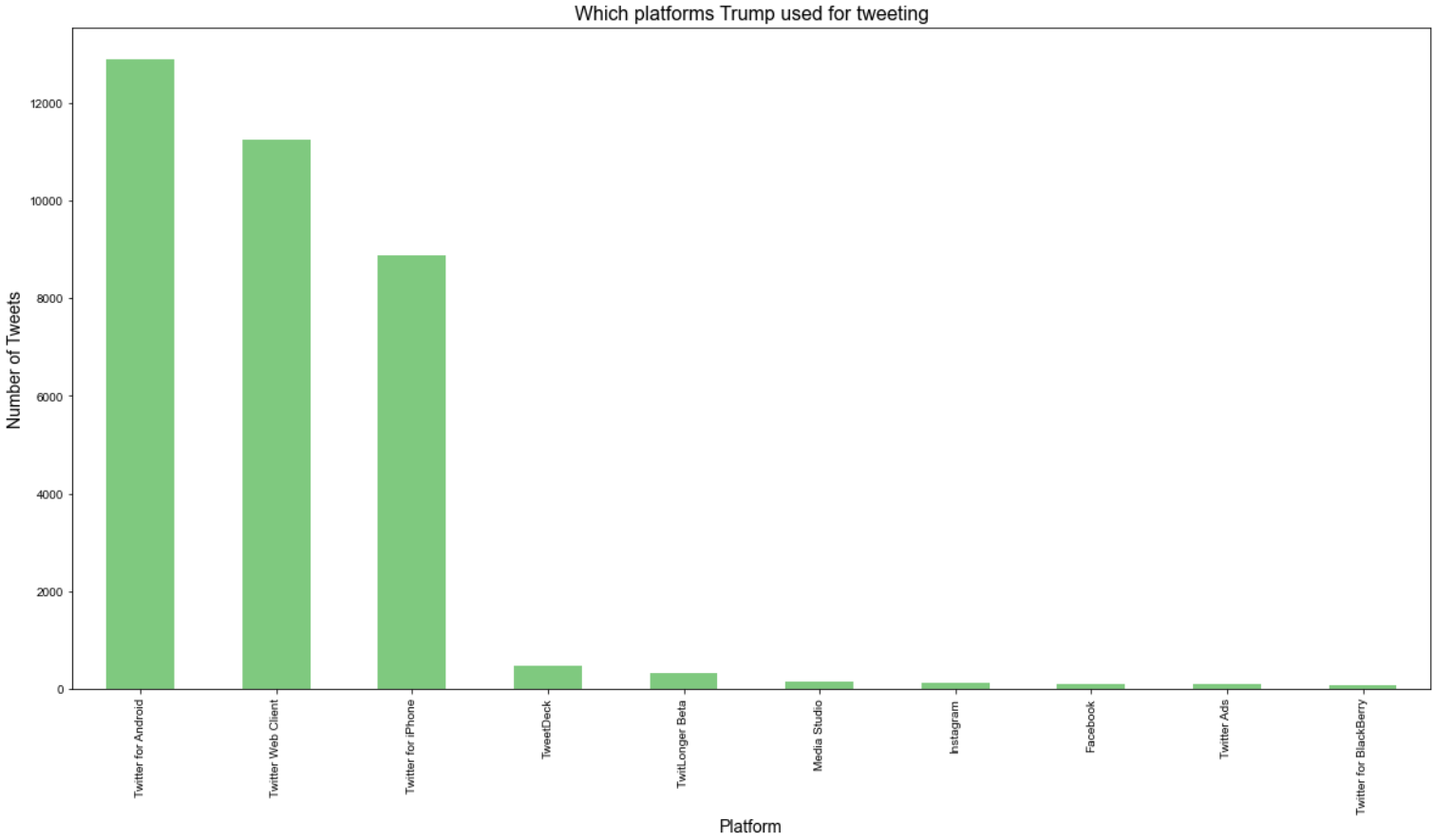
Trump's Tweets Analysis Report – By Dasha Simonenko

1. Which platform?

The bar chart below shows on which platform Trump twitted (Android, iPhone, etc). Each bar represents the total amount of tweets written from each platform. The chart shows only the 10 platforms he used most.

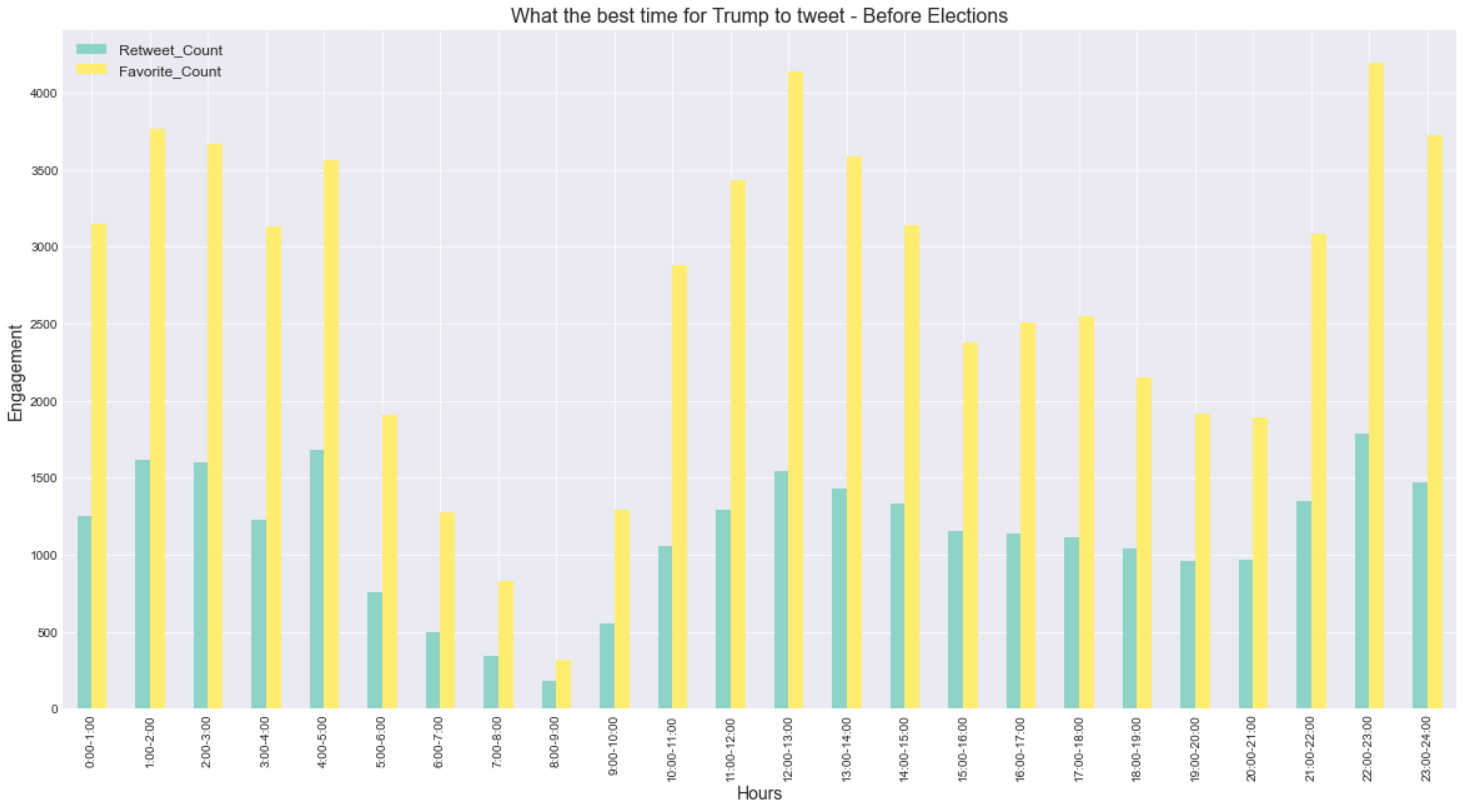


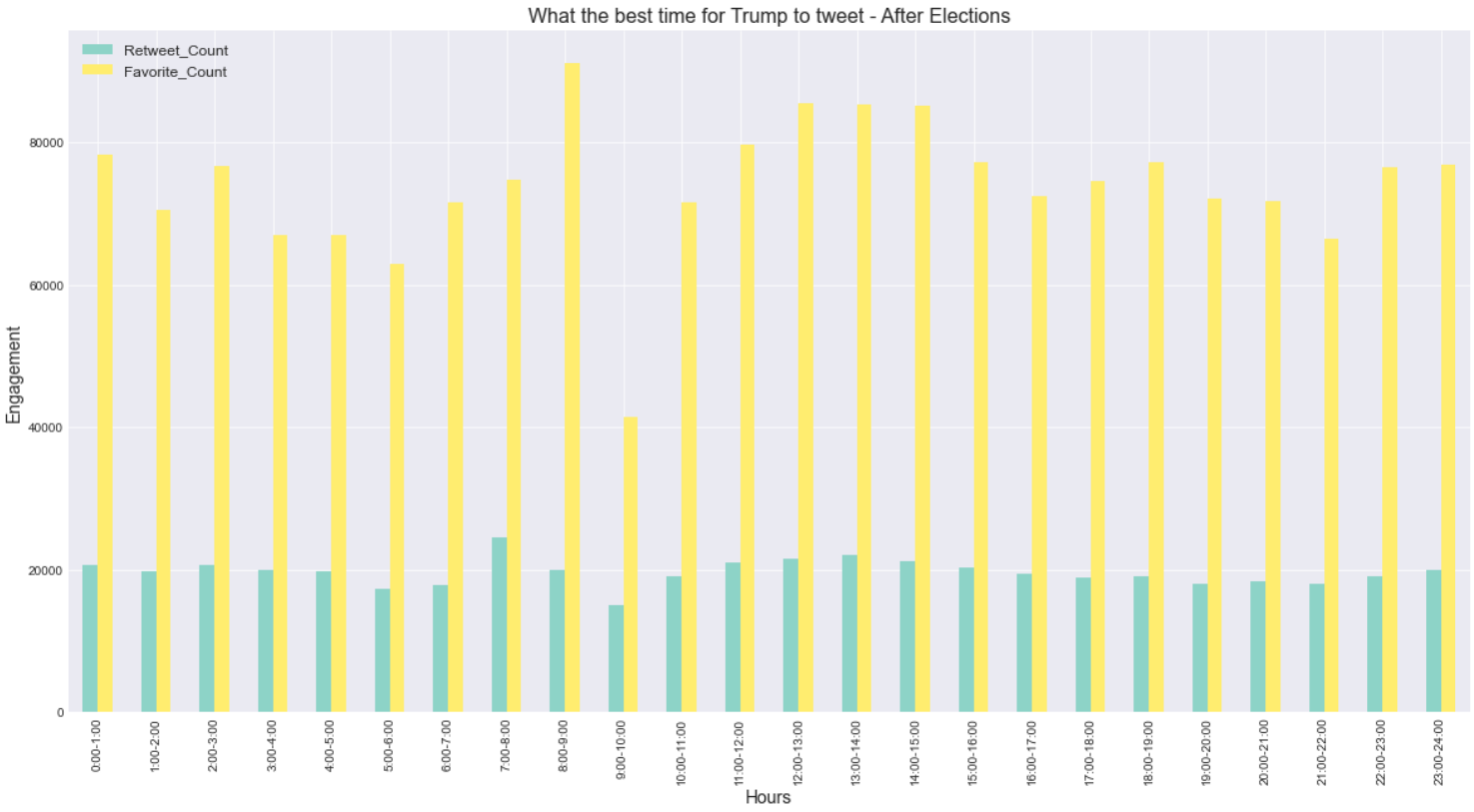
The chart shows that Trump used the most "Twitter for Android" for tweeting.

2. Best time to tweet

The bar charts below show at what time of the day Trump's tweets got on average the most retweets (shares) and the most favorites (likes), by showing the average amount of likes/shares of tweets created in that hour.

One chart represents before Trump got elected, and the other - after.



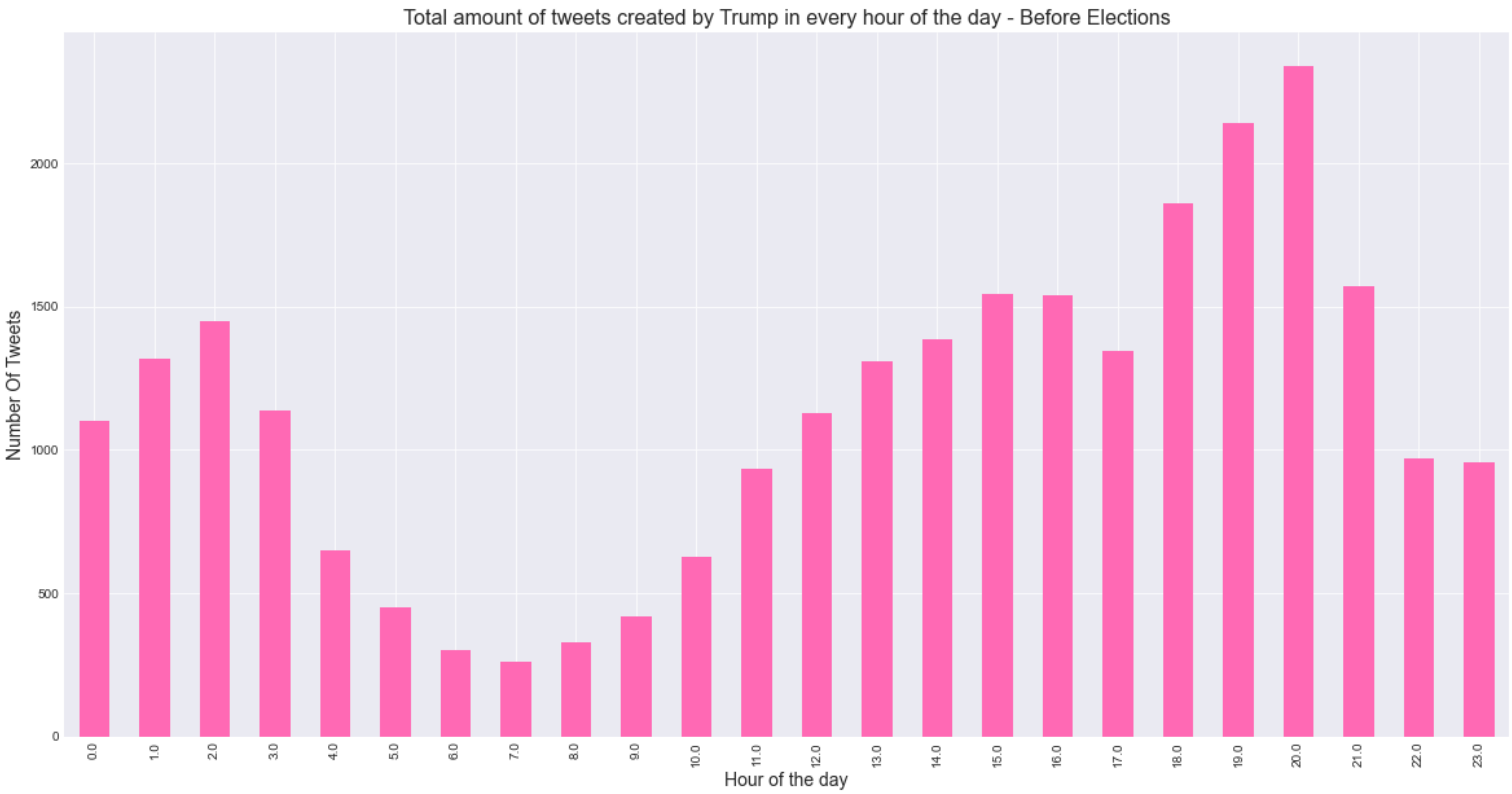


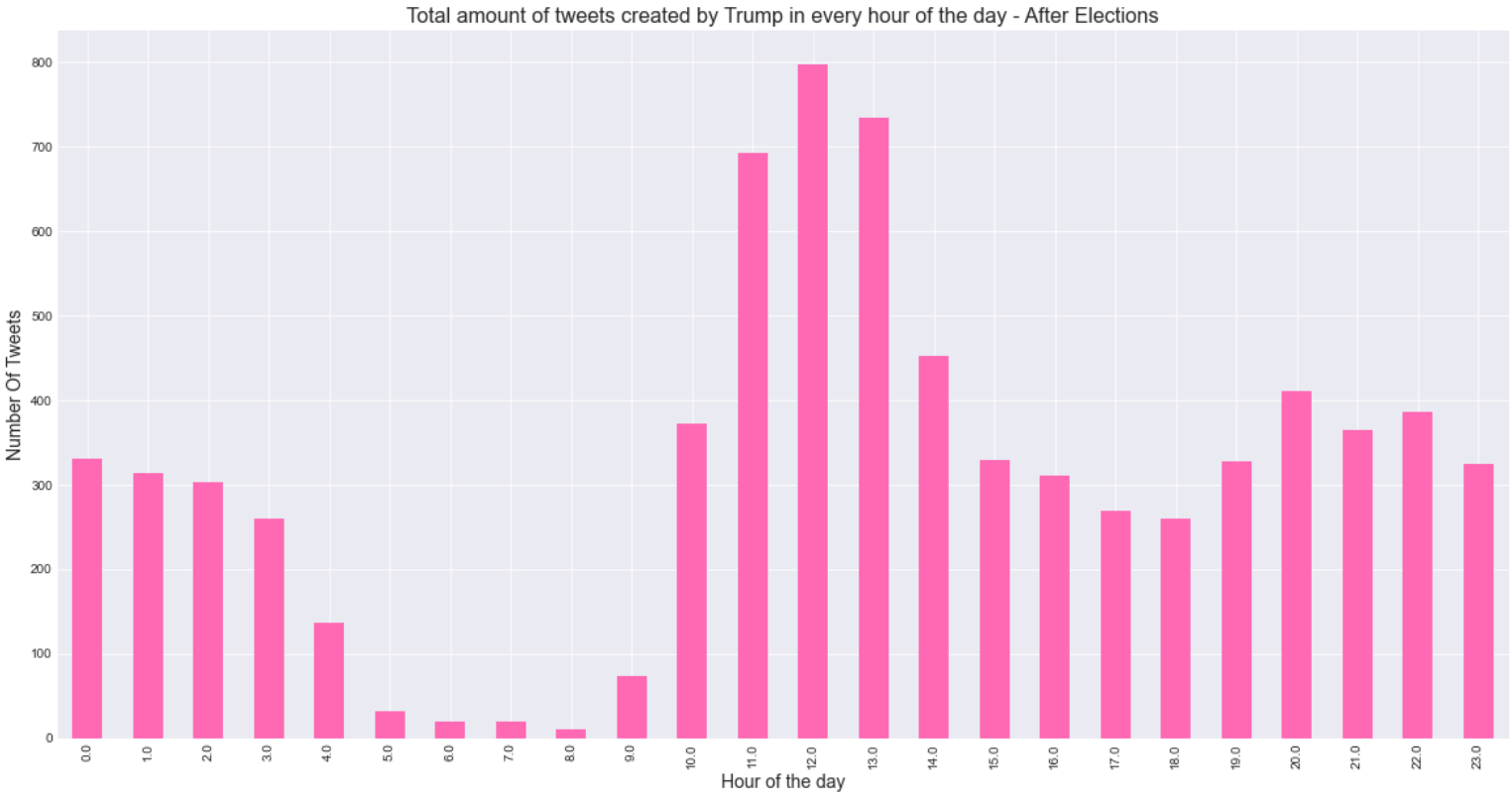
The bar charts show that before Trump was elected the best time for him to tweet was 22:00-23:00, and after the elections, it was 08:00-09:00. After elections, it didn't matter so much as before elections, his tweets were more retweeted/favorited in general, and got almost the same amount of that engagement every hour of the day.

3. Tweets per hour

The bar charts below show when Trump tweeted, and the total amount of tweets created every hour of the day.

One chart represents before Trump got elected, and the other - after.





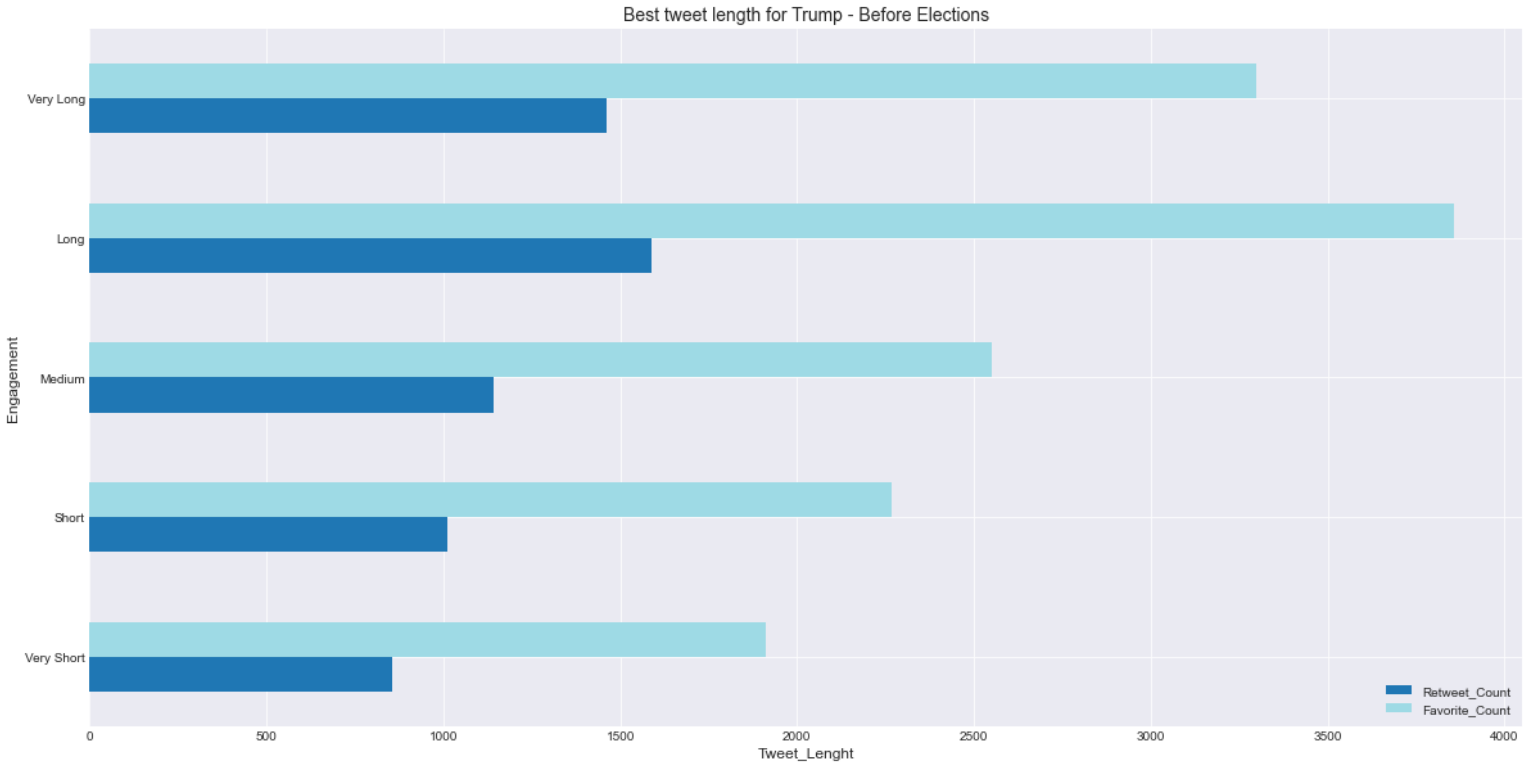
The bar charts show that before the elections Trump tweeted more.
We cannot say for sure when Trump sleeps because he tweets every hour even if it's one tweet (probably because there are people who are tweeted for him), I can assume that in the hours he is less active- he sleeps, it's 6 hours a day before elections, and 5 hours a day after elections.

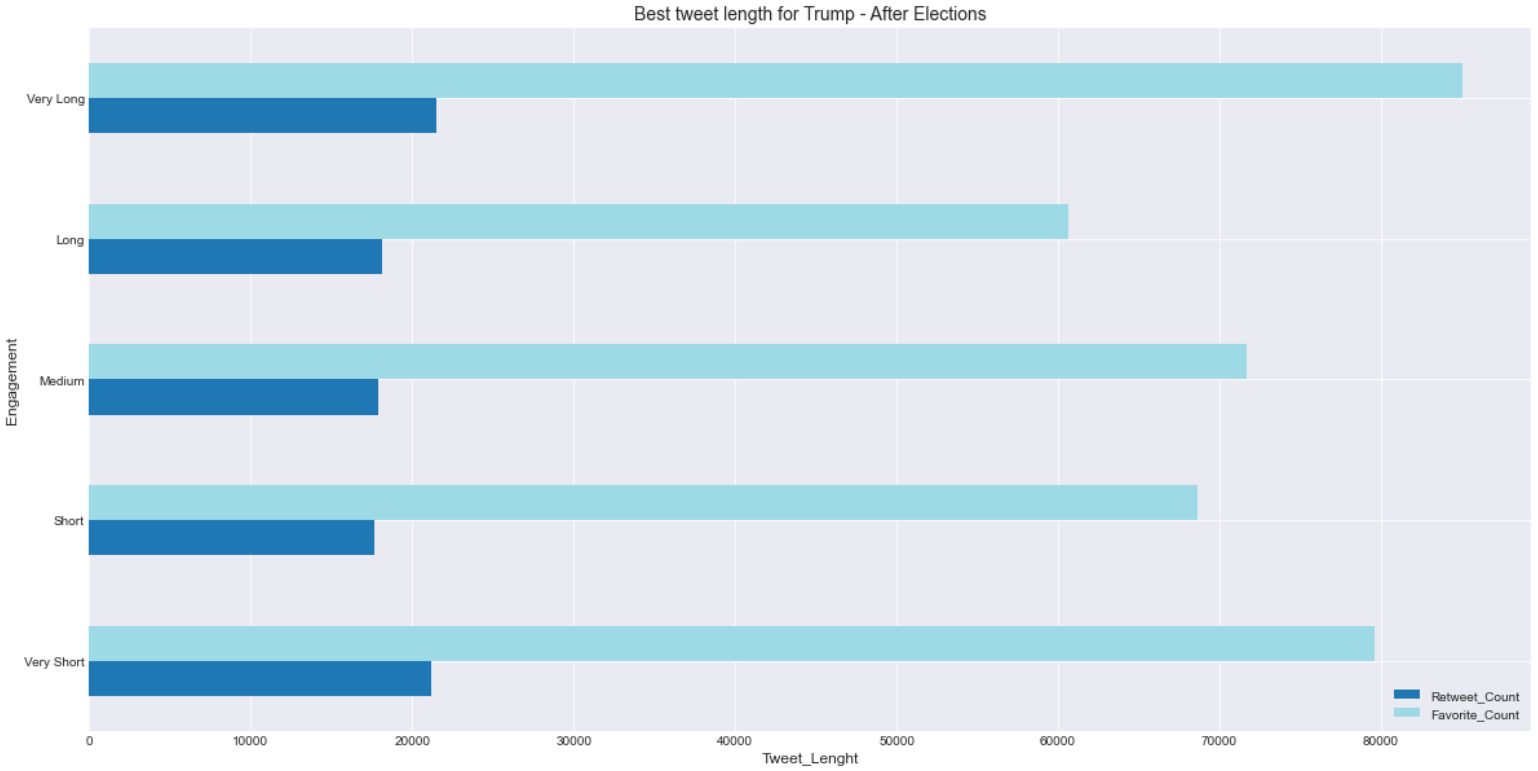
4. Best tweet-length

The horizontal bar charts below show how many likes and shares Trump's tweets got depending on their length- either the short ones or long ones.

The way of my measuring was:
Very short: len < 70
Short: 70 <= len < 110
Medium: 110 <= len < 130
Long: 130 <= len < 140
Very long: 140 <= len

One chart represents before Trump got elected, and the other - after.



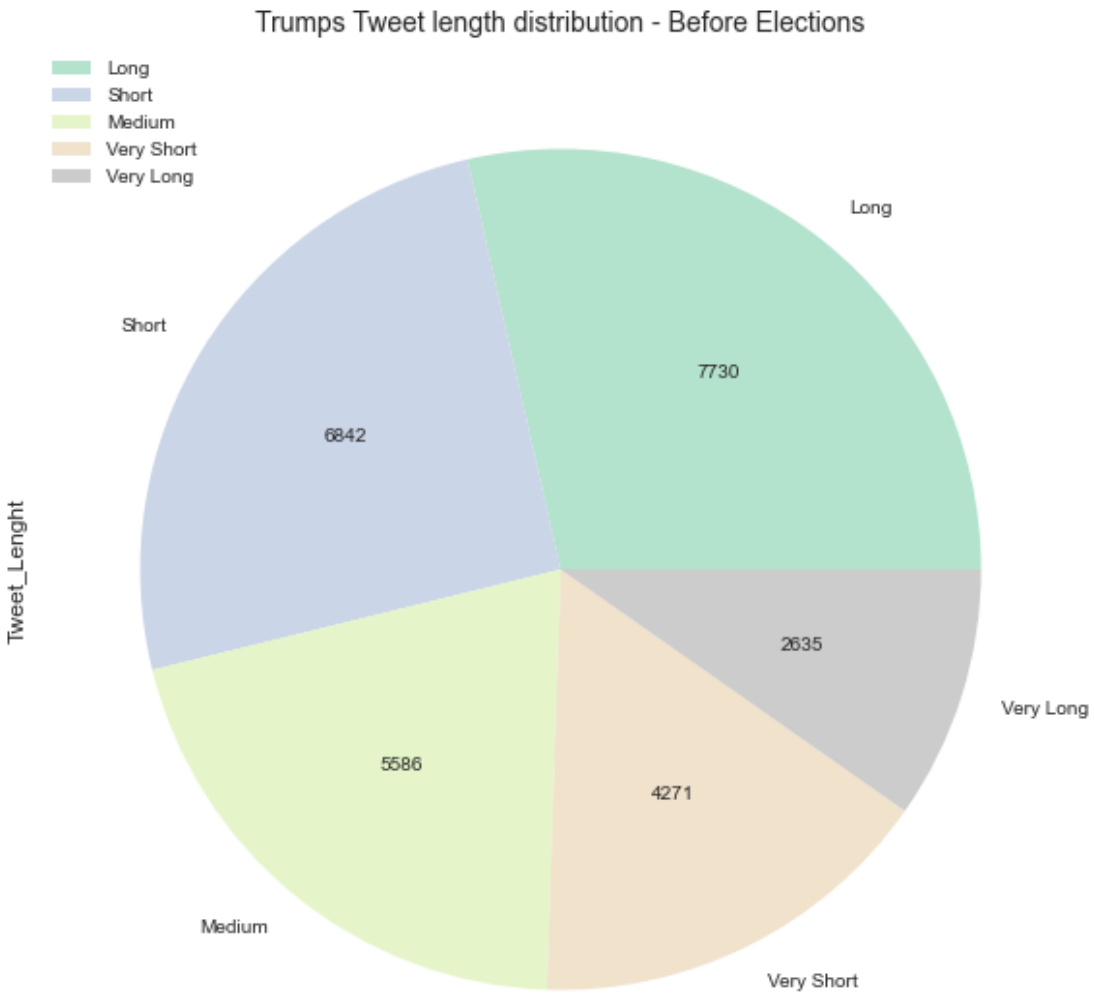


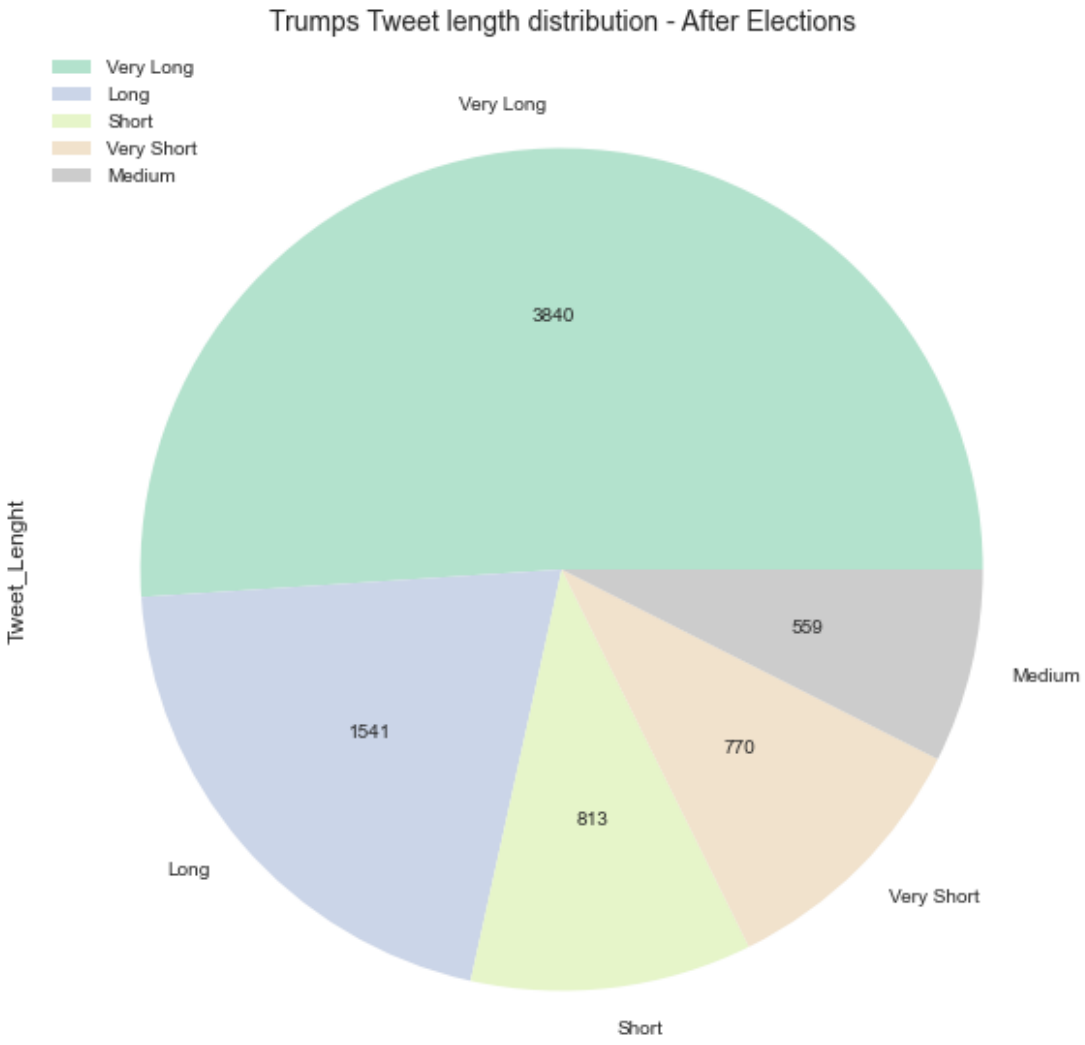
The horizontal bar charts show that the best length for Trump's tweets before the elections is 'Long' (between 130 to 140 letters) and after the elections 'Very Long' (over 140 letters).

5. Tweet length distribution

The pie charts below show how Trump's tweets are distributed between the categories mentioned above (`Very short` to `Very long`). The pie charts represent the total amount of tweets in each length category.

One chart represents before Trump got elected, and the other - after.



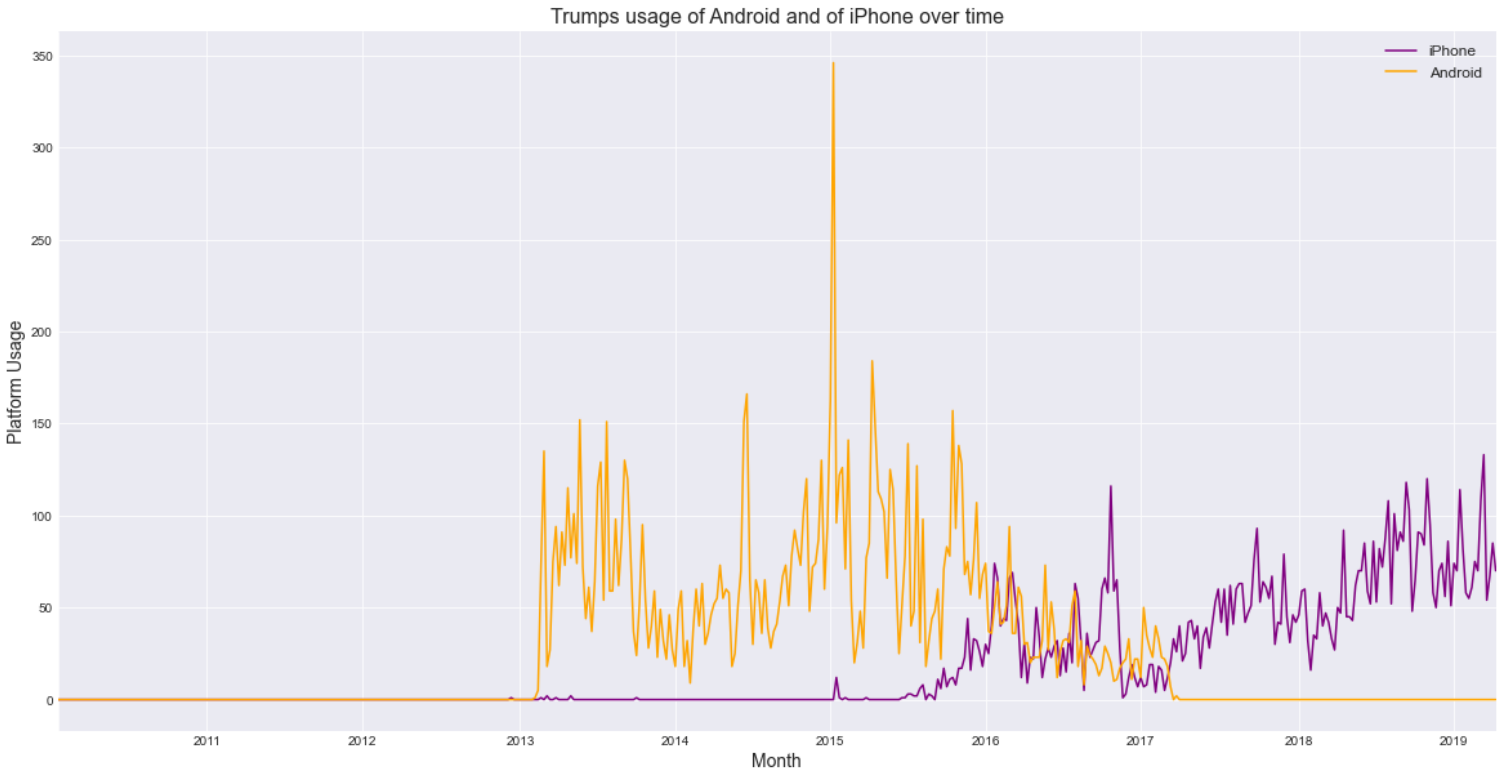


The pie charts show that before the election the success ratio of all lengths was spread almost equally, and after the elections, the relative differences between the successful length and the other lengths increased significantly.

6. Android vs iPhone

The line plot below shows Trump's usage of Android and iPhone over time, when one line shows the iPhone usage and the other shows the Android usage.

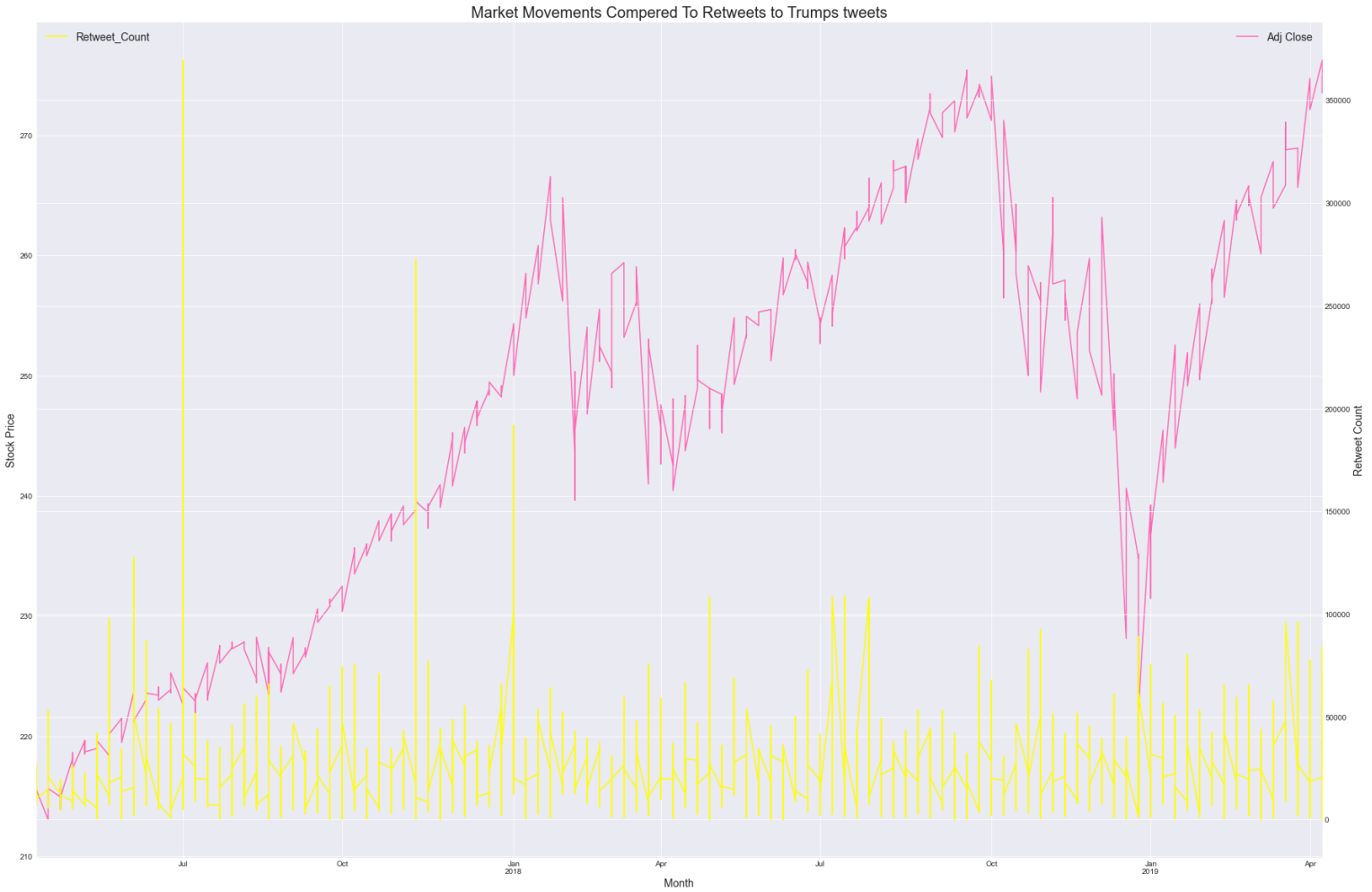
The lines represent the total amount of tweets created from iPhone/Android per week.



The line chart shows that around 2015 Trump started to actively use iPhone to tweet, and gradually stopped using Android to tweet until 2017. When Trump transformed iPhone he used it less than he used to use Android.

7. Market influence

There is a theory that people tend to retweet Trump much more when the stock market goes up. The plot shows if that is true and shows it in a visual.
The plot shows retweets that Trump got, compared to stock market performance (the value of the S&P 500 index) per week.



The chart shows that on days that the market went up or down there is some correlation to the retweets of trump's tweets, but it's not always fit and not on the same relative scales.