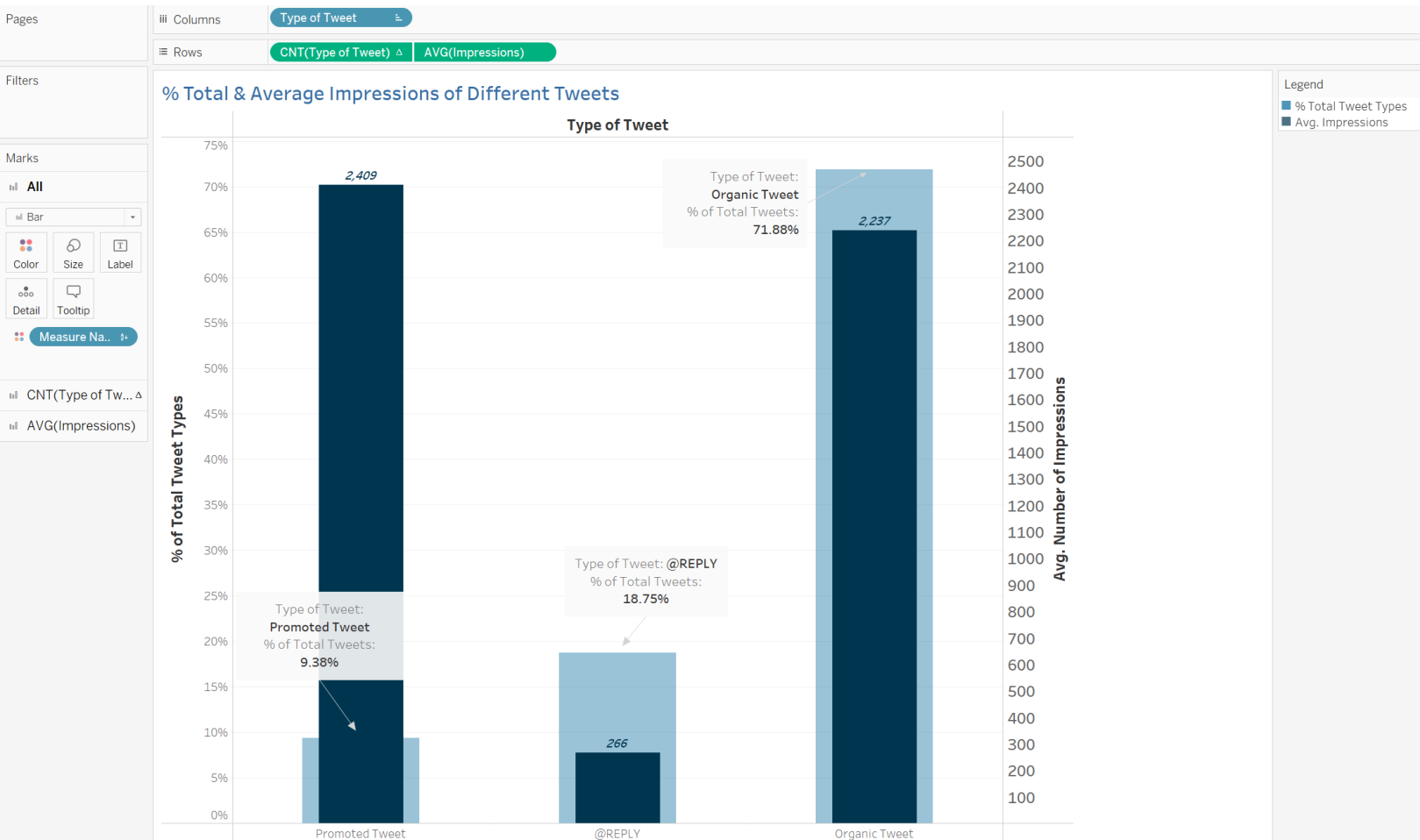


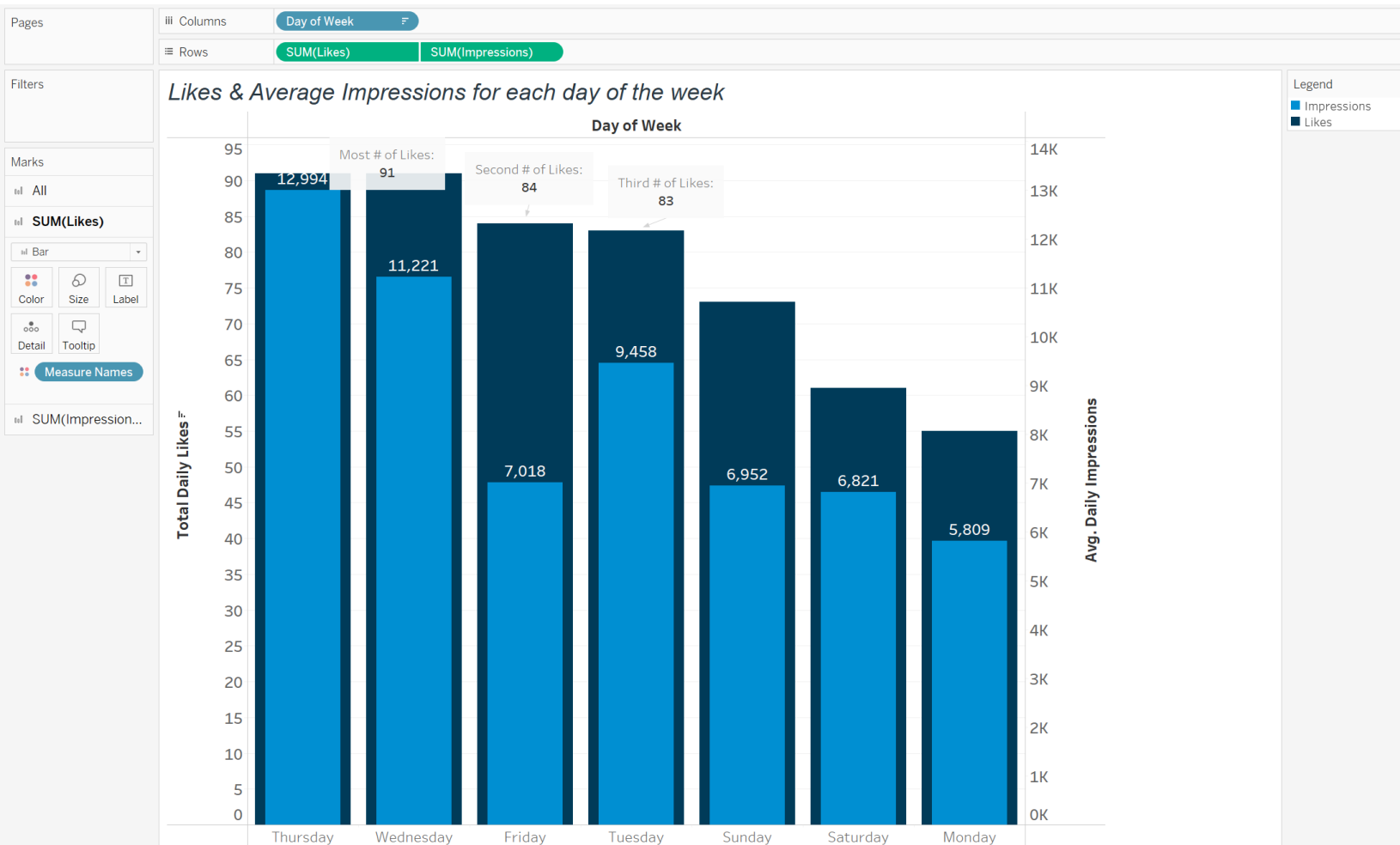
## L5 Assignment: Exploring Social Media Data

**1.) What proportion of the total are different type of tweets and what is the average impression of each type?**



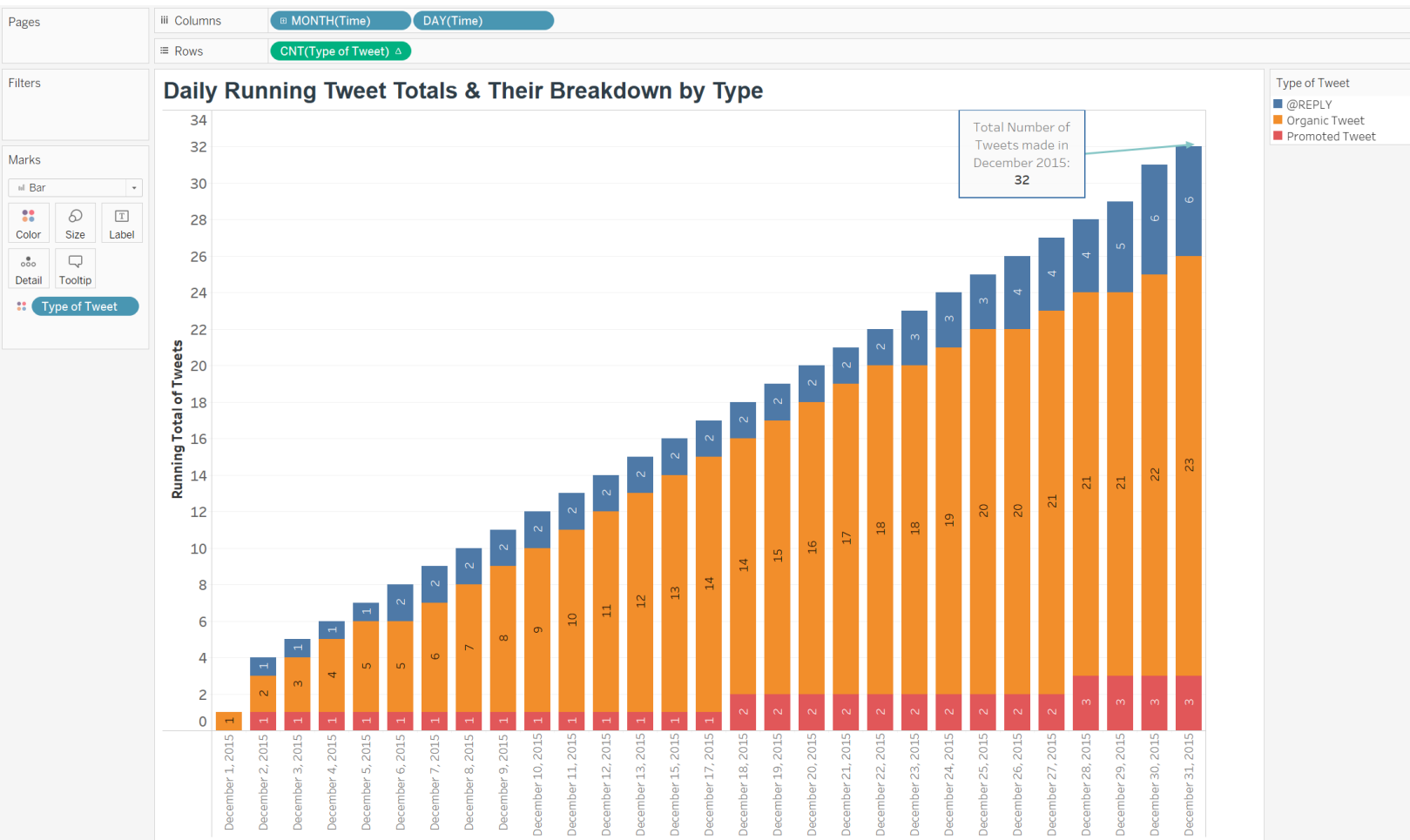
As we can see for the visualization shown above, the highest percentage of tweets displayed in the month of December was the Organic Type Tweet. Organic Type tweets made up of 71.88% of total tweets in the month of December 2015. Next on the list was @Reply type tweets, which made up of 18.75% of total tweets made in the month of December 2015. Then last on the list was Promoted type tweets, which made up of only 9.38% of total tweets made in the month of December 2015. The average impressions made by each type of tweet was 2,337 for Organic Tweets, 266 for @Reply Tweets, and 2,409 for Promoted Tweets. This meant that Promoted Tweets had the highest number of average impressions out of the listed tweet types. And the Organic Tweets had the second highest number of average impressions out of the listed tweet types.

**2.) What days of the week received more likes and which of these had the highest average impression?**



As we can see from the visualization listed above, Thursday and Wednesday were the two days that received the most likes with 91 total likes on each day. And out of these two days, Thursdays had the highest average impression totals, with 12,994 daily average impressions. Wednesdays had the second highest average number of impressions with 11,221. The day that had the second highest daily likes came on Friday, with 84 likes. And Tuesday had the third highest daily like totals with 83 total likes. However, Tuesday had a higher average daily impression number than Friday. Since, Tuesday had the third highest average daily impressions with 9,458. Meanwhile, Fridays had only 7,018 average daily impressions, making it the fourth highest average daily impressions.

**3.) Visualize daily running totals of the tweets and their breakdown by types (Organic Tweet, Promoted Tweet or @Reply) for the entire month. How many and what type of tweets (Organic Tweet, Promoted Tweet or @Reply) were sent daily throughout the month?**



When looking at the visualization above, one could see that the first tweet made in the month of December was an Organic Type Tweet. And only one of this type was made on the 1<sup>st</sup> of December. Then each day which preceded the first of December had each of the three types of Tweets (@Reply, Organic, Promoted) created on Twitter. Then from December 2<sup>nd</sup> to December 5<sup>th</sup> Organic Type tweets increased by one per day. Then stalled from December 5<sup>th</sup> to December 6<sup>th</sup>. But increased by one per day from December 6<sup>th</sup> to December 25<sup>th</sup>. Which was Christmas day in December. It only increased by three tweets the following 6 days, which concluded the year of 2015. The @Reply Type of tweets had the second most activity in the month of December with a total of 6 tweets made on Twitter in this month. However, @Reply Type tweets only had one increase per day between the dates of December 1<sup>st</sup> & 2<sup>nd</sup>, December 5<sup>th</sup> & 6<sup>th</sup>, December 22<sup>nd</sup> & 23<sup>rd</sup>, December 25<sup>th</sup> & 26<sup>th</sup>, December 28<sup>th</sup> & 29<sup>th</sup>, and December 30<sup>th</sup> & December 31<sup>st</sup>. Lastly, Promoted Type tweets had the least amount of daily change in the month of December. As well as the least number of tweets made on Twitter, in this month, too.

Only three tweets made on Twitter in the month of December, in the year of 2015 were of Promoted tweet type.