

# ACT REPORT

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## Introduction

Data relating to tweets from the [WeRateDogs twitter account](#) were gathered from 3 different sources were extracted, cleaned and merged into one dataframe. We were tasked to draw insights from the dataset.

## Summary of Analysis

It would be interesting to see what device was used mostly by handlers of the twitter account. Using the `.value_counts()` on the the source column of this dataset, we discovered that by a large margin most of the tweets were tweeted from an iPhone which is quite

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understandable given that smart phone are the easiest way to access the internet and the owner/founder (Nelson) of the account lives in the United States of America where most people choice of a smart phone is the iPhone. The analysis also show that the handler tweeted from a web browser a couple of times and also from TweetDeck which is an application for managing a twitter account.

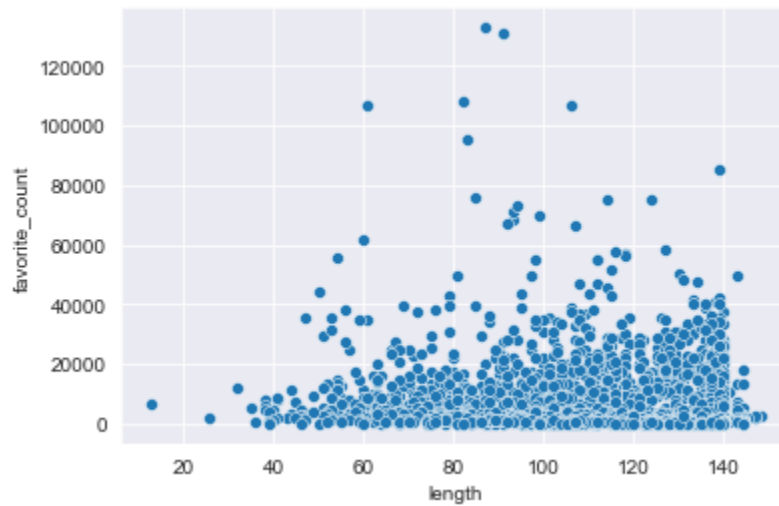
The article [tweets with an image vs tweets with twitter card](#) said a thing or two about tweets with images driving up engagements, so I decided to go further and investigate if having more images increased the chances of having more engagements. After checking the correlation between tweets with images and likes or retweets. I came to conclusion that more images had no effects given the low correlation of approximately 0.13 and 0.11 respectively.

It would also be interesting to know what dog image tweeps loved the most. The most liked dog is a 9 year old mutt from Toronto, Canada called [lennon](#). The dog participated in a march for women back in 2017.



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I explored the correlation between the length of a tweet and it's likes, the seaborn scatter plot (figure below) showed that the length tweet had no serious effect on the way tweeps react to a tweet.



Lastly, I explored the distribution of the favorite\_count (likes) across and noticed that they rarely have more than 50000 likes.

