

Act Report

Summary

I started this report with a summary of the statistics in the merged data. This summary showed that the Numerators averaged being higher than the denominators. As this is data from entertainment source this was humorous and entertaining but did emphasize where traditional review may be rated with the denominator being the max value this numerator was more important. Once revised the difference became even more striking.

This summary also displayed that the favoriting mechanic was more popular than the retweeting mechanic. This isn't as surprising as the retweet function is to direct the viewer's followers towards the post. While the favoriting functions as a communication between the poster and the viewer. What was interesting was the ratio between the two. Averaging just over 3 times the number of favorites to retweets. Being unfamiliar with twitter and more familiar with Facebook.

Likes, Retweets, Counts

I then followed by grouping the dogs by breeds and totaling the retweets and favorites. The top retweeted dogs were the Golden Retriever, Labrador, Pembroke, Chihuahua, and the Samoyed. This was not particularly surprising, and possibly due to, the Retrievers, both Labrador and Golden, having maintained their popularity despite with decreasing need of working dogs with their easy trainability and friendly nature. The Pembroke Chihuahua have maintained their popularity within the internet meme culture, and advertising purposes. I duplicated the previous analysis with the numerators. This bumped the Pembroke down with the Pug taking the fifth spot and the chow taking the sixth spot.

Once the new analysis came through with the corrected numerators bow ties took second place. As this was not a breed I removed the breed from the analysis and the corrected breeds matched the original analysis. On subsequent reviews the data analyzed remained unaffected.

Retweets vs Favorites

I concluded this analysis looking at the relationship between the retweets and favorites. I created a scatter plot with this data. These two variables do appear related. This appears to show the appreciated content is likely to be shared. This also showed the data being heavily concentrated on the lower end for both variables. It appeared that this only spaced out after the retweets reached above 40 thousand and the favorites reached above 15 thousand. This was expected as the people become less likely to engage with content the further from the source it becomes.

