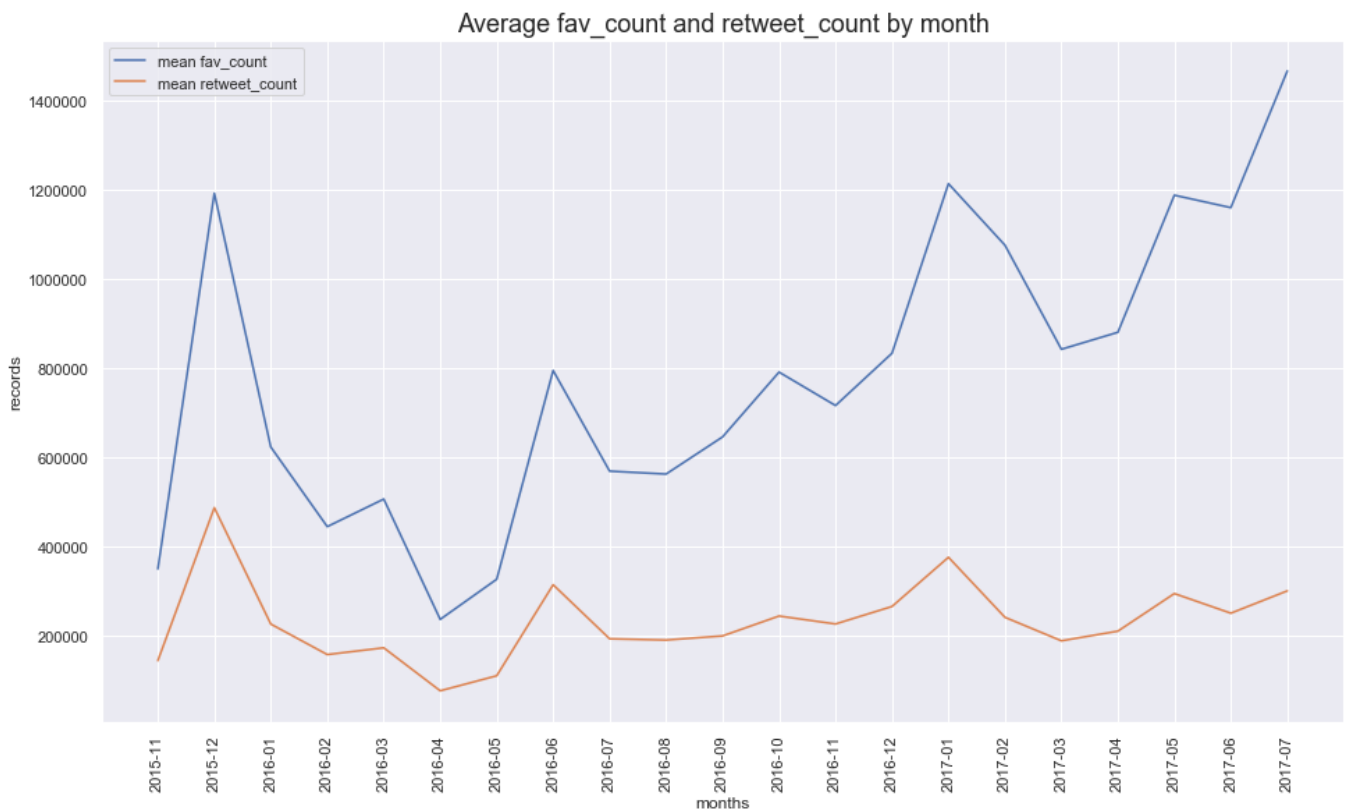# Project 4: Act Report

Context

> The twitter social network is one of the most popular at the moment with accounts and users who are dedicated to exchanging opinions, perspectives and interests. Access to its database is a great possibility to do an analysis.
> With 8.7 million followers, the #Weratedogs platform is dedicated to collecting and publishing images of dogs that inspire tenderness. This account has a great activity and is used as an exhibition network for its merchandising that even has a book that contains a catalog with these images.
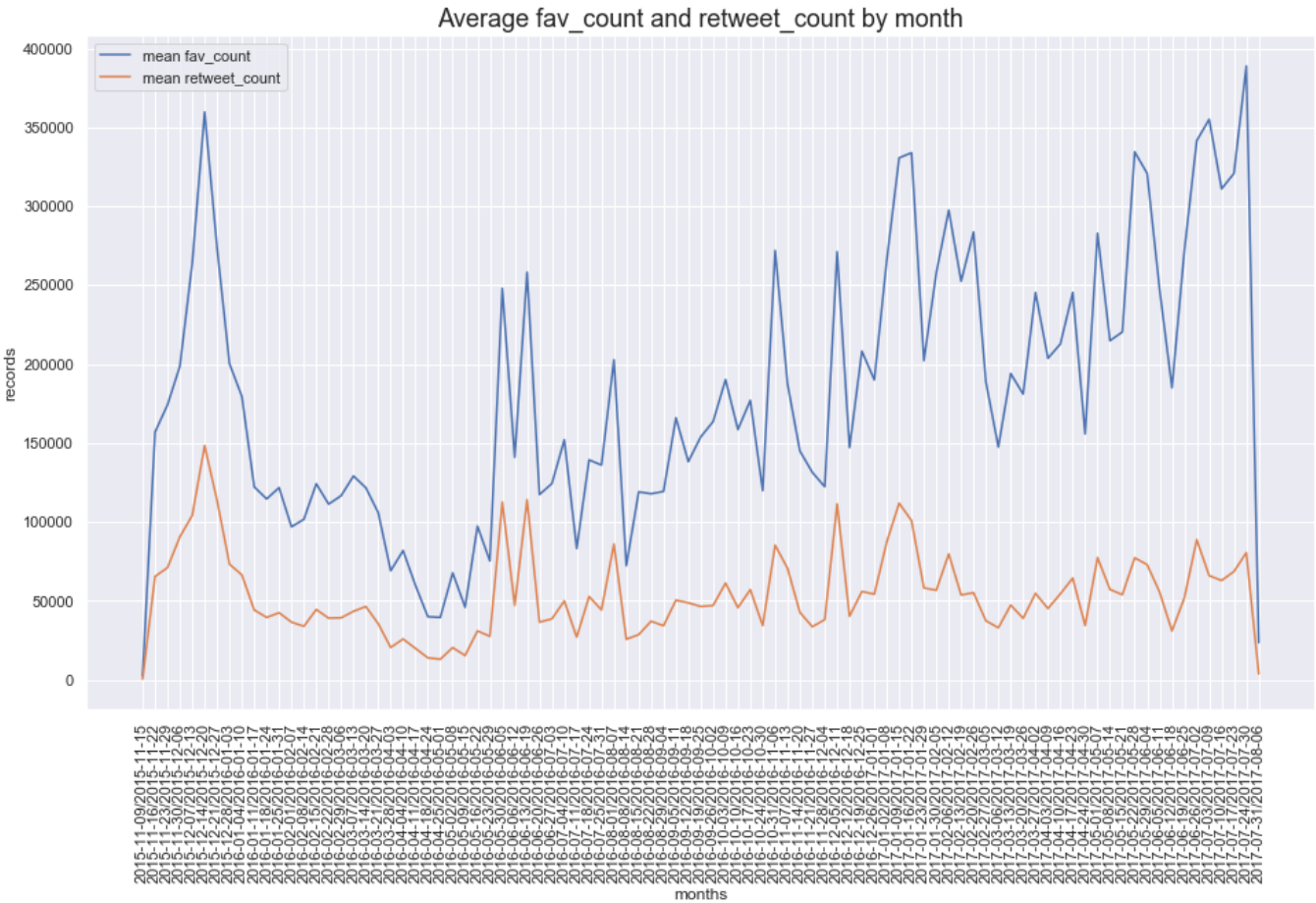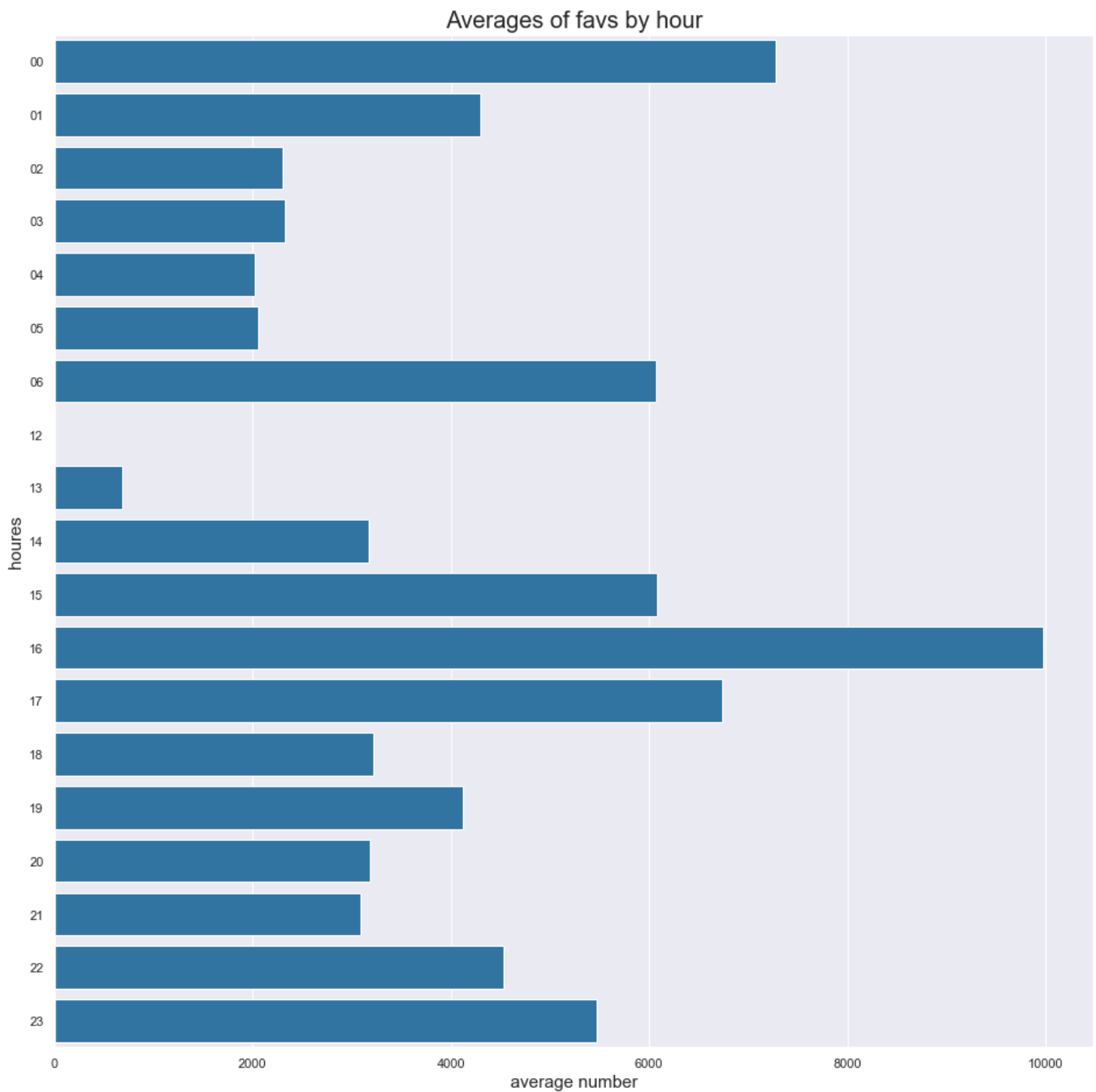
Storing, Analyzing, and Visualizing Data

With the tables obtained, in the previous step, we will present some insights. On the one hand, we study the amounts of retweets and favorites, within the 2015-2017 period, to understand the impact of this user. Continuing with the temporal sphere, we will see which is the publication schedule that has the most impact. On the other hand, we will jump to the table with the results of the predictive model and we will analyze which breed of dog has the best performance in the model.

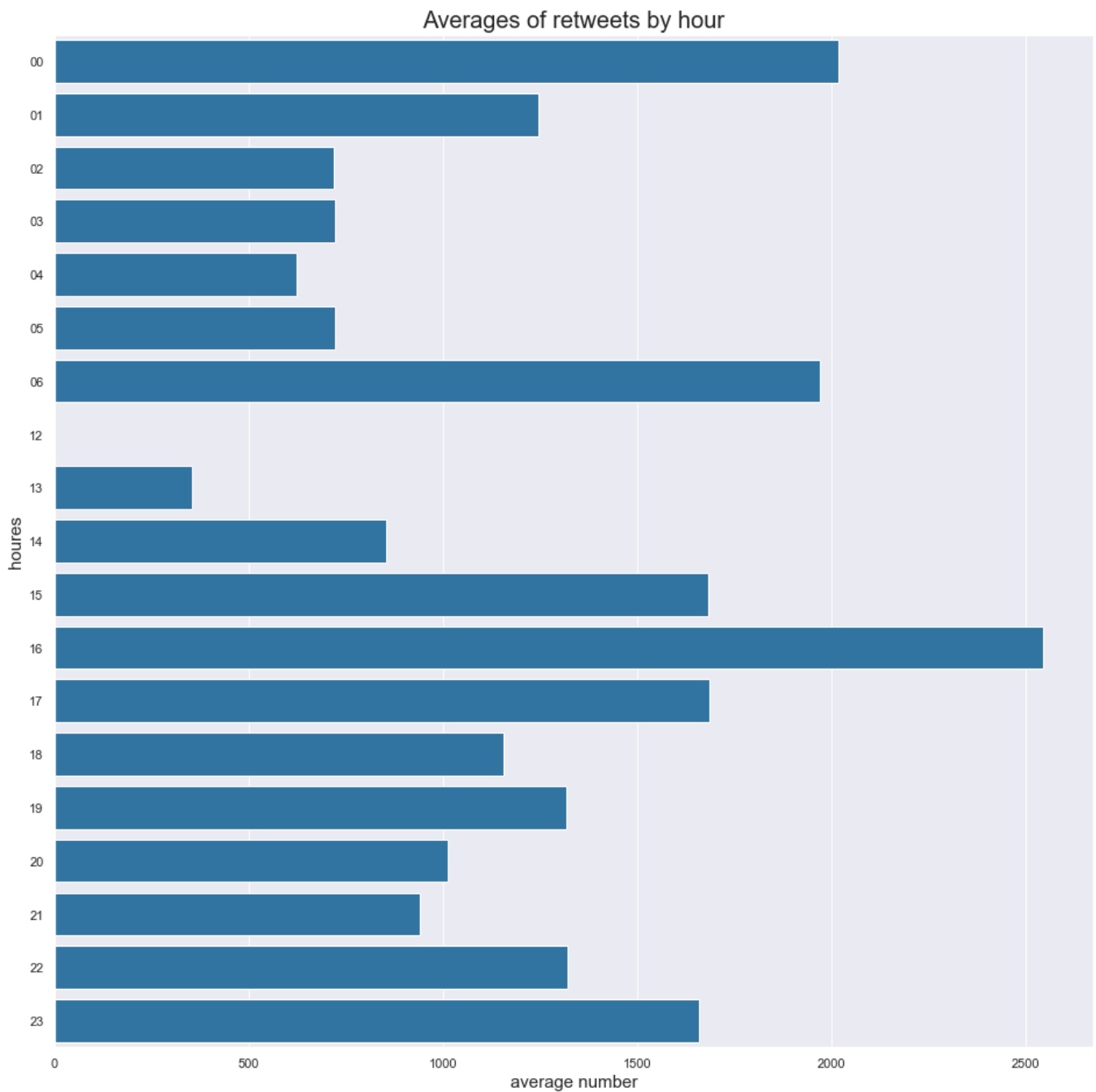
Average fav_count and retweet_count by month

- the curve shows a formal increase in the number of favorite tweets, but a normalization in the number of retweets
- In December 2012 there were a high number of favorites but the absolute maximum is from the last record.

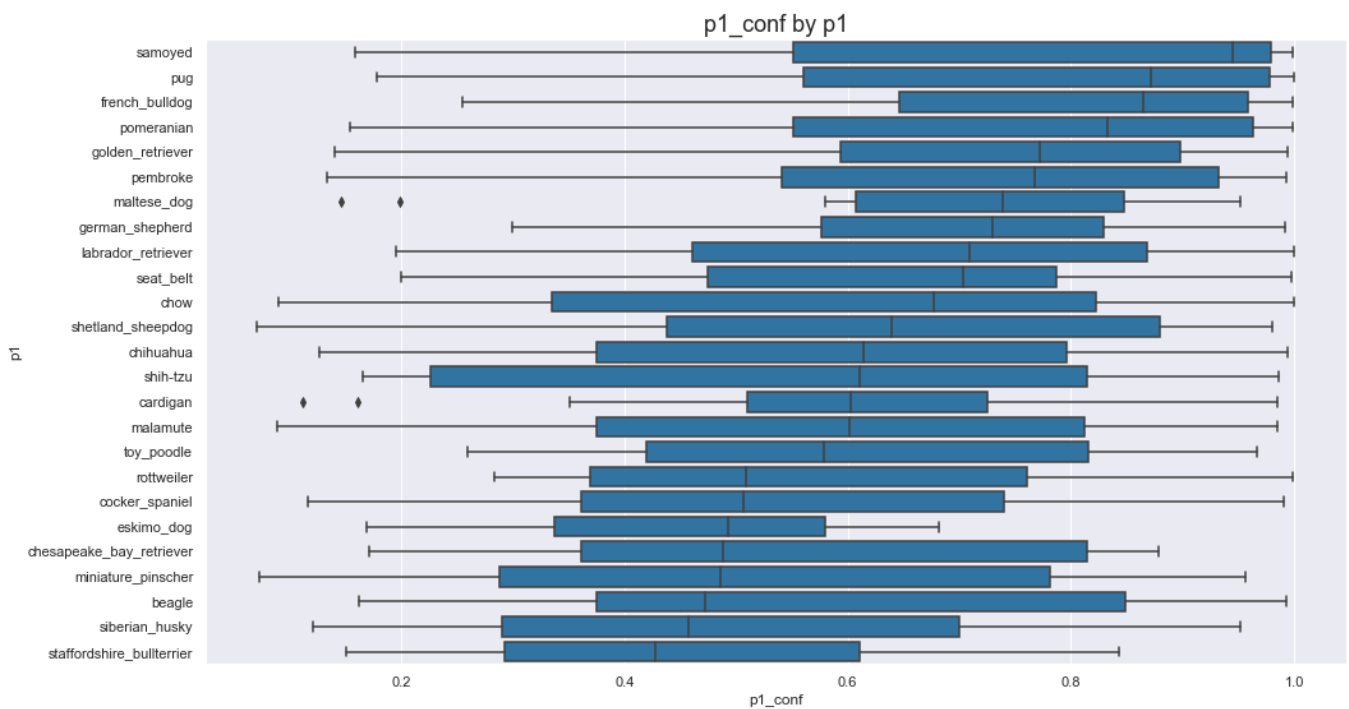## Average fav_count and retweet_count by month

- the curve of the weeks presents more marked oscillations and distributes the results more. In any case, the maximum is found in the last period, which comes from an intermittent growth stage.

Averages of favs by hour

- The publication schedule with the best repercussion is that of 4:00 p.m., it also has high values.7
- Between 06:00 and 12:00 there are no posts. and the hours following this time are also very low

Averages of retweets by hour

- The publication schedule with the best repercussion is that of 4:00 p.m., it also has high values.7
- Between 06:00 and 12:00 there are no posts. and the hours following this time are also very low

- the samoyed, the pug, and the french bulldog with the first predictive model have confidence results higher than 80%
- the worst results are less than 50% correct and are the breeds of beagle, eskimo, cocker spaniel, siberian husky

In [ ]: