# Act Report

Introduction

This Act Report summarizes the key insights derived from the cleaned and merged WeRateDogs Twitter dataset. Following the data wrangling process detailed in the Wrangle Report, this analysis aims to uncover patterns in user engagement, particularly focusing on retweet distribution and the relationship between tweet ratings and engagement.

Key Insights

- Retweet Distribution: Most tweets receive a modest number of retweets, with a long tail of a few highly viral posts.
- Engagement vs. Rating: Tweets with higher ratings generally show a tendency toward higher engagement (retweets + favorites), though the relationship is not perfectly linear.

Visualization 1: Distribution of Retweet Counts
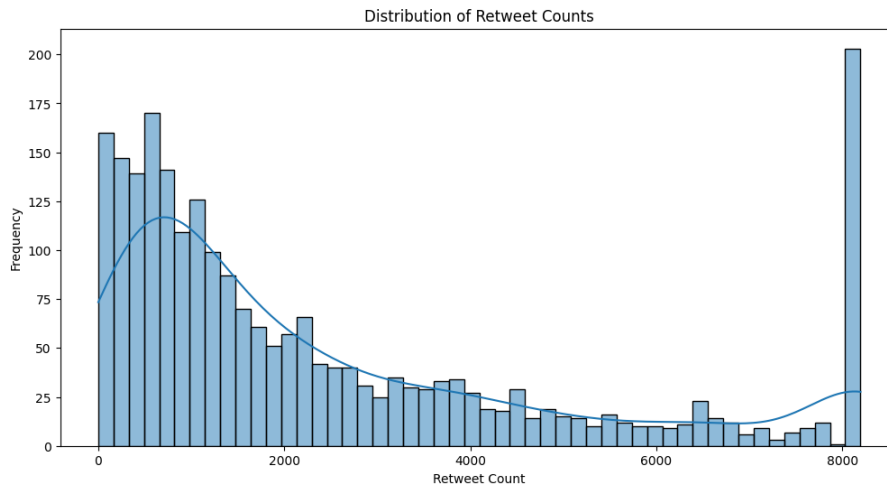
This chart illustrates the distribution of retweet counts across the dataset. The majority of tweets receive fewer than 2,000 retweets, with a few outliers surpassing 10,000 retweets. This skewed distribution is typical of social media engagement data.

Visualization 2: Engagement vs. Rating
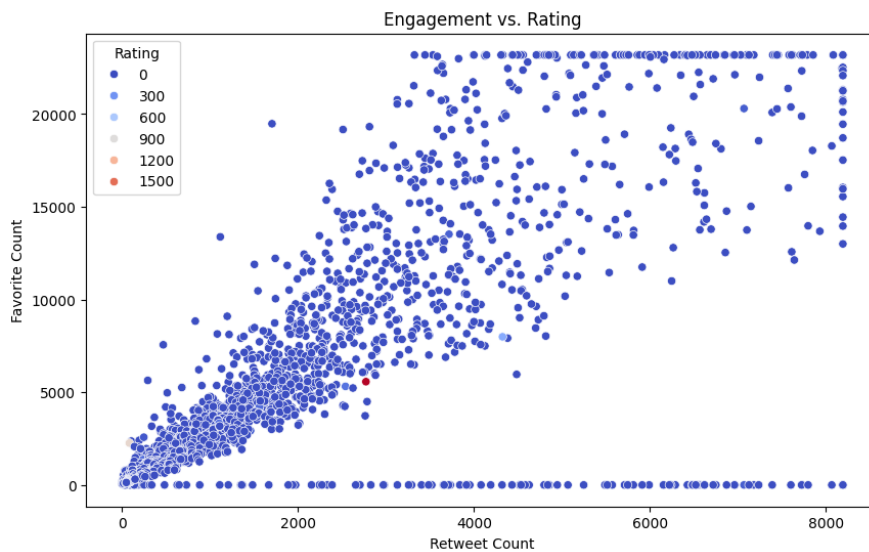
This scatter plot shows the relationship between tweet ratings (numerator/denominator) and user engagement, measured by total retweets and favorites. While there's a general upward trend — suggesting that higher-rated dogs garner more attention — variability exists due to factors like tweet content and timing.

Conclusion

The analysis highlights that while tweet ratings contribute to engagement levels, other contextual elements also play a significant role. The dataset shows strong potential for further modeling of viral tweet characteristics or sentiment analysis to deepen insight into user preferences.