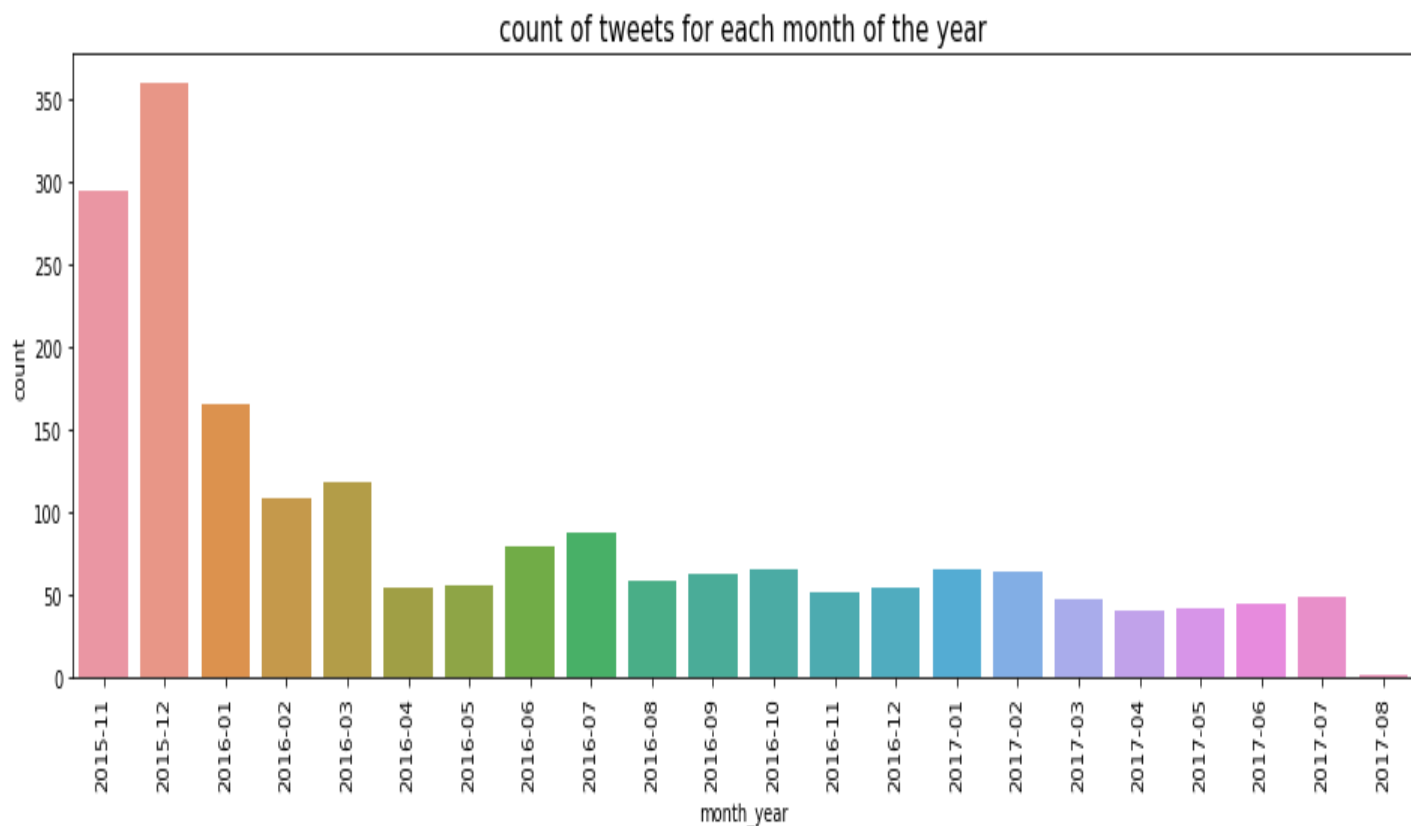


Report on the analysis and visualizations made

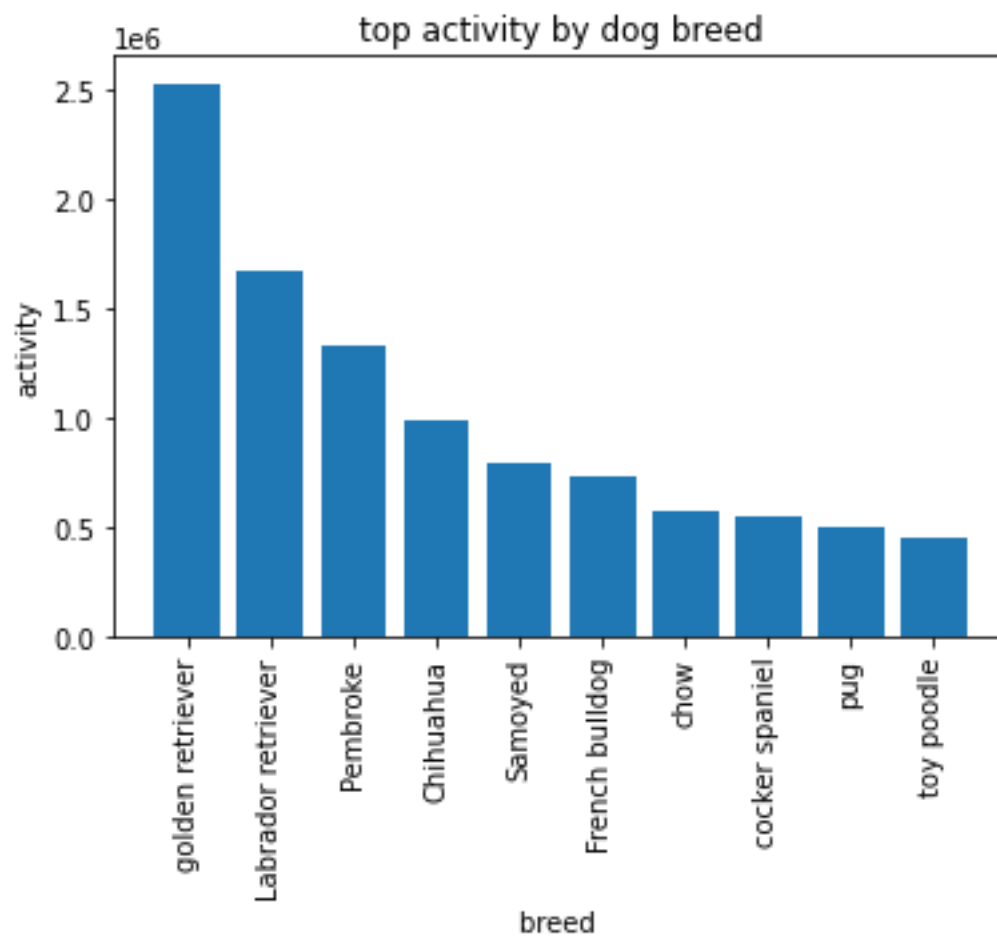
I did several analysis and generated visualizations for each of them as follows:

1. Monthly tweets over time:

Over the time period of roughly 2 years, the data collected suggests the tweets collected declined sharply starting in early 2016 (i.e. is 2016-01) after a small surge in December 2015, While the tweets was on a continuous decline over the time, there are spikes in activity during early 2016 (i.e. 2016-01) and in mid-summer of 2016 (i.e. in between 2016-06 to 2016-07), but continues on its decline from there. The owner of the Twitter account should be aware of this trend and consider way to increase users' traffic on the Page. Attached below is the visualization generated after thorough analysis



2. **Dog breed activity:** activity of the dog breed is determined by the sum of amount of retweet count and favorites count. The dog breed with the most common activity is the golden retriever. Attached below is the visualization to support the analysis of the dog activity:



3. **Favorite vs retweet counts:** There is a high positive correlation between favorite counts, and how much a post was retweeted. This correlation is important for the owner of the twitter account to understand if increasing performance of the twitter account is desired. The previous posts with either a high retweet counts or high favorite count can be used by a data scientist to build a model by using this correlation. Attached below are the visualizations to support this analysis:

