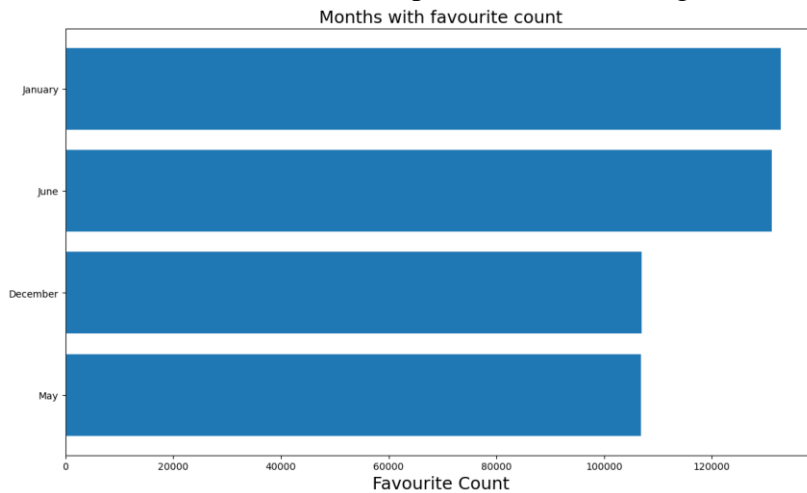


Act Report

After the data wrangling and data cleaning, the dataset was stored in a master data frame and exported to CSV.

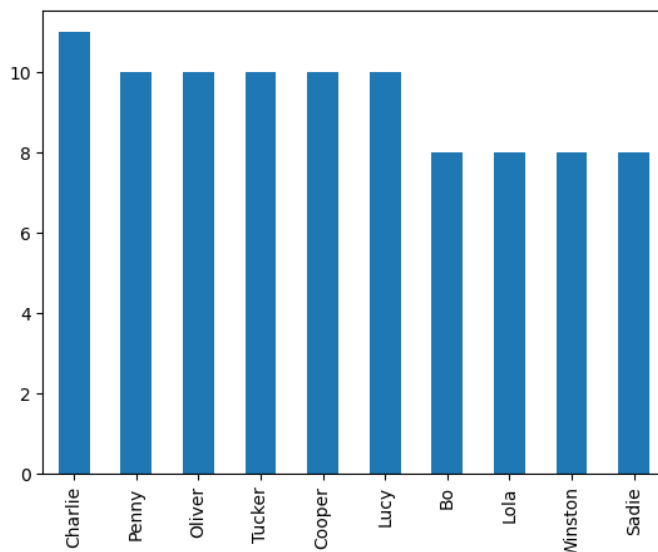
The following Question is asked and the following insights are derived:

Question 1: What are the Ten top months with the highest favorite count?



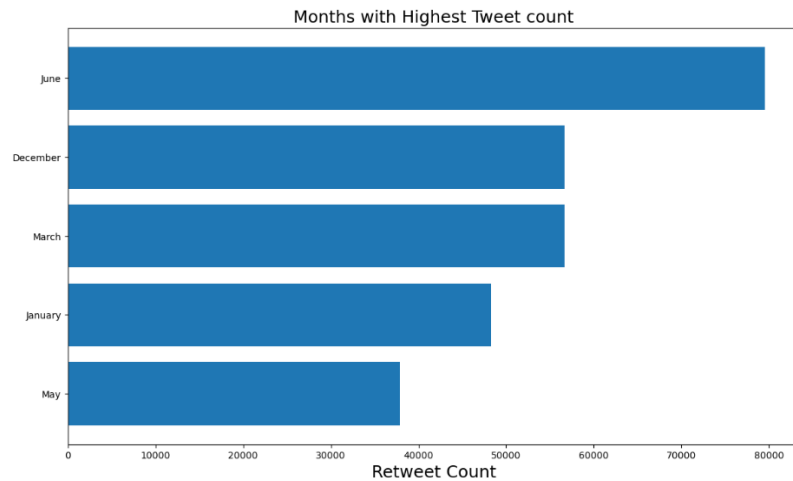
Insights: The number of favorites and retweets have been shown to peak around January. This month is followed by June and December in terms of favorite count. This might be because of increased festive activities during the seasons. As it is the festive season, there will be lots of families going to meet each other and meeting their various dogs.

Question 2: What are the top 10 most popular dog names?



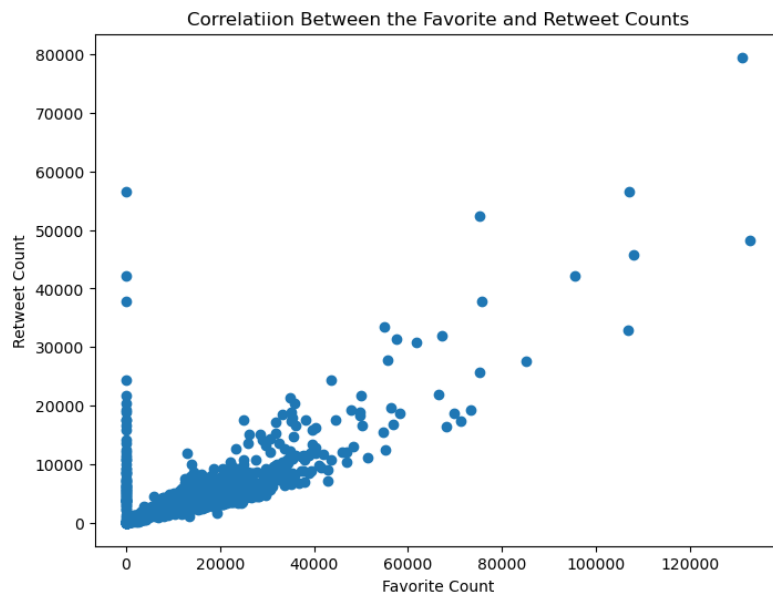
Insights: Charlie is the most popular dog with over 10 mentions in the datasets followed by Penny, Oliver, Tucker, Cooper, and Lucy with 10 mentions. Closely followed are Bo, Lola, Winston and Sadie with 8 mentions.

Question 3: Ten top Months with the highest Retweet Count



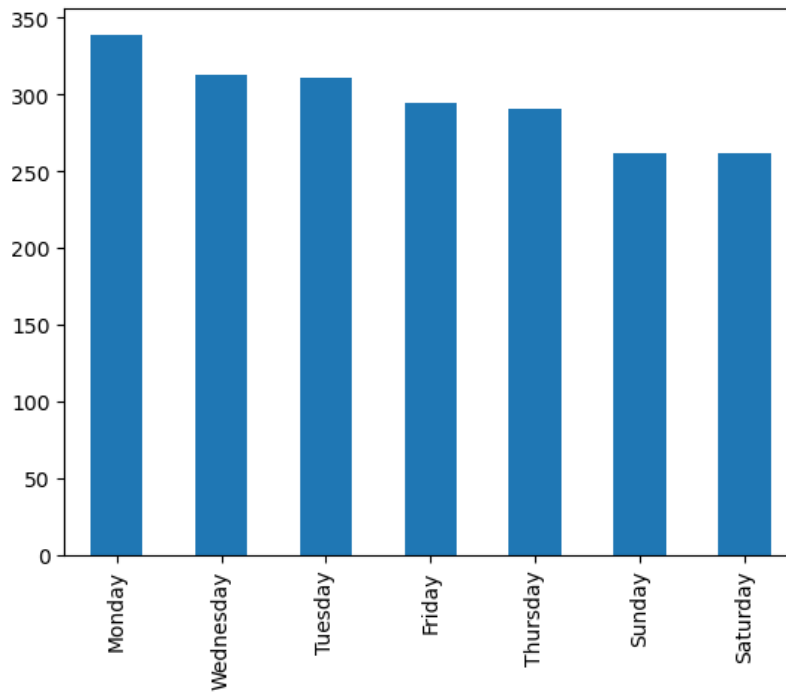
Insight: June has the highest retweet followed by December and March. January and May are also on the retweet list. May has the lowest retweet of all the months. December and January are festive seasons, it's understandable why they are part of the months with the highest retweet count.

Question 4: Is there a correlation between Favourite and Retweet Count?



Insights: Furthermore, as predicted, the link between favorite count and retweet count is quite significant (0.79). Favorite tweets are therefore more likely to be retweeted. This simply shows that users that liked a dog post are more likely to retweet that same post.

Question 5: What days of the week do people tweet most about Dogs?



Insights: It was derived that people mostly tweet about dogs on Mondays (339) closely followed by Wednesdays. Saturday has the lowest tweets about dogs from this dataset.