

Despicable Me 4 hashtag statistics from Jun 2, 2024 to Jun 8, 2024

1. Description

Analyze Despicable Me 4 hashtag on Twitter from Jun 2 to Jun 8, 2024 to gather engagement metrics such as number of posts, total likes, total comments, and things of that nature, with the purpose of observing the popularity of Despicable Me 4 movie and factors to consider to increase post engagement.

2. Methodology

Data collection: using filter options on Twitter, I looked at the list of posts from Jun 2 to Jun 8, 2024, then clicked on each post manually to record basic numbers such as total likes, total comments, number of quotes, number of reposts, date posted, etc and entered them into a relational database table.

Data analysis: I calculated basic statistics such as average, correlation, top 3, number of posts per specific time, count, and sum to draw conclusions and identify patterns.

3. Key findings and insights

After performing statistics to do analysis, here's what I have found so far over a one week period:

- There are 233 posts created within this timeframe
- On average, there are 65 likes per post and 1.6 comments per post
- We have 15129 likes and 363 comments in total

- People love clicking on video, picture, GIF image, and text, especially video and pictures. These seem to get the most posts, likes, and comments. Also, content type that are about expressing thoughts, announcements, or no texts at all seem to get the most posts, likes, and comments as well.
- We can define announcement content type as anything related to making something known publicly, whether it's related to releasing new trailers or a short clip is released, etc. Personal opinions and statements of truth may be included but if the content leans more towards the Announcement theme, then it will be labeled Announcement. Express thoughts can be defined as personal opinions, thoughts, feelings, emotions that are visible from reading the text right off the bat.
- There is a strong correlation between number of likes and number of reposts. The more likes there are, the most reposts there are. The correlation is also somewhat strong between number of likes and view count, and number of likes and comments.
- Most users created posts at 9:00 AM, 4:00 PM, and 6:00 AM PST. Most of the posts are created on Jun 5, Jun 7, and Jun 3, but in terms of specific time posted, most users posted at 6:00 AM, 9:00 AM, and 10:00 PM PST on Jun 5 and Jun 6. Also, it is worth noting that there is no correlation between posting time and number of likes, comments.
- When look at the top 3 posts by number of likes or view count and then I used Python to run the script to automatically open the Twitter contents of the top 3 posts, it is worth noting that people love watching short clips and pictures from the movie or gaming-related contents, and contents that are about announcing something or

expressing thoughts gain the most likes and comments, especially announcement theme.

4. Recommendations

For this specific hashtag, I would suggest we focus mainly on creating posts related to games or announcements, and create the posts in a video or picture format. We can post any time of the day as the timing does not affect the quality of the post.