

# Tweeting Habits and Insights (20th Jan'17 - 1st Aug'18)



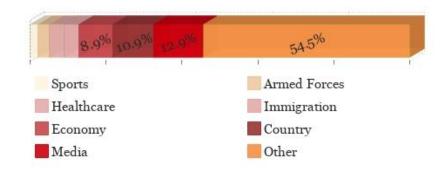
- Average Number Of Tweets/day 6.66
- WED/SUN Most/Least Likely Day For Tweeting
- Topic Most Frequently Tweeted About MEDIA
- 26% Growth in Followers in The 1st Month of Presidency, Gaining ~4.8 M Followers
- Preferred Hours For Tweeting 10 AM 1 PM

#### SINCE BECOMING THE PRESIDENT

3,655

tweets

#### Categorizing The Tweets Based on Words Used



## Distribution of Tweets By Time of The Day

#### Sun Mon Tue Wed Thu Fri Sat 12 AM 1 AM 2 AM 3 AM 4 AM 5 AM 6 AM 7 AM 8 AM 9 AM 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM 4 PM 5 PM 6 PM 7 PM 8 PM 9 PM

10 PM

## Top 5 Categories of Words Used

	FAVORITED	RETWEETED	WORDS
Media 12.9%	~32.5 M	~4.5 M	Fake News Fox Network CNN/NBC/NY Times
Country 10.9%	~30.9 M	~4.0 M	Russia N. Korea China
Economy 8.9%	~18.2 M	~2.3 M	Tax bill Jobs Employment
Immigration	~9.9 M	~1.5 M	Immigration DACA
Healthcare	~6.2 M	~0.7 M	Health Obamacare/Ocare

**Disclaimer:** The sole purpose of this analysis is to showcase my skills. I do not intend to hurt any political beliefs.

## Steps followed for this analysis -

- Created Twitter developer account and obtained API keys
- Wrote a Python script to scrape the Twitter account for a duration of 20<sup>th</sup> Jan'17 1<sup>st</sup> Aug'18
  - Obtained unique IDs of all tweets (Did this to get around Twitter API, which restricts the maximum number of tweets that can be extracted to 3200)
  - Used the IDs to get the necessary data for every tweet
  - o Extracted the data in CSV format
- Tools used to analyze data and get insights Tableau, Hive, Excel, Python
- GitHub Link https://github.com/rgarg09/twitter-project
- If you have any questions/comments, please email me at g.rohit09@gmail.com

**Additionally**, another sample of my storytelling skills is the YouTube video I created for a Deloitte Case Competition during my Master, helping my team in winning the competition.

**Link** - https://www.youtube.com/watch?v=RqWnnquz0Js&feature=youtu.be



**Or**, scan