# Issue to Management

After a successful quarter was celebrated last weekend, the data analyst team has some insights to share with the social media team to boost performance in the Twitter Space. There are several independent variables that largely influence the amount of favorite actions such as tweet length, dog image rating, and the dog stage. We also want to share promising news over the trajectory of the favorite count with the team.
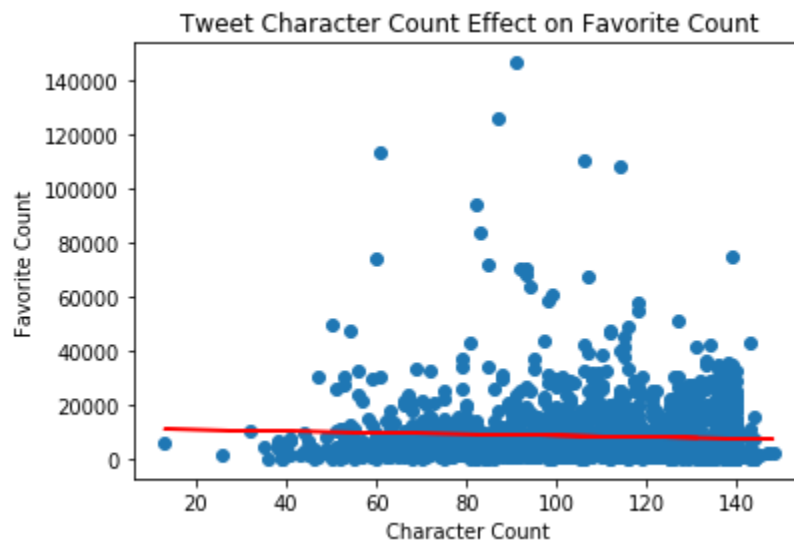

The depiction above captures the effect of the character count of our tweets on the amount of favorites it receives. We want to assure the social media team that character count has no significant impact on the favorite count of a tweet. However, by keeping the tweets short, it might boost the performance due to the decreased time it takes a user to read and absorb the information.
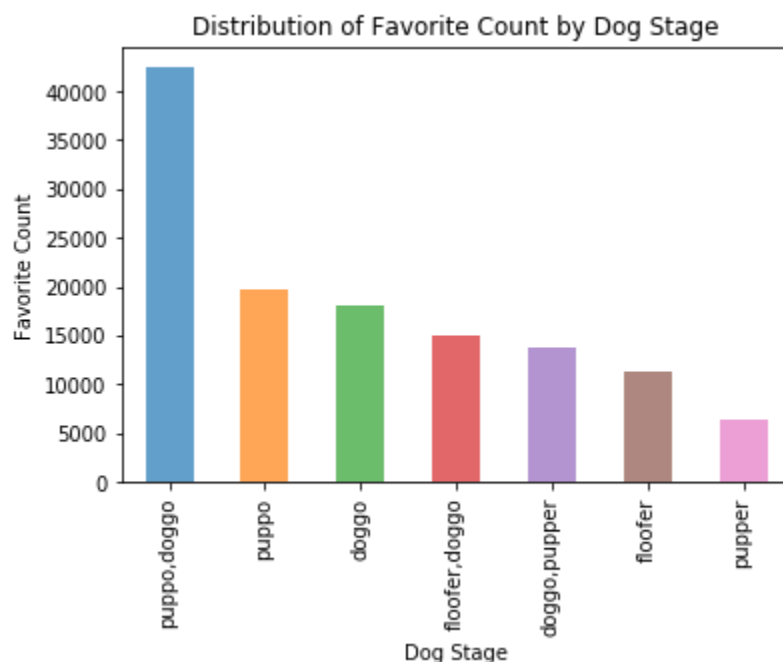
The stage of which the dog is pictured also matters. Users tend to favor the puppo and doggo stages the most while floofer and pupper perform slightly worse. Something to keep in mind.
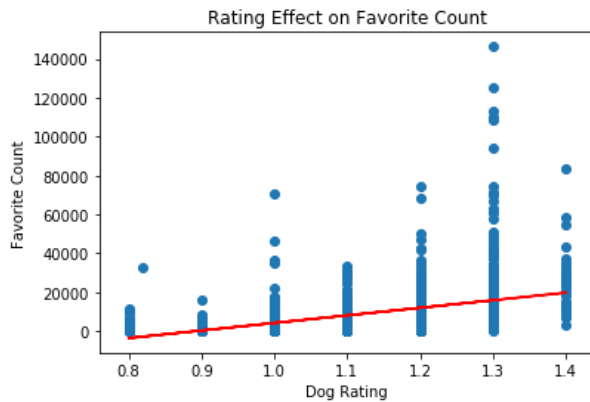
We encourage positive ratings! From the depiction above, it can be observed that the higher the rating a dog image is given, the more positive our fans react. Continue to provide positive ratings and our fans will react accordingly.
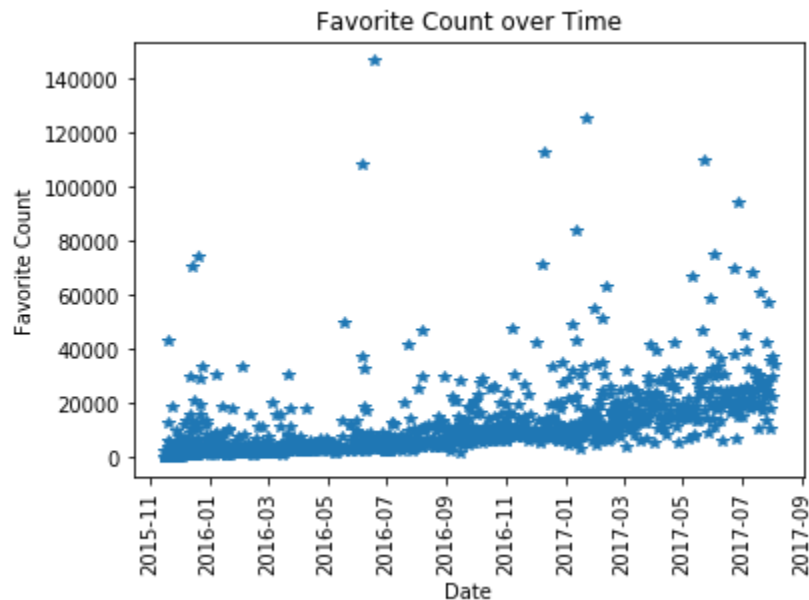
To cap off our performance analysis for last quarter, we want to share the current trajectory of how our favorite count has changed over time. The trend shows that, with each tweet, we are growing slowly and surely with our favorite count.