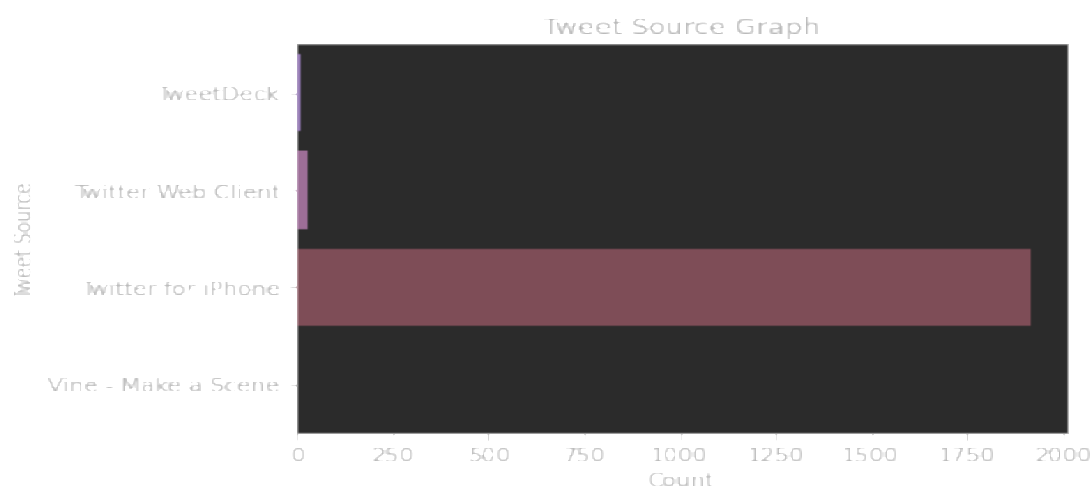After the data wrangling, I was able to come up with some insights which answered the following questions:

- What is the highest tweet source.
- What is the posting trend by month?
- What is the tweet count by month?
- What is the most popular dog?

Question 1:   What it the highest tweet source?

I first grouped the data by source and counted using the tweet ID of all the tweets.


Clearly, most followers of the page interacted with the page via iPhone which had a count of over 1750 while twitter web had the second highest less than 250. Vine could barely record users and it has the minimum values. Probably the tweeter on iPhone has a good user experience, hence having more users.

Question 2:   What is the posting trend by month?

Since the account's inception, there has been a steady monthly decline in the number of ratings, from a peak of approximately 300 tweets in one month to just about 50 in the most recent months. Only a few months after the account was opened, there was a dramatic fall.

However, since my study was limited to original content with photographs, this does not necessarily imply that the account has made fewer posts overall.

The account can have concentrated on other types of material, such retweets, videos, and conversations with followers.

Tweet Count by Month
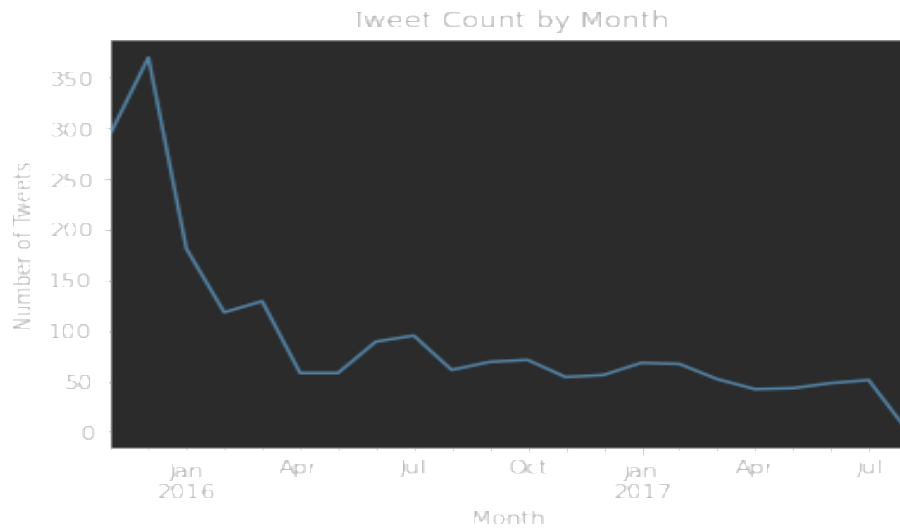
Question 3: **What is the monthly activity trend?**

Since the account's inception, the average number of retweets and favorites has steadily increased, rising from absolutely no engagement to almost 35,000 retweets and favorites each post in the most recent months. Given that the account's initial intent was to publish photographs with ratings, this growth is positive.

Average Activity Per Tweet by Month
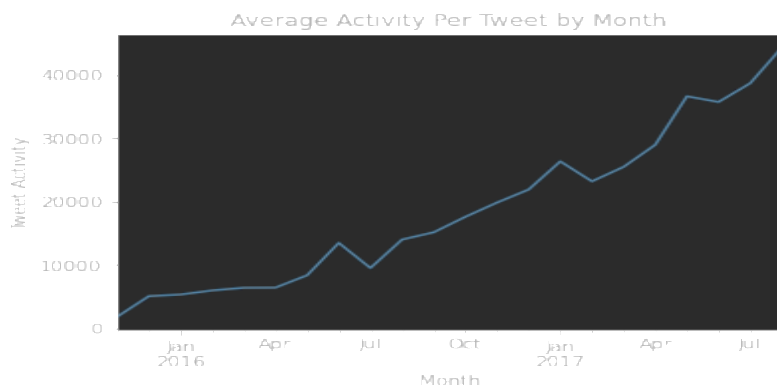
Question 4: **What is the most popular dog?**

Pupper comes out as the most popular dog as it has counts of over 200. Doggo follows with more than 50. Puppo has less than 50 and floofer has the least.

Dog Stage Counts