Programmatic Assessments were carried out on the new merged data frame so as to get a look at the new data frame.

Three Insights and two visualizations were provided on the data frame to help better understand the data.

These insights evolved around:

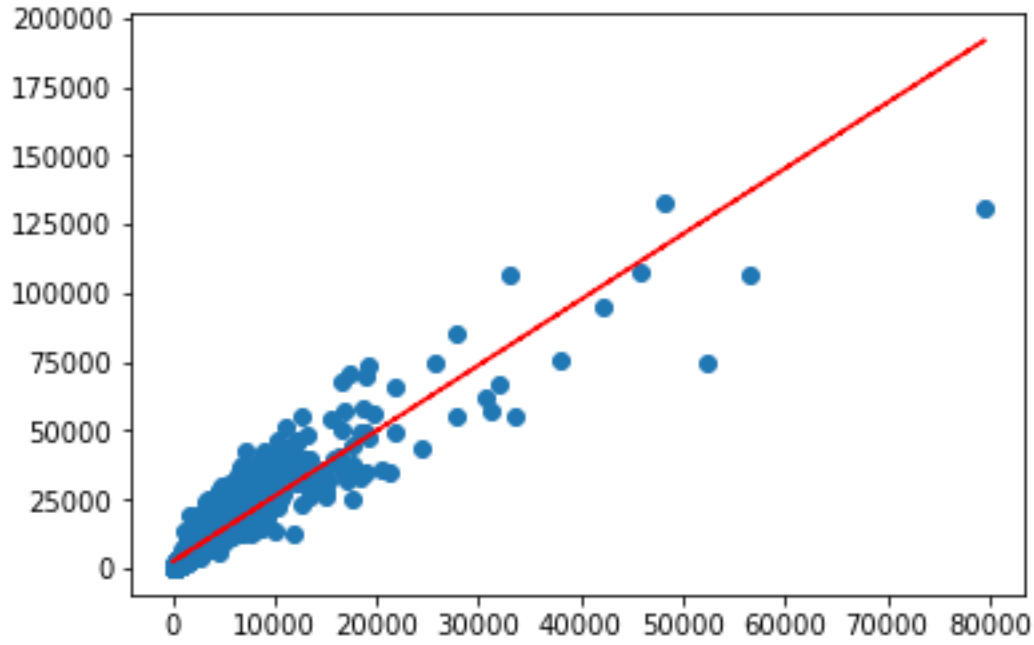
• The most common media of accessing the twitter page

•Time when the number of retweets were high

• The names of the dogs that was more popular among tweeps.

The first insight was conducted to give the analyst a look at the most common way their content was consumed and give them a better insight into their demographic. The timestamp involving retweets is essential in giving the analyst a look at what time it would be most viable to post content on the channel in such a way that it will maximize engagement on the social platform. The names of dogs helps dog owners know which dog names are popular and future dog owners may get a name to make their dogs more 'internet popular'.

The first visualization conducted involved looking at the linear relationship between the number of retweets and the number of likes in a photo. A scatter plot was plotted to examine the relationship and this provided a scatter that had a highly positive correlation as shown by the trend line.



This proved that the majority of social media engagement in the page involved tweeps who would both like and retweet a photo. Hence the more retweeted a photo, the more liked it was and the more liked a photo, the more retweeted it was.

The second visualization involved a pie chart. The aim was to look at the distribution of user medium used in accessing the twitter page of the data frame. From the pie chart, the majority of users accessing the page use Iphones, followed by those using twitter webs and the least are users accessing the platform using tweeter deck.