

Nike Campaign

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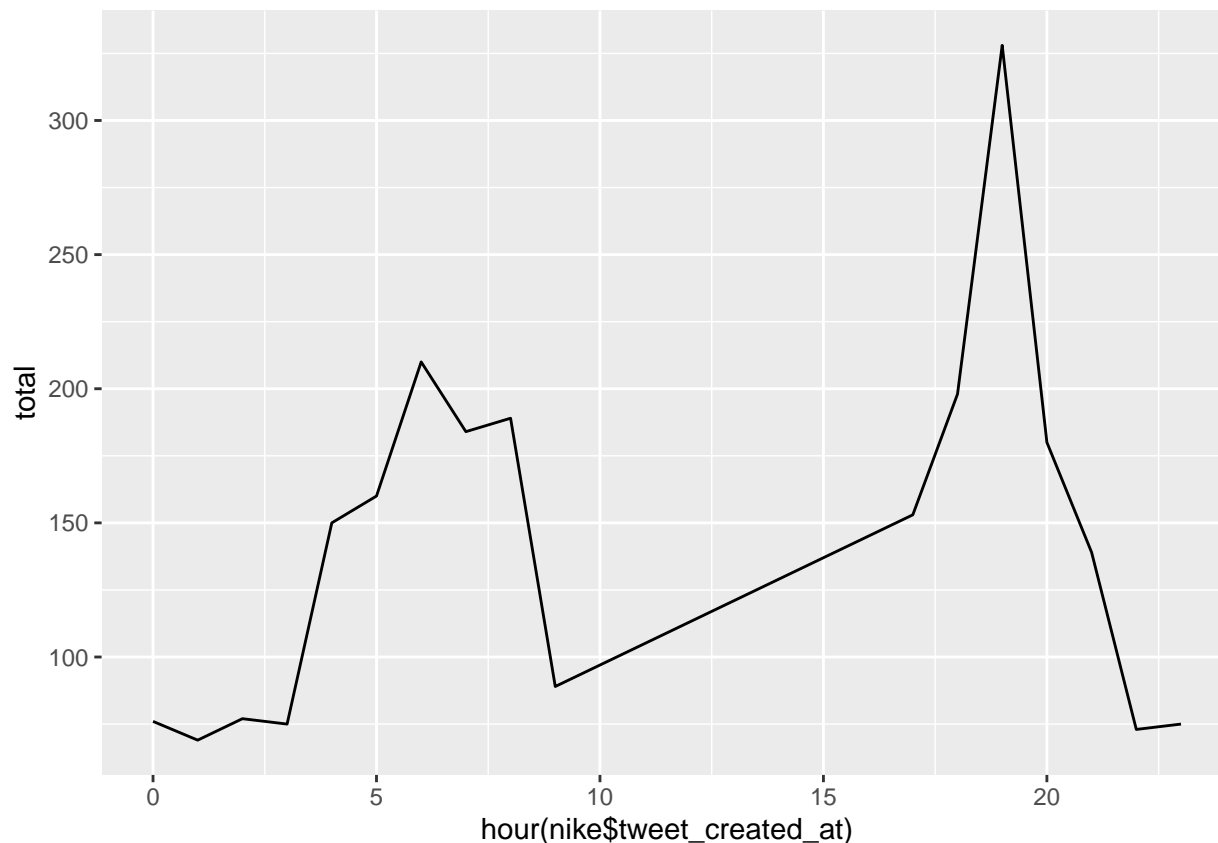
3/12/21

[1] 2425 28

Summary of Tweets

=====				
Statistic	Tweet	retweet count	User follower count	User Friend Count

N	2,425	2,425	2,425	2,425
Mean	2.58	6,791.62	3,189.81	0.98
St. Dev.	22.53	64,725.28	8,008.78	0.15
Min	0	0	0	0
Pctl(25)	0	703	613	1
Median	0	1,345	1,342	1
Pctl(75)	1	3,654	2,865	1
Max	748	2,896,006	129,726	1



Rows: 2,425

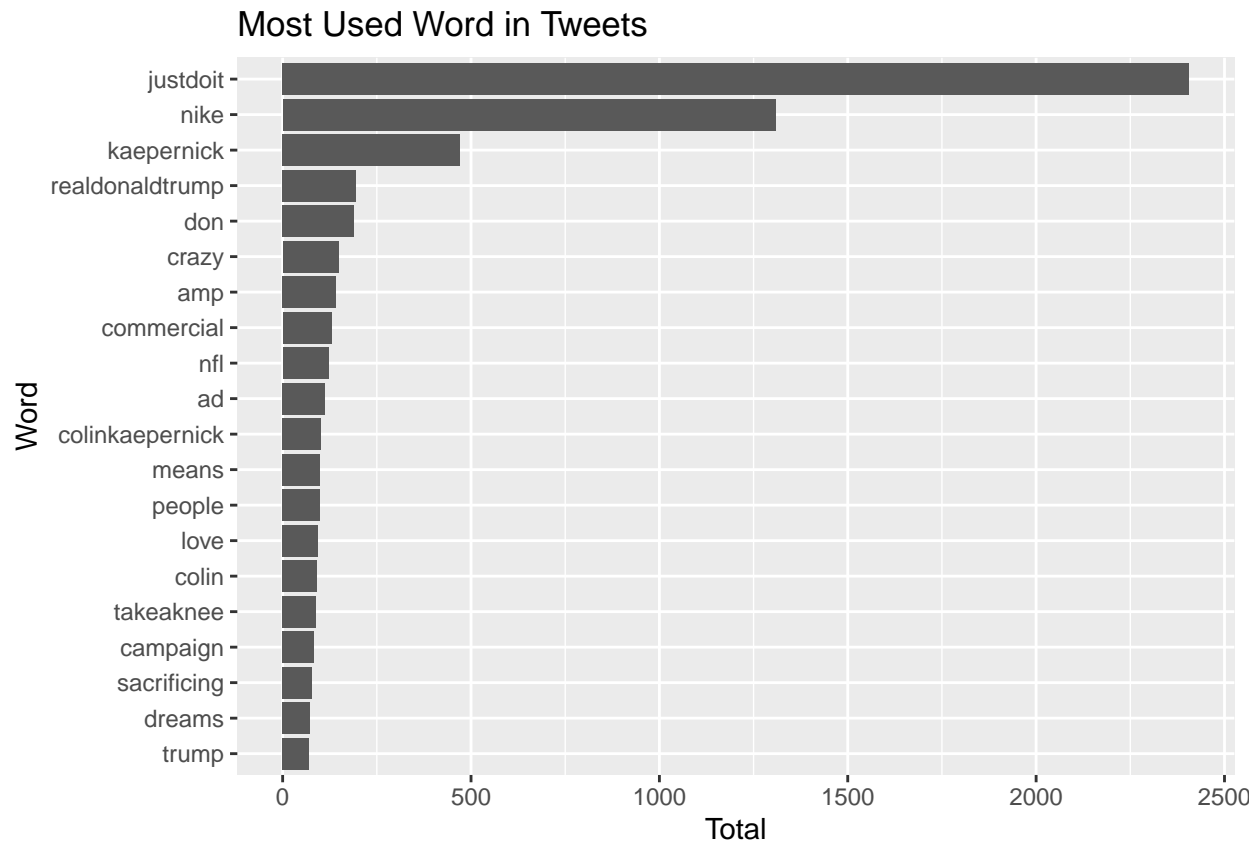
Columns: 28

\$ user_id	<dbl> 1.040000e+18, 9.770000e+17, 9.320490~
\$ user_created_at	<chr> "Fri Sep 07 14:28:06 +0000 2018", "F~
\$ user_name	<chr> "Life, Love & Happiness", "Rawthschi~
\$ user_screen_name	<chr> "LifeLoveHappin3", "LordRawthschild"~
\$ user_description	<chr> "Spreading Love, Joy & Inspiration & ~
\$ tweet_created_at	<Period> 7H 52M 26S, 9H 20M 43S, 6H 49M 22~
\$ tweet_display_text_range	<chr> "[0, 48]", "[0, 280]", "[0, 72]", "[~
\$ tweet_full_text	<chr> "Just breath you can do it #JustDoIt~
\$ tweet_favorite_count	<int> 0, 1, 0, 2, 8, 0, 1, 1, 3, 2, 0, 2, ~
\$ tweet_is_quote_status	<int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
\$ tweet_possibly_sensitive	<int> 0, 0, 0, NA, 0, 0, NA, NA, NA, 0, 0, ~
\$ tweet_retweet_count	<int> 1, 1, 1, 1, 2, 1, 1, 1, 2, 1, 1, 1, ~
\$ user_default_profile	<int> 1, 0, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~
\$ user_default_profile_image	<int> 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
\$ user_favourites_count	<int> 0, 110, 17, 114, 2, 121, 25, 57, 116~
\$ user_follow_request_sent	<int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
\$ user_followers_count	<int> 0, 2, 2, 3, 3, 5, 6, 8, 9, 9, 9, 11, ~
\$ user_friends_count	<int> 0, 3, 13, 17, 1, 107, 31, 61, 54, 53~
\$ user_geo_enabled	<int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
\$ user_has_extended_profile	<int> 0, 0, 0, 0, 0, 1, 0, 0, 0, 1, 1, 1, ~
\$ user_is_translation_enabled	<int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
\$ user_lang	<int> 1, 1, 1, 1, 1, 1, 1, 1, 1, 0, 1, 1, 1, ~
\$ user_listed_count	<int> 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0, ~
\$ user_profile_use_background_image	<int> 1, 0, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~

```

$ user_statuses_count      <int> 13, 100, 192, 99, 63, 129, 35, 106, ~
$ user_translator_type    <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_verified           <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ retweets                <dbl> 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~

```



```

category
Negative  Neutral  Positive
    604      559    1262

```

Rows: 2,425

Columns: 19

```

$ retweets                <dbl> 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~
$ tweet_favorite_count    <int> 0, 1, 0, 2, 8, 0, 1, 1, 3, 2, 0, 2, ~
$ tweet_is_quote_status   <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_default_profile    <int> 1, 0, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~
$ user_default_profile_image <int> 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_favourites_count    <int> 0, 110, 17, 114, 2, 121, 25, 57, 116~
$ user_follow_request_sent <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_followers_count     <int> 0, 2, 2, 3, 3, 5, 6, 8, 9, 9, 9, 11, ~
$ user_friends_count       <int> 0, 3, 13, 17, 1, 107, 31, 61, 54, 53~
$ user_geo_enabled         <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_has_extended_profile <int> 0, 0, 0, 0, 0, 1, 0, 0, 0, 1, 1, 1, ~
$ user_is_translation_enabled <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_lang                <int> 1, 1, 1, 1, 1, 1, 1, 1, 0, 1, 1, 1, ~
$ user_listed_count        <int> 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0, ~

```

```

$ user_profile_use_background_image <int> 1, 0, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~
$ user_statuses_count               <int> 13, 100, 192, 99, 63, 129, 35, 106, ~
$ user_translator_type              <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ user_verified                     <int> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, ~
$ sentiment                         <dbl> 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, ~

```

Call:

```

glm(formula = retweets ~ tweet_favorite_count + tweet_is_quote_status +
     user_default_profile + user_default_profile_image + user_favourites_count +
     user_follow_request_sent + user_followers_count + user_friends_count +
     user_geo_enabled + user_has_extended_profile + user_is_translation_enabled +
     user_lang + user_listed_count + user_profile_use_background_image +
     user_statuses_count + user_translator_type + user_verified,
     family = "binomial", data = df)

```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-4.5738	-0.6836	-0.5306	0.2807	2.9582

Coefficients: (1 not defined because of singularities)

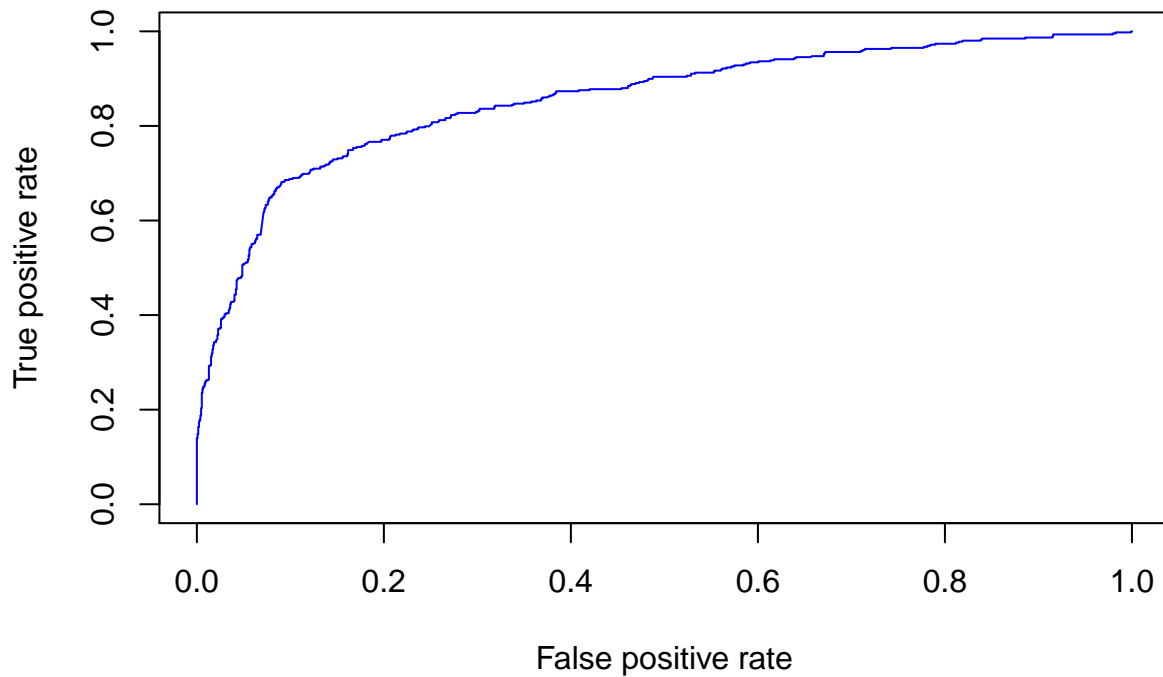
	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	-1.493e+00	3.649e-01	-4.091	4.29e-05	***
tweet_favorite_count	4.217e-01	2.666e-02	15.821	< 2e-16	***
tweet_is_quote_status	6.066e-02	1.455e-01	0.417	0.676695	
user_default_profile	6.415e-01	1.237e-01	5.184	2.17e-07	***
user_default_profile_image	1.336e+01	2.580e+02	0.052	0.958696	
user_favourites_count	-7.594e-06	1.989e-06	-3.817	0.000135	***
user_follow_request_sent	NA	NA	NA	NA	
user_followers_count	2.180e-05	9.657e-06	2.258	0.023945	*
user_friends_count	-4.984e-05	1.483e-05	-3.361	0.000778	***
user_geo_enabled	-4.384e-01	1.088e-01	-4.030	5.57e-05	***
user_has_extended_profile	1.268e-01	1.092e-01	1.161	0.245683	
user_is_translation_enabled	-1.552e+00	1.091e+00	-1.422	0.154884	
user_lang	1.301e-01	3.592e-01	0.362	0.717298	
user_listed_count	-5.930e-04	5.391e-04	-1.100	0.271270	
user_profile_use_background_image	-2.787e-01	1.453e-01	-1.919	0.055047	.
user_statuses_count	4.720e-06	1.018e-06	4.639	3.50e-06	***
user_translator_type	-3.750e-01	4.817e-01	-0.778	0.436289	
user_verified	-1.948e+00	5.391e-01	-3.613	0.000303	***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 3014.1 on 2424 degrees of freedom
 Residual deviance: 2237.0 on 2408 degrees of freedom
 AIC: 2271

Number of Fisher Scoring iterations: 12



```
[1] "AUC= 0.855806500814012"
```

Call:

```
glm(formula = retweets ~ tweet_favorite_count + user_favourites_count +
     user_followers_count + user_friends_count + user_lang + user_statuses_count +
     user_verified, family = "binomial", data = df)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-4.5842	-0.6527	-0.6003	0.2915	2.5340

Coefficients:

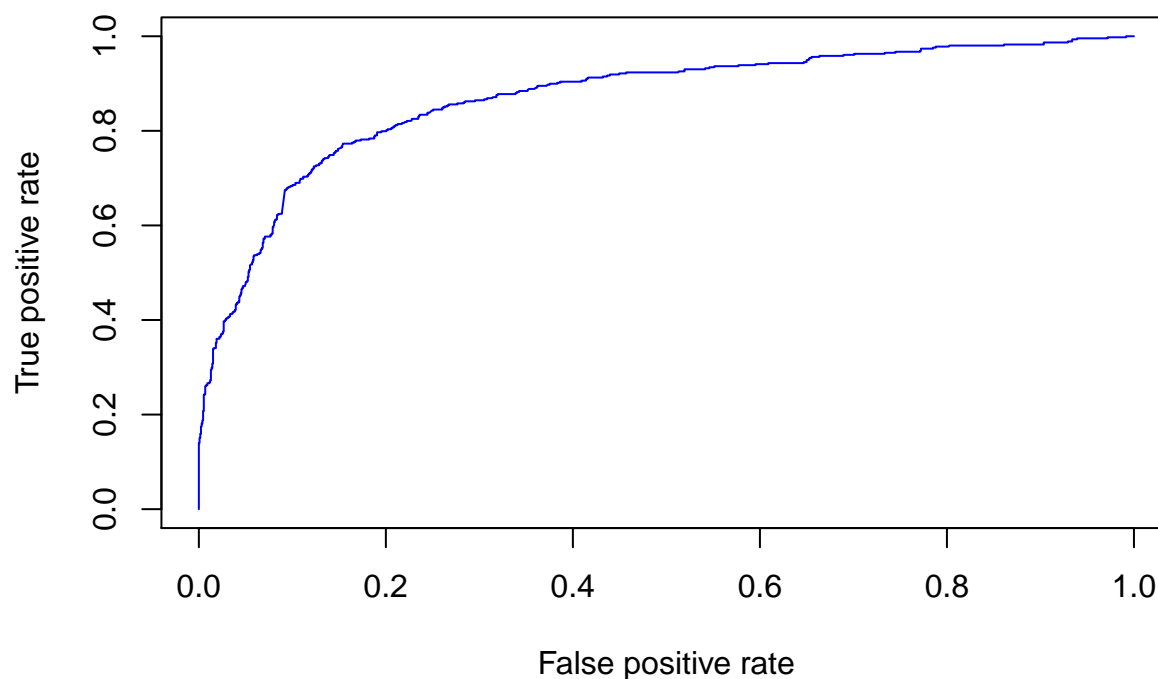
	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-1.643e+00	3.491e-01	-4.707	2.51e-06 ***
tweet_favorite_count	4.199e-01	2.639e-02	15.908	< 2e-16 ***
user_favourites_count	-5.542e-06	1.902e-06	-2.914	0.00356 **
user_followers_count	1.248e-05	8.423e-06	1.482	0.13829
user_friends_count	-4.440e-05	1.433e-05	-3.099	0.00194 **
user_lang	9.129e-02	3.510e-01	0.260	0.79483
user_statuses_count	3.615e-06	9.397e-07	3.847	0.00012 ***
user_verified	-2.086e+00	5.340e-01	-3.906	9.40e-05 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 3014.1 on 2424 degrees of freedom
Residual deviance: 2300.3 on 2417 degrees of freedom
AIC: 2316.3

Number of Fisher Scoring iterations: 9



```
[1] "AUC= 0.869075210631543"
```

Call:

```
glm(formula = retweets ~ tweet_favorite_count + user_favourites_count +  
    user_followers_count + user_friends_count + user_lang + user_statuses_count +  
    user_verified + popularuser, family = "binomial", data = df)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-4.5665	-0.7011	-0.5290	0.2574	2.5425

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	-1.423e+00	3.537e-01	-4.023	5.76e-05	***
tweet_favorite_count	4.263e-01	2.670e-02	15.962	< 2e-16	***
user_favourites_count	-4.286e-06	1.902e-06	-2.254	0.024207	*

```

user_followers_count    1.478e-05  8.689e-06   1.701 0.089017 .
user_friends_count      -3.934e-05  1.426e-05  -2.758 0.005811 **
user_lang               1.538e-01  3.543e-01   0.434 0.664123
user_statuses_count     4.605e-06  9.792e-07   4.702 2.57e-06 ***
user_verified           -1.892e+00  5.414e-01  -3.495 0.000474 ***
popularuser             -6.550e-01  1.137e-01  -5.760 8.40e-09 ***

```

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

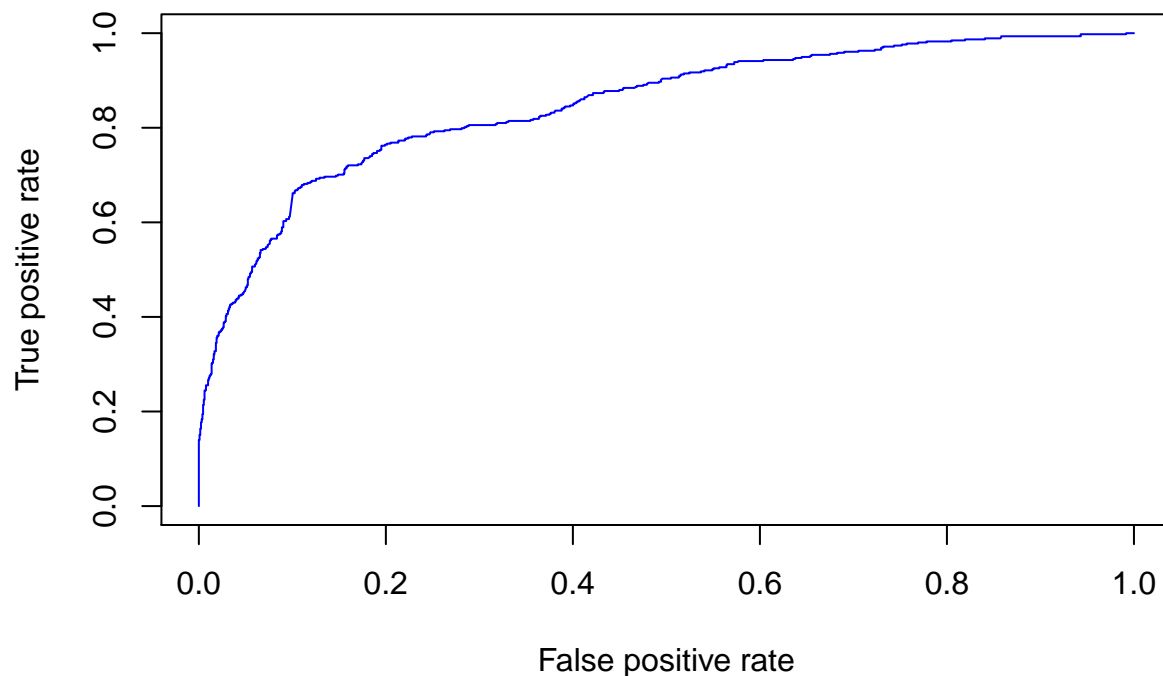
(Dispersion parameter for binomial family taken to be 1)

Null deviance: 3014.1 on 2424 degrees of freedom

Residual deviance: 2266.7 on 2416 degrees of freedom

AIC: 2284.7

Number of Fisher Scoring iterations: 9



```
[1] "AUC= 0.848292234899346"
```

Call:

```

glm(formula = retweets ~ tweet_favorite_count + user_favourites_count +
    user_followers_count + user_friends_count + user_lang + user_statuses_count +
    user_verified + sentiment, family = "binomial", data = df)

```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-4.5856	-0.6540	-0.5997	0.2906	2.5414

Coefficients:

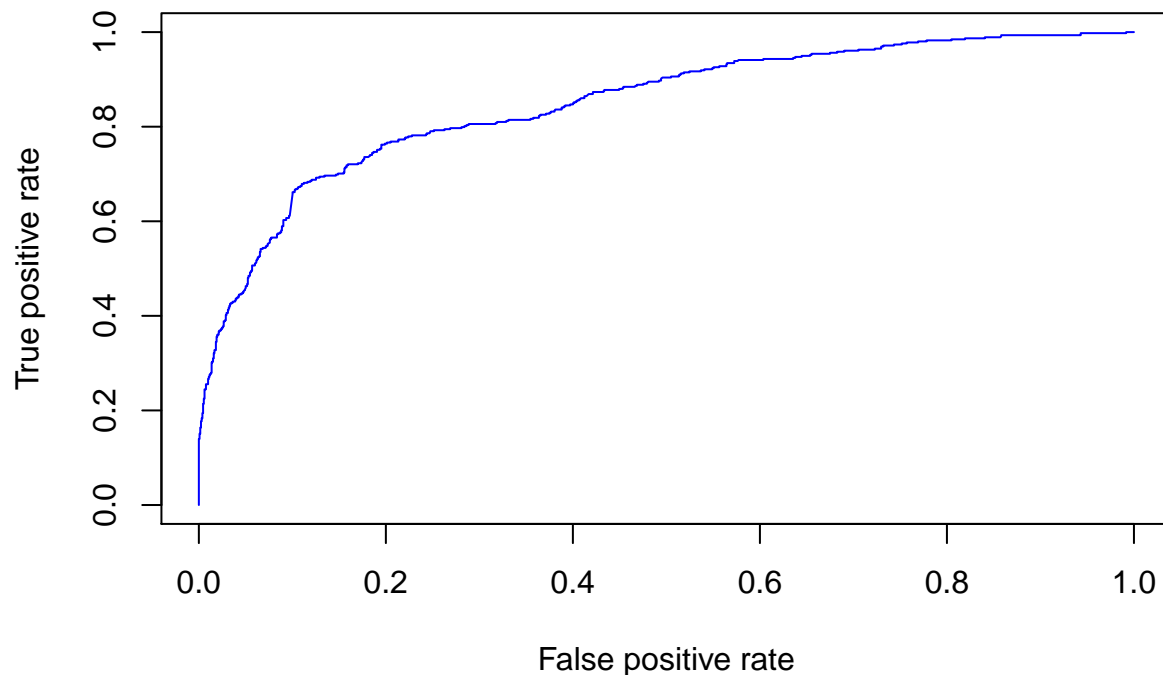
	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	-1.663e+00	3.616e-01	-4.598	4.26e-06	***
tweet_favorite_count	4.199e-01	2.639e-02	15.908	< 2e-16	***
user_favourites_count	-5.509e-06	1.908e-06	-2.887	0.003892	**
user_followers_count	1.250e-05	8.434e-06	1.482	0.138298	
user_friends_count	-4.441e-05	1.434e-05	-3.098	0.001950	**
user_lang	9.147e-02	3.509e-01	0.261	0.794382	
user_statuses_count	3.610e-06	9.399e-07	3.841	0.000123	***
user_verified	-2.086e+00	5.343e-01	-3.905	9.43e-05	***
sentiment	2.495e-02	1.212e-01	0.206	0.836830	

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 3014.1 on 2424 degrees of freedom
Residual deviance: 2300.2 on 2416 degrees of freedom
AIC: 2318.2

Number of Fisher Scoring iterations: 9



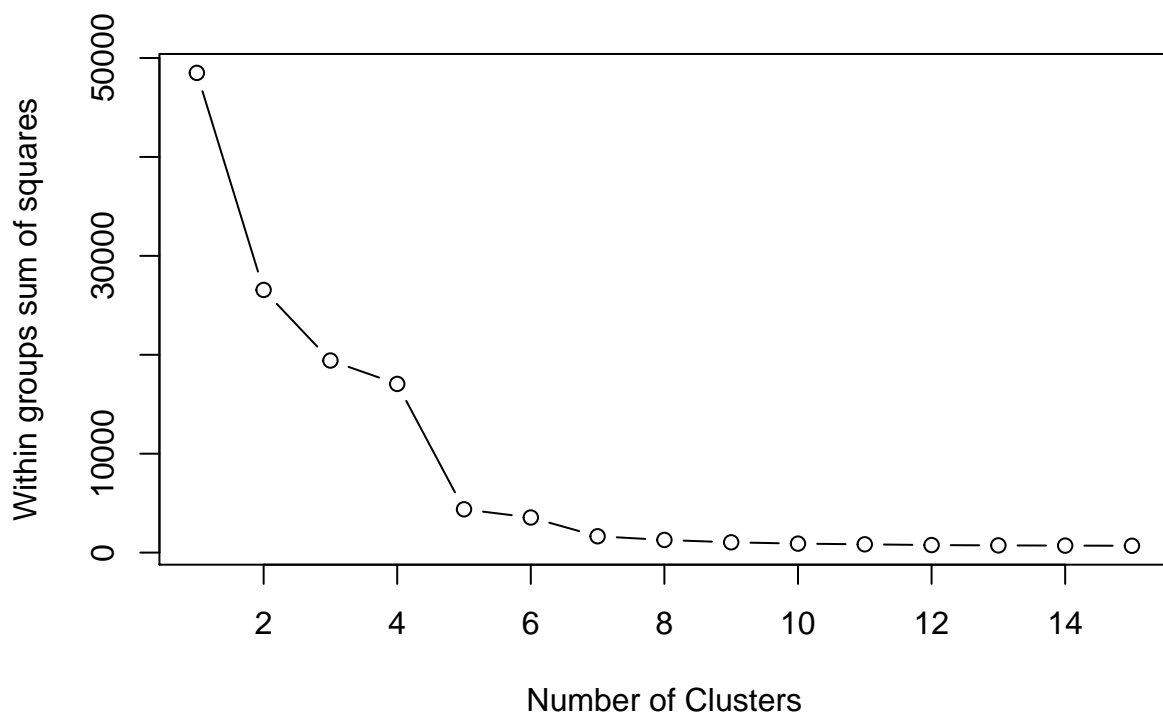

```
[1] "AUC= 0.869246799494682"
```

```
[1] -750.338
```

```
[1] -753.3811
```

```
[1] -759.5132
```

```
[1] -753.3075
```



```
      seg      N
1:     1  539
2:     2 1529
3:     3  357
```

	[,1]	[,2]	[,3]
seg	1.00000000	2.00000000	3.00000000
user_default_profile_n	-0.58029059	0.18194538	0.09686874
user_default_profile_image_n	-0.03518714	0.02061980	-0.03518714
user_profile_use_background_image_n	-1.44809466	0.50118496	0.03980733
user_has_extended_profile_n	0.27514070	-0.08233563	-0.06277212
user_geo_enabled_n	-0.12938073	0.06323578	-0.07549384
user_is_translation_enabled_n	0.03952483	-0.02330980	0.04015910
user_translator_type_n	0.02714955	0.00075503	-0.04422423

user_favourites_count_n	0.34833532	-0.1685068153	0.195782030
user_followers_count_n	0.19230747	-0.0560860217	-0.050135017
user_friends_count_n	0.50653283	-0.1612145499	-0.074297340
user_lang_n	-0.10053711	0.0489586257	-0.057894217
user_listed_count_n	0.34586499	-0.1070531886	-0.063688811
user_statuses_count_n	0.55094269	-0.1920852946	-0.009130802
user_verified_n	0.15564767	-0.0566132466	0.007472154
tweet_favorite_count_n	0.17302803	-0.0475547550	-0.057565508
tweet_is_quote_status_n	-0.39278261	-0.4188081337	2.386743591
sentiment_n	0.03967317	-0.0078148240	-0.026428490
tweet_retweet_count_n	0.25005120	-0.0695193793	-0.079782820

Variables

user_id: Twitter US id
 user_created_at: Time of Twitter Account creation
 user_name: STR user name
 user_screen_name: STR screen name
 user_description: STR description user
 tweet_created_at: Time of tweet
 tweet_display_text_range: STR length
 tweet_full_text: STR of tweet
 tweet_favorite_count: Numbers of users who favorite the tweet
 tweet_is_quote_status: =1 if tweet quoted
 tweet_possibly_sensitive: =1 if sensitive tweet
 tweet_retweet_count: number of retweets
 user_default_profile: =1 if True
 user_default_profile_image: =1 if True
 user_favourites_count: Number of times user favorites
 user_follow_request_sent: =1 if user request sent
 user_followers_count: Number of followers
 user_friends_count: Number of friends
 user_geo_enabled: =1 if True
 user_has_extended_profile: =1 if True
 user_is_translation_enabled: =1 if True
 user_lang: =1 if language is English
 user_listed_count: Number of listed
 user_profile_use_background_image: =1 if true
 user_statuses_count: Number of statuses
 user_translator_type: =1 if True
 user_verified: =1 if user verified