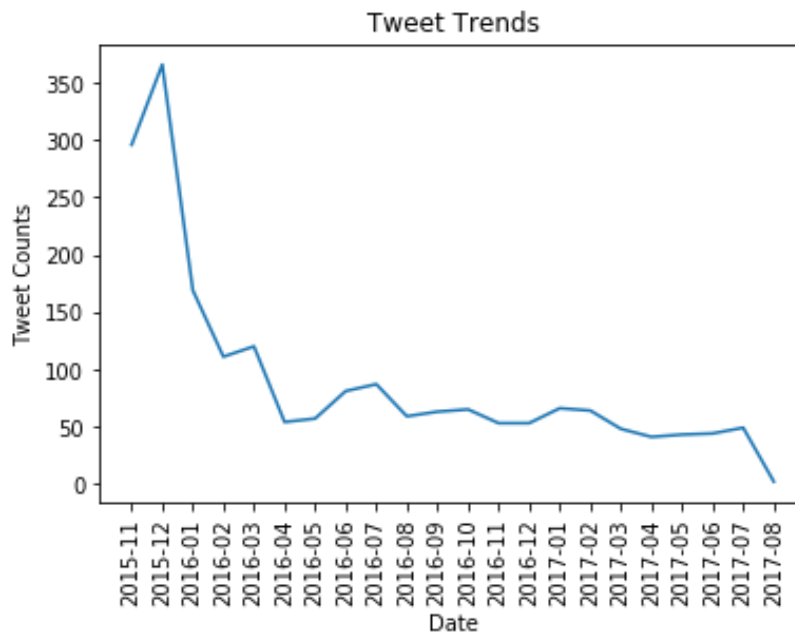


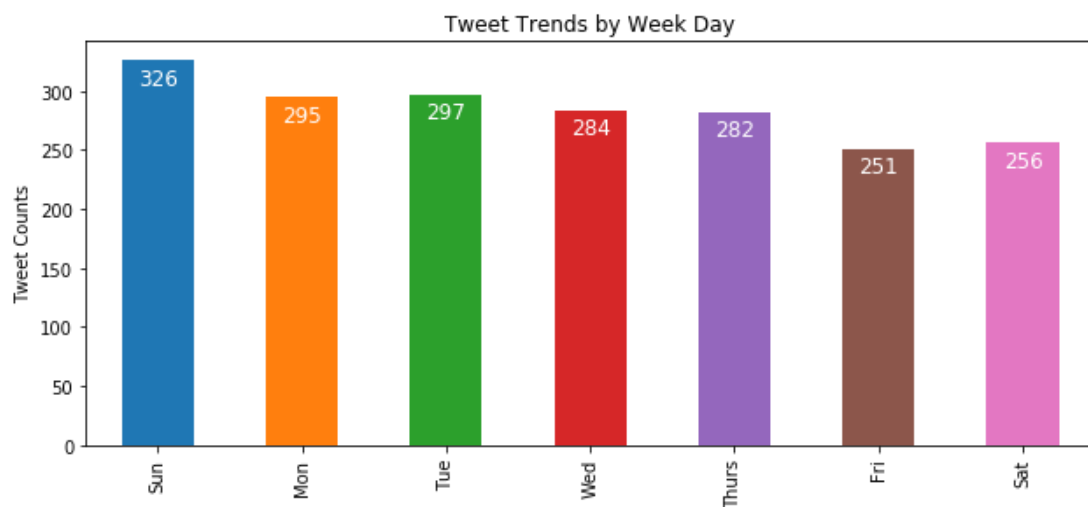
Act Report

Tweet Trends Analysis



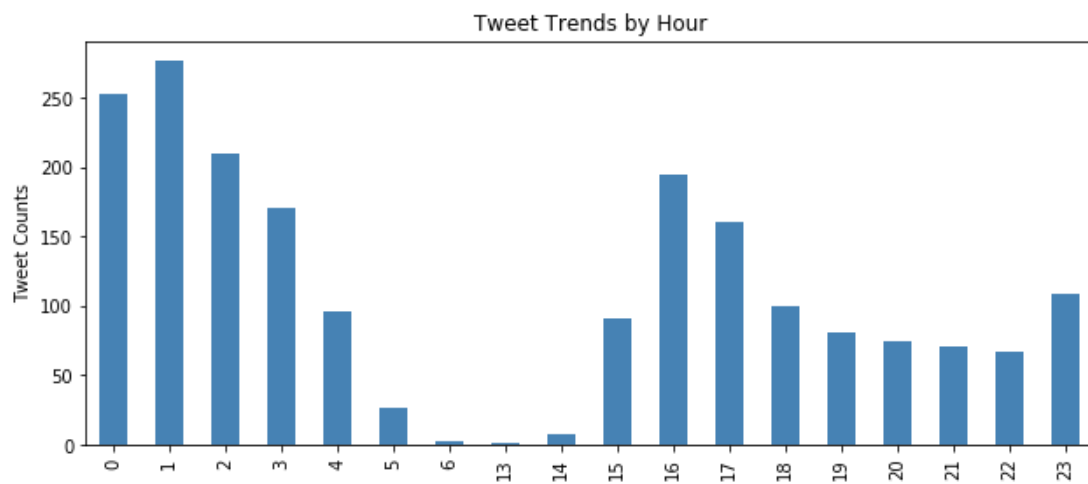
The line chart indicates that the tweet numbers are decreasing as time passes. Since the final tidy dataset only includes tweets with complete information like image prediction and favorite counts, it's hard to tell if the overall engagement is decreasing. However, if the twitter user WeRateDogs wants to improve its community, the user might take a look if its

1. Overall engagement is decreasing
2. Posts are lack of rating information



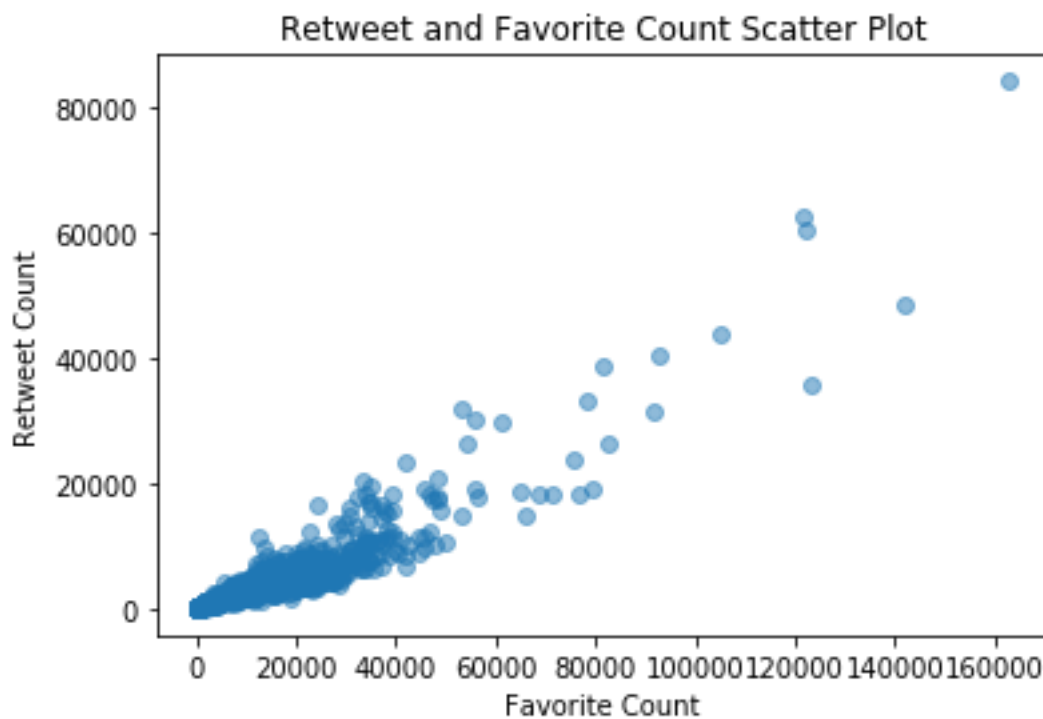
Second, there is a different tweet trend among the week days. In general, it has the largest tweet number on Sunday and similar patter from Monday to Thursday. Then, the tweet number will drop around 10% ($(282-251)/282$) on Friday. The reason might be that people do other things rather than pay attention on social media on Friday and Saturday. Yet, for some reasons, people turn attention to tweets again on Sunday, which leads to around a

27% jump $((326-256)/256)$.



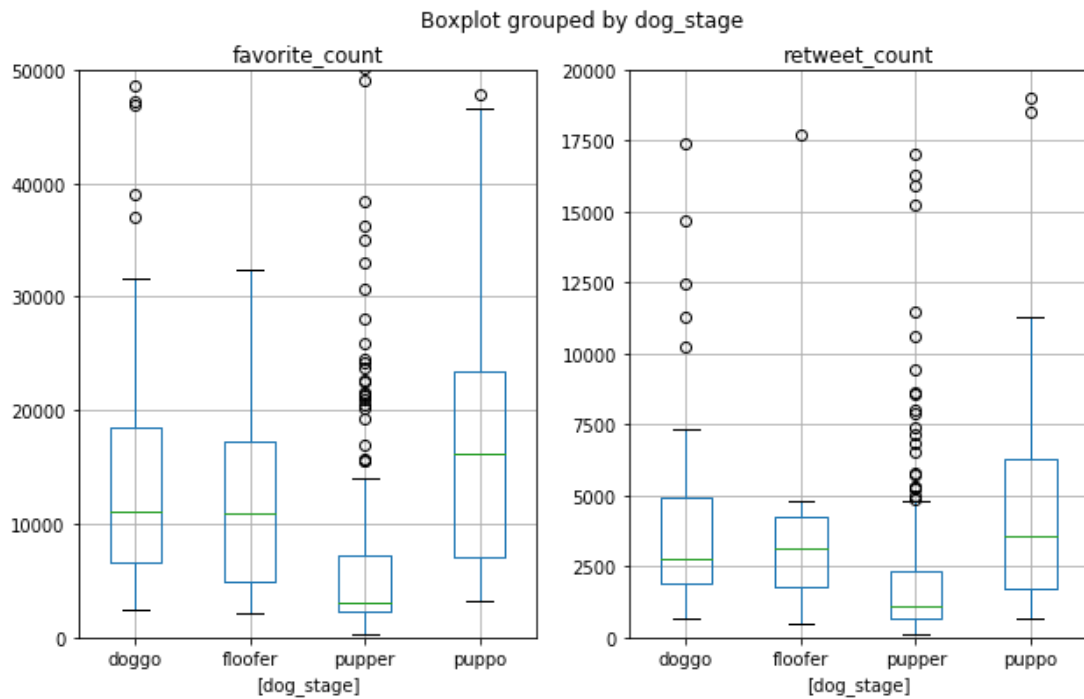
Third, there are two peaks in a day to tweet, one is at 1AM while another one is at 4PM. People usually tweet during the mid-night or in the afternoon. The reason might be that people are busier in the day time and can seldom do the tweets.

Retweet and Favorite Counts Analysis



As the favorite count increases, the retweet count normally increases as well. The correlation between the two variables is very high as 0.927.

Retweet and Favorite Counts by Dog Stage Analysis



Puppo has the biggest variation of favorite and retweet counts among the stages, but it normally gets the most attention. On the other hand, pupper has the smallest variation of favorite and retweet counts, but it gets less attention by people.