Exploration:

1. Identify most loyal followers of SGAG, based on their activity with SGAG’s content, i.e. Retweets, Favourites, Mentions
2. Identify network of SGAG, the demographics and networks of their most loyal followers
3. Breakdown segments of followers by interests, demographics, and other dimensions.

Methodology:

1. Get 100 retweet IDs for each of all SGAG's posts, to find out who are the most loyal followers,
   1. By obtaining the IDs per post, we narrow down to who are SGAG’s most loyal and active followers.
   2. Also, identify the categories of tweets that segments of followers react most to
2. Get 2nd level IDs of the most active users who retweet, favorite and mention.
   1. Users who on average retweet more than 3 different SGAG tweets\*. This can show us the audience of these active followers.
3. Generate list of followers with the largest follower base,
   1. Identify opportunities for SGAG to collaborate and increase their reach to the followers of these followers with high-degree centrality.
   2. Identify primary demographics of the audience to these prominent followers
4. Table Analysis

* Percentage of followers with default Twitter profile picture
  + Characteristic of inactive or bot users
* Number of new users
  + Based on account creation date by year, e.g. 2015, 2016
* Average follower demographic
  + Average number of followers per user (including and excluding possible bots),
  + Average number of friends per user,
  + Avg number of lifetime status posts per user (how active are their users)

Limitations:

1. Twitter API restricts us to only 100 retweet IDs per post, which excludes a number of IDs especially for posts with more than a hundred users who retweet. This hinders our analysis since we are identifying users who retweet SGAG’s posts multiple times.

\*Depending on the results, we will look for the average frequency of retweeting, and identify a frequency number that is around the 75th percentile of all active users.