

Report System Preview

The programs presented in this book are divided between collecting data from the Twitter API and reporting on this data. The report system is the user interface for displaying the most important tweets and users, and then interacting with them through replies, retweets and follows. Think of the code in this book as a car, and recognize that a human is needed to drive it. Driving is much more productive than walking, but a human is still needed to make the decisions.

Working with a system like this helps you get to know the most influential users personally. That is the point of Twitter. The screen shots that follow are based on a foodie community on Twitter. They are all collected based on tweets and @mentions related to @FoodNetwork and @WholeFoods. Any community of interest can be found by changing the leader accounts. The same code can report on the current trends in any subject area.

Please take a few minutes to look over the sample reports. There is only room to display a couple of tweets or users in each image. When you run this code on your own server, you will see up to 100 tweets or users per page, and be able to filter by a date range where appropriate. This selection of reports is just a subset of everything available in the system, but it shows how much information can be data mined from a good Twitter database.

If you are patient, and work your way through each chapter in turn, you will understand how all of these reports work. You'll also learn how to create your own reports based on custom queries.

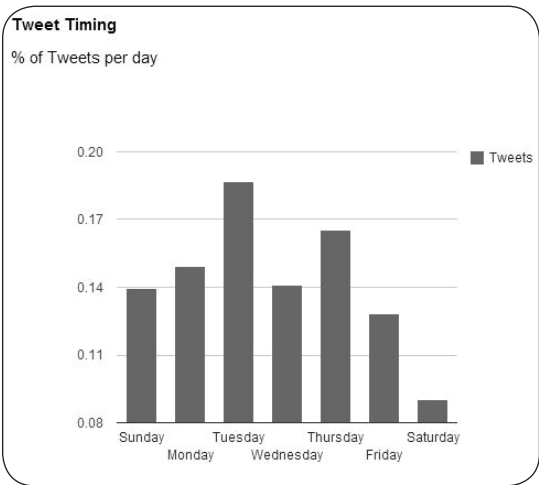
Popular leader tweets based on retweet count

Start Date: End Date:

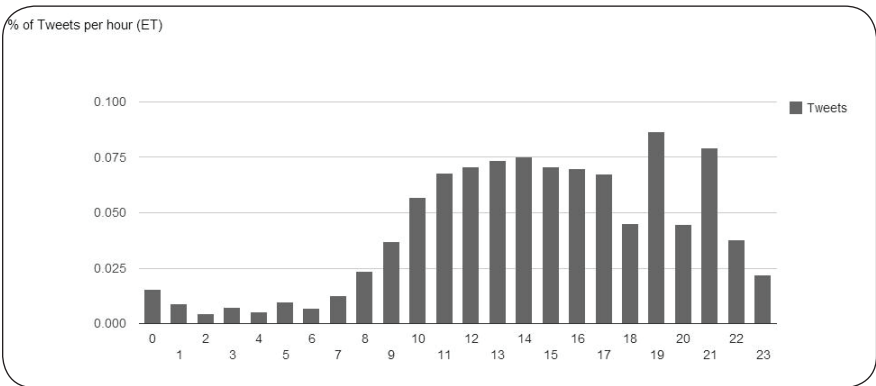
Popular Leader Tweets

**FoodNetwork** @FoodNetwork
We're wishing @GuyFieri a very happy birthday today! RT to do the same.
 395 retweets since 177 days ago  Reply  Retweet  Favorite

Most active days for tweeting



Most active times for tweeting



Search all tweets

Search Tweets

Start Date: End Date:

Search Terms:



Ethan Danstrom @atimefordesign
@KatLepera @FoodNetwork "pizza re-heating" is on my LinkedIn profile, & it is almost my top endorsed skill. <http://t.co/Y7NA58qDys> #dadcore
0 retweets since about an hour ago Reply Retweet Favorite

Searching user descriptions

Search Users

Search Terms: Search < Prev Next >

**Tyler Florence** @TylerFlorence Follow
Chef, Restaurateur, Wine Maker, Cookbook Writer, Shop Keep, Product Designer, Dad.
San Francisco, California · <http://t.co/peD1q0PPBQ>


Followers	Following	Tweets	Listed	Created
502,641	2,153	11,829	6,796	2008-12-14 21:26:40

**Rick Bayless** @Rick_Bayless Follow
Chef, Frontera Grill/Topolo/Xoco, 8 Cookbooks, Emmy nom for Mexico-One Plate at a Time, Top Chef Masters winner, Recipient of Mexico's Order of Aztec Eagle
Chicago · <http://t.co/0b4XV37BRA>

Followers	Following	Tweets	Listed	Created
323,582	202	11,572	7,833	2009-03-25 12:13:57

Detailed user profile

Profile of: @TylerFlorence


**Tyler Florence** Follow
Chef, Restaurateur, Wine Maker, Cookbook Writer, Shop Keep, Product Designer, Dad.
<http://t.co/peD1q0PPBQ>
Location: San Francisco, California
Following: 2,153
Followers: 502,641
Total tweets: 11,829
Started on Twitter: December, 14 2008
[View Twitter page](#)

Tweet Stats:
Tweets per day: 5.6
Retweeted per day: 5.8
Retweeted per tweet: 1.0
Mentioned per day: 36.2

Favorite tags:

- FoodCourtWars - 20 tweets
- GreatFoodTruckRace - 2 tweets
- chef - 1 tweets
- nevergiveup - 1 tweets
- respect - 1 tweets

Recent Tweets

**Tyler Florence** @TylerFlorence
The #GreatFoodTruckRace season 4, starts in Aug. Best race yet.
@FoodNetwork <http://t.co/Yn80cJs2jA>
4 retweets since 2 days ago Reply Retweet Favorite

Mentioned by @TylerFlorence:
(27) [@FoodNetwork](#)
(12) [@TylerFlorence](#)
(3) [@allybugluy4](#)
(2) [@damiee12](#)
(2) [@GordonRamsay](#)
(2) [@JayHarpFromdaD](#)

Mentioners of @TylerFlorence:
(12) [@TylerFlorence](#)
(8) [@MaryjoHotTamale](#)
(7) [@allybugluy4](#)
(7) [@FoodNetwork](#)
(3) [@catharinewells](#)
(3) [@ColTimValiant](#)

Most frequently mentioned users

Start Date: End Date:

Top Mentions by all Accounts

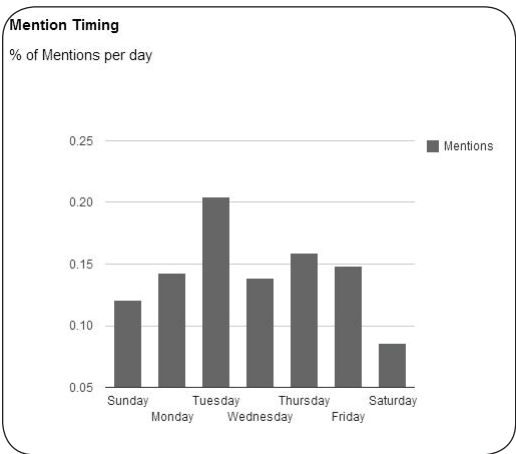


FoodNetwork @FoodNetwork

Welcome to our official page. Follow us to keep up with all things Food Network, from chefs and shows to recipes and events.
· <http://t.co/0DAlovPK67>

Followers	Following	Tweets	Listed	Created
1,732,809	19,912	14,212	16,585	2009-02-12 14:54:38

Most active days for mentions



Most used tags in tweets

Start Date: End Date:

Top Tags Tweeted by all Accounts

Count	Tag
1,393	FoodNetwork
971	FoodNetworkStar
807	wholefoods

Must used tags in user descriptions

< Prev		Next >
Top Tags in User Descriptions		
Count	Tag	
34	foodie	
33	food	
30	socialmedia	

Most used URLs in tweets

Start Date:	<input type="text" value="0000-00-00"/>	End Date:	<input type="text" value="0000-00-00"/>	Search	< Prev	Next >
Top URLs Tweeted by all Accounts						
Count	URL					
163	http://foodnetwork.com					
129	http://www.foodnetwork.com/food-network-star-fan-poll-results/package/index.html?soc=sharingfb					
103	http://goodbellysweeps.com?dtrk=1116					

Engagement tweets with a specific account

Engagement Conversation

Start Date: End Date:

Conversation Partner:



Food Truck Center @FoodTruckCenter
@FoodieCentral I agree about Border Cafe, except I think their corn chip recipe has changed. Too salty.

 0 retweets since 1 day ago  Reply  Retweet  Favorite



Food Truck Center @FoodTruckCenter
@FoodieCentral I love it when they put out those big slabs of butter and you can roll the fresh, hot corn through them.

 0 retweets since 1 day ago  Reply  Retweet  Favorite




Food News and Views @FoodieCentral
@FoodTruckCenter The corn at Wilson's is so sweet, it doesn't need butter.

 1 retweets since 2 hours ago  Reply  Retweet  Favorite


All direct messages to and from the engagement account

Start Date: End Date:


All DMs

 [FoodieCentral](#)
Food News and Views


➡

 [FoodTruckCenter](#)
Food Truck Center


Is there a central location in Boston where I could try multiple food trucks?
17 hours ago

 [FoodieCentral](#)
Food News and Views


➡

 [ChoppedFanatic](#)
Chopped Rules!

Do you know where I can find a schedule for the next Chopped Champions series?
17 hours ago

 [FoodTruckCenter](#)
Food Truck Center

➡

 [FoodieCentral](#)
Food News and Views


Your best bet is to check out the Boston Mobile Food site at <http://t.co/QDDEcGJILy>
17 hours ago

Search direct messages


Search DMs

Start Date: End Date:


Search Terms:

 [FoodieCentral](#)
Food News and Views


➡

 [FoodTruckCenter](#)
Food Truck Center

Is there a central location in Boston where I could try multiple food trucks?
17 hours ago

 [FoodTruckCenter](#)
Food Truck Center

➡

 [FoodieCentral](#)
Food News and Views

Your best bet is to check out the Boston Mobile Food site at <http://t.co/QDDEcGJILy>
17 hours ago

This is just a sample of what you will have available when you have the complete engagement system running. It really is remarkable how much information the Twitter API allows you to collect and data mine.