

# SMEDA XL: A TWITTER SCRAPER & MACROS FOR SOCIAL MEDIA EXPLORATORY DATA ANALYTICS IN EXCEL

## Create Tweet Histogram

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### ACTION

### REACTION

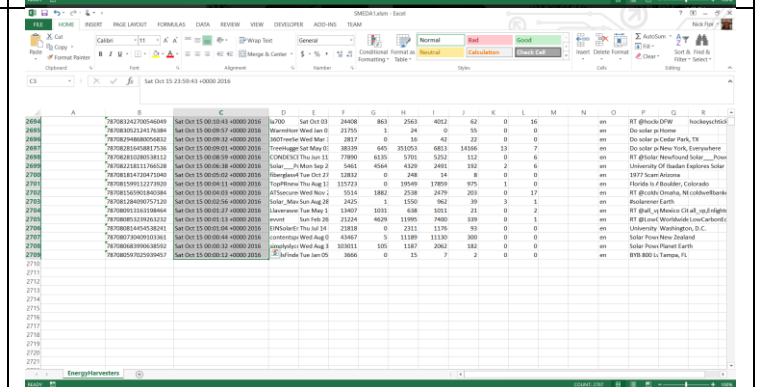
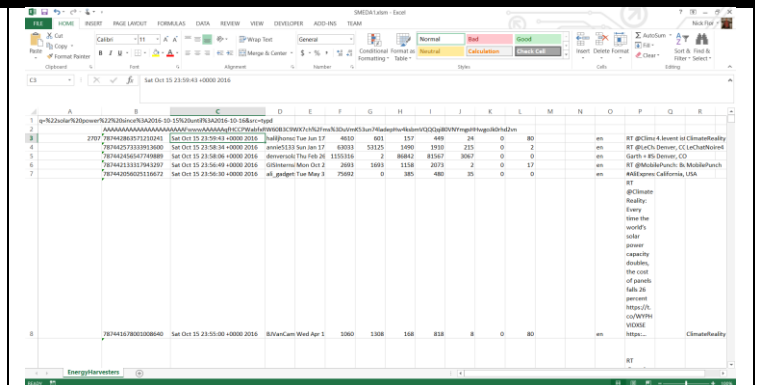
- Click at the start of the tweet date in column C (C3).

Note: I expanded column C so I could see all values.

In order to generate a histogram of tweets, we need to highlight the dates that we want included. The dates start at C3 and can go down very far into the spreadsheet. A nice trick to highlight all the dates quickly is as follows:

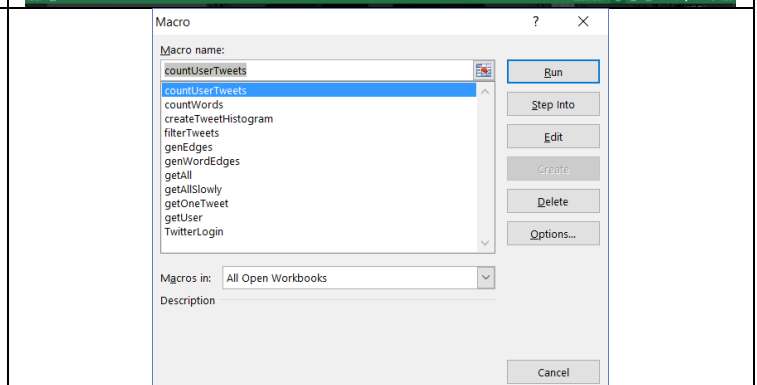
- Type Ctrl-Shift-↓ (Depress those keys in order without releasing your fingers until after you've hit the down arrow)

Note all the dates are highlighted.

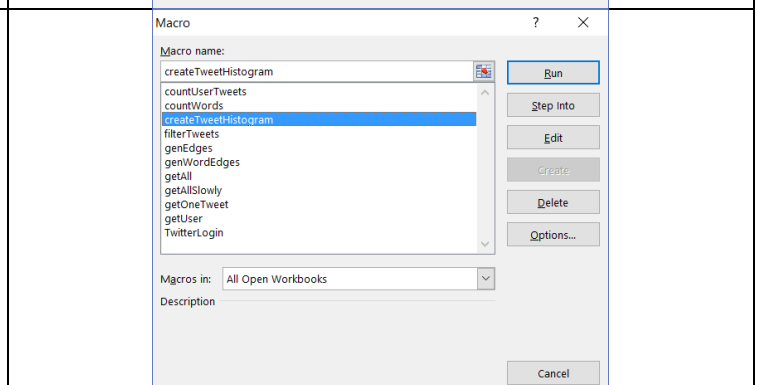


- Select Developer (menu) > Macros

The pop-up window lists all the macros you can run.



- Select createTweetHistogram



- Click the Run button and wait for the macro to finish

Microsoft Excel

createTweetHistogram: Done

OK

- Click OK

The createTweetHistogram macro skips a line after the last date, then puts the histogram data in columns A & B. To generate a histogram chart, we will use this data.

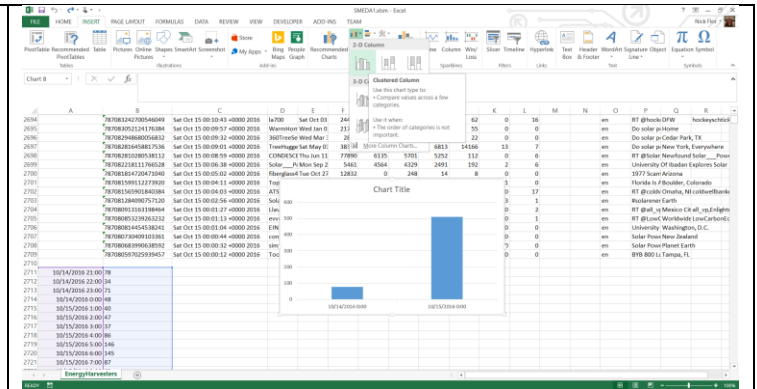
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
2694	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2695	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2696	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2697	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2698	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2699	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2700	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2701	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2702	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2703	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2704	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2705	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2706	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2707	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2708	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2709	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2710	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2711	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2712	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2713	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2714	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2715	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2716	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2717	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2718	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2719	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko
2720	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							RT @hucko DFW
2721	#7018242700546049	Sat Oct 15 00:30:43 -0000 2018	16700	Sat Oct 15	24068	863	2563	4012	62	0	16							hucko

- Click on the first date

- Click INSERT (menu)

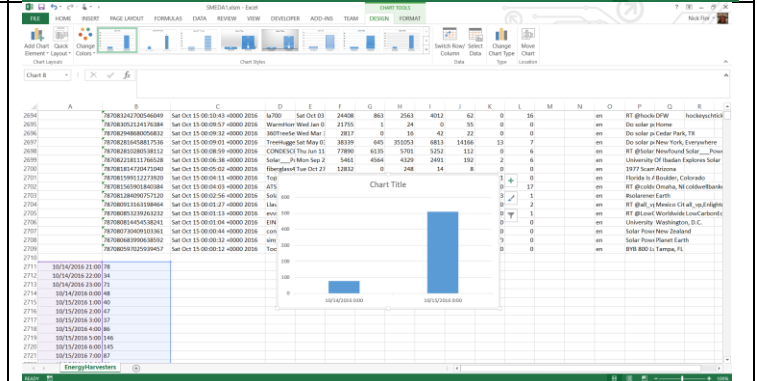
- Click Column Chart drop-down and Hover over the first icon

Note: Hovering over any chart icon pops-up a preview of what that particular chart will look like. The preview will not be saved unless you click on the chart icon—so hovering is safe.

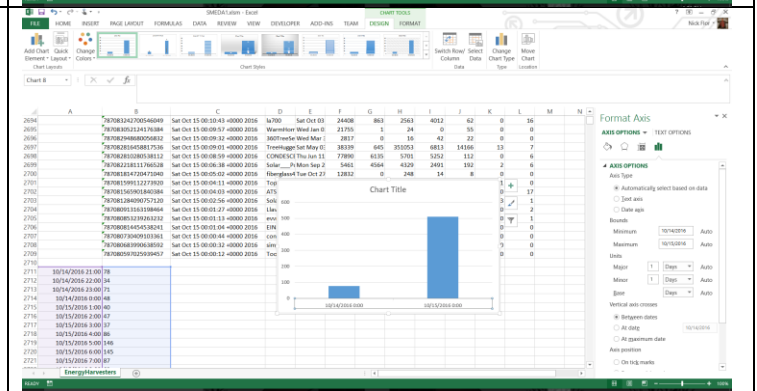


- Click on the first icon

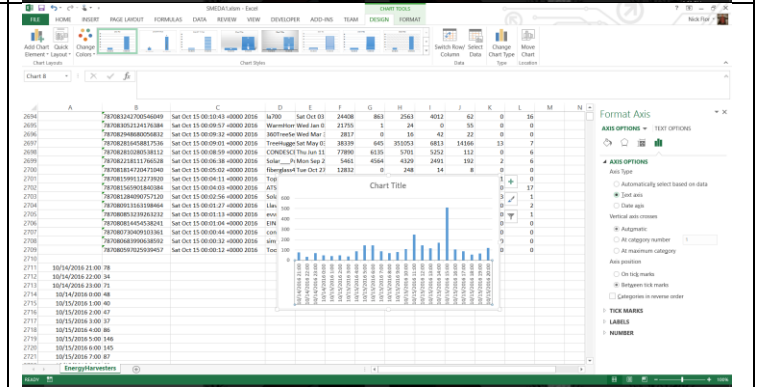
Note that it only shows two of the 24 bars in our 24-hour period. To fix this...



- Double-click on one of the dates underneath a bar
- The Format Axis panel appears.



- Click the Text axis radio button under Axis Type



- Double click on the Chart Title, then change it to something more meaningful
- Click and drag the chart as needed to a better location
- Close the Format Axis Panel

You're done!

