

Wrangle & Analyze WeRateDogs Data

Analysis & Insights Report

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. The numerators, though? Almost always greater than 10. 11/10, 12/10, 13/10, etc. WeRateDogs has over 8.9 million followers and has received international media coverage.

WeRateDogs downloaded their Twitter archive and sent it to Udacity via email exclusively to be used in this project. This archive contains basic tweet data (tweet ID, timestamp, text, etc.) for all 5000+ of their tweets as they stood on August 1, 2017.

So which dog type (breed) is the most common dog in the tweet dataset?

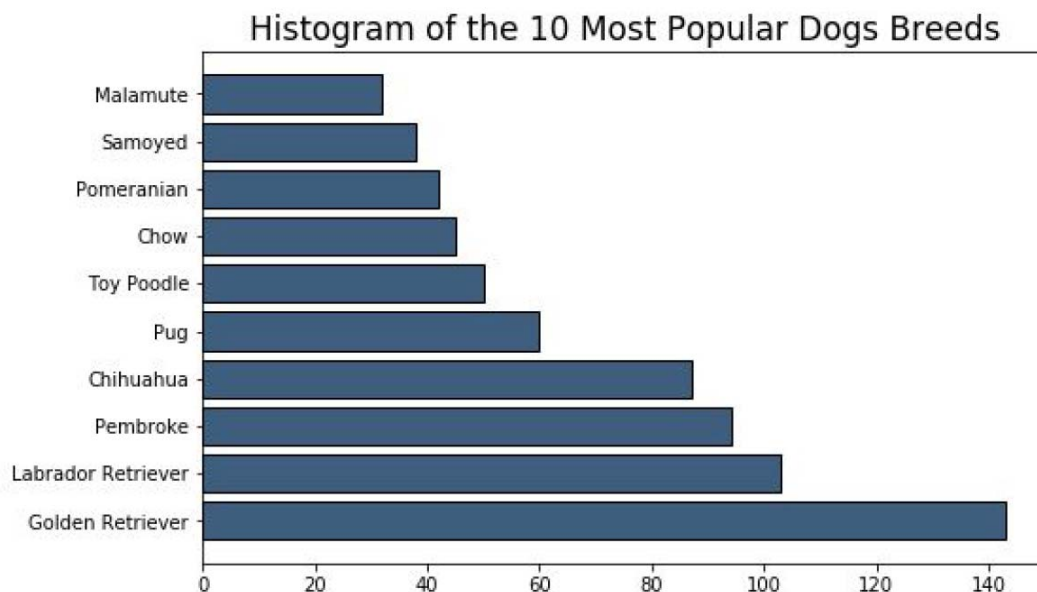
What dog type has the highest average rating?

How the Twitter account changed their ratings for dogs over time?

These questions and more are answered in the following insights

Most common dog Breed

There are nearly 6000 tweets on WeRateDogs. I was able to examine approximately 1500 tweets. The most popular dog breeds are the Golden Retriever (143), Labrador Retriever (103), Pembroke (94), and Chihuahua (87).



Golden Retriever



Labrador Retriever



Pembroke

Dog Breeds with the minimum and maximum average rating

The Japanese Spaniel received the lowest average rating of all dog breeds, 0.5, whereas the Bouvier Des Flandres received 1.3, and the most popular dog species, the Golden Retriever, came in 10th position with an average rating of 1.17.



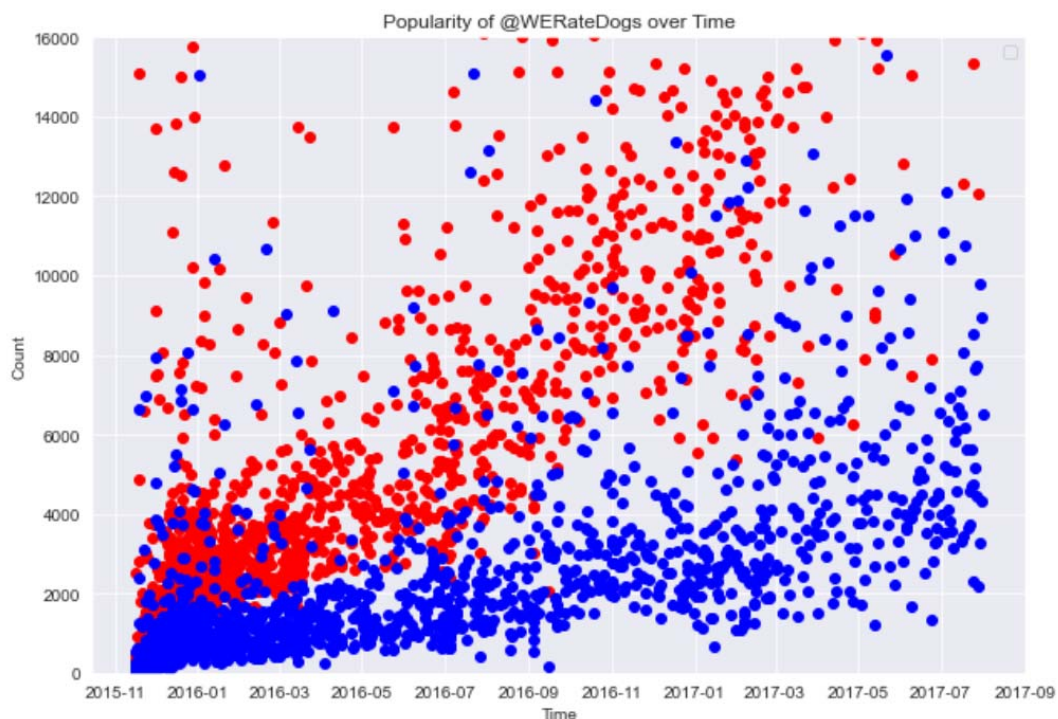
Japanese Spaniel



Bouvier Des Flandres

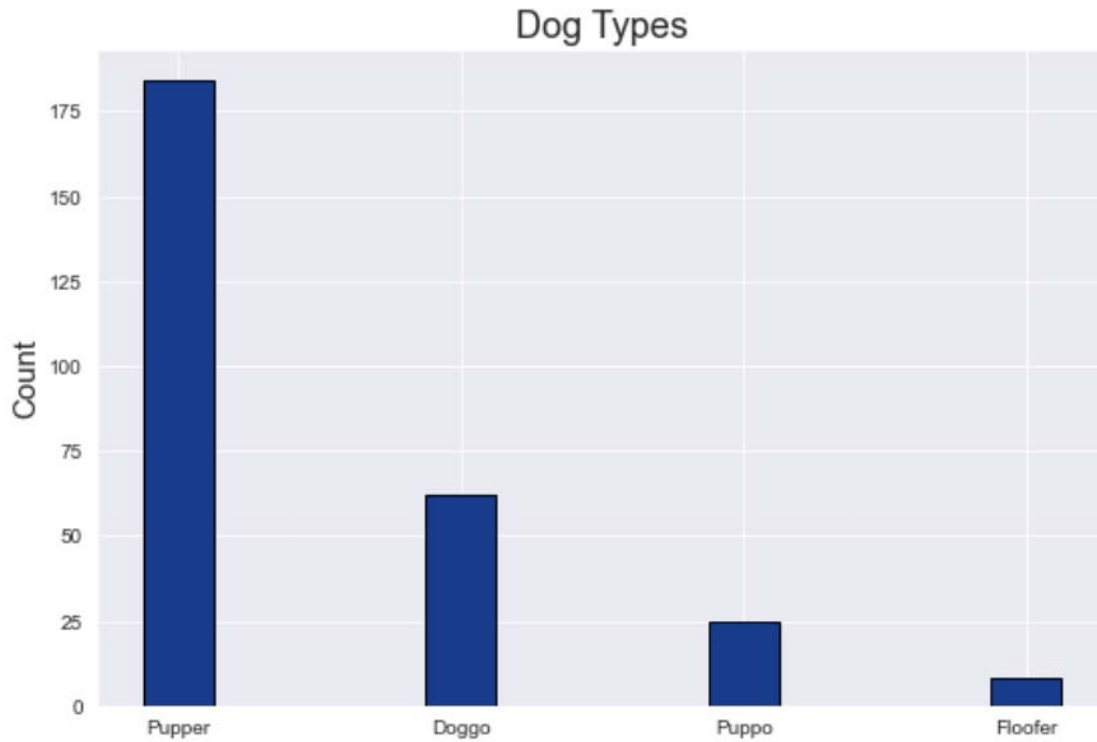
Popularity of Accounts throughout Time

As shown in the graph below, the page grew in popularity over time. The number of favourites seem to be increasing. We might assume that as the [WeRateDog](#) account grew in popularity, tweets were becoming more and more popular.



Dog types

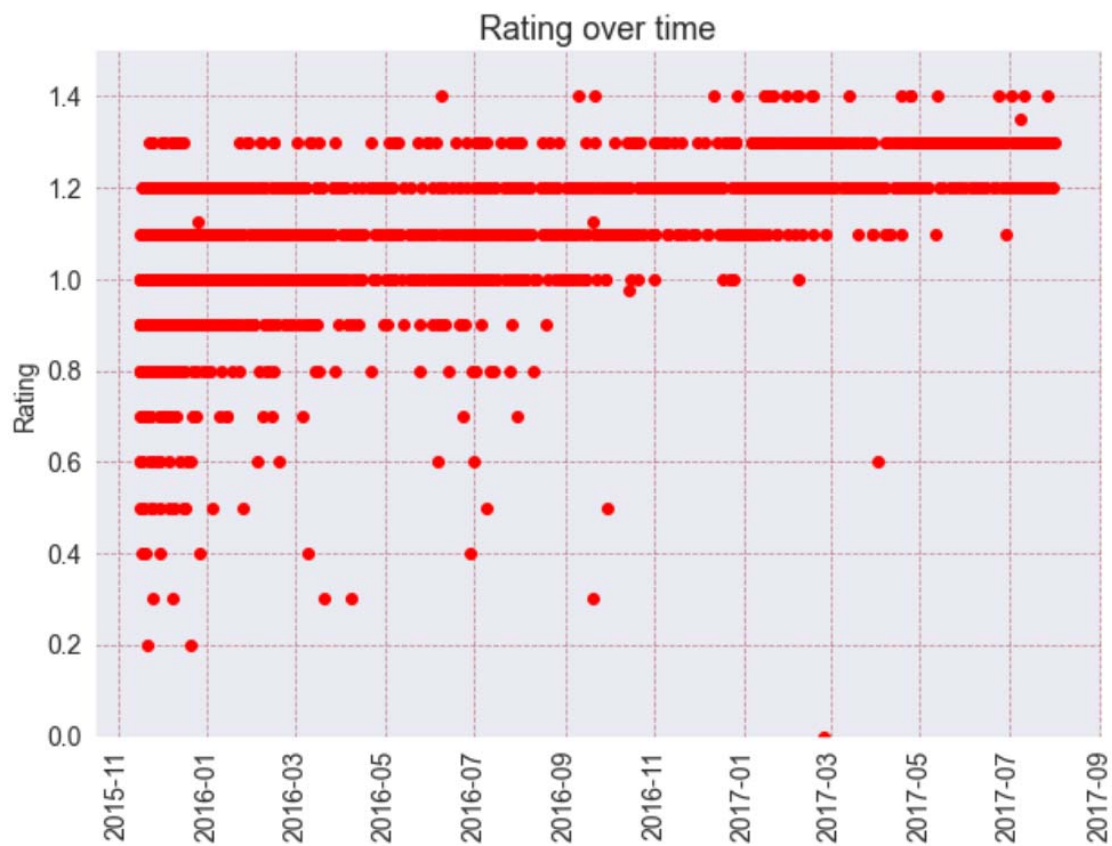
Dogs are divided into four stages by WeRateDogs: doggo, pupper, puppo, and floof (er). According to the graph below, Pupper is the most common dog group, followed by Doggo, and Floofer is quite rare.



Rating over Time

Lower ratings were more common near the start of the account's activity.

With the passage of time, less and fewer dogs obtained a bad rating, while more and more obtained a high grade.

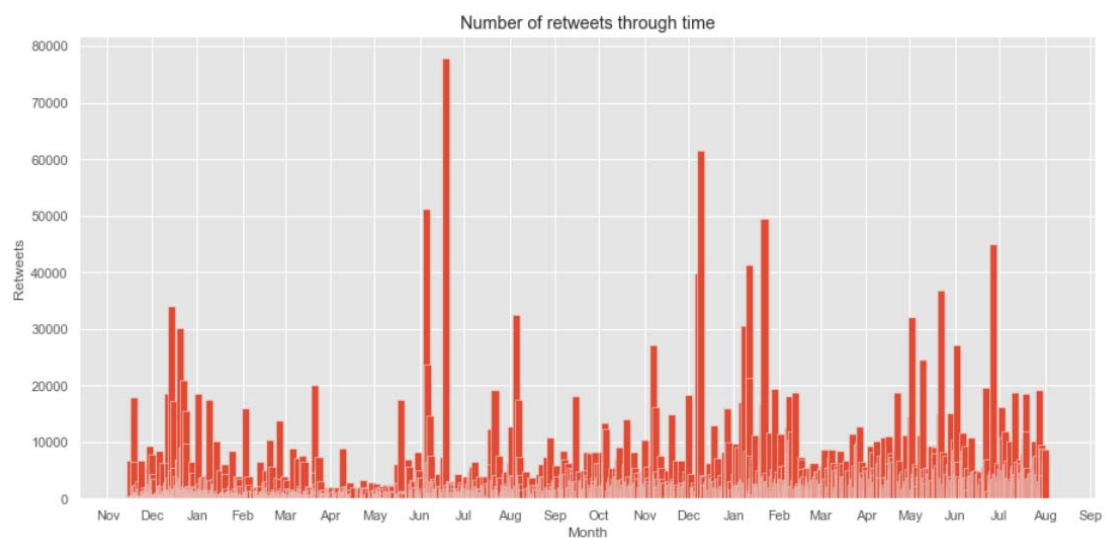


Further Investigation of the Data

Objectives: Here is the deep analysis to figure out what factors influence sharing.

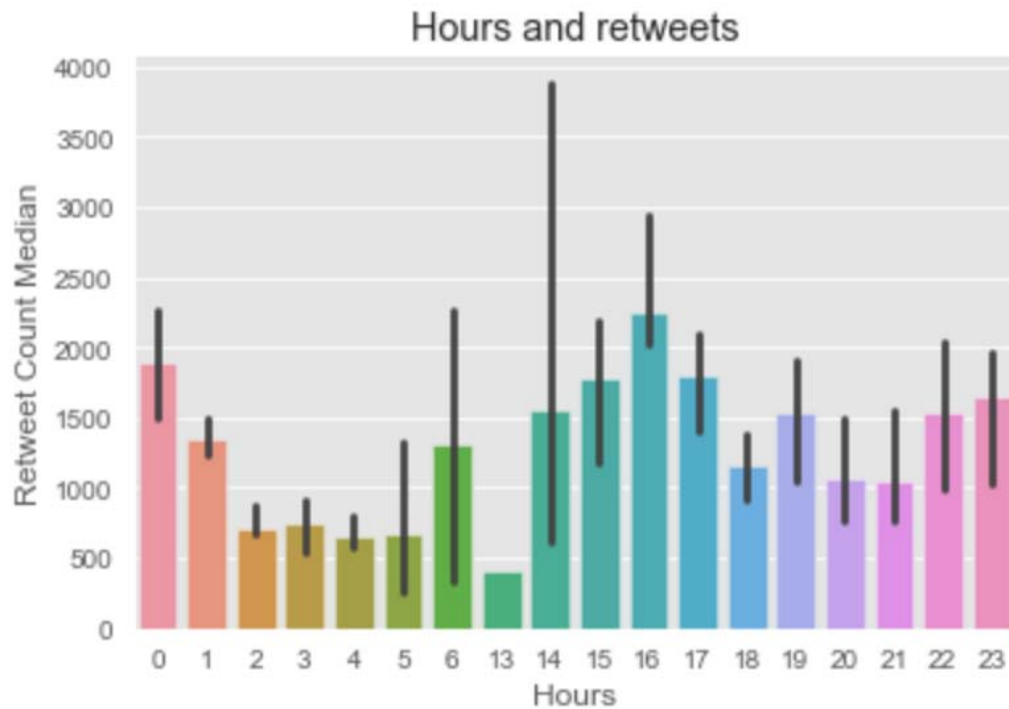
Inspecting the Global information on sharing

Retweets through Time:



I executed the specific analysis after removing the outliers.

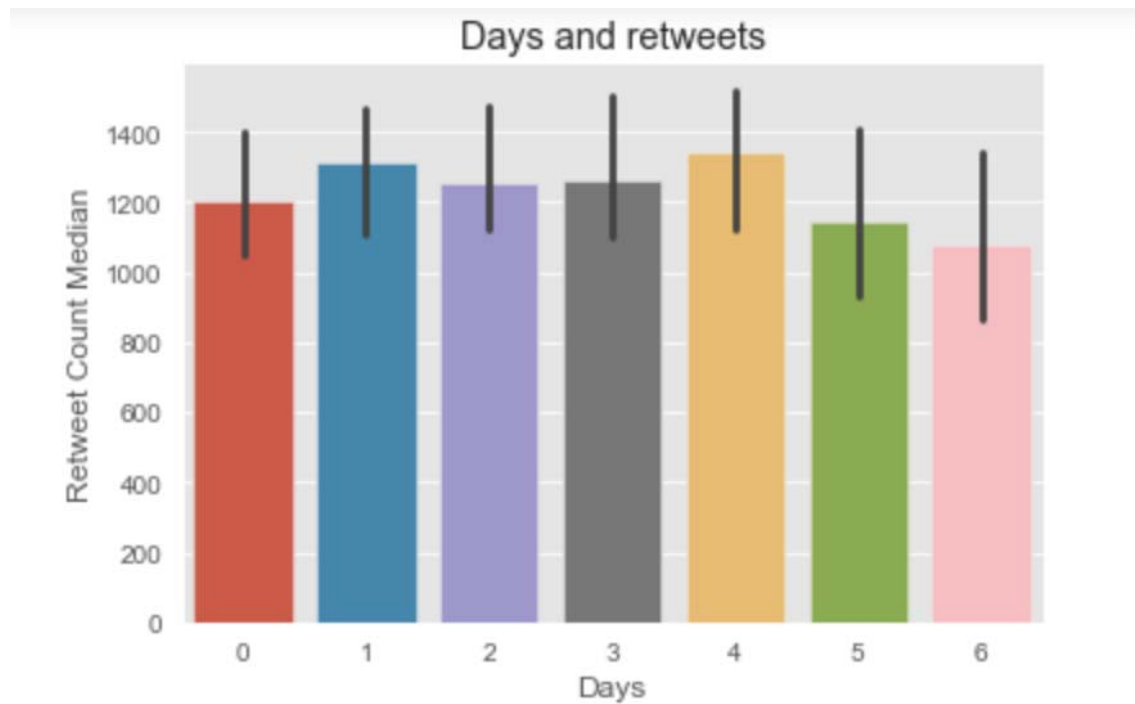
1. Hours Vs Retweets:



We can see that the number of Retweets is higher at certain times of the day, such as 4 p.m. (16 hours) or 5 p.m. (17 hours).

In contrast, at 3 a.m., 4 a.m., and 1 p.m., the number of Retweets drops dramatically.

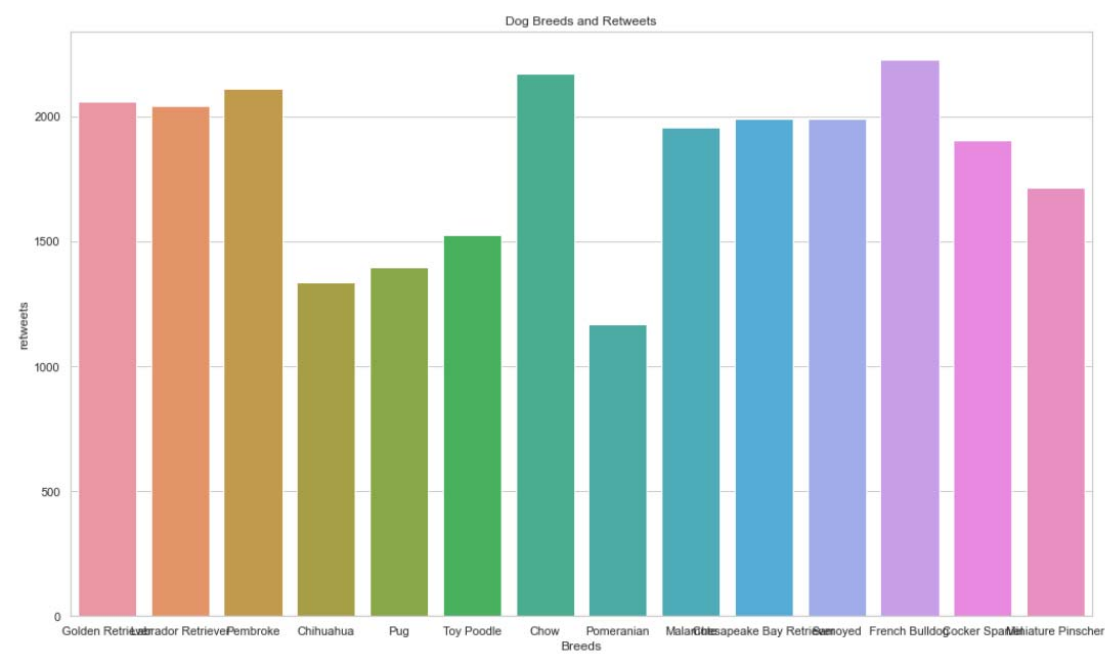
Days of the Week Vs Retweets:



Please keep in mind that the numbers 0, 1 and 6 indicate Monday, Tuesday, and Sunday, respectively.

When comparing Saturday and Sunday, we can see that Tuesday and Friday have a better performance in terms of Retweets.

Retweets Vs Dog Breeds

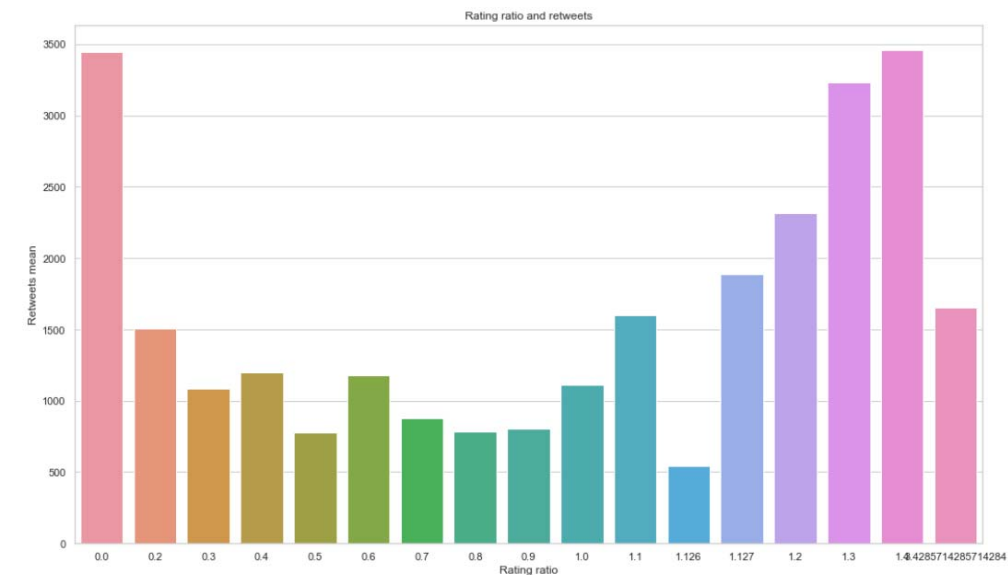


The Breeds with the most Retweets (those with over 23 Retweets over the time range specified in Data Frame) are presented in the above plot.

I observed that different breeds have vastly diverse characteristics.

The average retweet count for French Bulldogs is over 2500, while the average retweet count for pug toy paddles is less than 1500.

Rating ratio Vs Retweets



Favorites ratio Vs Retweets

