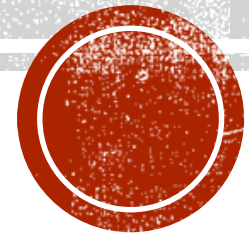# WE RATE DOGS

Twitter channel analysis

QUESTIONS:

- What are the top three breeds holding most favorites?

- What are the top three breeds holding most retweets?

- Are the breeds mentioned above and those holding most audience engagement (the sum of retweets and favorites) the same?

- How often is the top breed holding most engagement (in the following mention just "top breed") mentioned in tweets?

- What is the set of words for tweets with the top breed?

- How often do the words from the top-breed-set appear in tweets?

- Are there any words that are more specific for the top breed?

- We have a huge amount of other questions and are going to find their answers in other projects))
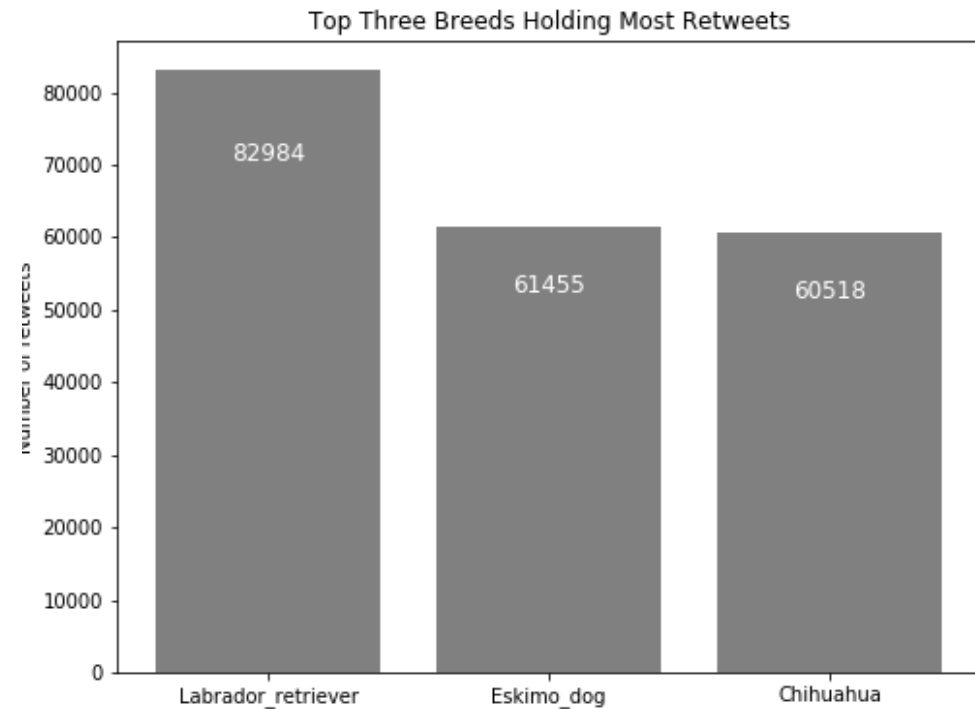
TOP THREE BREEDS HOLDING MOST FAVORITE

- Labrador retriever – 163,200 favorites

- Lakeland terrier – 139,482 favorites

- Chihuahua – 126,158 favorites

An interesting detail is that the author mentioned the stage DOGGO in the tweet that accumulated most favorites. The second place has the stage PUPPO. The tweet that took third place contains no data about the stage, but the dog is good anyway.
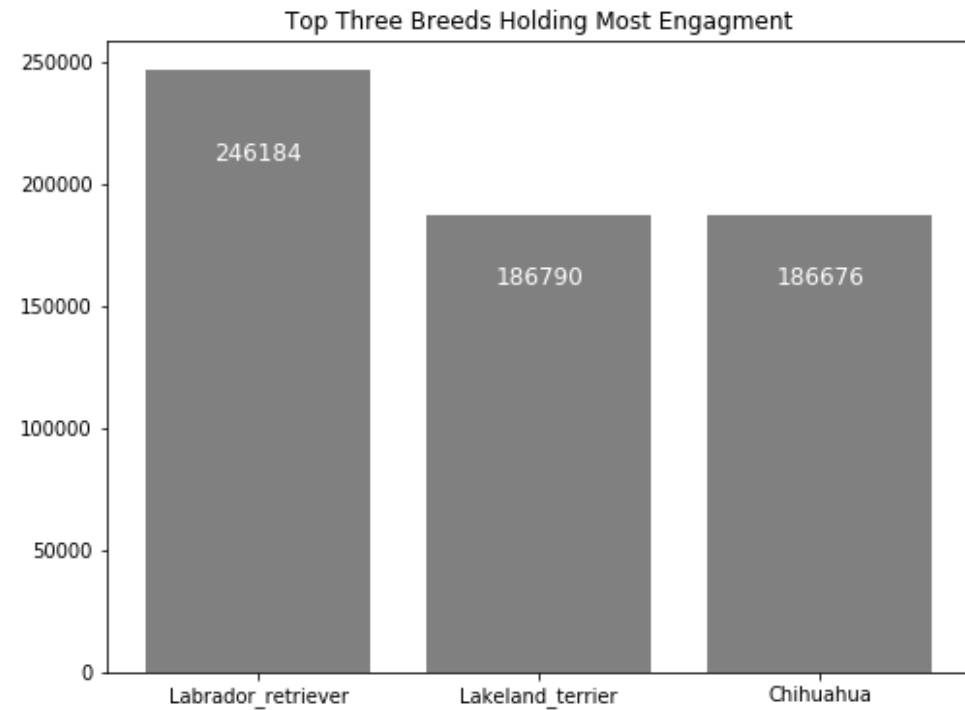

Top Three Breeds Holding Most Favorites
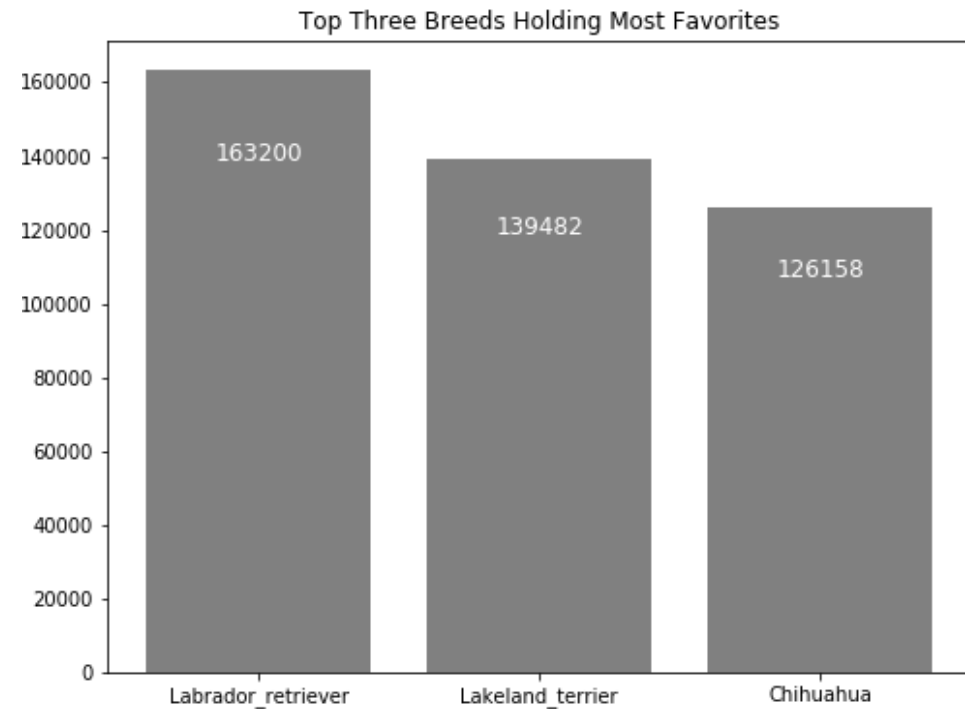
TOP THREE BREEDS HOLDING MOST RETWEETS

- Labrador retriever – 82,984 retweets

- Eskimo dog – 61,455 retweets

- Chihuahua – 60,518 retweets

TOP BREEDS WITH MOST ENGAGEMENT

- Labrador retriever – 246,184 engages

- Lakeland terrier – 186,790 engages

- Chihuahua – 186,676 engages

Top Three Breeds Holding Most Engagment

ARE THE BREEDS HOLDING MOST ENGAGEMENT AND THE BREEDS HOLDING MOST FAVORITES AND RETWEETS THE SAME?

Top Three Breeds Holding Most Engagment

Chihuahua

Lakeland_terrier

Labrador_retriever

Number of engagments

Top Three Breeds Holding Most Retweets

Chihuahua

Eskimo_dog

Labrador_retriever
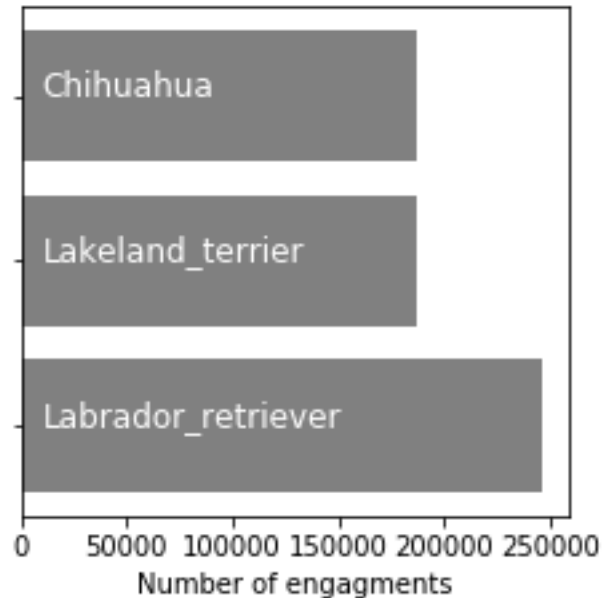
Number of retweets

Top Three Breeds Holding Most Favorites

Chihuahua

Lakeland_terrier

Labrador_retriever
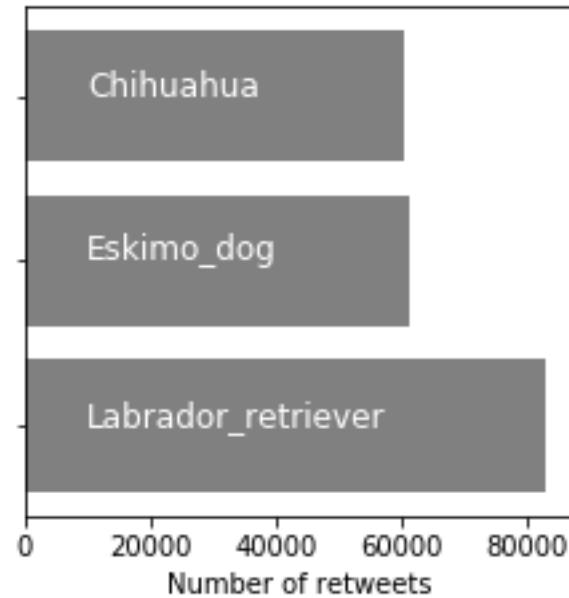
Number of favorites
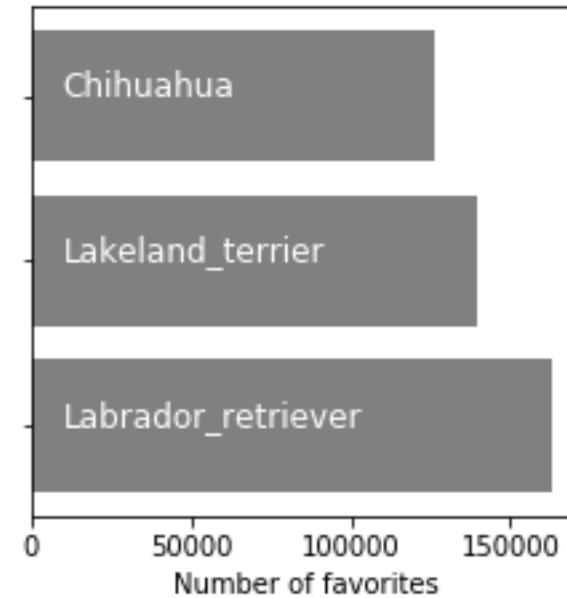
We found the top breeds are not the same, though the first places are in the same hands.

It may be a common situation where the same tweet holds the biggest numbers of retweets, favorites and total engagements. However, this is not a fact for all, and we have to check. The checking is done and we found a winner. Let"s look at them closer.
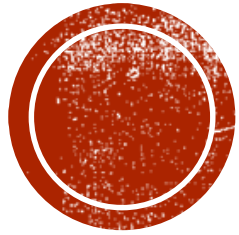
THE WINNER IS

LABRADOR RETRIEVER

HOW OFTEN IS THE WINNER MENTIONED IN TWEETS?

So our winner is Labrador Retriever. We built a list of following synonyms:

- "Labrador retriever"
- "labrador retriever"
- "Labrador"
- "lab"
- "labs"
- "labra"

We checked how many times each word appears in our data set with tweets.

UNBELIEVABLE!

- We have ZERO mentions of Labrador breed in 2,298 tweets.

- Definitely, this Twitter-channel is not about Labradors.

- Our winner won just with a funny video, not by breed.

CONCLUSION

Now, there is no point to keep track of our questions, but there is one case...

We tried to see the tweets containing pictures, where the prediction algorithm found Labrador Retriever breed, but came up with the following conclusion:

- The data set is too small and not "labradory" and "breedy" enough to make any decision about specific words for the top breed, or for any breed

- We are done with the analysis of our winner, despite the fact that our Labrador is a good dog.
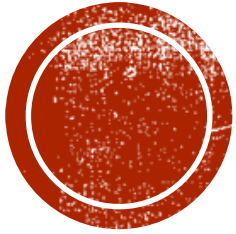
CONCLUSION
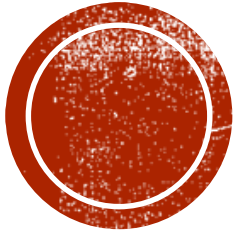
- After getting a look at the tweets, we can decide that we failed to make a statement about the popularity of particular breeds among the visitors of *WeRateDogs*.

- All we can do is just state that funny videos of dogs have bigger popularity than photos. On the other hand, this is good proof that dogs are very good, since their behavior may attract more attention from people.