

UDACITY DATA WRANGLING PROJECT

WeRateDogs Twitter Account
Analysis

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Insights from WeRateDogs Twitter Account

WeRateDogs is a Twitter account that posts joyful dogs' pictures with a caption usually containing the dog's name, a funny comment about the dog, and a rating for the dog that is almost always greater than 10 out of 10.

By gathering, assessing, cleaning, analyzing, and visualizing WeRateDogs twitter data, we can see that the data mainly conveys three takeaways or insights about the account.

1. The Tweeting Patterns of WeRateDogs

We can see that at first WeRateDogs had a very high tweets per month rate, but as time went on, they slowed time down their posting frequency. This is apparent from their declining number of tweets posted per month over time shown in the graph below.

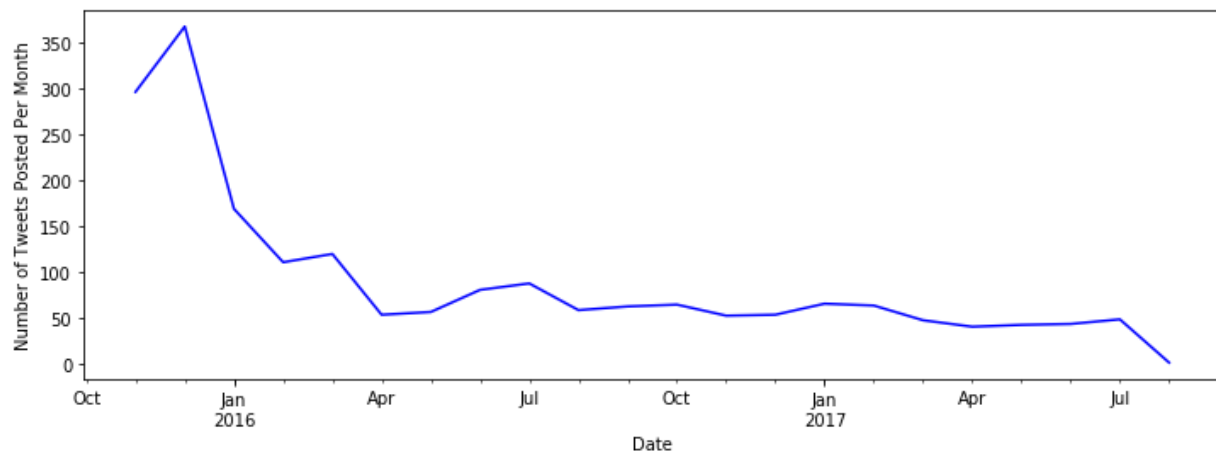


Figure 1: Monthly Posted Tweets

2. The Trend of The Interaction on WeRateDogs Tweets

But even though WeRateDogs account posted less and less tweets per month as time went on, their tweets started generating more and more attention and attraction, as their average monthly favorite count per tweet kept trending upwards towards record highs as their posting frequency reached a record low.

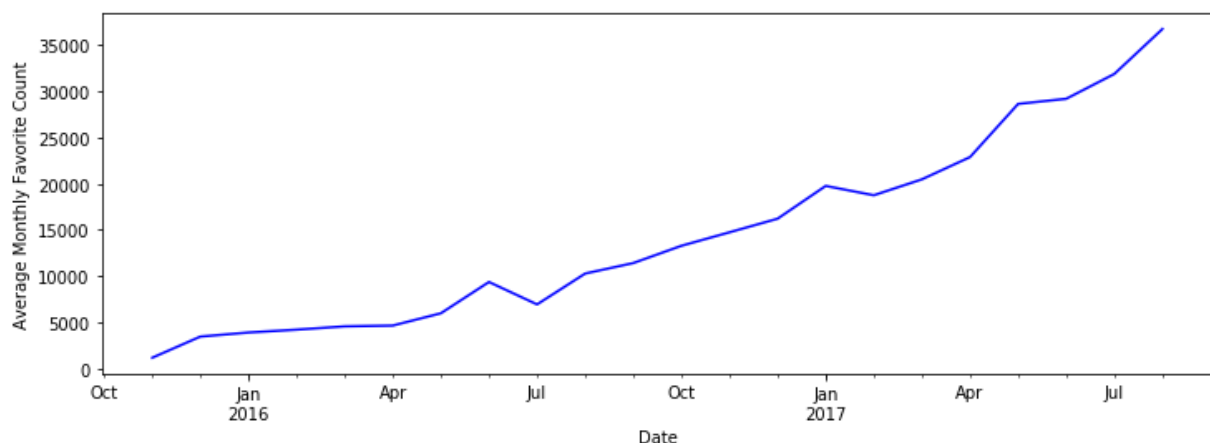


Figure 2: Average Tweet Favorite Count Per Month

This suggests a trade for quality over quantity by WeRateDogs as they seemed to focus on putting out tweets that maximizes their interactions and generates the most attraction.

3. Tweets with Dogs vs. Tweets without Dogs

Almost everybody loves dogs, and WeRateDogs twitter activity by itself shows that. But by looking at the data in the right way, we can see that more evidently. By comparing average favorite count per tweets that contain dogs vs. tweets that doesn't contain dogs -determined by our image prediction algorithm- we can see that tweets containing dogs generated on average 19% more favorites than tweets that don't contain dogs. So it is official, dogs truly deserve above 10/10.

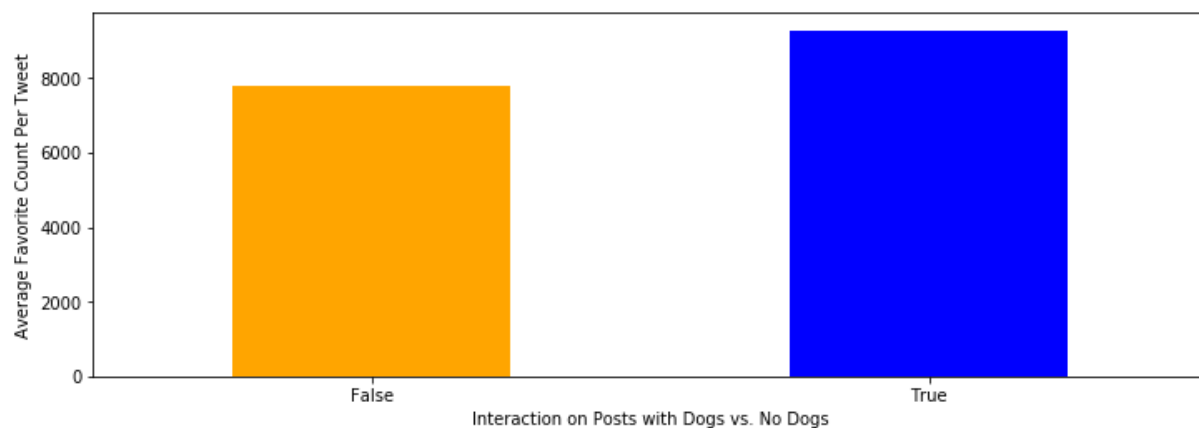


Figure 3: Favorite Count on Tweets w/ dogs vs. w/o dogs

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