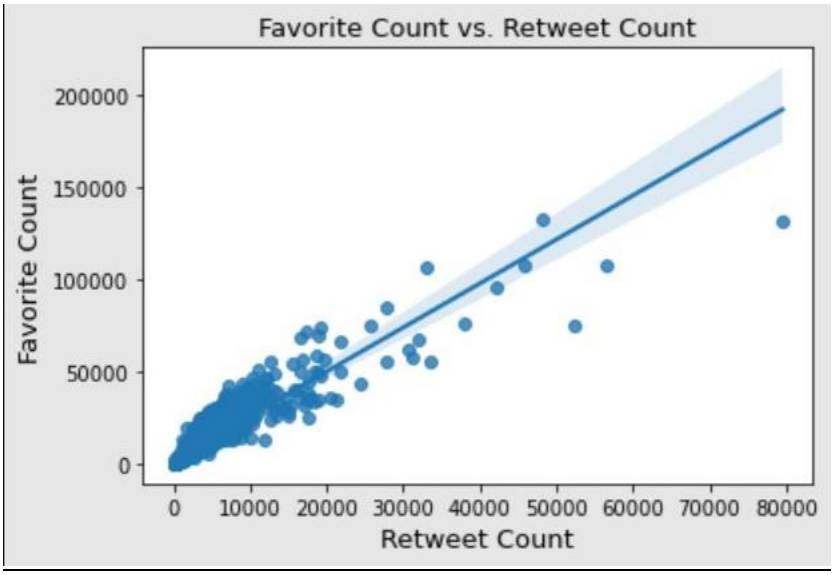
From the cleaned ***twitter_archive_master*** dataset, various insights were produced.

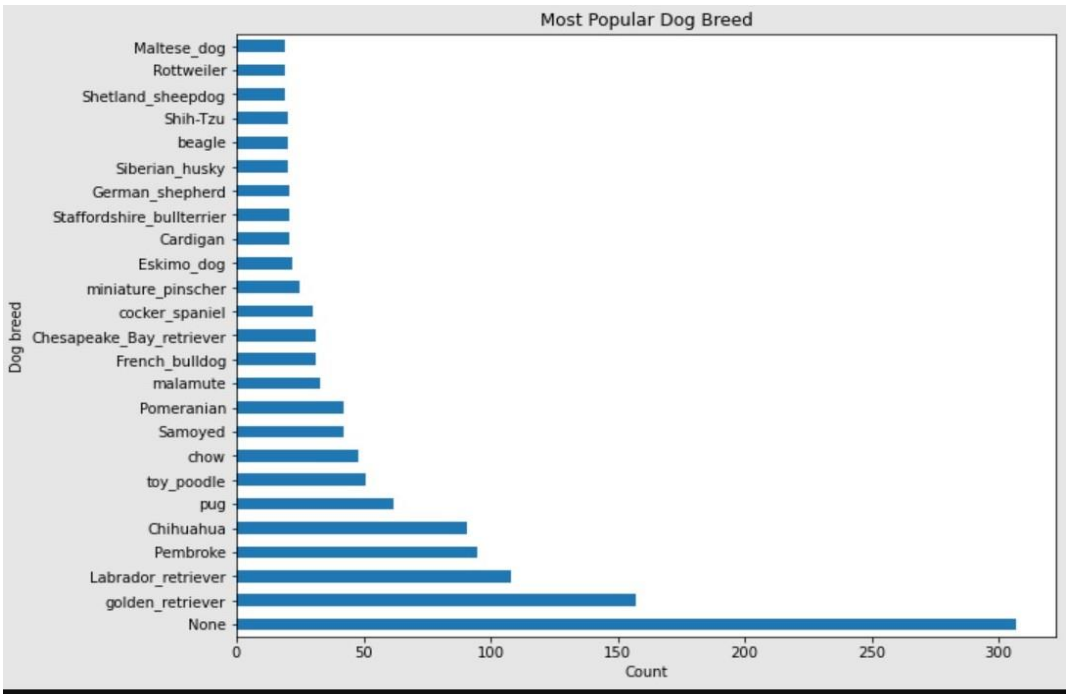
- **Favorite count versus Retweet count**



There was a stark positive correlation between the retweet_count and the favorite_count.

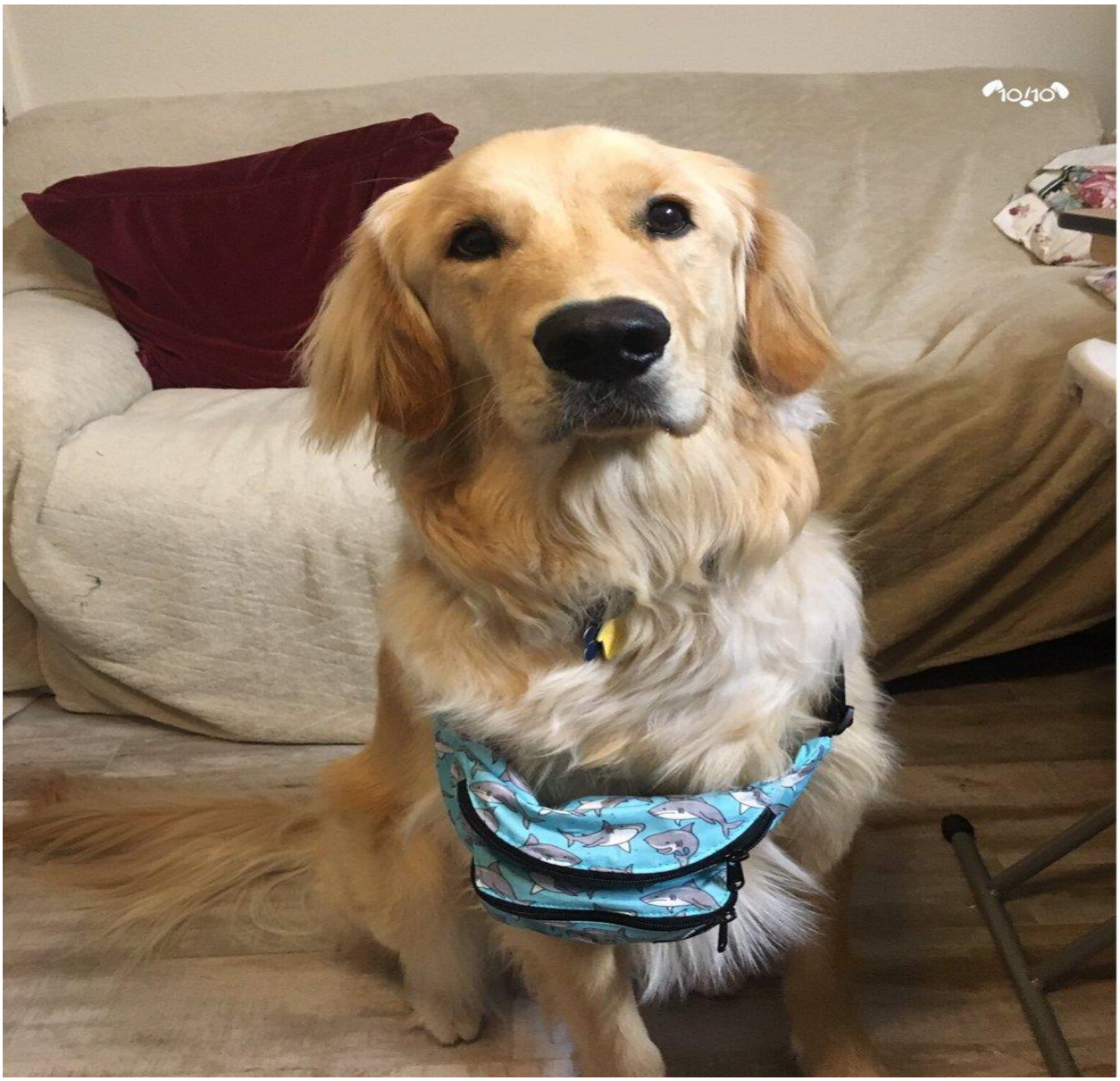
The Twitter posts that had more users retweeting the content proportionately had more likes.

- **Most popular dog breeds**



Unique dog breeds were determined through getting the value counts. Because of such an expansive list, the average unique value for the dog breeds was determined as approximately 18. This was used to filter the most popular dog breeds which were above the average of 18

The Golden retriever was determined as the most popular dog breed excluding the rows valued as None.



Golden Retriever

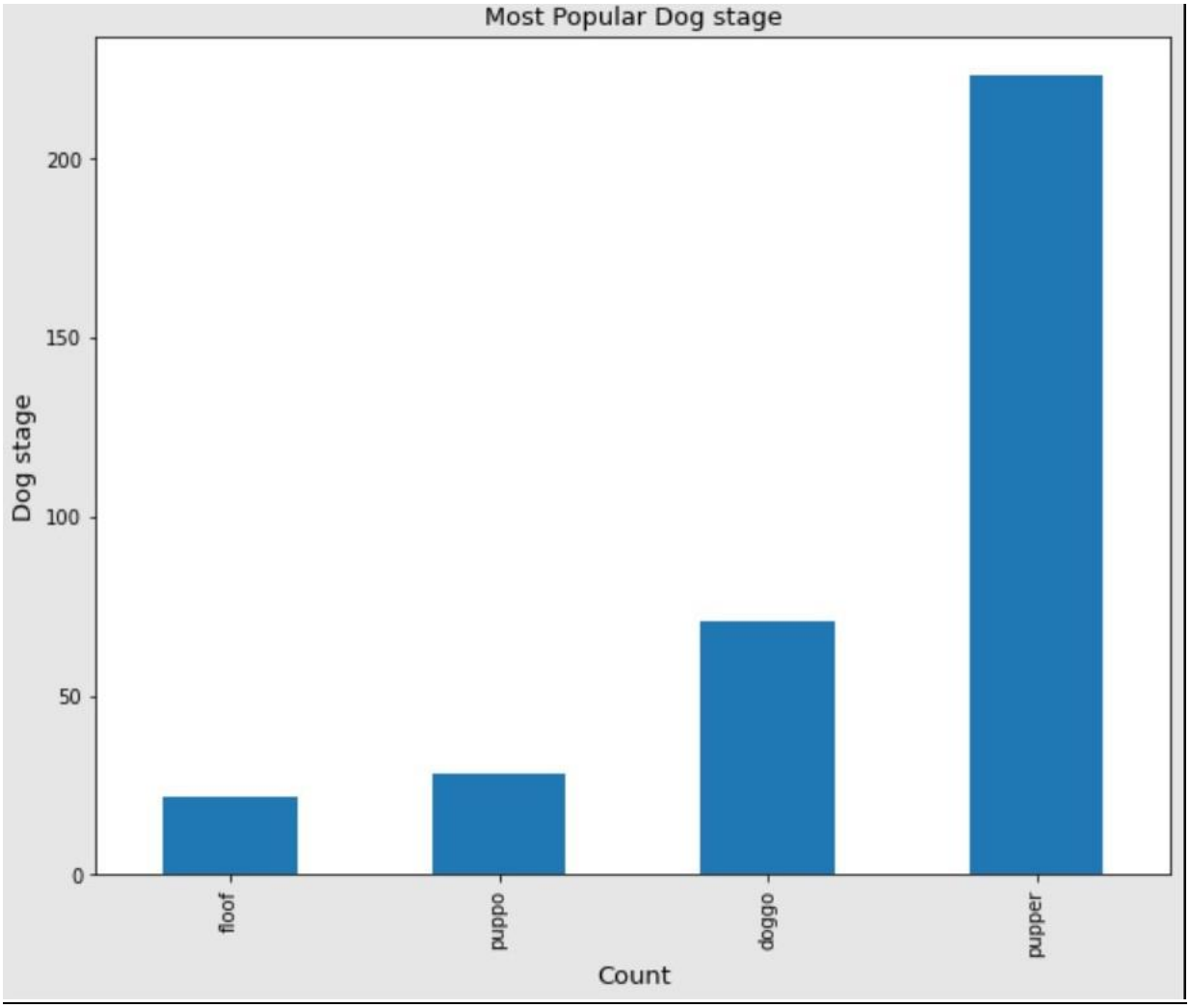
<u>Average Rating per Dog breed</u>

The average rating per dog breed showed a steady progression of values with most of the dog breeds having an average rating of between 0.5 and 1.5.

The maximum average rating was 2.7

A **limitation** is that not all ratings were accurate because an assumption of any rating numerator less than 200 was correct. For the rating denominator, just a handful of the ratings that were not 10 were not sampled.

- **Most Popular Dog stages**



The most popular dog stage was the pupper which is a small usually younger doggo.

A doggo is a big usually older pupper.

A puppo is a transitional phase between pupper and doggo; an equivalent of a teenager.

A floof is basically any dog.

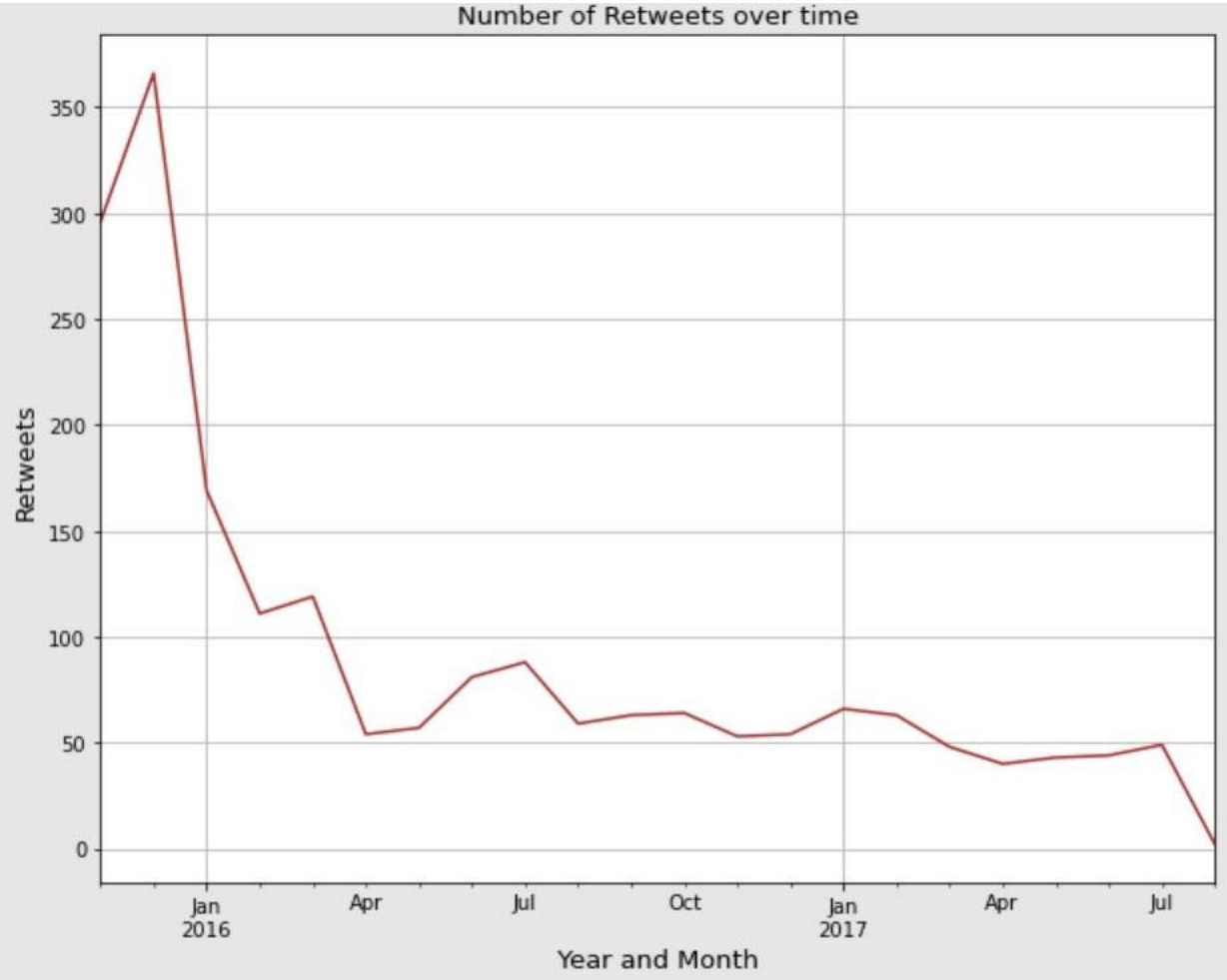
Limitations

Some tweets had more than one dog with different stages like here: (https://twitter.com/dog_rates/status/808106460588765185/photo/1).

With multiple stages for a tweet e.g., doggo and pupper like this, the code captured only one stage

Also, although there was more than one stage for some tweets, when their text was analyzed, it showed that it had only one correct dog stage and the other as a mention.

- **Retweet counts over time**



The date column was split into a MonthYear column that was used to create a line graph to compare the retweet counts over the different months and year.

A sharp decrease in retweets was observed from December 2015 up until February 2016. Afterwards, there was a steady decline in user engagement with the content over the year 2016 till August 2017.

This showed continued reduced user engagement with the WeRateDogs content to perhaps suggest a decreasing popularity for posting dogs and retweeting.