

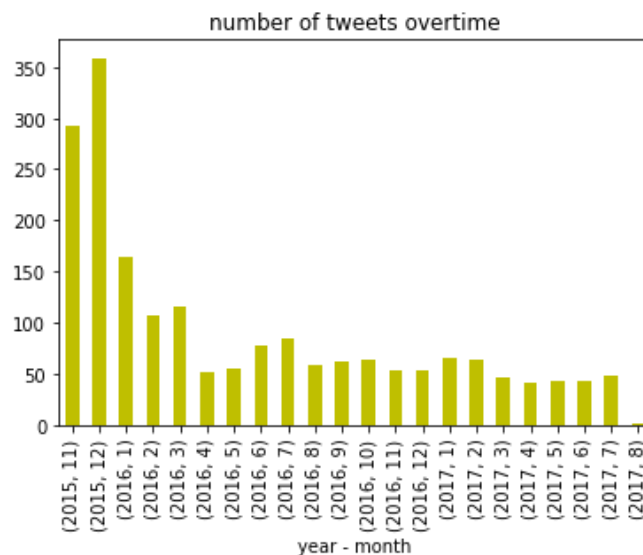


We Rate Dogs Act Report

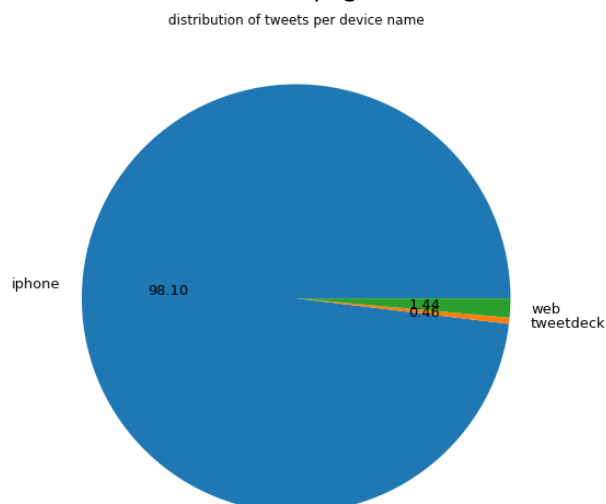
This is the analysis output of the WeRateDogs Twitter Account from the 11.2015 until 08.2017, our analysis is based on the original tweets written by the account admin, and we are providing you with some comments, which could help in a better account management.

Our main findings are the following:

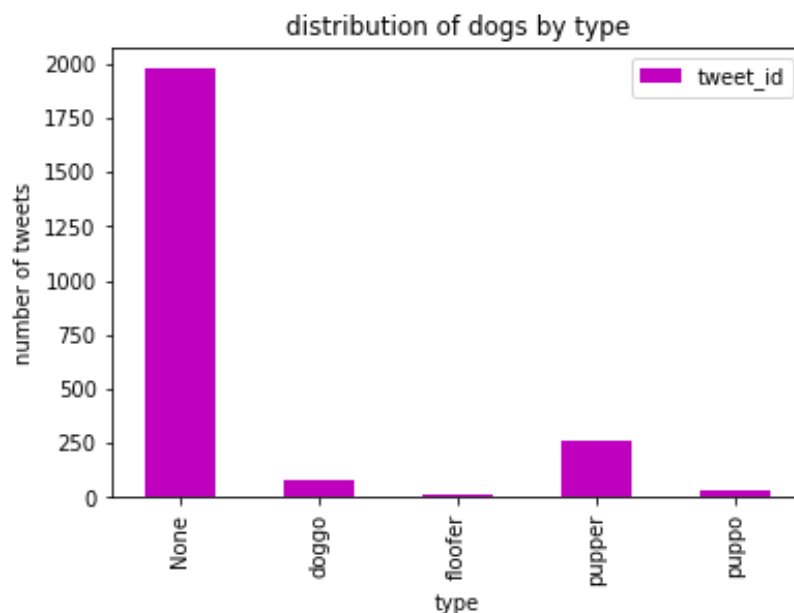
1. Number of tweets deteriorated significantly since 2Q2015, our advice is to hire more social media consultant to get the account back to live and to increase the number of user interactivity.



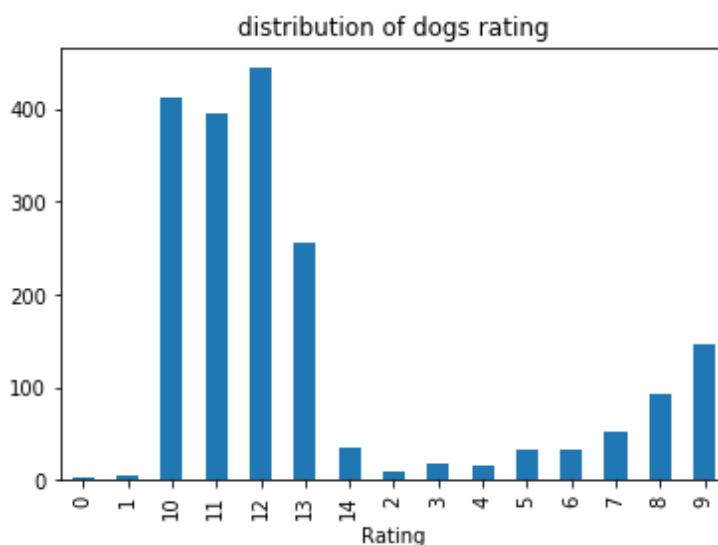
2. more than 95% of the tweets are published via iPhone, our advice is to use more scheduled tweets via platforms like “tweetdeck”, in order to have a better content to the page.



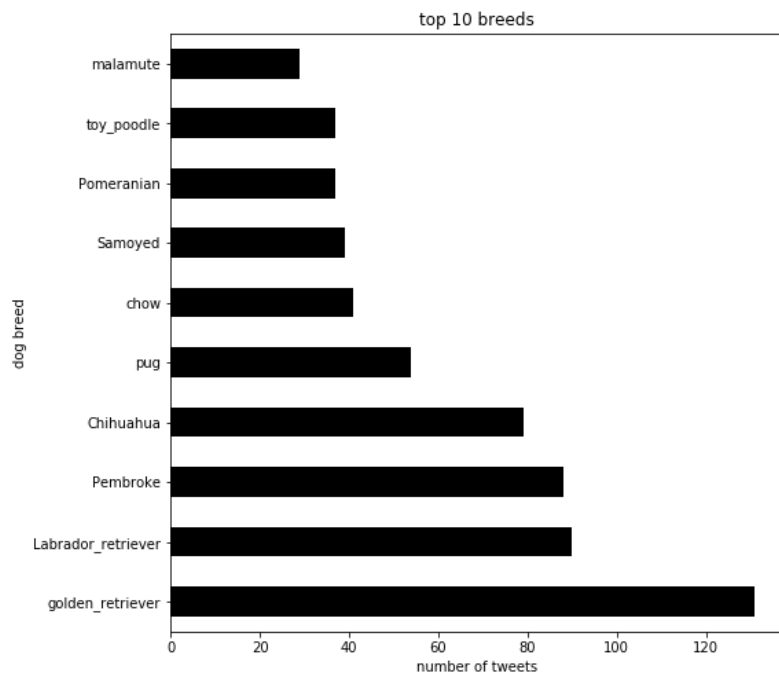
3. many dogs types couldn't be identified, but the second largest group is "Pupper" , the NLP model is not the best to describe the type of dogs were rated, however our advice to you could build a business with affiliate companies to use your channel to market targeted ads for "pupper" dogs.



4. more than 60% of the dogs have a rating >8, which confirms the hypothesis of bias-ness of the ratings, its always to have a high positive rating however, you could also add some tips to increase the rating may dogs taming, and present photos of "before and after" of some dogs, thus our advice to get the original ratings a bit lower (more into bell shape) so it can increase after taming.



5. Golden and Labrador retrievers are the most dogs being tweeted about, with more than 200 tweets only about them.



6. Cooper and Tooker are the most common dogs names on the cleaned data.

7. there is a high positive correlation between the number of retweets and number of likes of the tweets.

