Project Wrangle and Analyze Data with WeRateDogs

Which characteristics do successful WeRateDogs tweets have?

In this analysis, I tried to find some characteristics of tweets that have a high count of retweets and/or favorite. But first, let's take a look at the concept of the tweet page WeRateDogs:

WeRateDogs is THE tweet page for dog lovers. Who doesn't like to admire the cuteness, the courage, the intelligence of the men's best friend? For WeRateDogs, all dogs are the bests and to emphasize that, very high (actually impossible) ratings are given in each post: 11/10, 14/10… there are no limits at the top.

Because these ratings are given by WeRateDogs, I concentrated in my analysis on the favorite and retweet counts to determine the success of a tweet.

To do this, I asked these questions:
How many pictures haven't been recognized as dog pictures? What is the mean favorite counts / retweet counts of the dog pictures?

To answer this question, I first have to explain that all pictures in the dataset have been run through a <u>neural network</u> that can classify breeds of dogs. 81% of the pictures have been recognized as a dog picture. Interestingly, tweets with recognizable dog pictures are more likely to get likes or be retweeted in average. Here is a summary of the analysis:

- Tweets with dog pictures:
  o Average number of likes: 9235
  o Average number of retweets: 2817
- Tweets with no recognizable pictures:
  o Average number of likes: 7050
  o Average number of retweets: 2484

My second question was:
Do dog whose name is mentioned in the text, get more favorite counts / retweet counts?

… and the answer is: Yes!
Apparently, tweets where the dog's name has been mentioned are more likely to get more likes (9413) and retweets (2752) in average than tweets where the dog's name hasn't been mentioned (7820 / 2795).
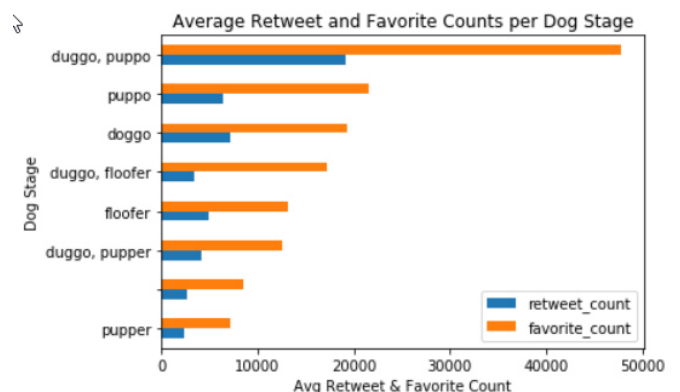
My last question was:
Which dog stage gets the most retweet and favorite counts?

Dog stages are for instance: puppo, doggo, floofer… The winner is definitively a duggo-puppo, who got 47844 likes and 19196 retweets. He is a single dog in his category, but he is very popular!

Conclusion:

Popular tweets have three characteristics: They show nice, recognizable dog pictures and they mention the dog name and its dog stage. But do not forget: [They're Good Dogs Brent](#)!