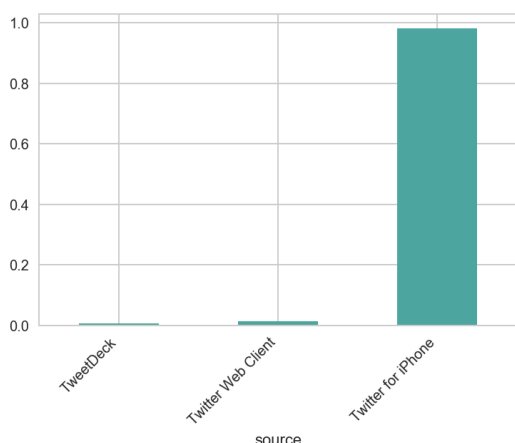
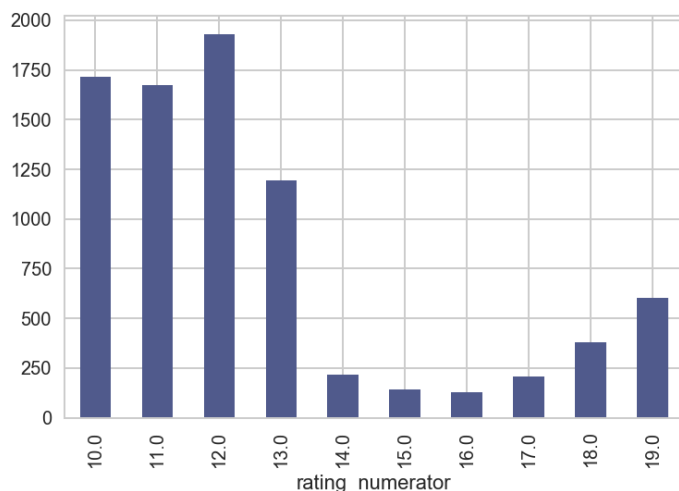


WeRateDogs Twitter Insights

From funny dog videos to dog dedicated Instagram accounts, the audiences' engagement is undeniably high. WeRateDog Twitter account unconventionally rates dogs as equally cute by giving them ratings greater than 10 out of 10. For us to know how successful the account is and how engaged the audience is, I gathered the account's data and evaluated it.

First, let's look at the most given ratings. Scraping ratings showed us how the rating system usually works. Most of the ratings were between 10 and 19 with 12 being the most frequent rating of all, disregarding any idiosyncrasies present.



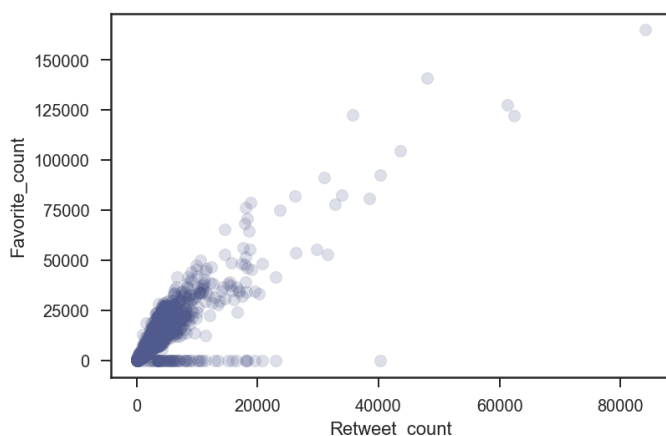
Subsequently, I wanted to explore where the tweets were mostly coming from and apparently, as expected, WeRateDogs ratings were created from the twitter app on an iPhone device, which is definitely convenient, ubiquitous, and prompt. Additionally, it can explain some of the idiosyncrasies in ratings.

Finally, and most importantly, the audiences' engagement should be examined. Retweet count mostly goes up to 20000 retweets but is about 3000 retweets on average. While the number of likes goes way beyond at about 85000 on average.

To see the data more clearly we can zoom to the condensed area in the chart on the right, and take it even further by varying the size of each plot point by rating.

Since most ratings range from 10 to 19 out of 10, the sizes of the circles are not variant enough but it shows us slightly where ratings are abnormally high.

Overall, the number of retweets and likes have a positive strong correlation between each other as they both increase somewhat proportionally.



Retweet Count Vs. Favorite Count By Rating

