ACT REPORT -WeRateDogs Twitter Data Analysis
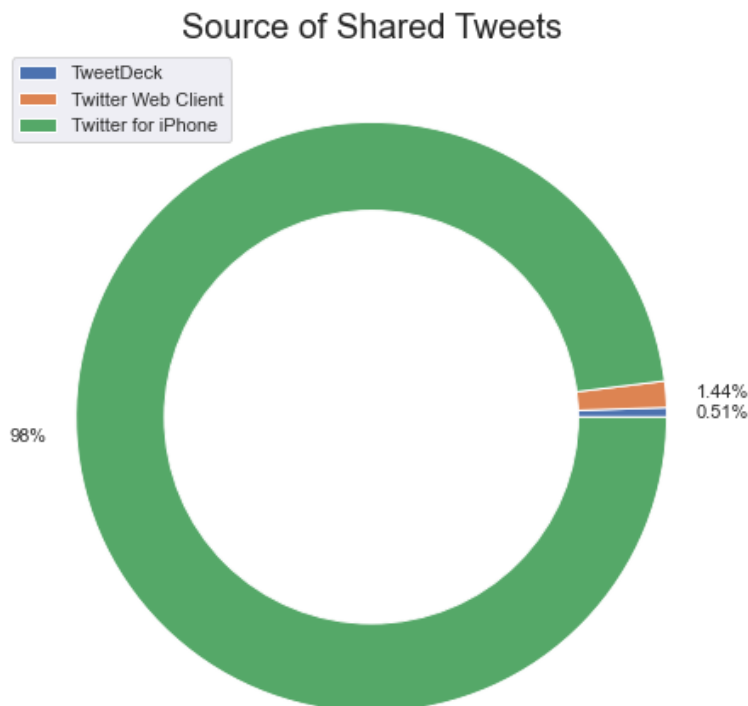
After successfully gathering, assessing cleaning, and storing the WeRateDogs Twitter archive.It was time to look at specific metrics to analyze and create visuals to help derive insights from the dataset so we decided to explore the following;

1. The Source with the highest shared tweets
2. Dog stage with the highest likes and retweets
3. Dog breed with the highest likes and retweets
4. Dog stage with the highest ratings
5. Dog breed with the highest ratings
6. Correlation between retweets and likes
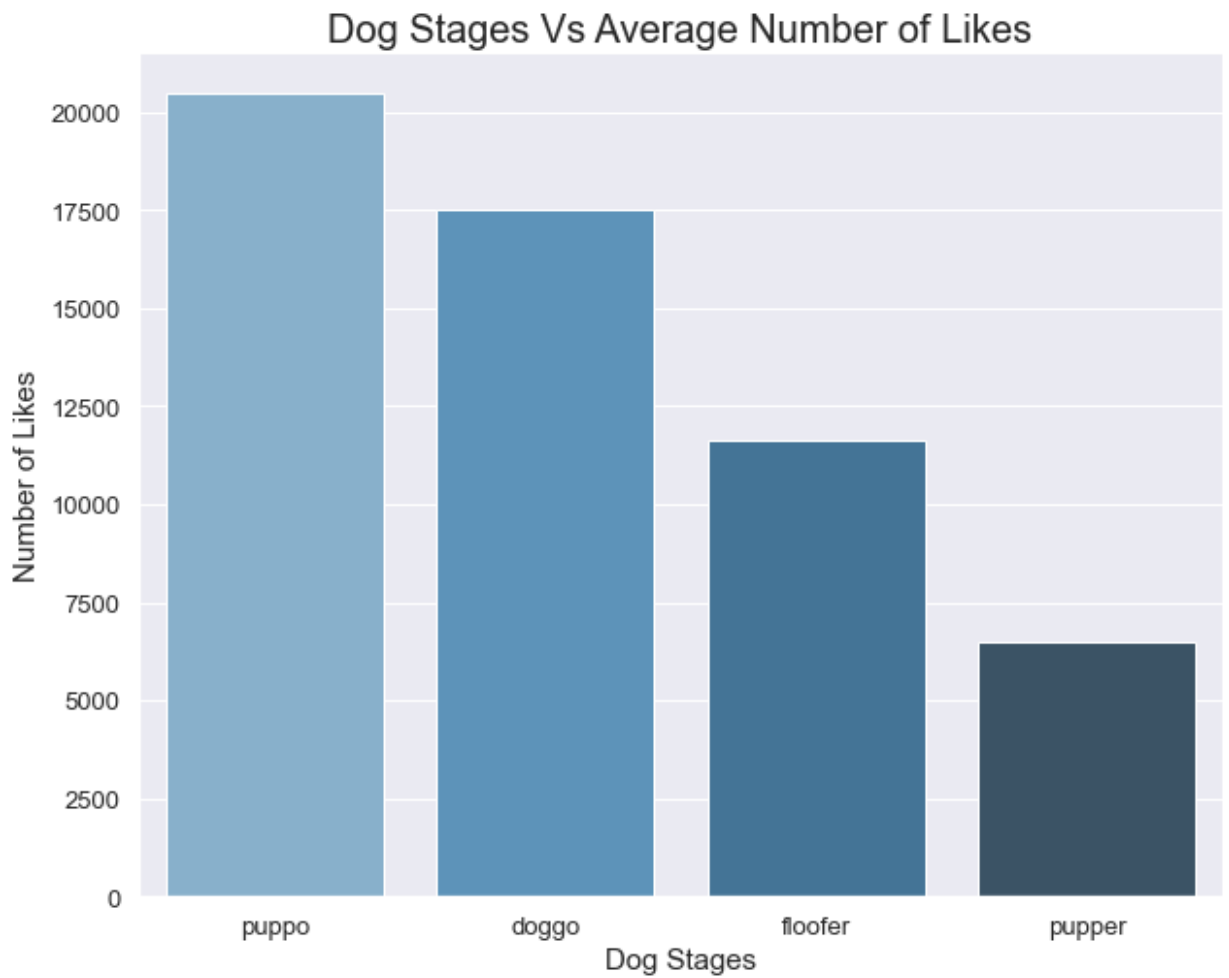7. Correlation between likes and ratings

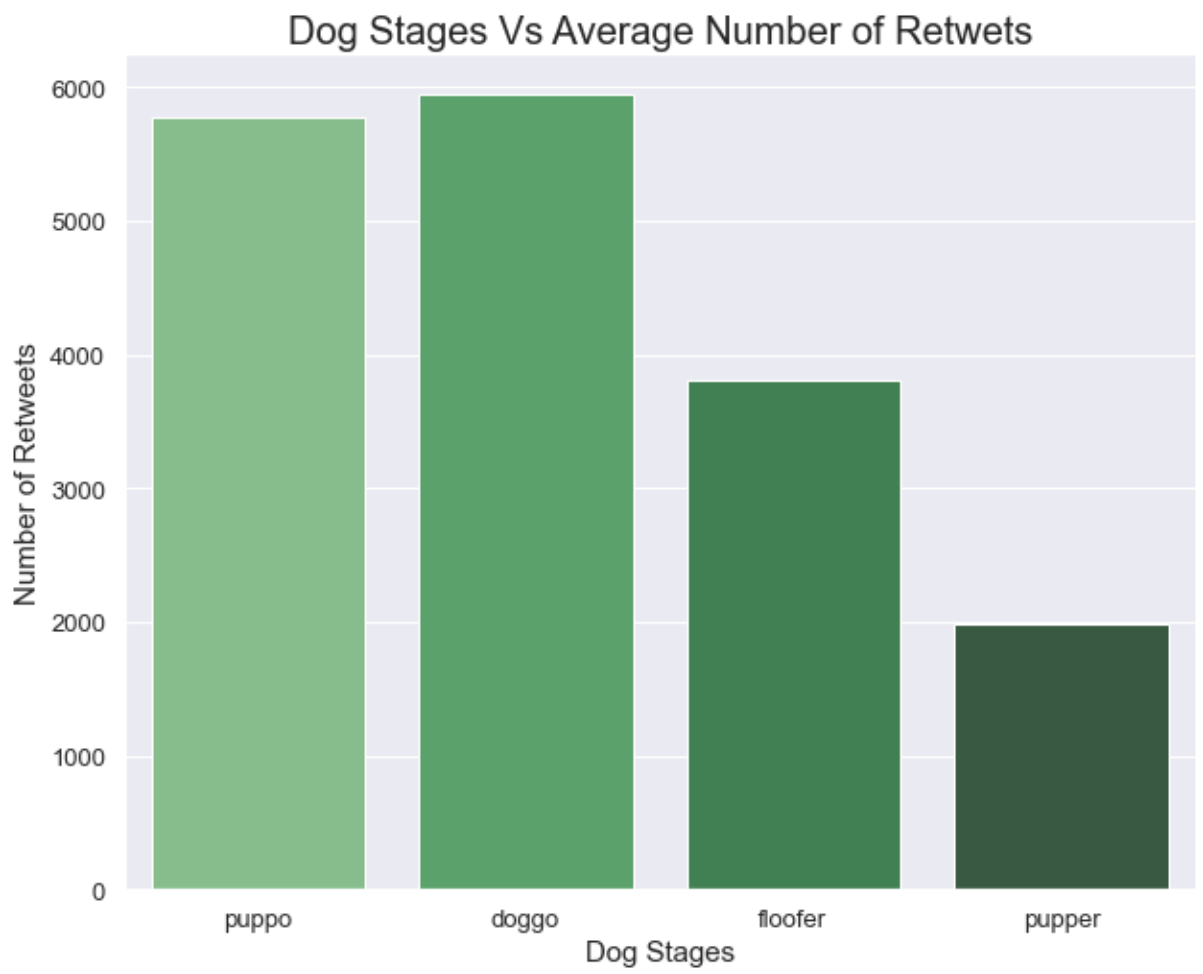## INSIGHTS

1. The Source with the highest shared tweets

A Donut chart was created to show the proportion of the sources of shared tweets. From this chart below we see that the source with the highest shared tweets is Twitter for iPhone. This means an iPhone tweeted most of the tweets generated from the WeRateDogs Twitter account.

Source of Shared Tweets

2. Dog stage with the highest likes and retweets

The bar plots below show the Dog stages with the highest average likes and retweets
From the visuals below we can see that the dog stage with the most average likes is Puppo with over 20,000 likes. While Doggo is the dog stage with the highest number of average retweets with almost 6000 retweets. I guess they have cute pictures.

Dog Stages Vs Average Number of Likes
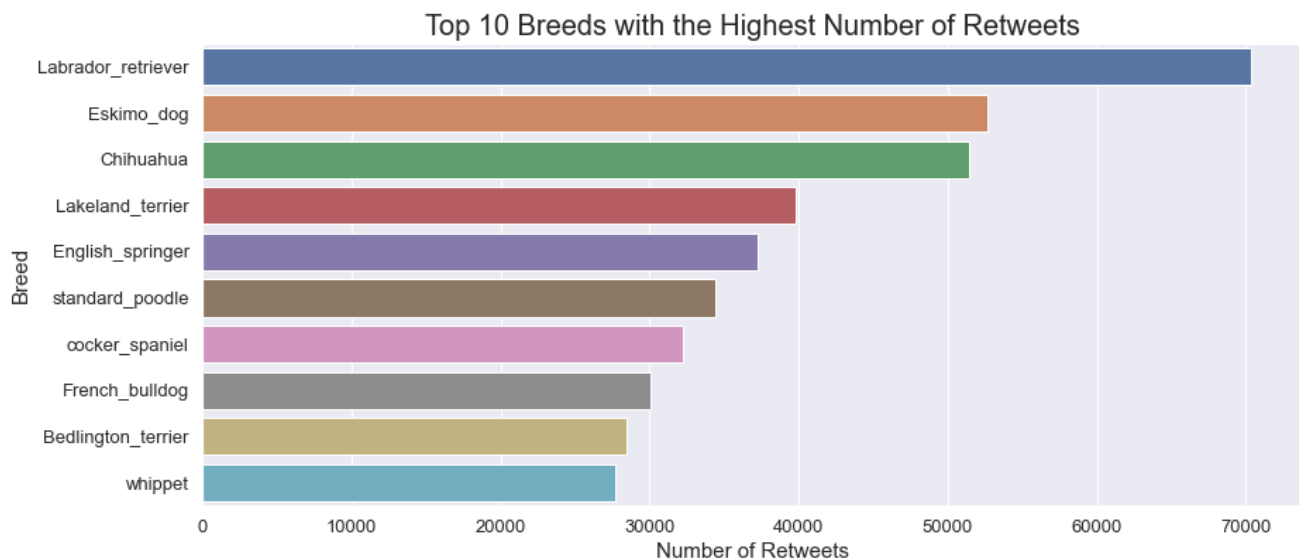
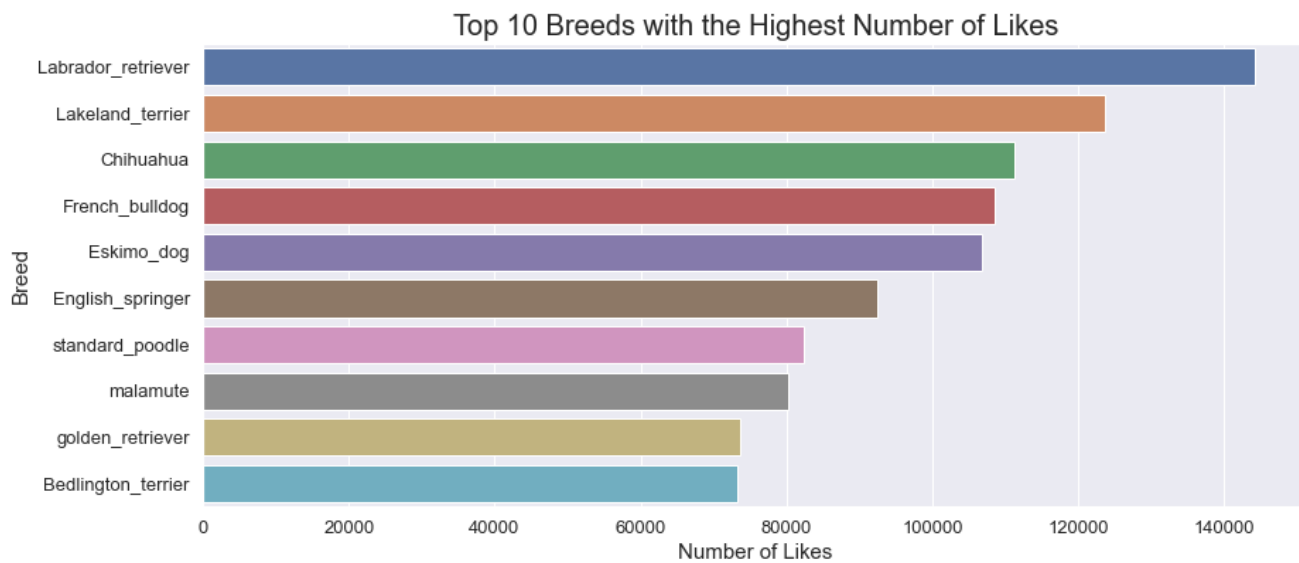Dog Stages Vs Average Number of Retwets

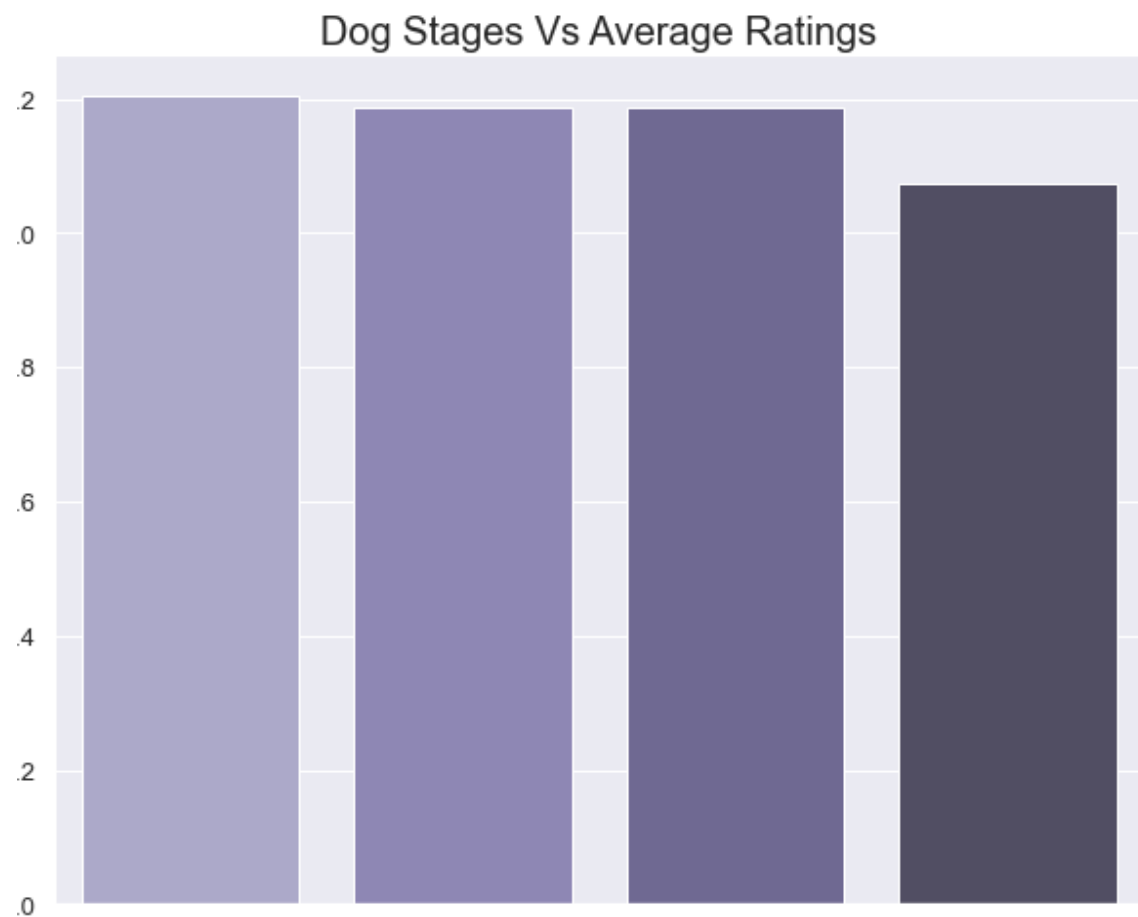# 3. Dog breed with the highest likes and retweets

Bar plots were also used to visualize the breeds with the highest likes and retweets. This visualization was carried out
From both plots, we observe that Labradors have the highest engagements in both aspects of like and retweets respectively. With 144,301 likes and 70,352 retweets from the WeRateDogs account. I love that Labs are getting all the Twitter love.

Top 10 Breeds with the Highest Number of Likes

Top 10 Breeds with the Highest Number of Retweets
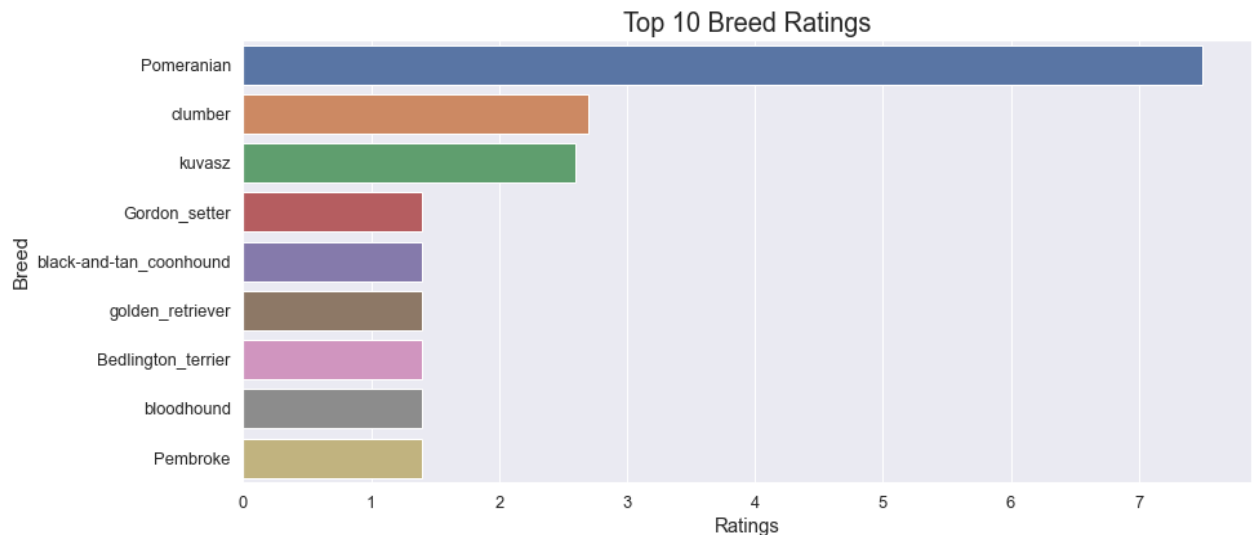
4. Dog stage with the highest ratings

This was visualized with a bar plot and the rows with none were excluded. From our plot, we see that puppo which I assume is the cutest dog stage has the highest average ratings. Although the ratings of the dog stages do not seem to be far off from each other.

Dog Stages Vs Average Ratings
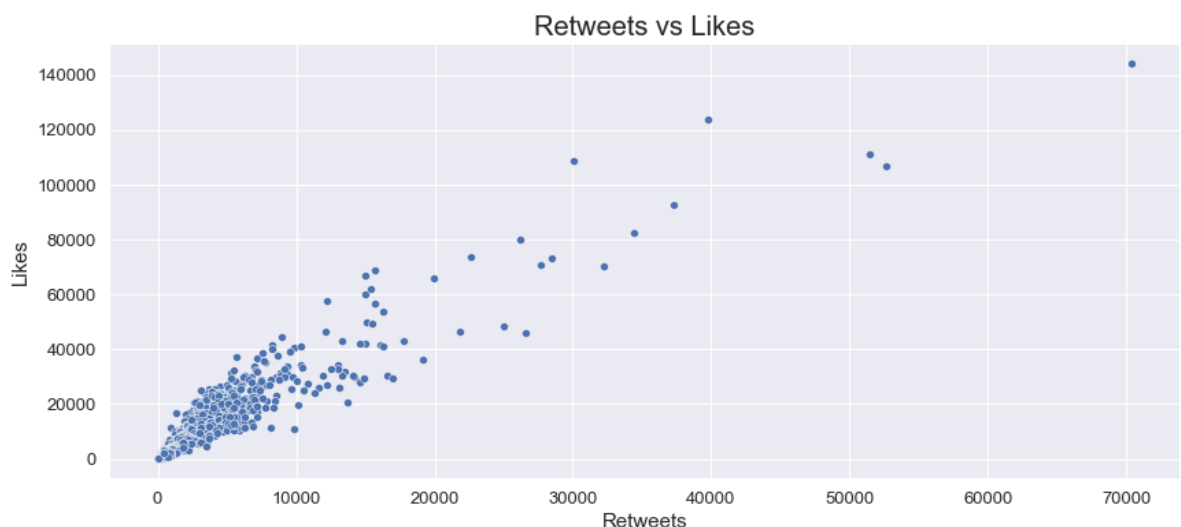
5. Dog breed with the highest ratings

A bar plot was used to show the breed with the highest ratings. To make this visualization easy to plot we filtered the top 10 breeds with the highest ratings, the rows with none were also excluded.

Oh well, I was rooting for labradors. There is a probability that some of the breeds that were recorded as none were labradors, but I wouldn't know just guessing. Well from our visuals we can see that Pomeranians have the highest ratings

6. Correlation between retweets and likes

A scatterplot was used to show the correlation between retweets and likes. And from the visual below, we can see that there is a strong positive correlation between retweets and likes. This means that as a tweet gains more traction through retweets there is always an increase in likes on that tweet.

7. Correlation between likes and ratings

A scatterplot was used to show the relationship between Ratings and likes. There doesn't seem to be any hint of a correlation between Ratings and likes. This means that the likes of a tweet do not have any effect on the ratings of a dog. So a labrador that looks cute on Twitter does not necessarily seem nice or effective in real life. Just an example I love labs!!