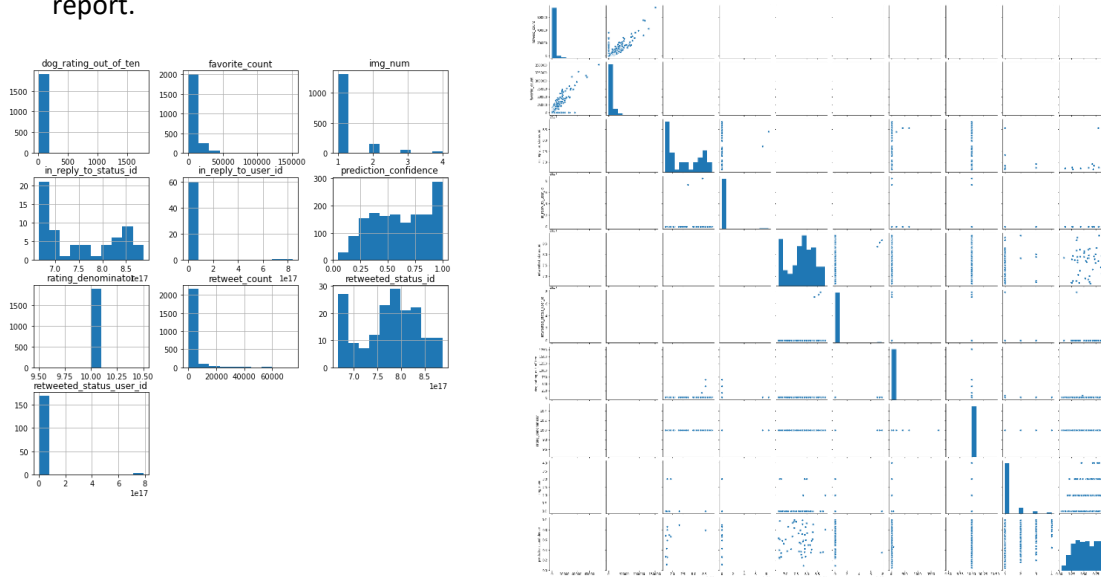


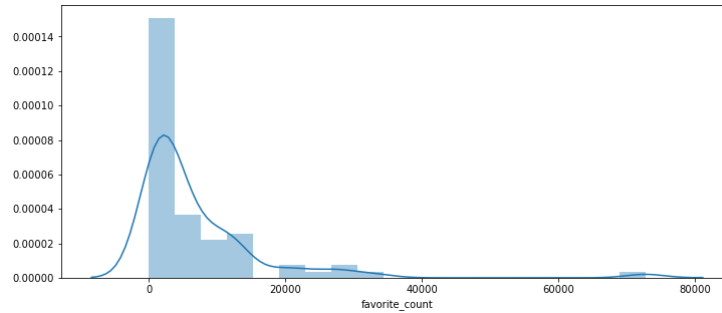
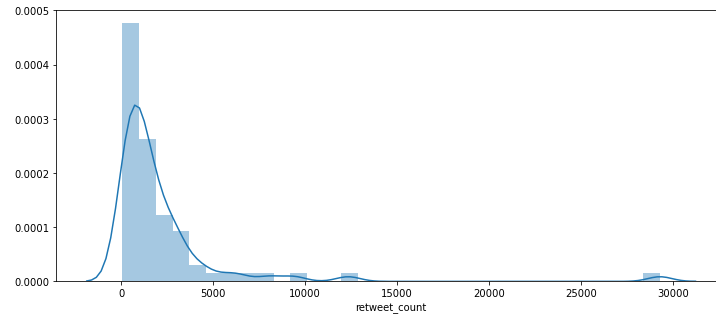
## Dog Rates Twitter Account Analysis

In this project I grabbed data from [@dog\\_rates](#) by twitter developer account and the files that were attached from the project. I first gathered the data, and it was the easiest part, after that I scanned them to see the problems I would change, then I cleaned the data, using the help of the links in the sources. After that I did the visualization and I will analyze them under this report.

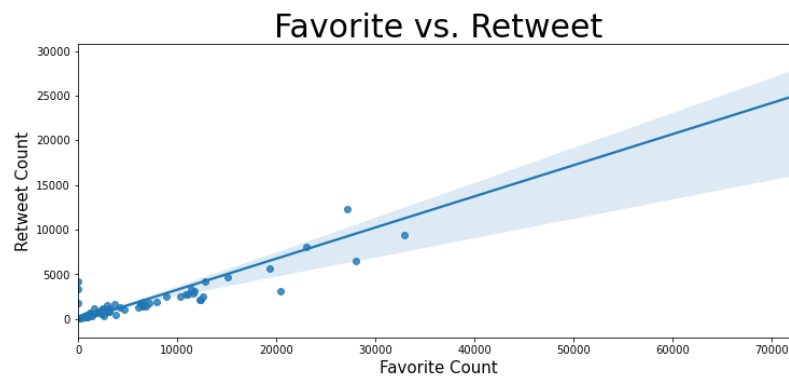


I illustrated these two charts first to see how data is distributed and if there are any relations at beginning between the data I have. Through the distribution it shows that favorites, ratings and retweets have a low mean, which can indicate the content preferences, so that most of the content is not liked by the audience so the tweets that had the most engagement should be analyzed and compare them to the general content, so we can find the problem. After we find the problem, we need to find solutions and do A/B testing for it.

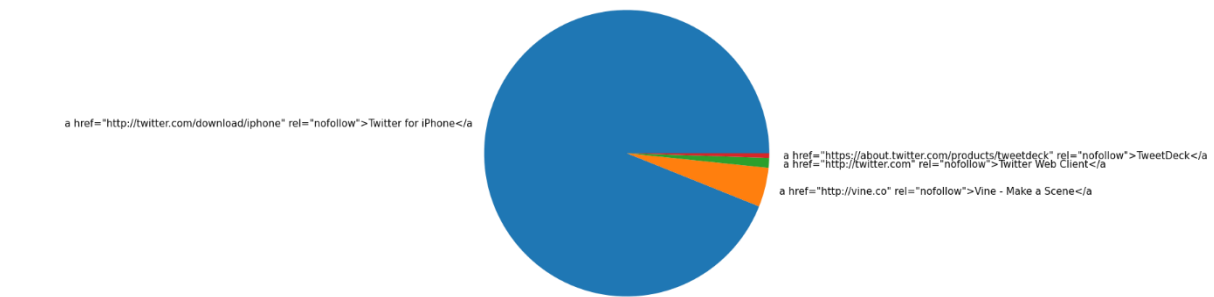
These three plots were conducted to see the relationships closely, and it is clear that the relation between Favorites and Retweets are positive, and it is obvious no surprises in that but as mentioned that most of the tweets has low engagement. Through comparing the engagement with the rating it shows that there are no significant relation between them, also with retweets it is more getting to negative relation.



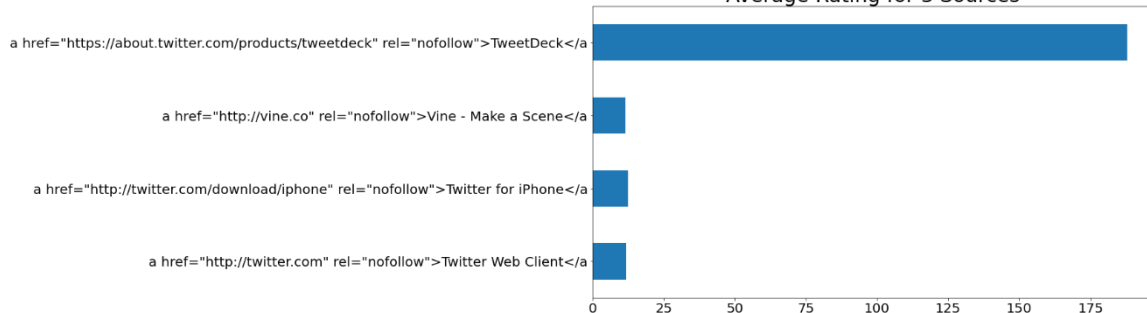
As mentioned before the engagement is low in most of the posts and that is clear, so the preferences of the audience is being neglected, and that is why many posts has low engagement. So as said before the content should be studied and tested continuously to find the right content, otherwise the audience will to another accounts who knows their preferences.



Sources Distribution



Average Rating for 3 Sources



Most of the tweets are being uploaded through iPhone as the by chart shows, while the most ratings are in the TweetDeck, which shows another reason that could be conduct for why most the tweets doesn't have a high engagement. And the other reason could be the time, through TweetDeck you can specify the time and schedule it, and you can put it based on people preferences, so that people rate more through TweetDeck is based on the time they like and free at, and it seems that this is the problem, and it could be solved by one of the tools the account already used.