

# Insights for WeRateDogs Twitter Account

## 1. Favorites count and retweets counts over time

Figure 1 shows that the monthly average of favorites counts and retweets counts are continuously increasing over time from November 2015 to August 2017. This indicates that people are becoming more engaged with the contents of the posts.

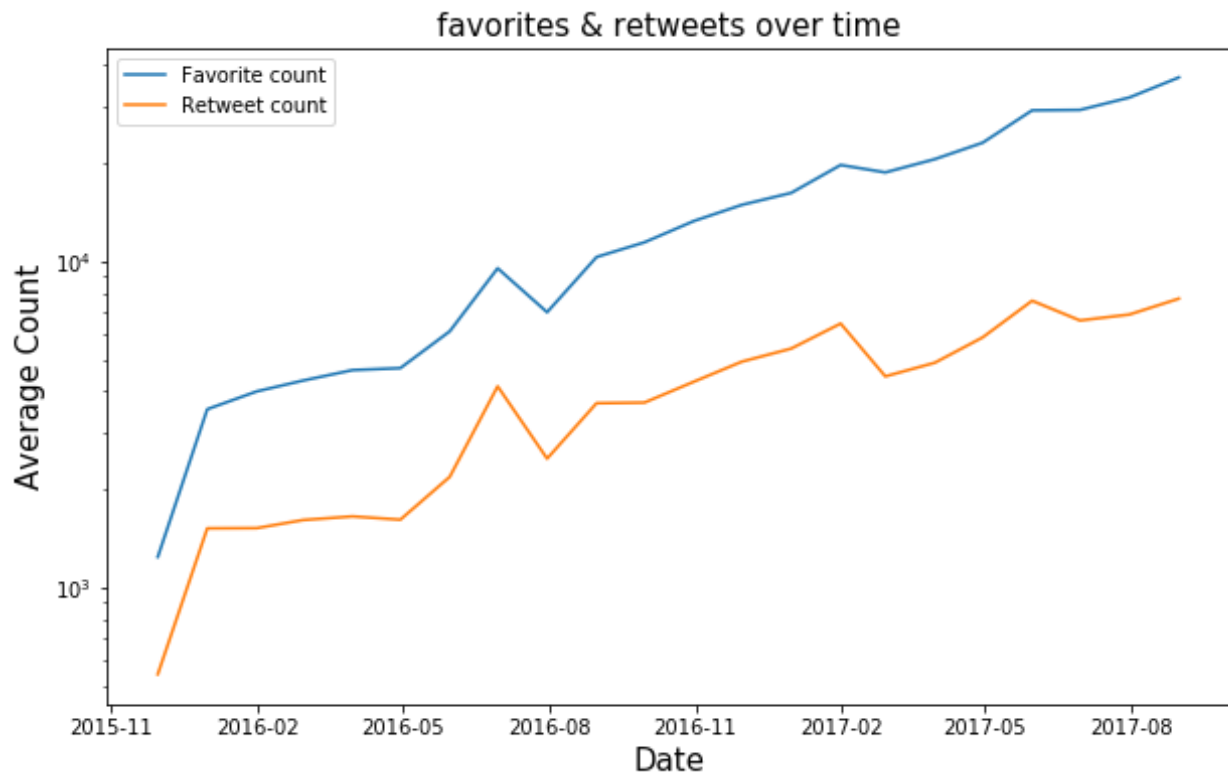


Figure 1: The monthly average favorite count and retweets count versus date (yyyy-mm)

## 2. Relationship between favorite count and retweets count

Figure 2 demonstrates that there is a strong positive relationship between favorites count and retweets count i.e. retweets count is directly proportional to favorites count.

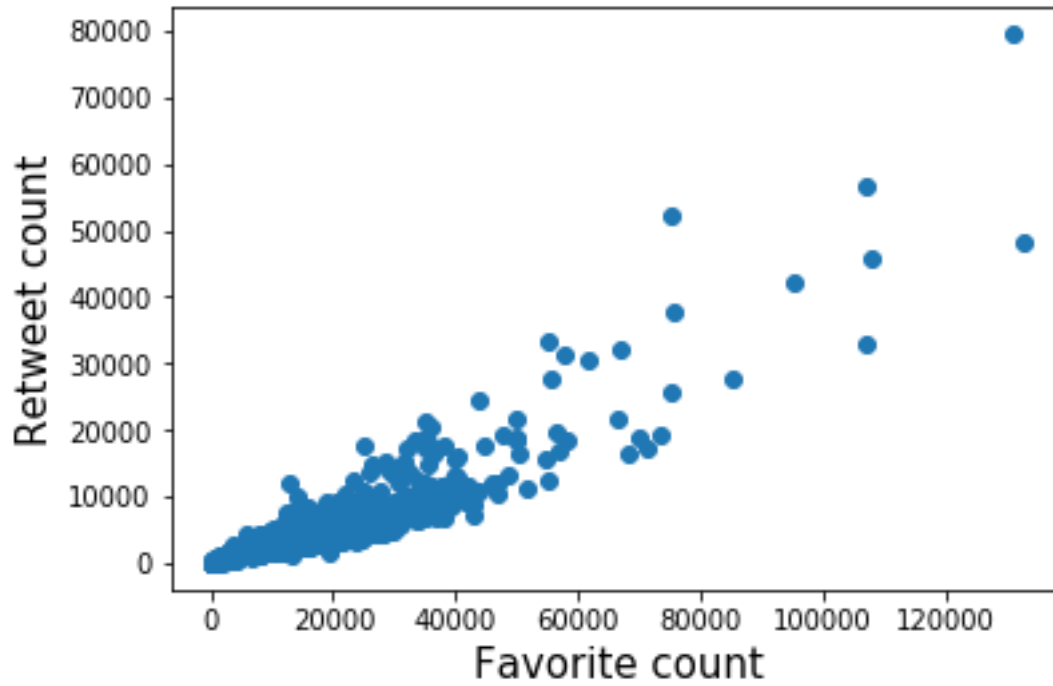


Figure 2: Relationship between favorite count and retweets count

### 3. Monthly tweets count over time

It is necessary to investigate whether the high favorites and retweets count is due to high tweets counts or due to the appealing content of the tweets. Figure 3 illustrates that the number of tweets posted by WeRateDogs per month is mostly below 100. Thus, we can conclude that the reason for the high favorites and retweets count is mainly qualitative not quantitative i.e. due to the contents of the tweets rather than the number of tweets.

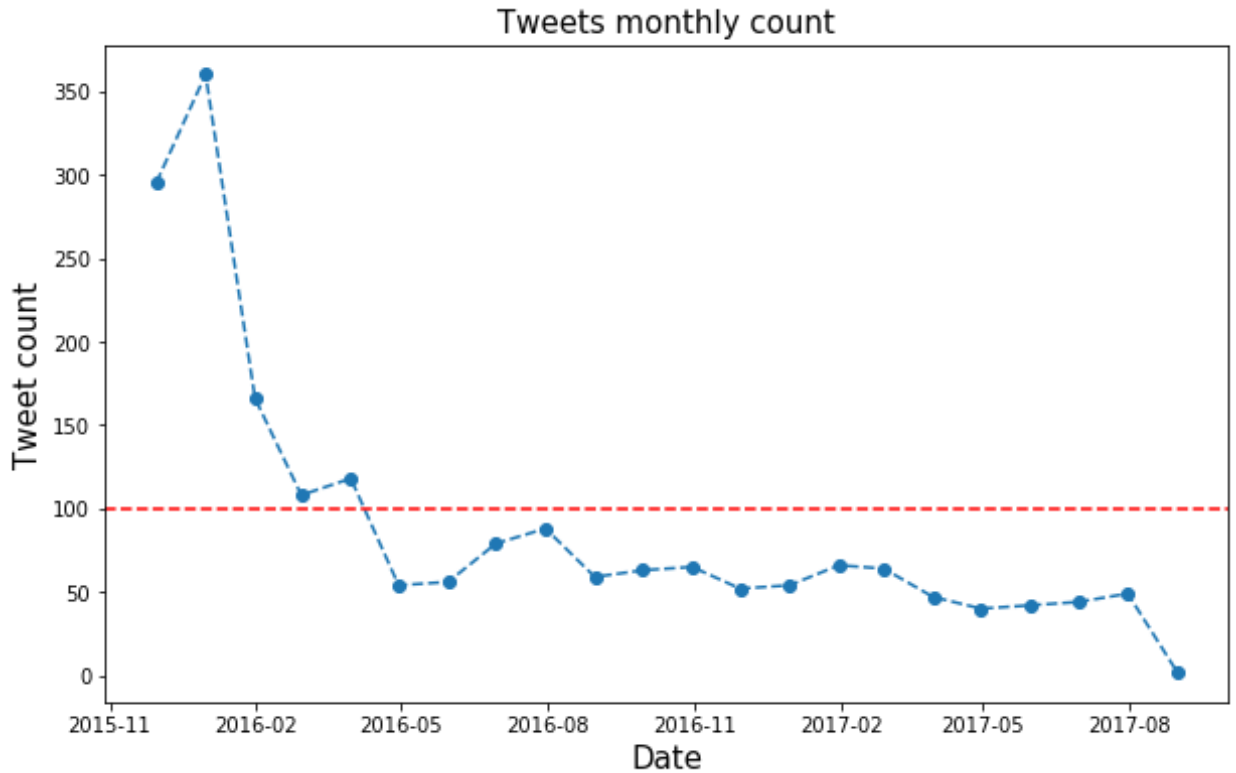


Figure 3: The number of tweets tweeted by WeRateDogs per month over time

#### 4. Average rating over time

The high-quality content of the tweets can be further evidenced by the continuously increasing monthly average rating over the same period of time (from November 2015 to August 2017) as shown in figure 4.

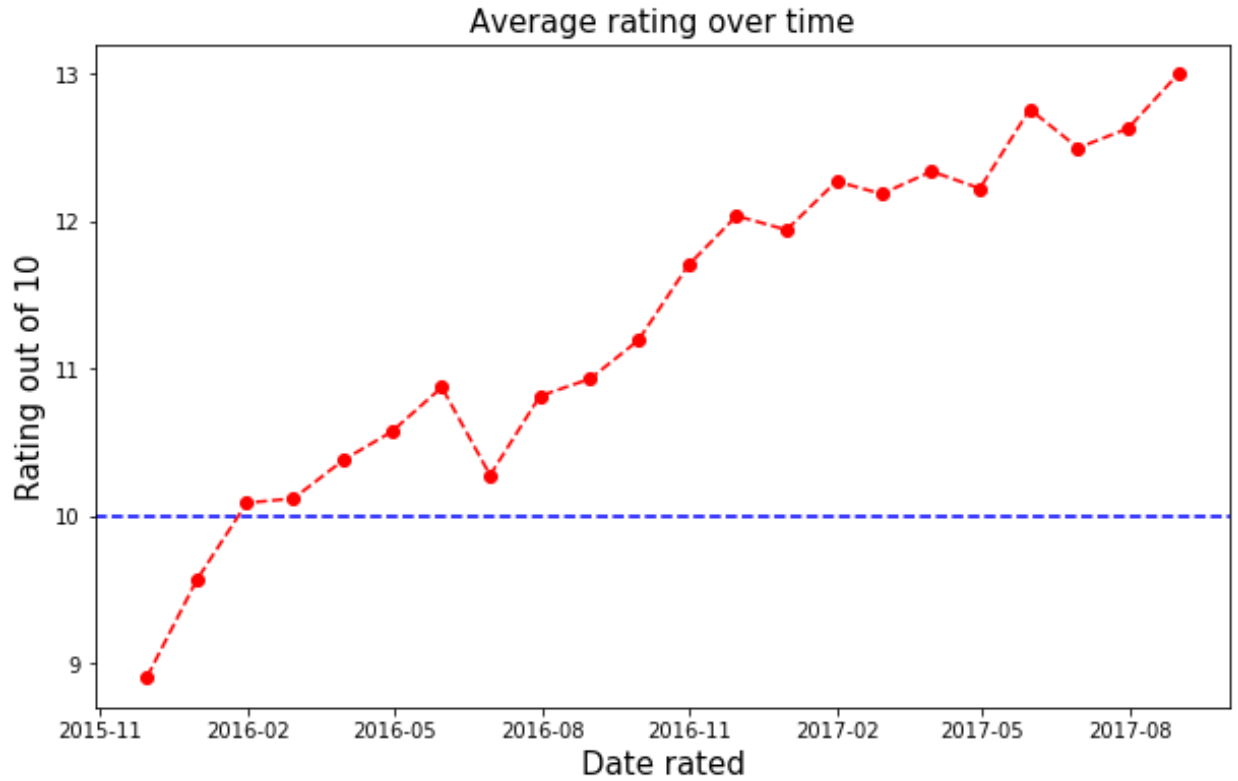


Figure 4: The average rating (rating numerator out of 10) over time

## 5. Dog stage distribution

The bar chart in figure 5 shows that the most featured dog stage in the tweets is pupper followed by doggo.

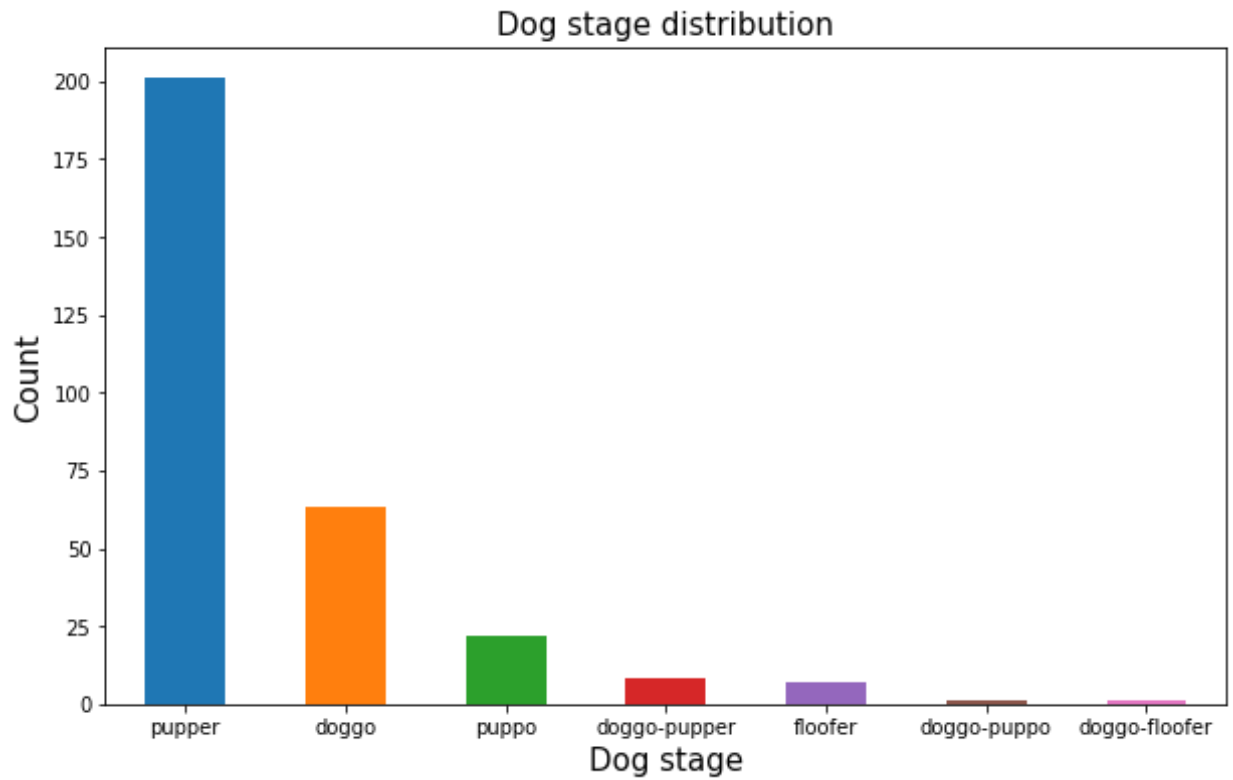


Figure 5: Dog stage distribution

## 6. The impact of dog breed on the tweets, retweets and favorites counts

Golden retriever is the most dog breed featured in the tweets and generating more favorites and retweets as represented by its high tweets count, favorites count and retweets count as shown in figure 6.a, figure 6.b and figure 6.c respectively.

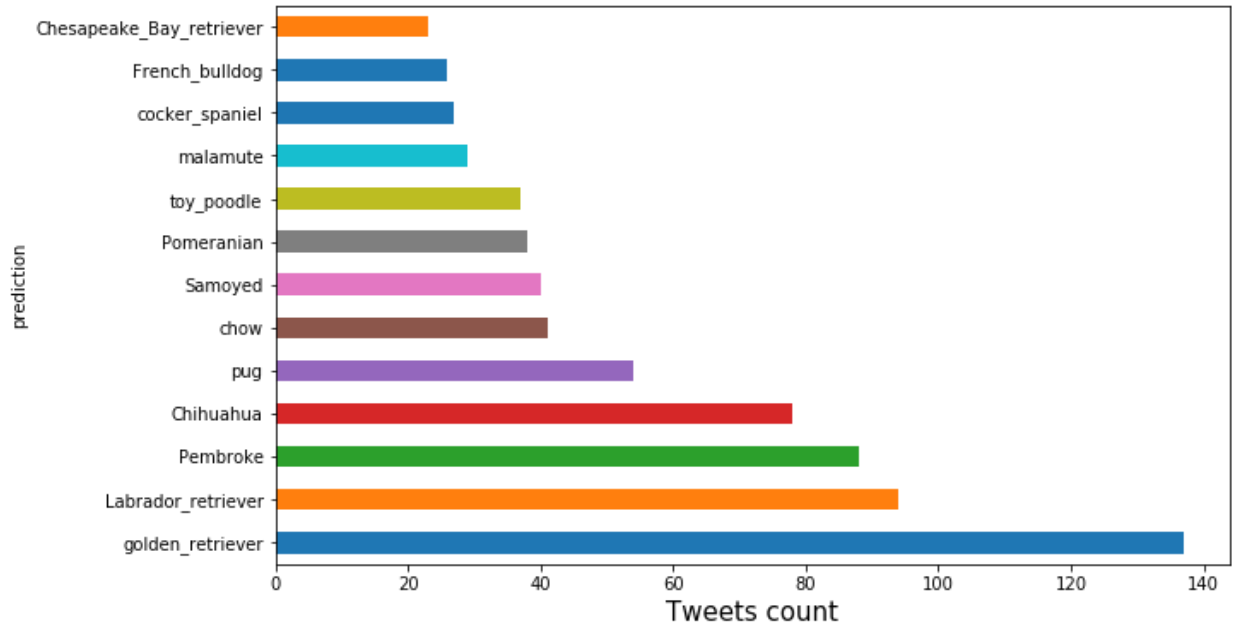


Figure 6.a: ranking of dog breed in terms of number of tweets

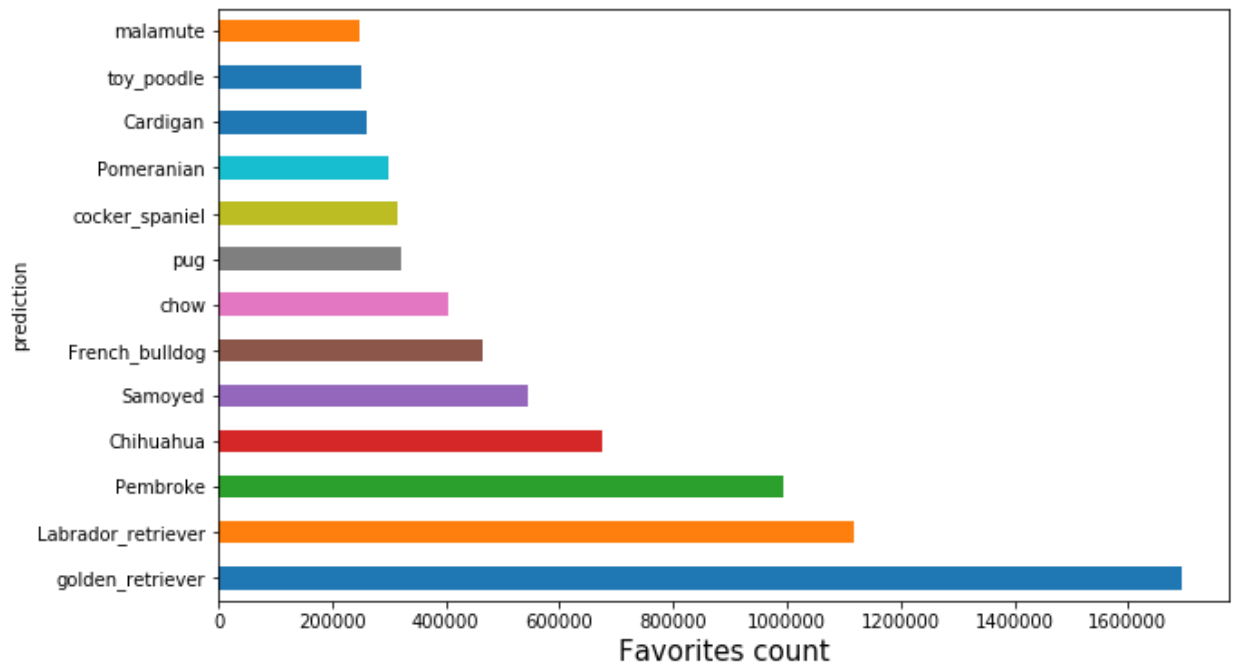


Figure 6.b: ranking of dog breed in terms of favorites count

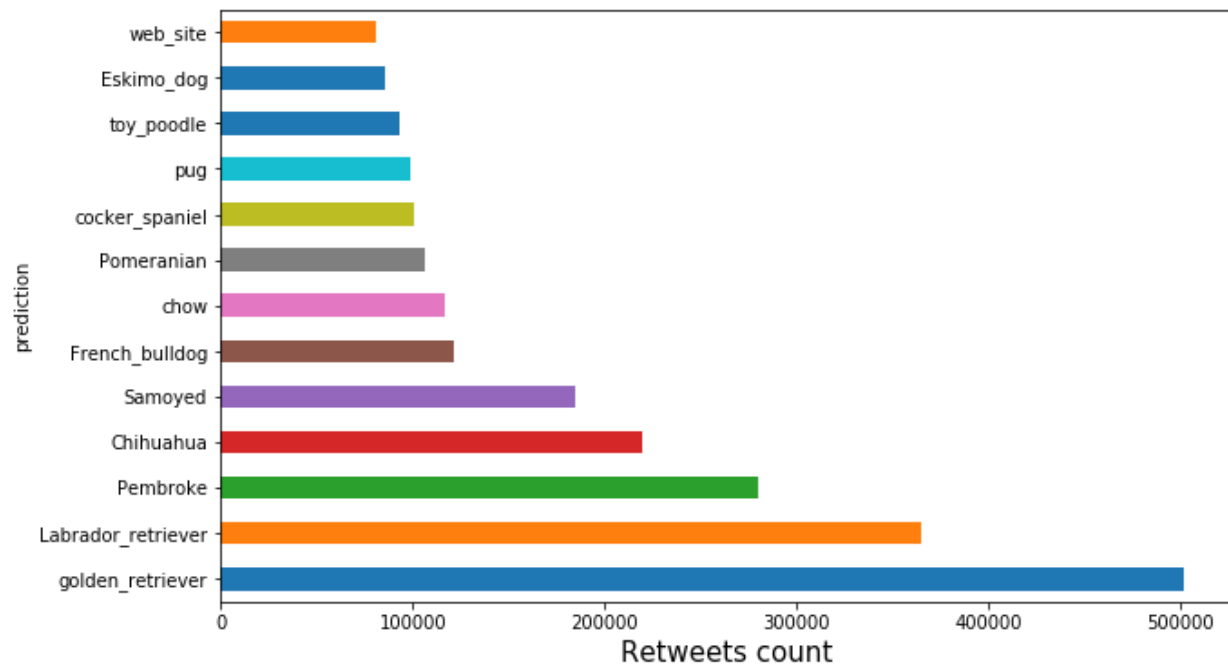


Figure 6.c: ranking of dog breed in terms of retweets count