THEY'RE GOOD DOGS, BRENT

WeRateDogs™
@dog_rates

#1 Source for Professional Dog Ratings |
Store: @ShopWeRateDogs | IG, FB &
SC: WeRateDogs | Business + vids:
dogratingtwitter@gmail.com | Every post
factual af

DM YOUR DOGS, WE WILL RATE

patreon.com/weratedogs

TWEETS	FOLLOWING	FOLLOWERS	LIKES	MOMENTS	
3,369	77	1.19M	90.5K	1	Follow

Tweets   Tweets & replies   Media

Pinned Tweet

WeRateDogs™ @dog_rates · Jan 27

Please keep loving

101   5.7K   17K

WeRateDogs™ @dog_rates · 7h
Day 412 in the bubble: ok maybe the bubble isn't that bad

ACT REPORT

Introduction

This wrangle act report includes the data analysis and visualizations of the we rate dogs twitter account from a master dataset, which was derived from merging three different datasets. Six insights were generated and are displayed below. I focused on metrics that will help growth from a business perspective.

Analytical Questions

1. Which dog specie is the most reviewed by @dog_rates?

2. Which tweets received the highest number of likes and retweets?

3. How has the tweet interaction been between fans and we rate dogs twitter account over the years?

4. What month of the year had the highest tweet interaction?

5. What language is most observed amongst we rate dog fans?

6. What is the major tweet source of fans of we rate dogs?

7. Is there a relationship between the retweet count and favourite count?

Analysis, Visualization and Insights

1. **Which dog specie is the most reviewed by @dog_rates?**
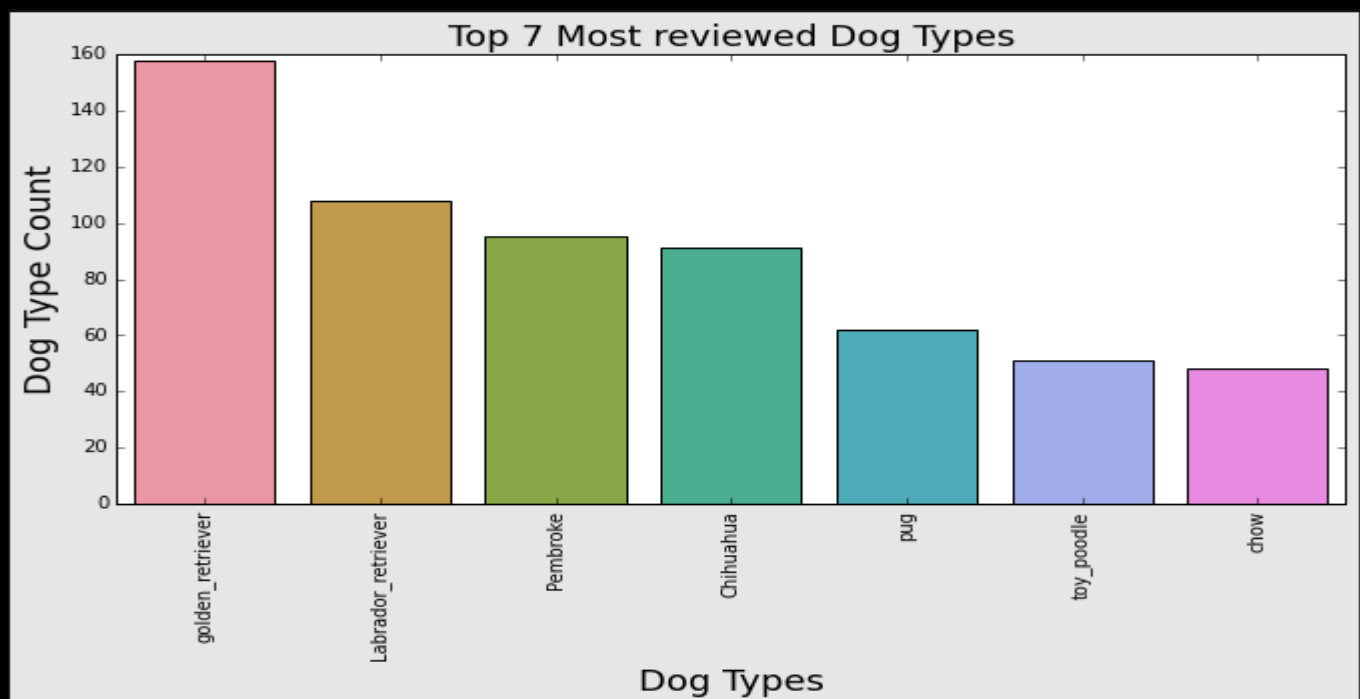
The golden_retriever dog has been most reviewed by @dog_rates. Other top reviewed species include Labrador_retriever, Pembroke, Chiuahua, Pug, Toy_poodle and Chow.

2. **Which tweets received the highest number of likes and retweets?**


The tweet with id 744234799360020481 scored the highest in both retweet and favorite count. As suspected, the dog with the highest number of likes and retweets is a Labrador_retriever. This dog is really loved.

Rating more Labrador_retriever dogs may increase interactions and follower count.

3. **How has the tweet interaction been between fans and we rate dogs twitter account over the years?**

```
year
2015        668
2016       1054
2017        375
Name: tweet_id, dtype: int64
```

VOLUME OF TWEETS PER YEAR
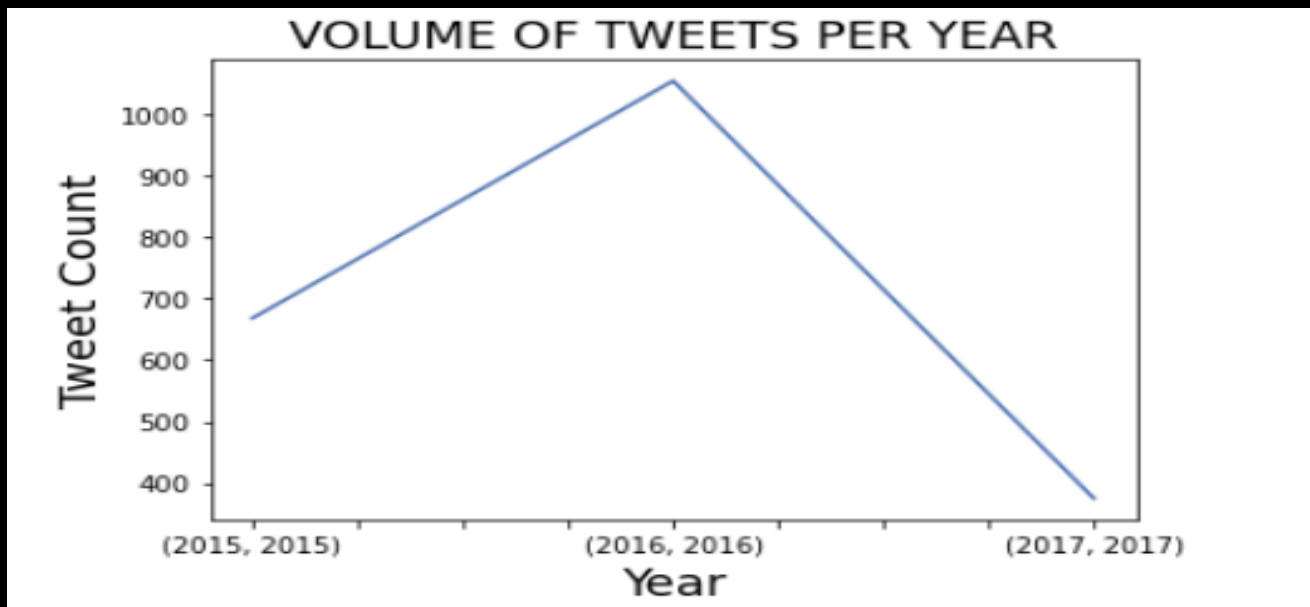
A steady increase in the twitter interaction between fans and the we rate dogs account was observed between 2015 and 2016. However, a sharp decrease was observed from 2016 to 2017; falling below the level of interaction in 2015.

VOLUME OF TWEETS PER YEAR
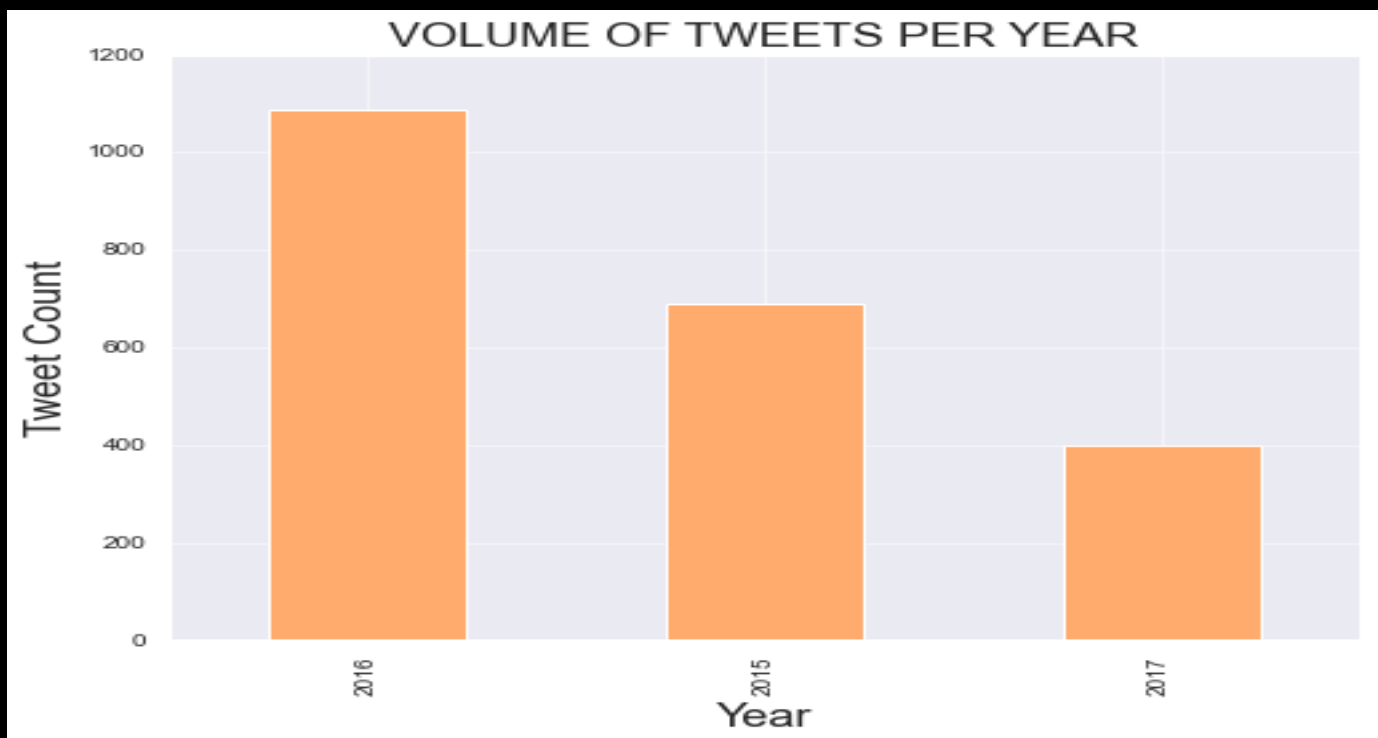
The bar chart shows in descending order, the volume of tweet interactions generated. 2016 recorded the highest volume, followed by 2015 and 2017 recorded a lower user turnout. This may indicate a decline in interest, creating the need for the we rate dog account to find better ways to keep their fans interested.

4. What month of the year had the highest tweet interaction?

VOLUME OF TWEETS PER MONTH(JANUARY TO DECEMBER)
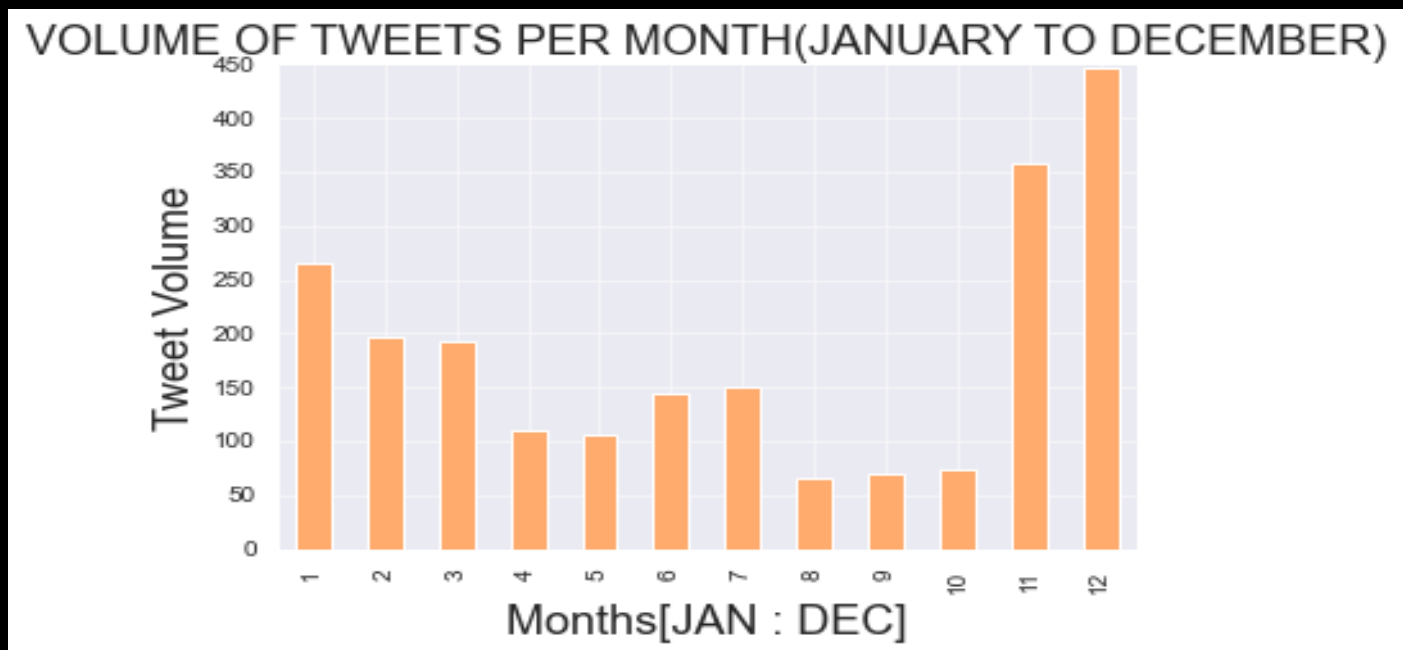
The highest tweet interaction was observed in December. This can be noted as a peak period, and is likely due to the fact that it is the holiday season. It is important to focus on this period to maximize business profits and account growth.

5. What language is most observed amongst we rate dog fans?

I would have loved to further explore this to help target non-English speaking fans, however, apart from English, other contents of the language column are not descriptive enough.

6. What is the major tweet source of fans of we rate dogs?

TWEET SOURCES
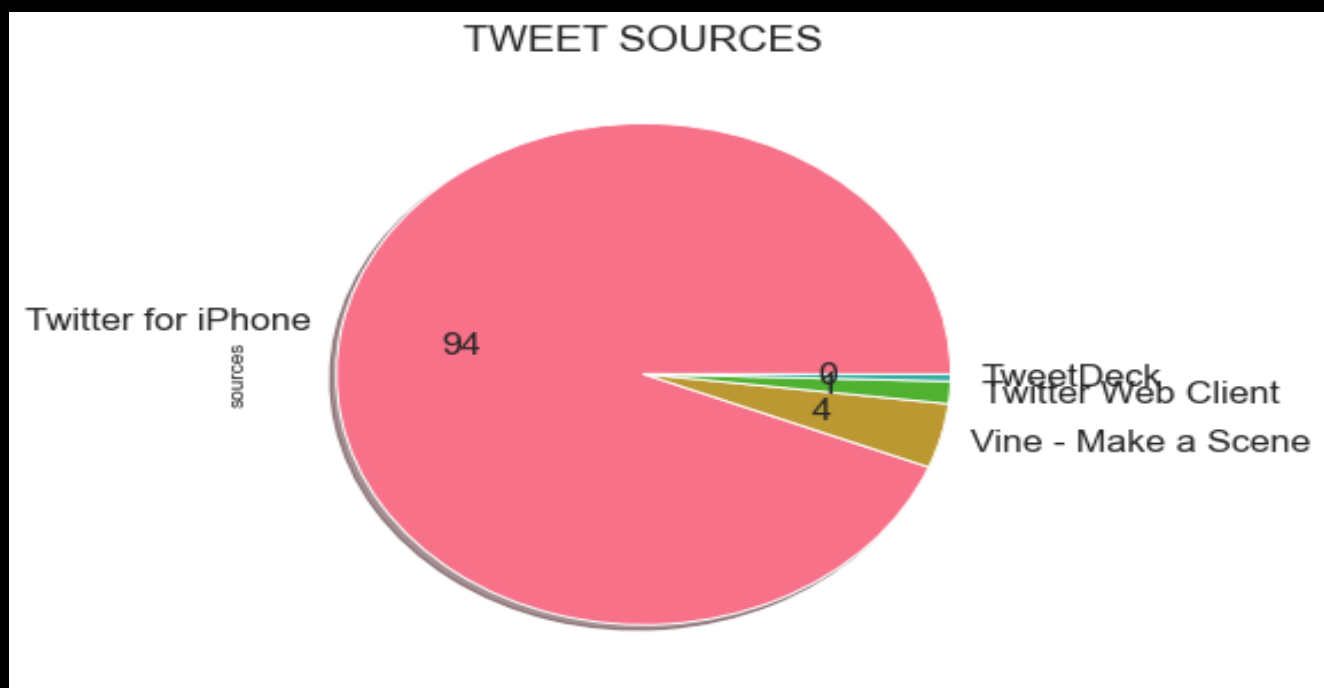
7. Is there a relationship between the retweet count and favourite count?
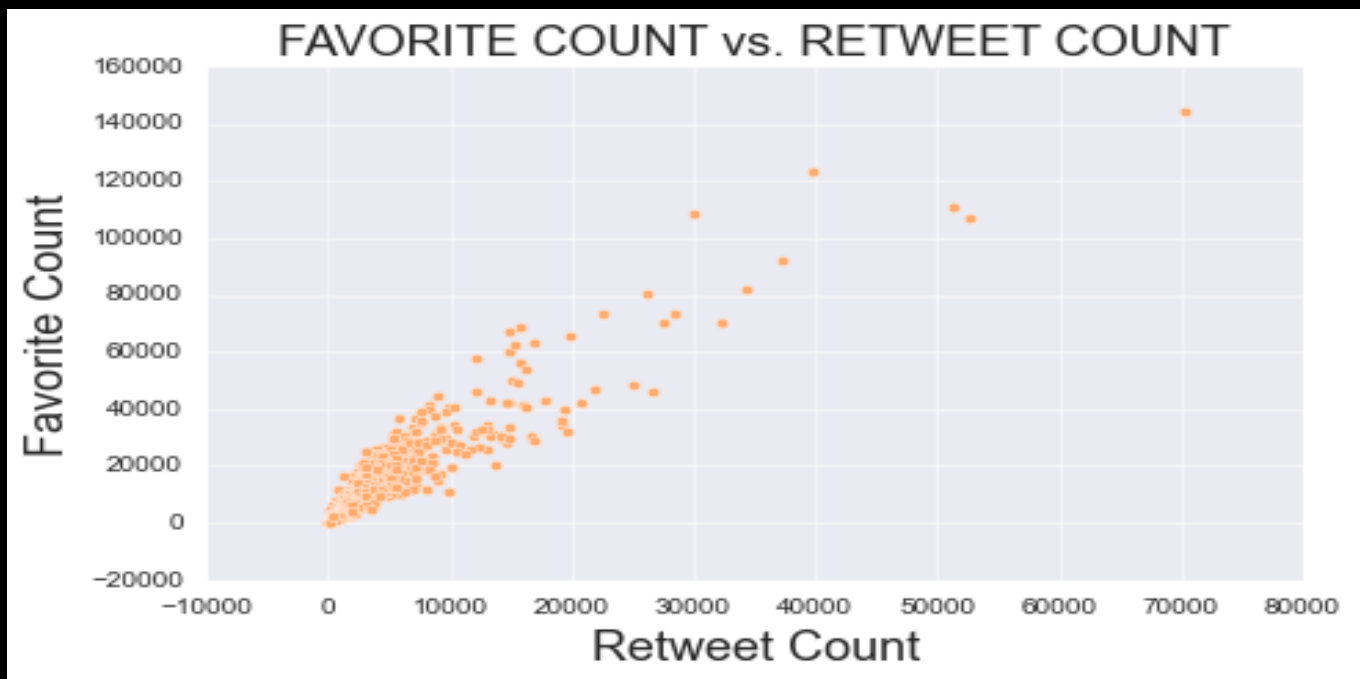
A positive linear correlation is observed between the retweet count and favourite count. This means that both variables increase and decrease in the same direction.

This does not necessarily indicate a causal relationship between the favourite count and retweet count, however, finding a way to increase one variable may also lead to an increase in the second.

This information can help trigger an overall growth in the number of we rate dog fans.

Conclusion

The we rate dogs account which started as a joke has the potential to grow into a highly successful business and profit source for its owner. Today, social media has the ability to make or mar businesses; Its best resource: *Individuals.*

We rate dogs needs to focus on growing its amazing community of fans by innovative content which will keep everyone engaged, thus putting a stop to its declining interactions.