ANALYSIS AND VISUALIZATION

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog.

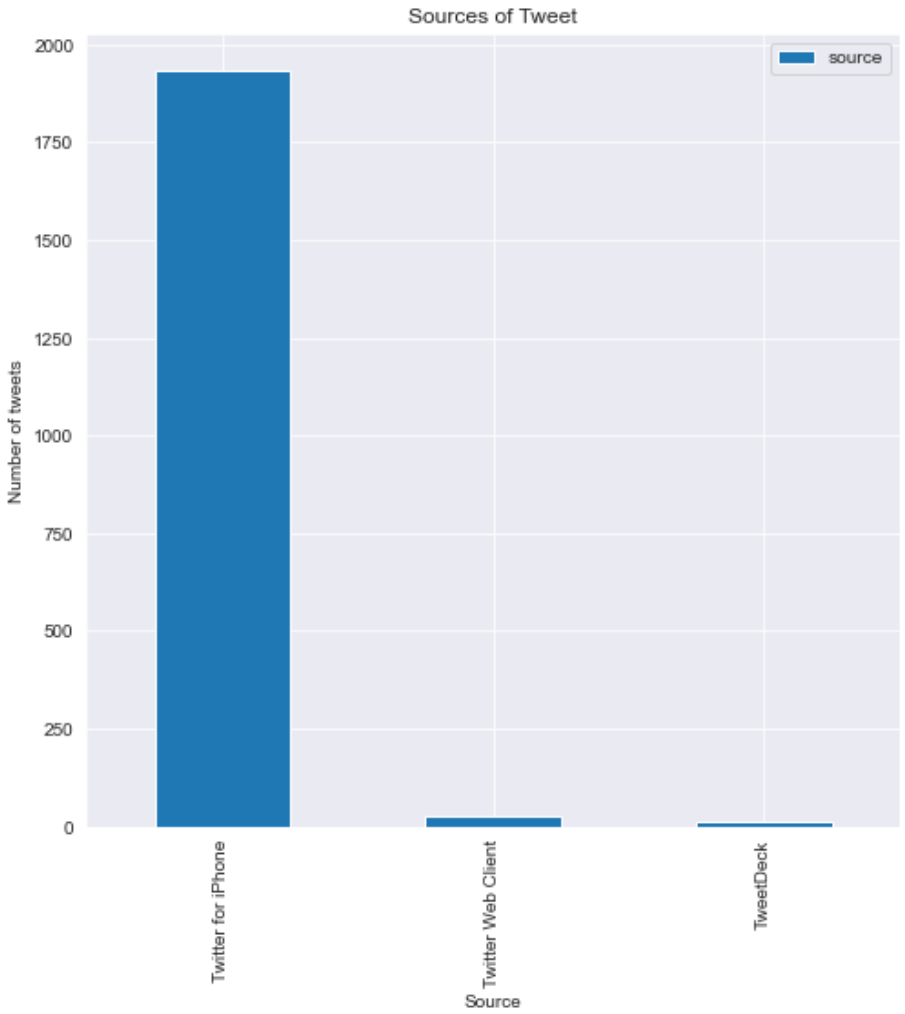
Dataset analyzed had a total of 1971 rows and 22 columns

INSIGHTS:

1. Major source of tweet?

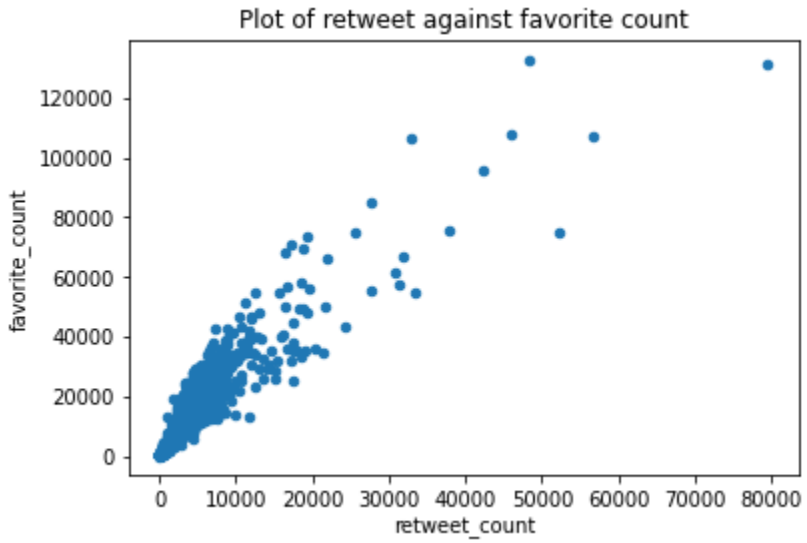
   Analysis showed only 3 sources of tweet. Those sources included: Twitter for iPhone, Twitter Web Client and TweetDeck. Twitter for iPhone contributed the highest proportion of tweets, accounting for about 98% of all entire tweet in the data set.

   Count
   Twitter for Iphone – 1932
   Twitter Web Client – 28
   TweetDeck – 11



2. Is there a relationship between the retweet and favorite count?

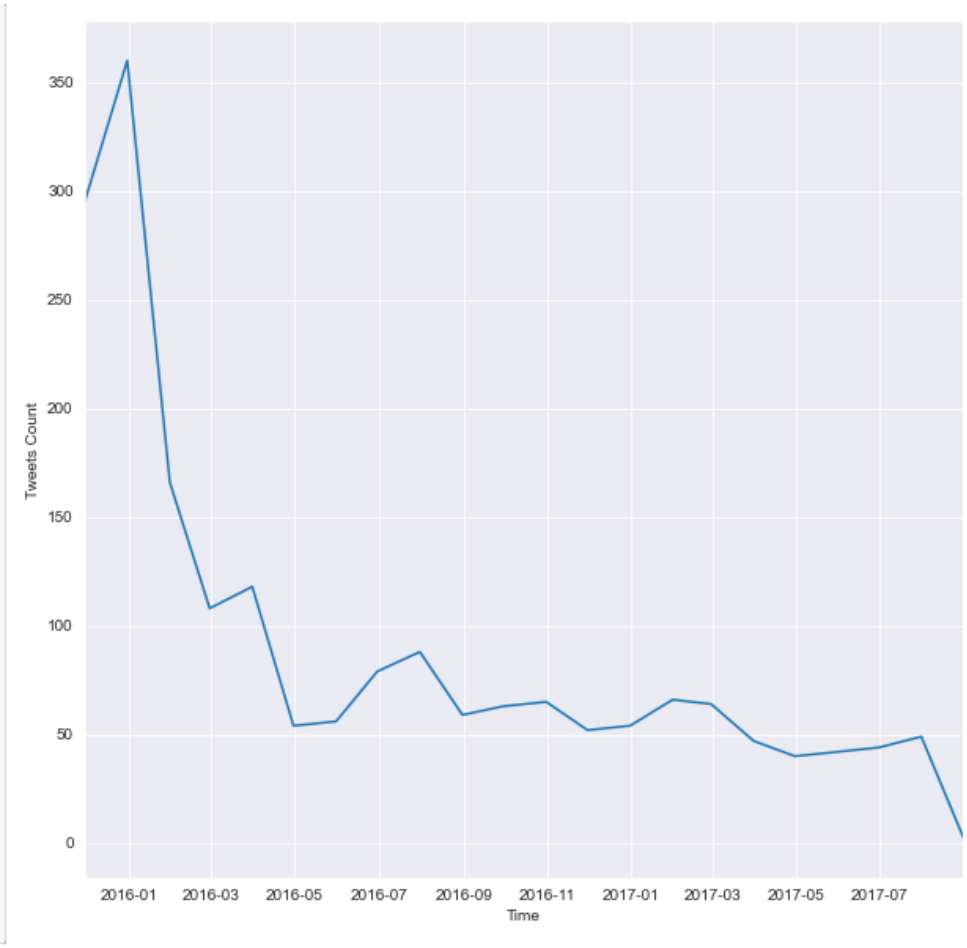
Our analysis shows that there exists a high positive correlation between the 2 variables. A correlation of 91%. This means that, as retweet counts increases, the favorite count also increases. This could be because of the same people retweeting are also favoriting the tweet.



3. Understand the trend of We Rate Dogs tweet over time.

I decided to also visualize the trend of tweets over the time frame. The Dataset has a time frame from November 2015 to August 2018. We Rate Dogs had the highest number of tweets in December 2015 (360) and the lowest number of tweets in August 2017 (2). Number of tweets continued to decrease over time.

Should we assume that they began to rate dogs in 2015, they needed to tweet more to raise awareness to people to participate, hence the higher number of tweets in 2015. Subsequently, tweets continued to reduce. From March 2016, they tweeted less than 100 per month.



Our line graph does a decreasing trend over time, with december 2015 having the highest peak and August 2017 have the lowest point.

4. Is there relationship between followers and (favorite and retweet count)?

From the correlation analysis, there is a low negative correlation, -0.37. It can be inferred that followers count has a negative relationship with the retweet count. This shows that as followers of an account increases, the retweet reduces.
Similarly, as followers increase, so also does the favorite count reduce. Although this has a moderate negative relationship (-0.55).

This could also be responsible for the drop in tweets, as followers increased, there was no commensurate increase in retweets and favorites count. The negative relationship shows that as one increases, the other decreased. Lesser followers produced more participation.

	retweet_count	favorite_count	followers_count
retweet_count	1.000000	0.913014	-0.365683
favorite_count	0.913014	1.000000	-0.548960
followers_count	-0.365683	-0.548960	1.000000