

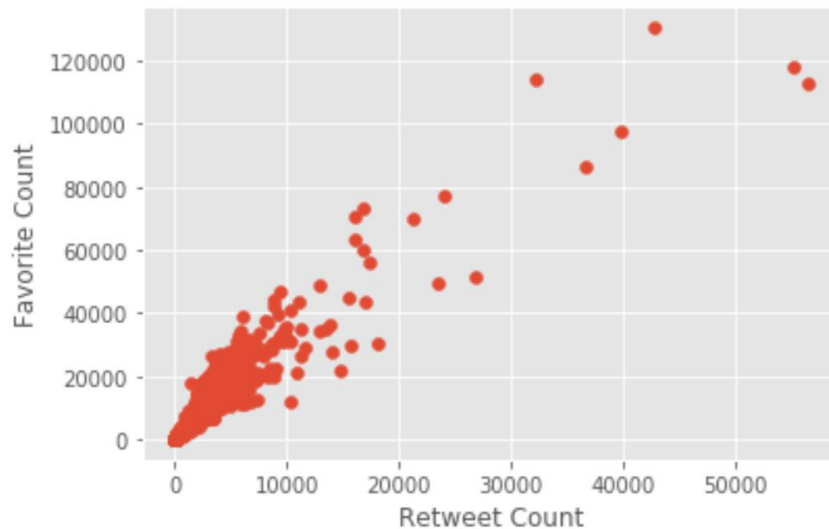
# Twitter Analysis: @WeRateDogs®

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In this blog I will be documenting some insightful analysis I carried out on the tweet data extracted from the account called WeRateDogs®.

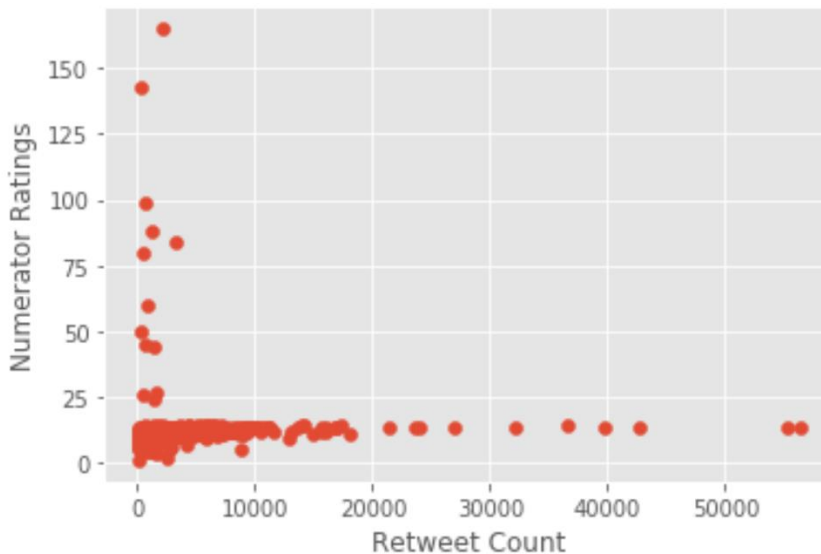
## Insight 1: Correlation Between Retweet Counts and Favorite Counts

The correlation coefficient reads as 0.92 which depicts a strong positive relationship between retweet counts and favorite counts. This can also be viewed in the visualization below.



## Insight 2: Correlation Between Retweet Counts and Numerator Ratings

The correlation coefficient reads as 0.04 which depicts a weak positive/no relationship between retweet counts and numerator ratings. This can also be viewed in the visualization below.



### Insight 3: Ratings and Dog Stage

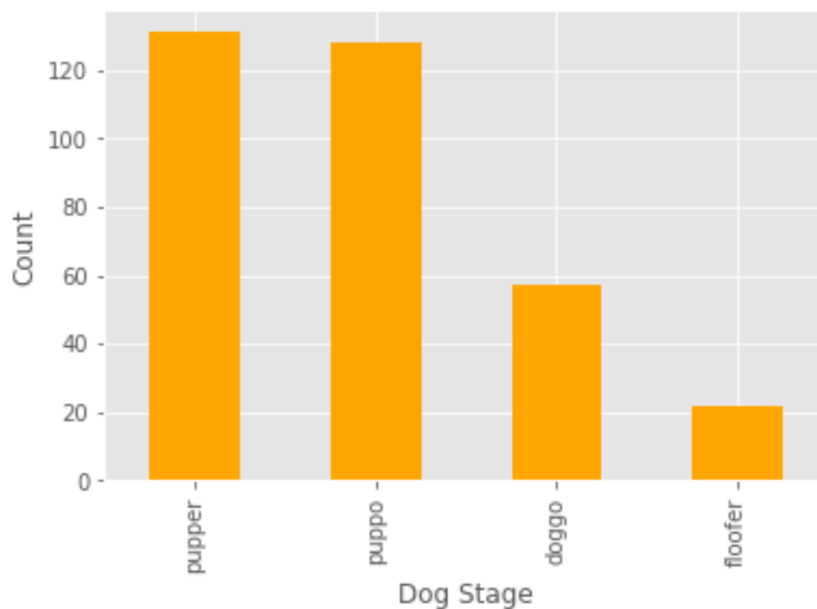
Ratings were broken down in 2 categories to make the analysis simpler. The two categories are High Rating and Low Rating. High rating category included all the tweets that received high ratings while low rating category included the opposite.

Puppo stage seems to be the most common highly rated dog stage whereas pupper seems to be the most common low rated dog stage.

### Insight 4: Most Common Dog Stage

Most common dog stage found in the data is as follows, pupper being the most common followed by, puppo, doggo and with floofer being the least common dog stage.

A visualization depicting the above text is shown below:



### Insight 5: Retweet Count and Dog Stage

Retweet count was broken down in 4 categories to make the analysis simpler. The 4 categories were Very High Retweet Count, High Retweet Count, Moderate Retweet Count, Low Retweet Count.

In the following categories the most common dog stage can be found below:

Very High Retweet Count: **Puppo (Most Common)** and **Floofer (Least Common)**

High Retweet Count: **Puppo (Most Common)** and **Floofer (Least Common)**

Moderate Retweet Count: **Pupper (Most Common)** and **Floofer (Least Common)**

Low Retweet Count: **Pupper (Most Common)** and **Doggo (Least Common)**

### Insight 6: Favorite Count and Dog Stage

Favorite count was broken down in 4 categories to make the analysis simpler. The 4 categories were Very High Favorite Count, High Favorite Count, Moderate Favorite Count, Low Favorite Count.

In the following categories the most common dog stage can be found below:

Very High Favorite Count: **Puppo (Most Common)** and **Floofer (Least Common)**

High Favorite Count: **Puppo (Most Common)** and **Floofer (Least Common)**

Moderate Favorite Count: **Pupper (Most Common)** and **Floofer (Least Common)**

Low Favorite Count: **Pupper (Most Common)** and **Doggo (Least Common)**

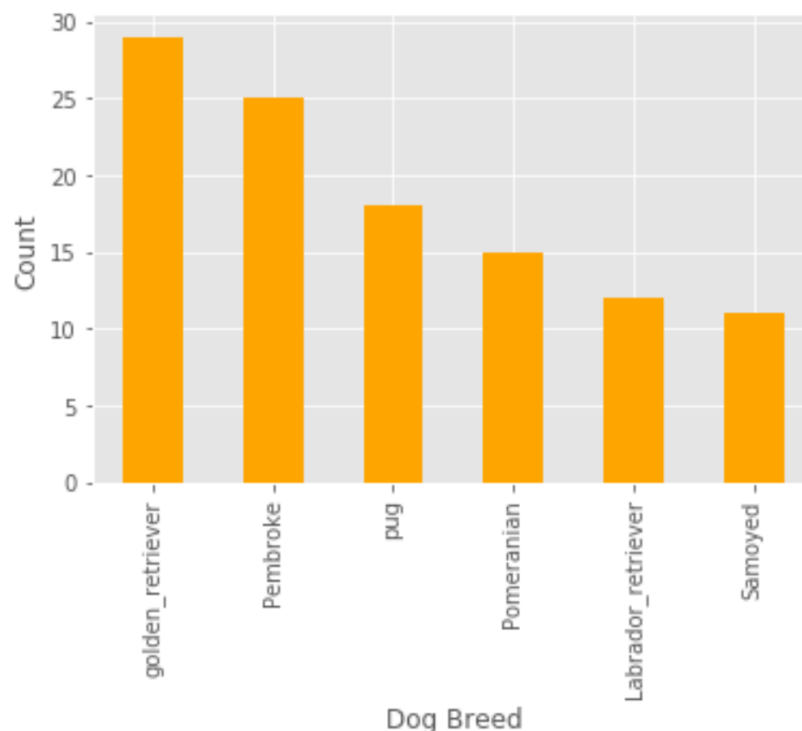
### Dog Breed Analysis

Now, to analyse the dog breed a few tweaks to the DataFrame were made. A new DataFrame was created which consisted of the most confident first prediction for the image in the tweet. So, I included the data for which the confidence of the first prediction was from 90 to 100 percent. The complete process can be found in the IPython Notebook.

### Insight 7: Six Most Common Dog Breed

Most common dog breed found in the data is as follows, Golden Retriever being the most common followed by, Pembroke, Pug, Pomeranian, Labrador Retriever and with Samoyed being the least common dog breed.

A visualization depicting the above text is shown below:



### Insight 8: Dog Stages and Dog Breed

In the following Dog Stages, the most and the least common Dog Breed are shown below:

Dog Stage	Most Common Dog Breed
Doggo	Golden Retriever
Floofer	Samoyed
Pupper	Pomeranian
Puppo	Labrador Retriever & Golden Retriever

### Insight 9: Retweet Count and Dog Breed

In the following Retweet Count Classification categories, the most and the least common Dog Breed are shown below:

Retweet Count Classification	Most Common Dog Breed
Very High Retweet Count	Pembroke
High Retweet Count	Golden Retriever
Moderate Retweet Count	Pug
Low Retweet Count	Golden Retriever

### Insight 10: Ratings and Dog Breed

Ratings were broken down in 2 categories to make the analysis simpler. The two categories are High Rating and Low Rating. High rating category included all the tweets that received high ratings while low rating category included the opposite.

Pembroke breed seems to be the most common highly rated dog breed whereas Pug seems to be the most common low rated dog breed.

### Insight 11: Favorite Count and Dog Breed

Favorite count was broken down in 4 categories to make the analysis simpler. The 4 categories were Very High Favorite Count, High Favorite Count, Moderate Favorite Count, Low Favorite Count.

In the following categories the most common dog breed can be found below:

Very High Favorite Count: **Pembroke (Most Common)**

High Favorite Count: **Pembroke & Golden Retriever (Most Common)**

Moderate Favorite Count: **Pomeranian & Pug (Most Common)**

Low Favorite Count: **Golden Retriever (Most Common)**