Subject: Act Report

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1.0 Introduction.

WeRateDogs® is an account on Twitter that boasts to be "Your Only Source For Professional Dog Ratings." These ratings are done with tweets that share humorous facts (with a pinch of fiction) about the dogs 😊. Ratings are fractions with almost always a denominator of 10 and the numerators are almost always greater than 10 because "they're good dogs Brent"
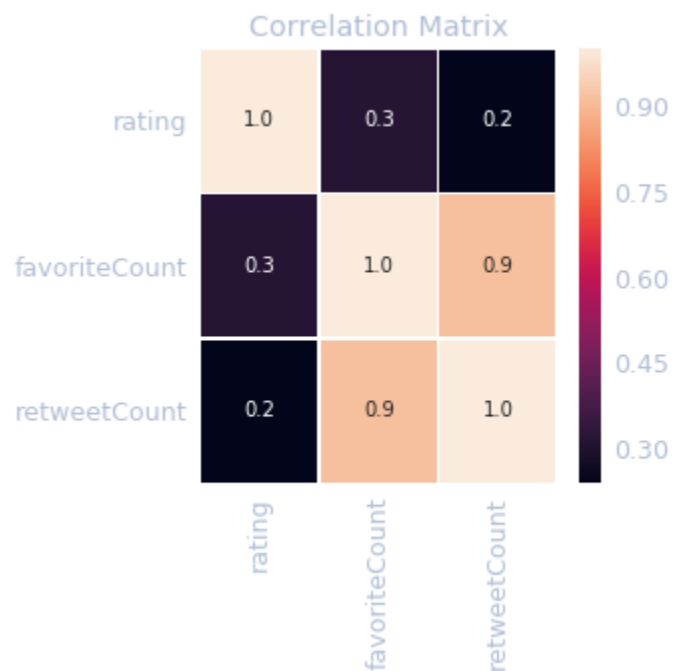

(Source: WeRateDogs®)

Tweets with ratings like 11/10, 12/10, 13/10 are common amongst others on this twitter profile. The datasets provided were wrangled, then analyzed and three insights and one visualization were made.

2.0 Insights

Correlation between pairs of Retweet Count, Favorite Counts and Ratings:

Due to the popularity of the account and the fun activities involved in sharing cute dog pictures, many of the tweets have been engaged with quite a lot. Most of them have gotten lots of retweets and have been favorited many times. Could these interactions have been influenced by the dog rating? A correlation plot will shed more insight on this.
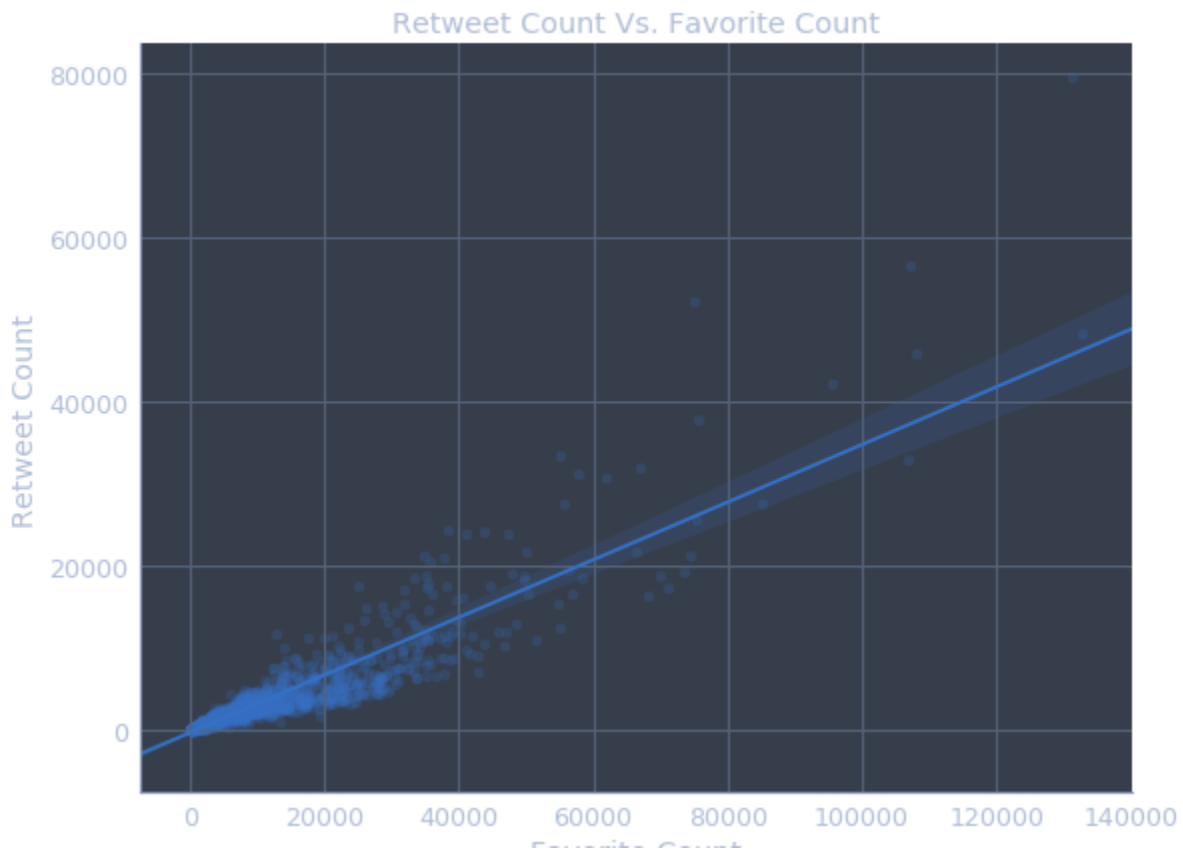
Using seaborn library, I generated a heatmap to show the correlation between pairs of retweet count, favorite count, and the ratings. Both of retweet count and favorite count when paired with the rating show a weak relationship (although favorite count has a slightly better correlation than retweet count). The clear and strong relationship between the retweet count and favorite count pair is clearly seen in the heatmap.

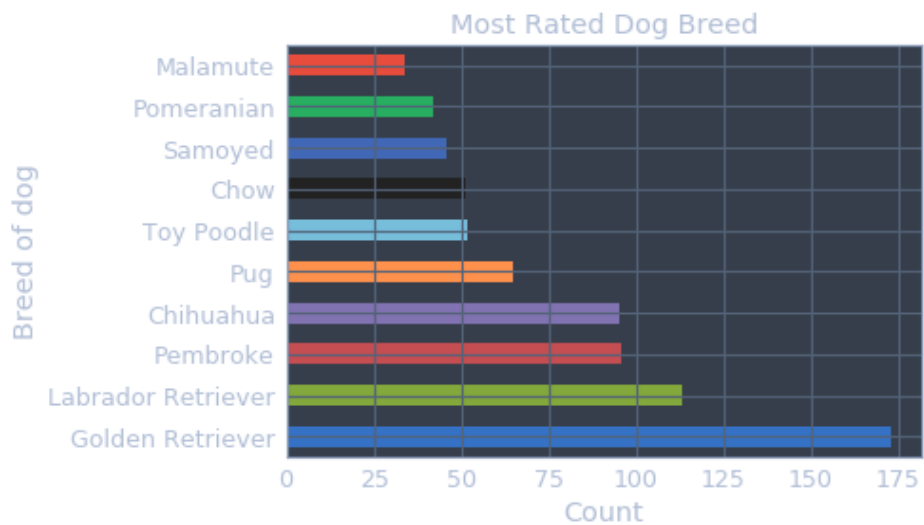**Favorite Count VS. Retweet Count**

Further analysis shows that there exists a linear relationship between the favorite count and the retweet count.
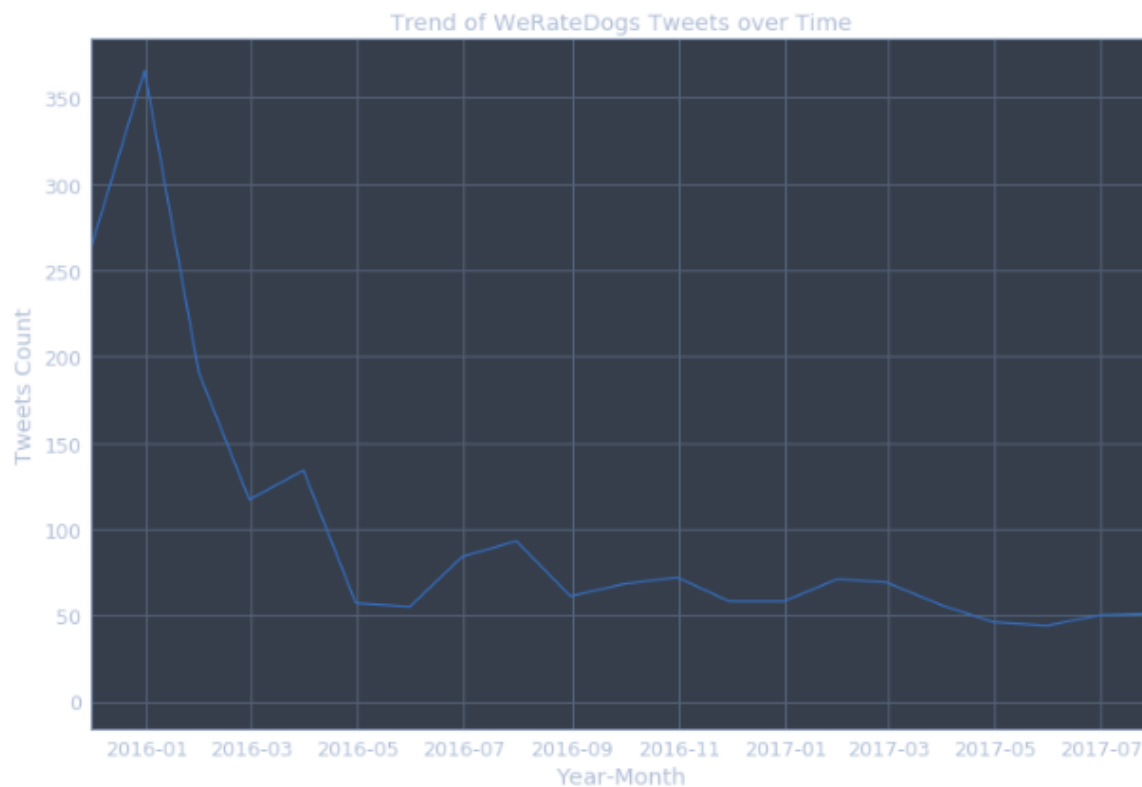
Top 10 Dog Breeds

Dog lover might need some assistance with choosing what breed of dog to get next. Dog breeds with generally higher ratings seem to be doing something well and are worth the try! Don't you think so?

Most Rated Dog Breed

Retrievers top the list effortlessly! Golden retrievers being the clear winner. It is interesting to note that Malamute don't make the top 5 with all their cute looks. I suspect their endless drama has a role to play in this 🤔

3.0 Visualization

Curious about how popular WeRateDogs® has been over time? That makes both of us! Let us see the trend of counts of tweets over time for this account.

Trend of WeRateDogs Tweets over Time

Oops, this is not looking too good. The social media manager needs some new tricks urgently.