

Report: act_report

Introduction

WeRateDogs is a Twitter account that rates users' dogs and adds a light-hearted comment. However, we shall gather some insights from this data about dogs.



Image via [Boston Magazine](#)

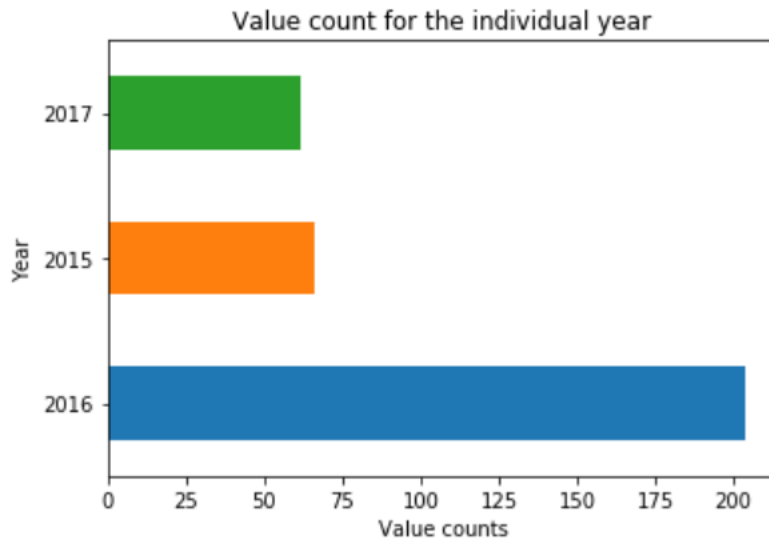
Photo of different dogs but one of the dogs has a head accessory

The analysis and visuals of the wrangled data obtained from Twitter archive was made, but detailed insight gathered can be applied for the improvement of sales in various firms who are involved with dogs and dog products. Activities such as the promotion of their goods and services such as dog food and accessories sales, and healthcare services can be planned effectively from data driven decision such as this. When such goods and services are well and widely marketed on Twitter at such time, there is a higher probability of increased sales and consequently income.

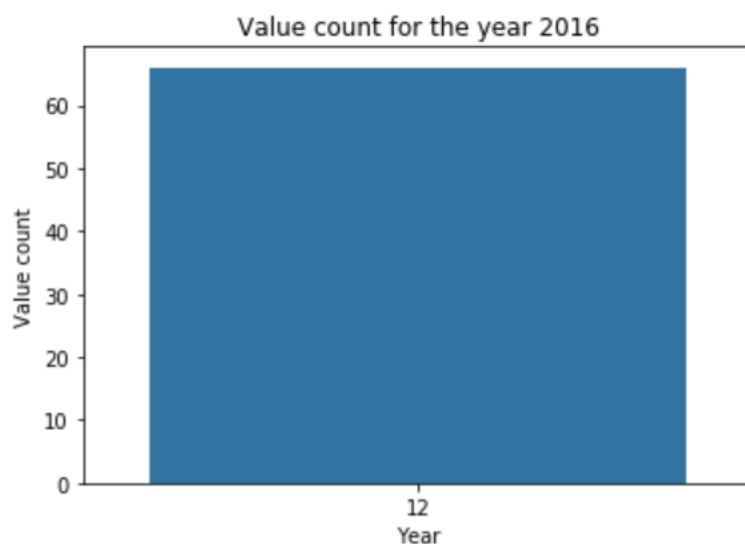
Here three (3) questions we would like to pose to gather some insights from the data on WeRateDogs:

1. In the WeRateDog data collected, the tweets for how many years were recorded in the data collected? Which year has the highest tweet?
2. Which month(s) has the highest tweet of year?
3. Considering the three years data, which month had the highest tweet value counts?

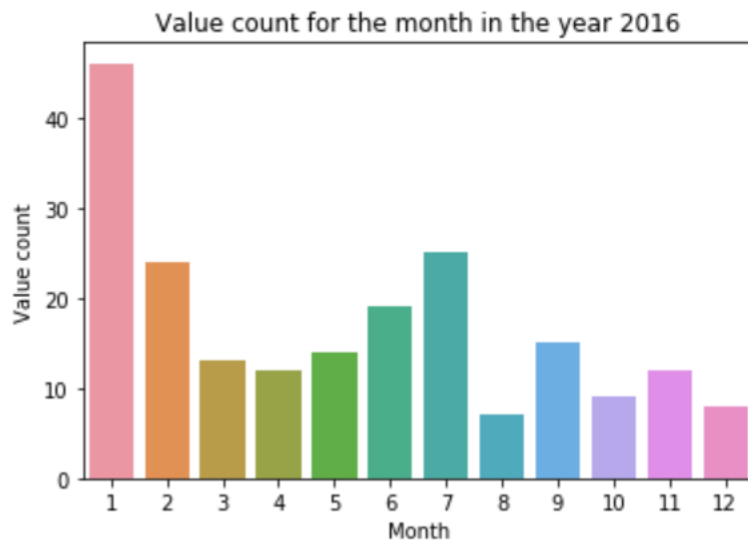
Summary of insights



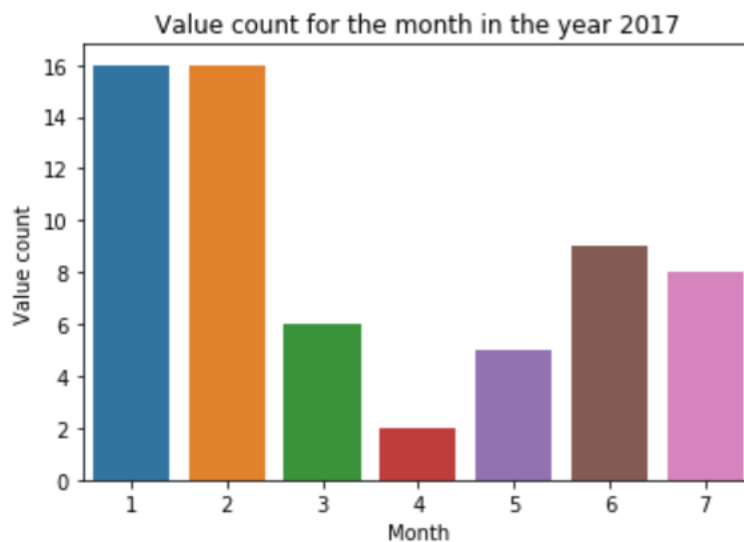
From the data, it is gathered that the information collected was between the twelfth month of 2015 to the seventh month of 2017. The year 2016 had the highest value counts for tweets on dogs. Although, there may be no form of comparison of months for 2016, but the cold weather for some region and holidays experienced during this time of the year facilitate time spent with dogs that triggers the need to capture dogs for a tweet. However, it is important to collect enough and complete data (from the beginning of an event to the last) to have a good understanding of a course, in this case tweets on dog rating. For future purpose, I recommend that data should be collected from the first month to the last to get proper information for a given year, for instance.



It was observed that the value count for the year 2015 is 66 and was for the twelfth month only. This month is the highest compared to every other month and can be attributed to the fact that there the holiday time falls in the twelfth month of the year as compared to the first month of a new year. However, since other months, particularly, the first month is missing, the decision here is inconclusive.



The observation here is that the first month has the highest record of tweets. This can be attributed to the season of love that is an extension from the Christmas season and holiday coupled with the cold in some countries. During this time, family, and friend (and by extension pets such as dogs) are shown some care and love. Secondly, during this holiday season, friends and family spend quality time with each other, and that includes their dogs. Hence, at this time lots of tweets about dogs are recorded on Twitter page. It is important that companies involved in dog foods, accessories, products, and healthcare can maximize such opportunities to do a huge promo on their products because many dog owners have the time and pay more attention to them because of the love and care during this season and extend such love to their pets by treating their dogs with new product and in a special way.



Although the data for the year 2017 is incomplete, the first and second months of the year 2017 showed the highest number of tweets. The high number of tweets in the first month possibly buttresses my insight as stated for the year 2016.

In my opinion as suggested by this data, the companies that are concerned with dog products should advertise new products widely and effectively on twitter more during the twelfth of a previous year and the first month of the following year.

References

Data sources: Udacity and Twitter

Photo credit: Boston Magazine