# Project Activity Report

## Introduction

The dataset contains data from the tweet archive of Twitter user @dog_rates, also known as WeRateDogs. WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog.

These ratings almost always have a denominator of 10. The numerators, though? Almost always greater than 10.

WeRateDogs has over a million followers and has received international media coverage.

By analyzing tweets, we can uncover key insights that can help us make better decisions and improve our performance

This insight can be used to inform the creation of future tweets, as well as to identify and promote high-performing tweets.

In this report, we will explore some of the most exciting insights uncovered through the analysis of tweets.

# Key Insights

First, it was found that tweets with high ratings generally received more likes and retweets. This suggests that users are more likely to engage with tweets that the dog pics been deemed high-quality by others.



Average Likes by Ratings
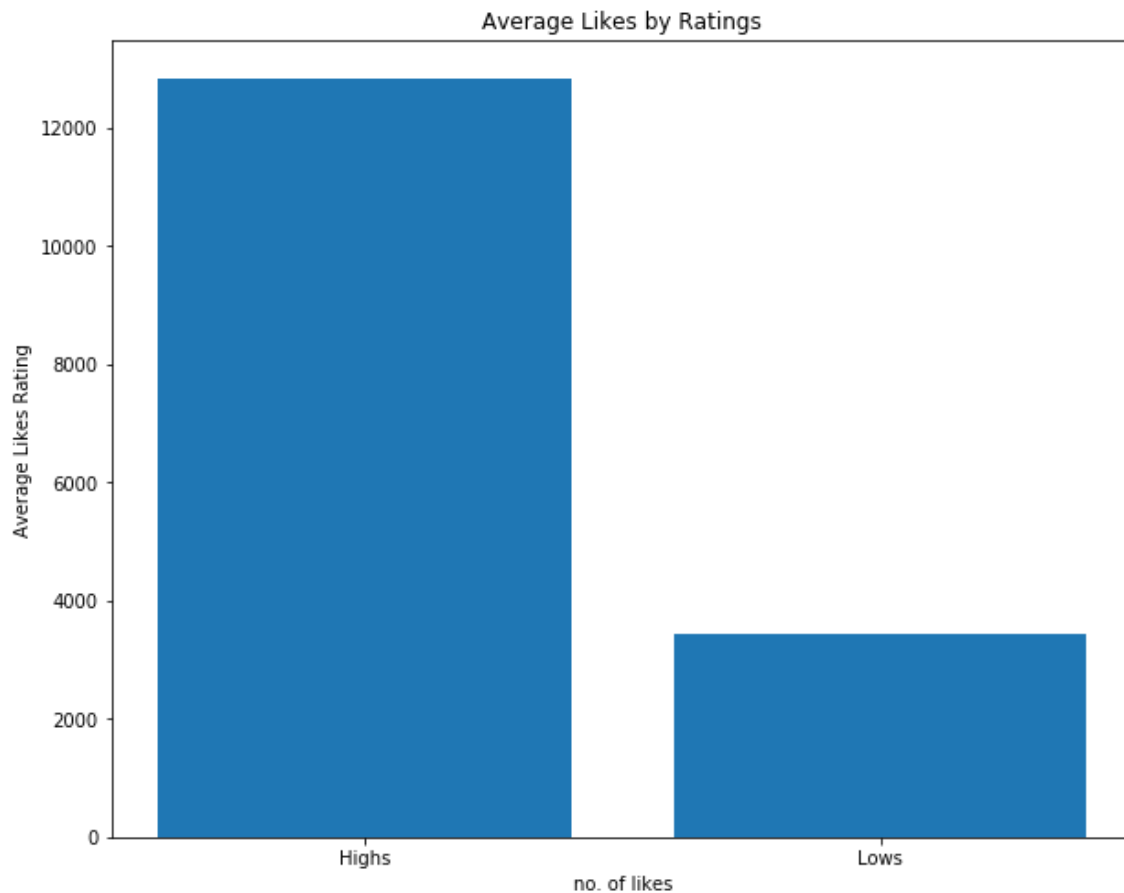
Second, it was found that the breed of dog that received the most likes was the Lakeland_Terrier, and its dog stage was Puppo.

It was also found that the breed of dog that received the most retweets was the Labrador_Retriever and its dog stage was Doggo.

This suggests that certain breeds and dog stages are more popular among users and may be more effective at generating retweets and engagement.
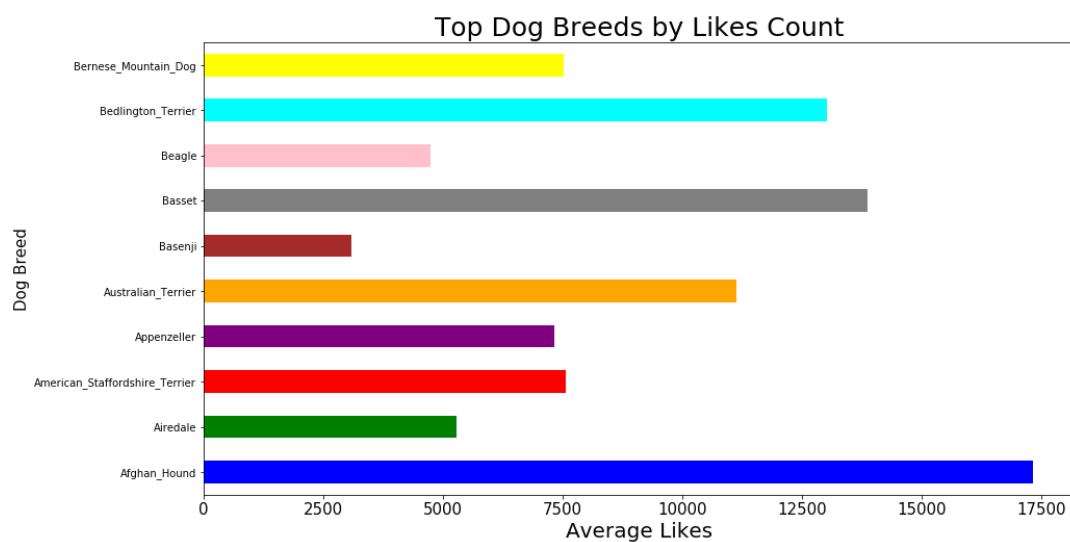This insight can be used to create more content that features the Lakeland_Terrier dog breed and the Puppo dog stage or the Labrador_Retriever dog breed and the Doggo dog stage.
Picture of the most liked dog tweet:

It is also important to consider the characteristics of the breed and stage when creating the content. Lakeland_Terrier is known for its lively and playful nature and Labrador_Retriever is known for its friendly and outgoing nature so creating content that showcases these personality traits of the dogs may be more effective in increasing engagement.

Next, it was found that the top five liked dog breeds were Lakeland Terrier, Labrador Retriever, English Springer, Chihuahua, and French Bulldog.

We also learned that most of the tweets come from an iPhone.
This insight can be used to optimize our content for viewing on the iPhone, to ensure that our users have the best experience when viewing our content.

We also discovered that the most common dog stage is Pupper.

This suggests that the majority of dogs featured in tweets are in the early stages of their lives.



Proportion of Dogstages
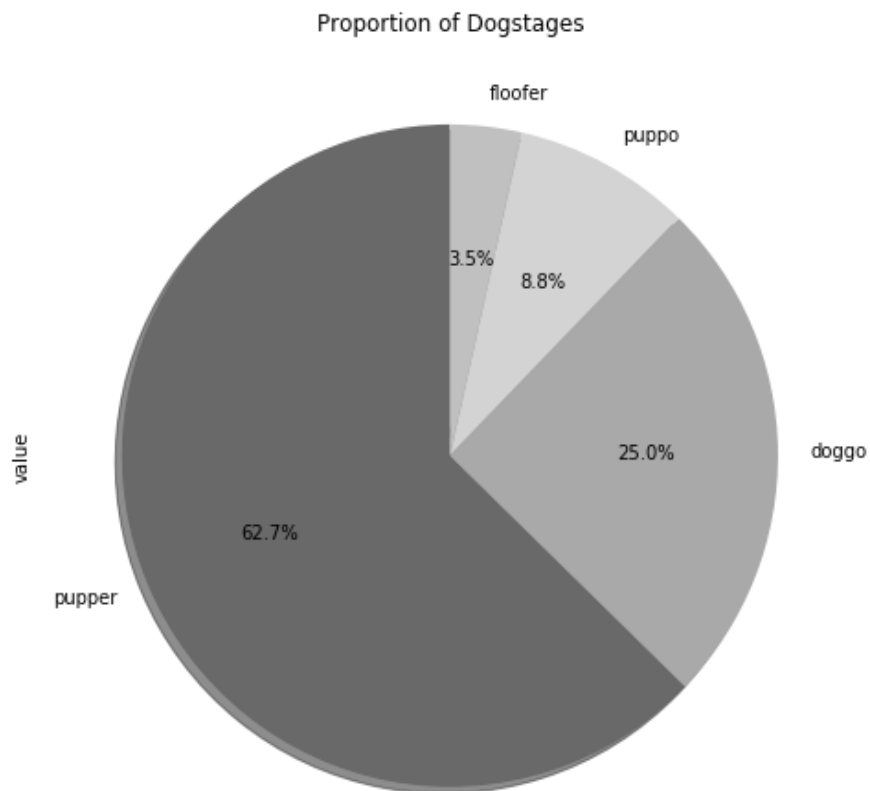
Finally, we made a visual of the frequently used words in tweets:

# Conclusion

Data analysis can provide us with valuable insights that can help us improve our performance in any field.

By understanding which breeds and dog stages are most popular, which devices are used to tweet, at which stage of life dogs are mostly featured and words that are frequently used, we can create more engaging content and connect with our audience more effectively.