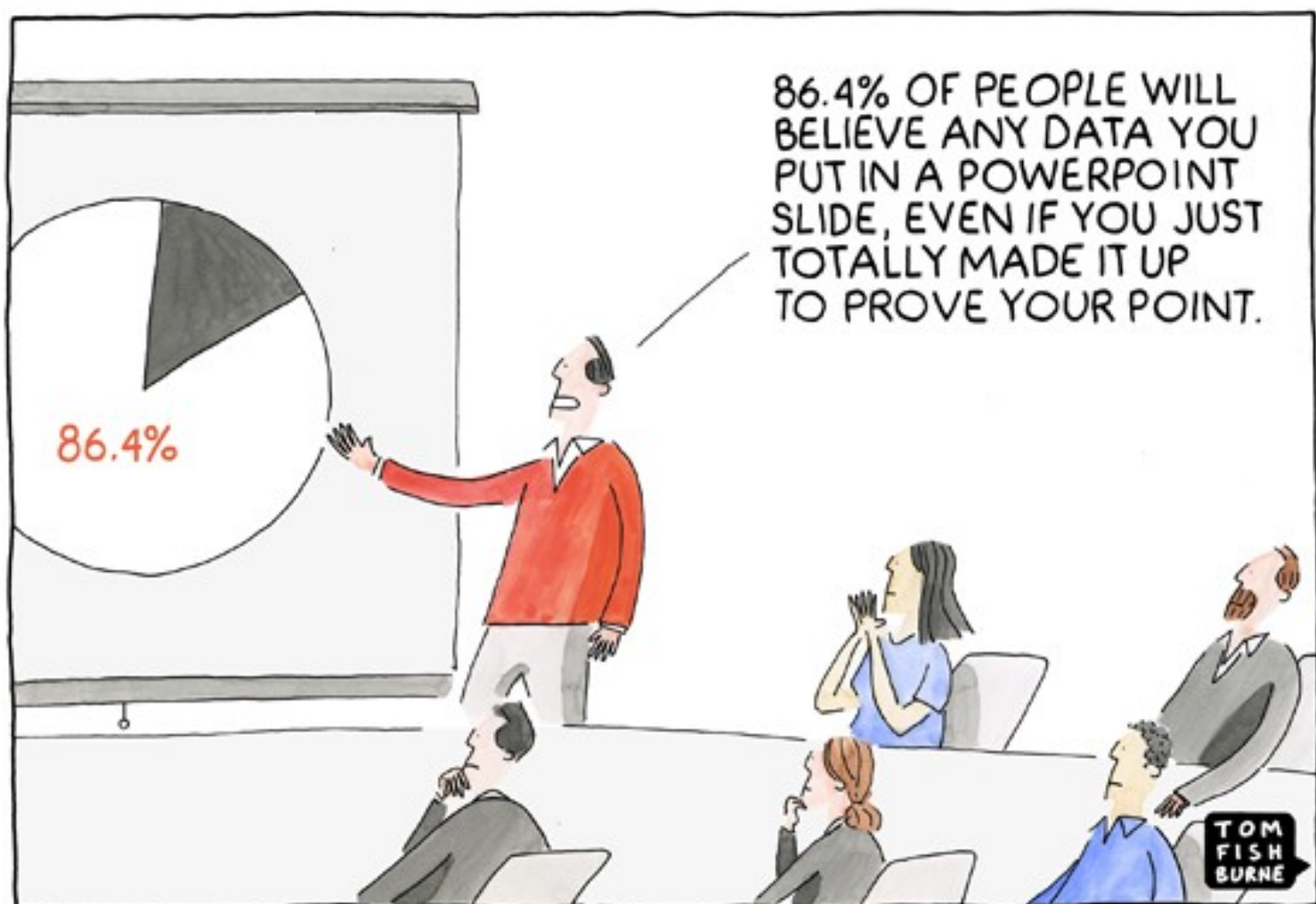

WeRateDogs Twitter data

Act Report

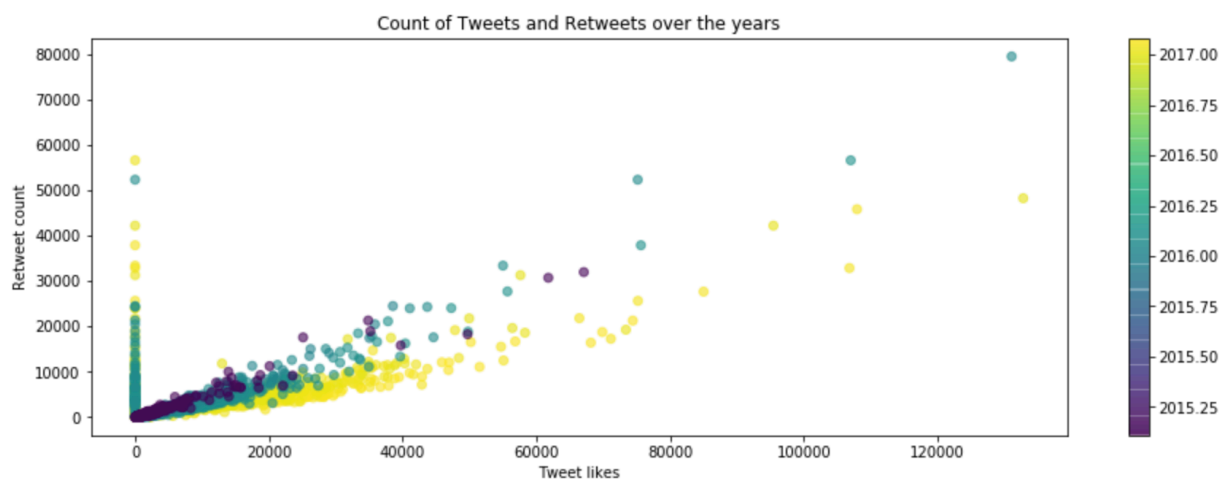
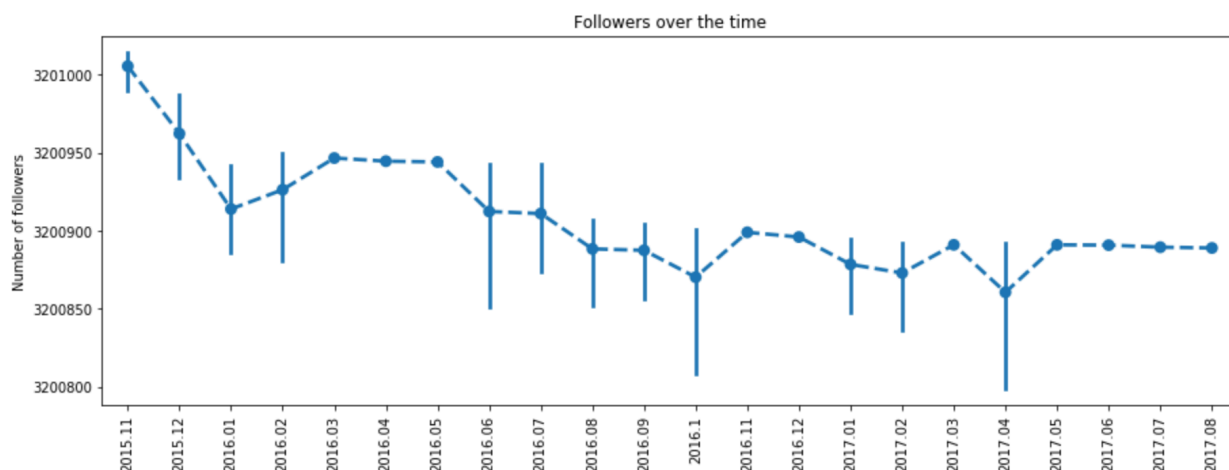
Svajune Klimasauskaite - 11 July 2019



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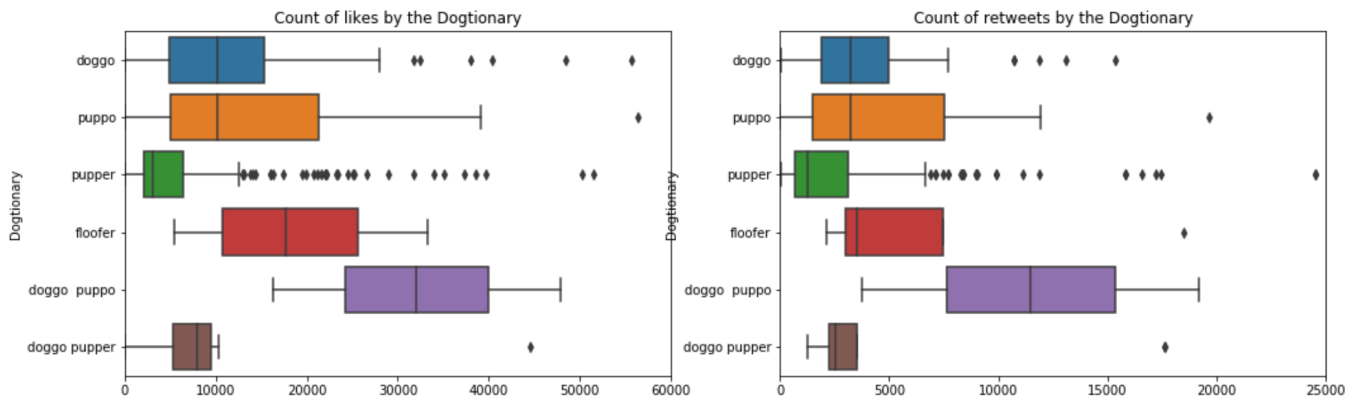
Changes in the followers' behaviour

WeRateDogs twitter account shows the followers decreasing tendencies, however in the combination with the increasing numbers of likes for tweets and retweets it seems that WeRateDogs followers is improving in the “quality” and not in the “quantity”, i.e. there is increase in the active followers but decrease in the passive ones.



Tweet characteristic that increases likes

It seems to be a clear correlation on the number of likes and Dogtionary category. Though there were not many categorised records, i.e. only 17%. Therefore it might be useful to implement the Dogtionary category prediction algorithm that would help us to have a better understanding on this correlation.



Which eventually should contribute to the increase of the followers' interaction with the WeRateDogs twitter account.