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What would be an ideal tweet for WeRateDogs?

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INTRODUCTION

This particular analysis was conducted for WeRateDogs Twitter account as well as Udacity community and based on the information provided by the WeRateDogs and Twitter.

WeRateDogs is an incredibly famous Twitter account that rates every dog on its way. However, Matt Nelson (founder) has his own unique rating system that is not based on the simple algebra but instead, it's based purely on love to dogs. Actually, he started this way with a normal system but then realized that community of dogs addicted prefers when there are only strange high ratings. So, don't be surprised to observe ratings 12 out of 10 or 25 out of 20, it should be like this, that's the thing! For the purpose of analysis, we've turned these ratings into ratios. *Don't get upset, it's only for analysis.*

The ultimate goal of this analysis is to find out how would an ideal tweet for WeRateDogs look like. Therefore, it can be achieved only after giving answers to the following questions:

- What is the WeRateDogs' account performance over time?
- What are the TOP 10 most popular breeds?
- What are the most popular dogs' names?
- What are the most rated breeds among the most popular?
- Is there a relationship between ratings and number of likes/retweets?
- What is the average number of likes and retweets per dog stage/per breed?
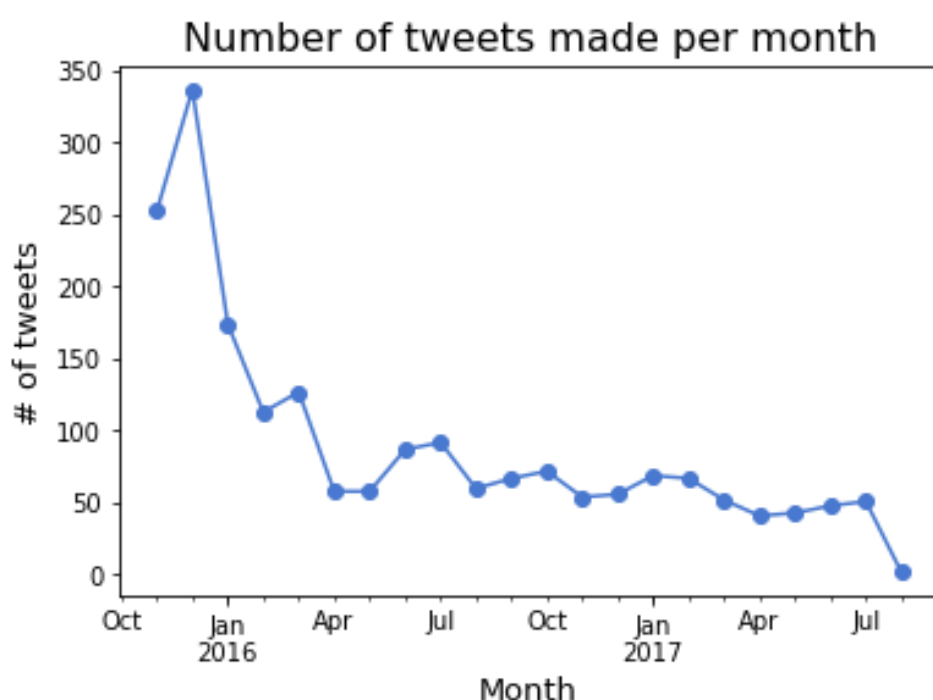- What is the best time to make a tweet?

Lets get started!

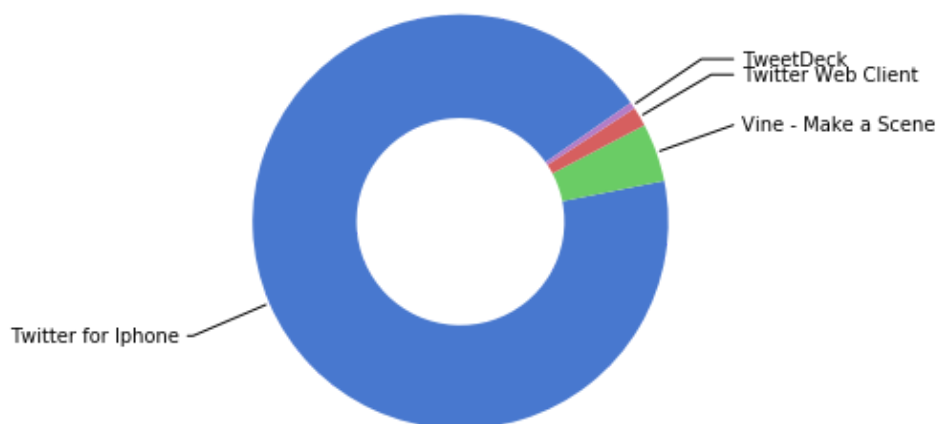# What is the WeRateDogs' account performance over time?

The first thing that should be considered before diving into the analysis is what is the current performance of the WeRateDogs twitter account. There are the following metrics on which the performance will be evaluated:
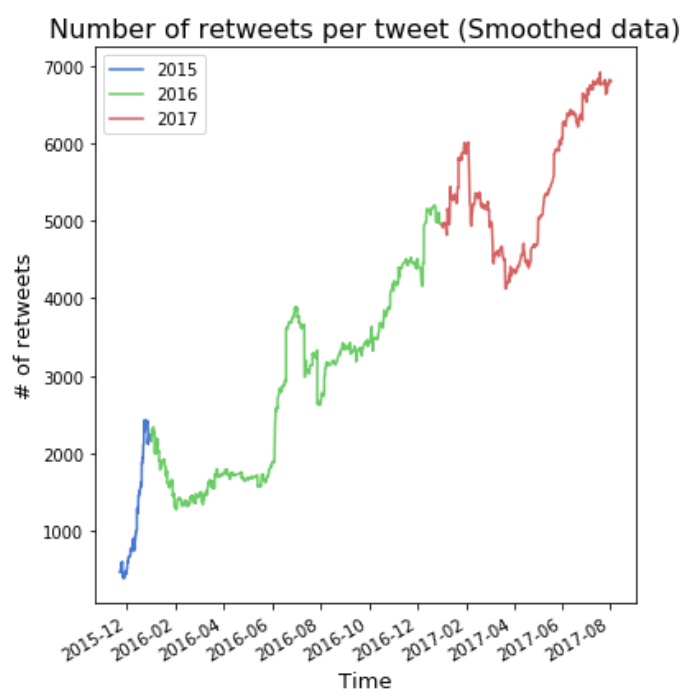
- Dynamics of the number of tweets made per month
- The most used resources for posting tweets
- Dynamics of the number of likes/retweets per tweet over time

As it can be seen from the graph, the number of tweets made per month was decreasing since the launch of the service. However, after 6 months this metric stabilized around 70 tweets per month which is an average result for that big accounts on Twitter.
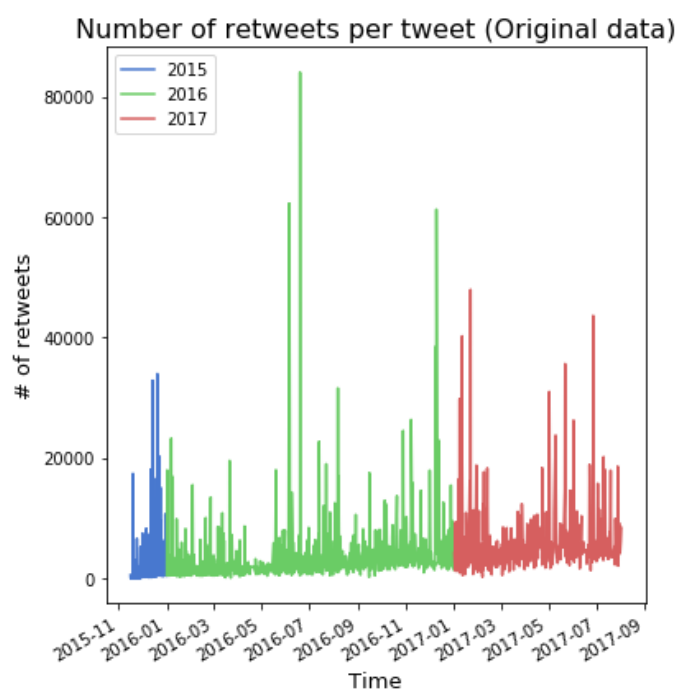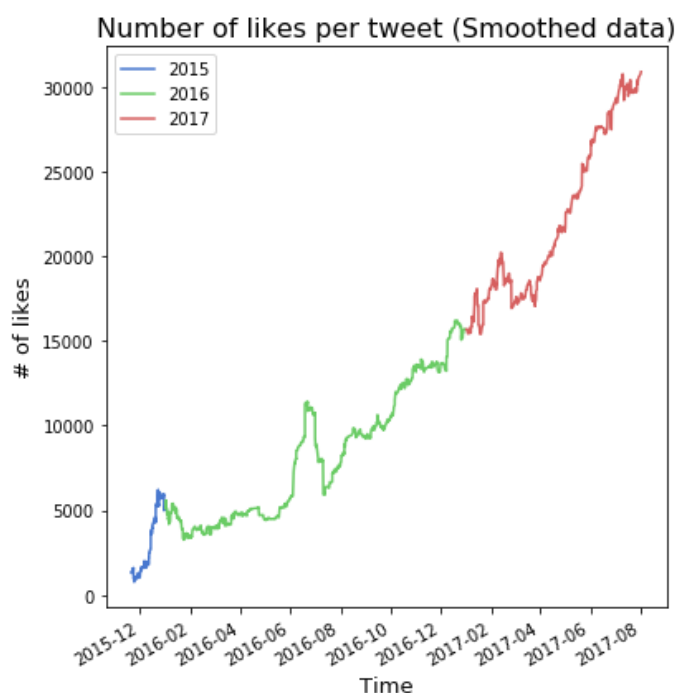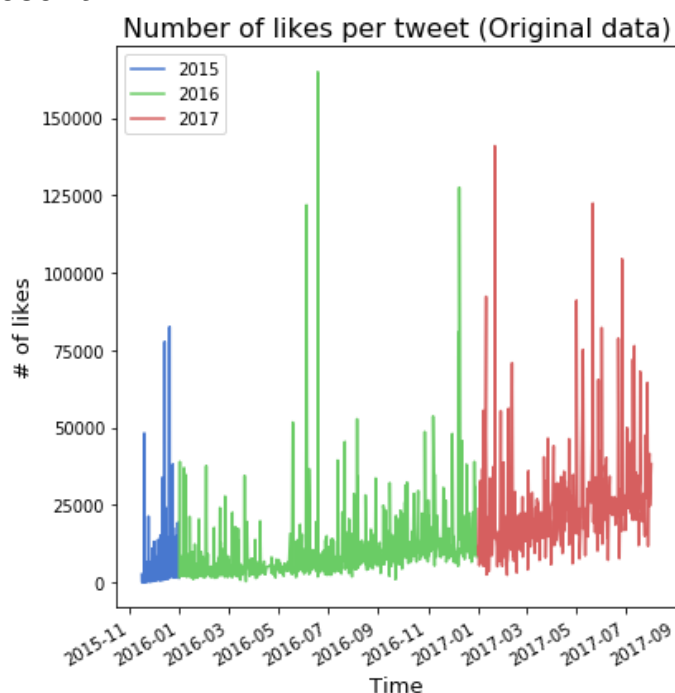

Number of tweets made per month
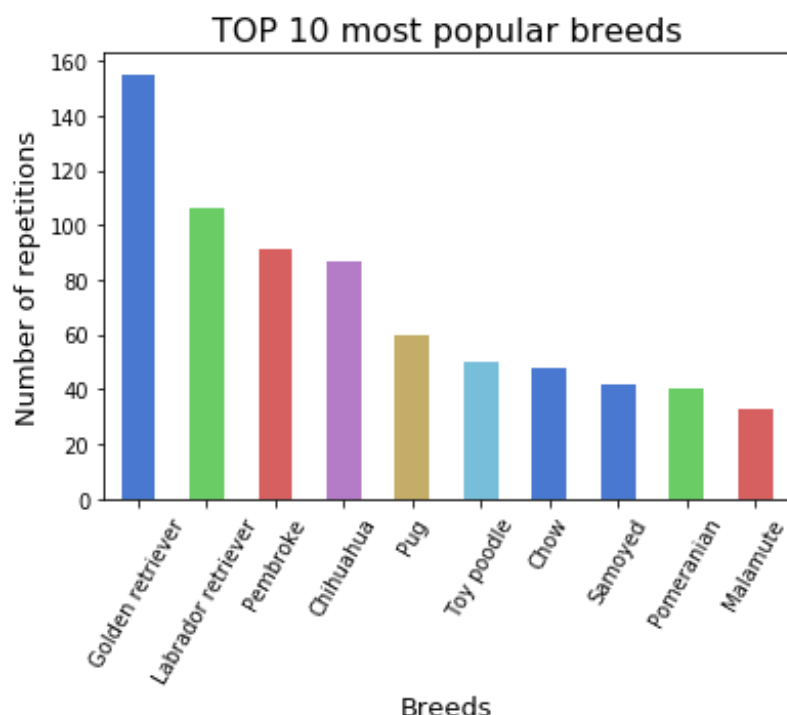

The most used resources for posting tweets

The second metric helps us to discover what is the preferred source for posting tweets. It is clear that the most loved source is the Twitter App for iPhone.

What is the WeRateDogs' account performance over time?

The last two metrics are the most important as they reveal reactions of the audience on the tweets. Both of the graphs show us a strong positive dynamics over time in terms of a number of likes and retweets per each tweet posted by WeRateDogs account.

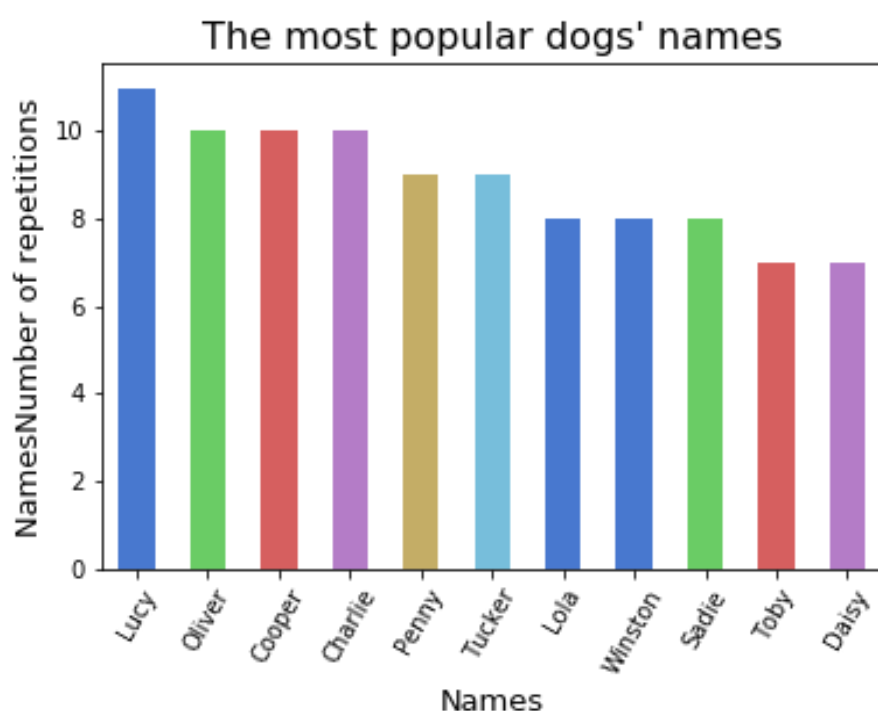# What are the TOP 10 most popular breeds?

TOP 10 most popular breeds

The WeRateDogs account makes a lot of posts with dogs who at the same time represent a huge variety of different breeds. However, this particular analysis aimed to investigate what are the TOP 10 most popular dog breeds. So, based on available data we can conclude that the most popular breed in the accounts' timeline is a golden retriever. In addition to that, we might make a hypothesis that golden retriever is the most popular breed in the U.S. taking into account the origin of all photos.

What are the most popular dogs' names?

Moreover, we investigated what are the most common dogs' names in our dataset. So, when it comes to the girl, a leader through all names is Lucy and the most popular name for your little buddy is Oliver, Cooper or Charlie.
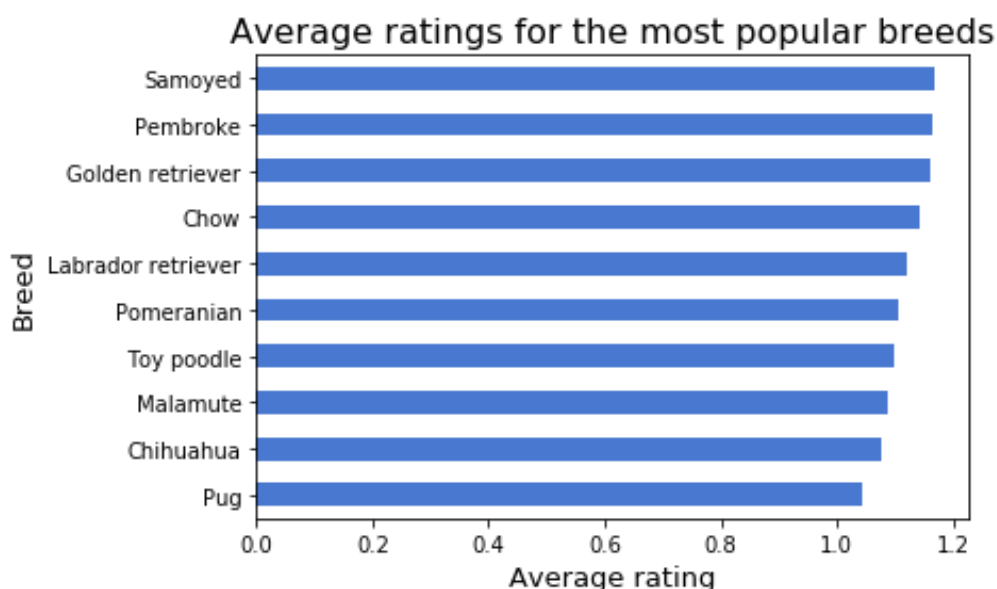
Guys, be creative!

The most popular dogs' names

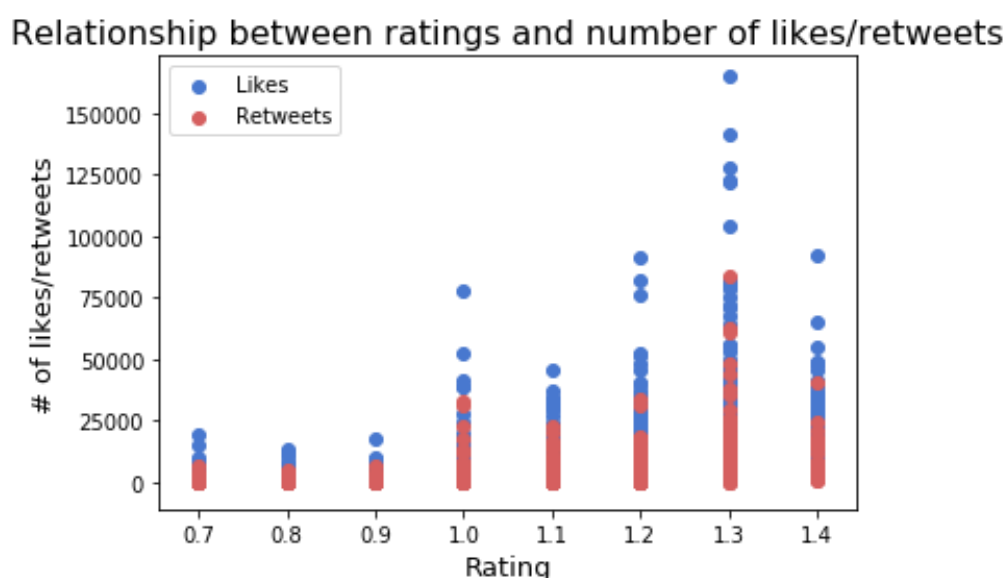# What are the most rated breeds among the most popular?

The following graph reveals that Matt Nelson and his team tend to give on average a slightly higher rating for samoyed breed. Maybe, it's because he has a dog with exactly the same breed?

Hmm, unfortunately, I can't check this, guys. Help me out with that!

Average ratings for the most popular breeds

Is there a relationship between ratings and number of likes/retweets?

The next thing that analysis aimed to investigate is the relationship between given ratings and a number of likes and retweets for a post. So, maybe Matt gives only high ratings just to get the maximum number of likes and retweets. The following scatter plot shows that indeed it's a right strategy.

Relationship between ratings and number of likes/retweets
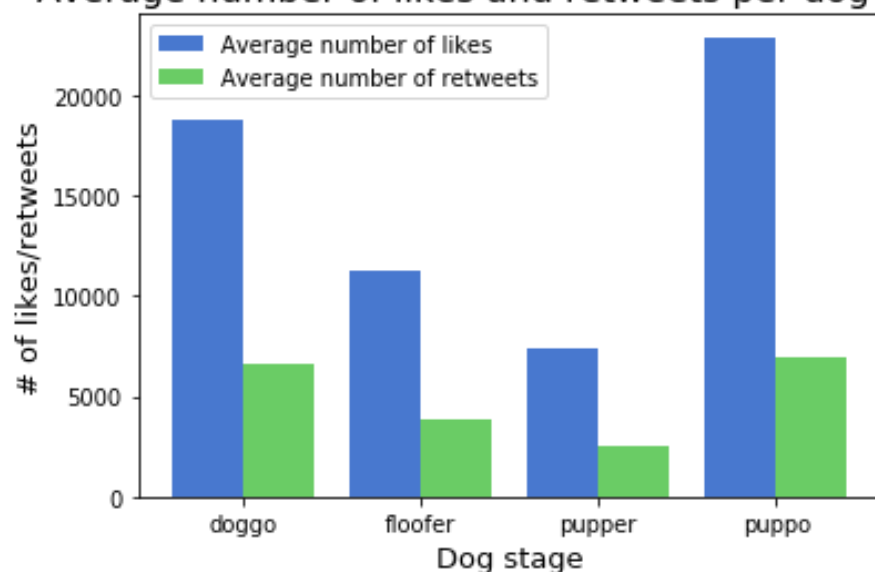
However, this strategy works better for likes rather than for retweets as a correlation coefficient between ratings and likes is 0.457 and between ratings and retweets is 0.35 only.
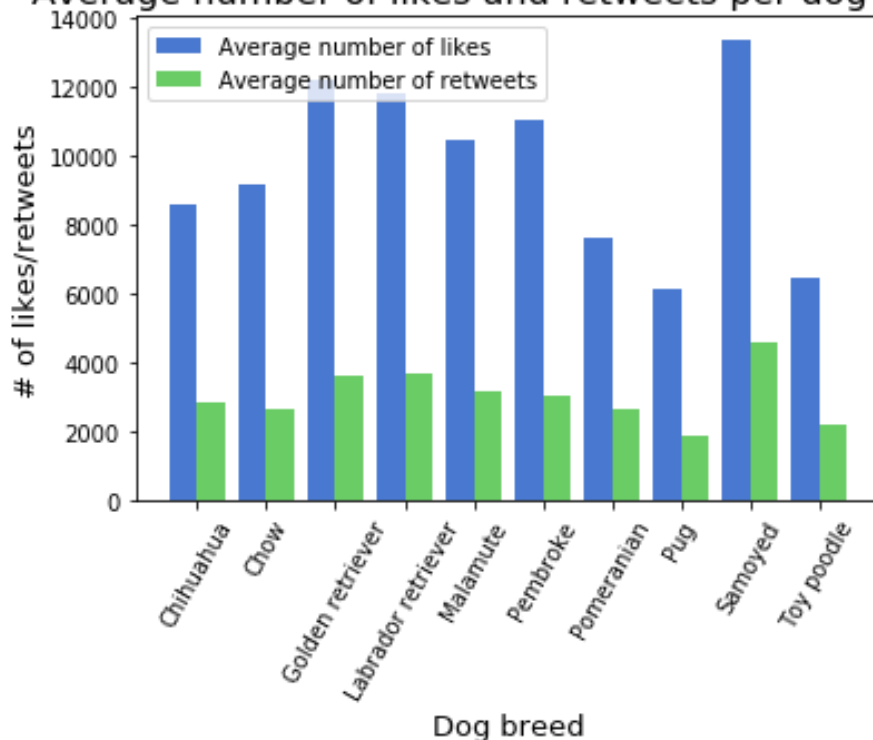
What is the average number of likes and retweets per dog stage/per breed?

We already know that high ratings positively affect the number of likes and retweets. Now, it's time to discover what dog breed and dog stage brings the most number of likes and retweets for Matt. The following graphs reveal that in this sense the most profitable is samoyed breed and "puppo" stage. So, now it makes sense why they tend to give a higher rating for Samoyed breed.

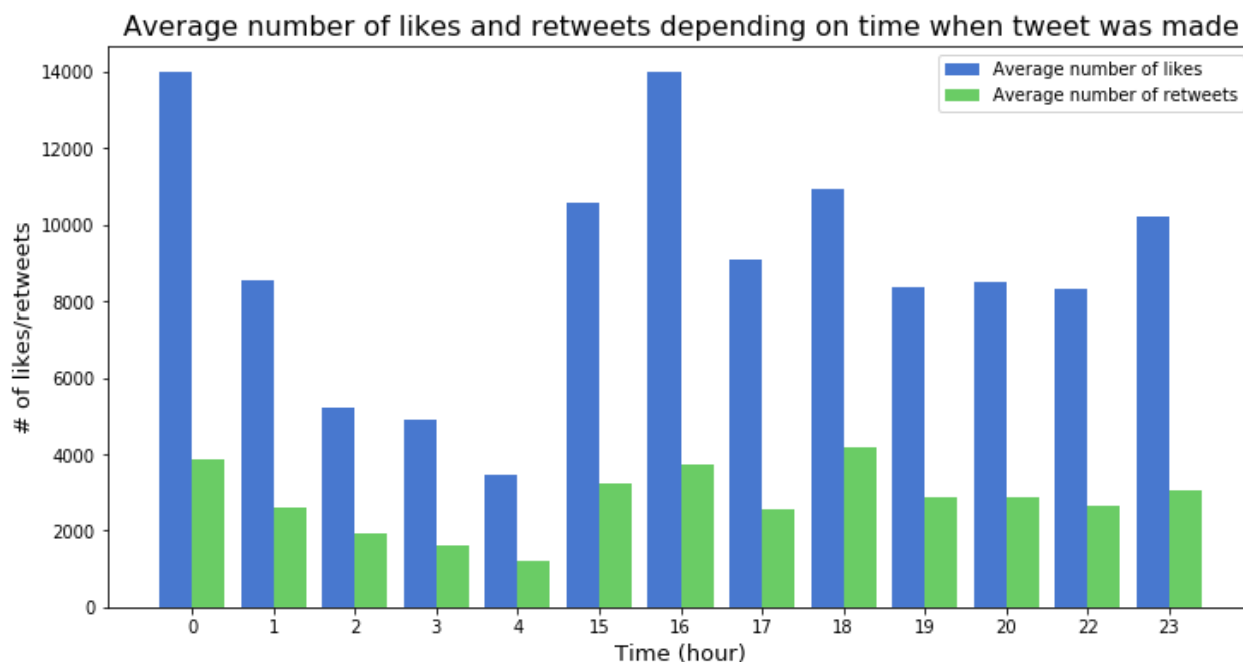Average number of likes and retweets per dog stage

Average number of likes and retweets per dog breed

What is the best time to make a tweet?

The last but not least, what is the best time for posting tweets? The following graph below shows that in order to gain maximum attention from the audience and consequently a high number of likes and retweets, the best time to post is at 00:00, 16:00 or 18:00.

Average number of likes and retweets depending on time when tweet was made

Finally, the ideal tweet is...

Yes, finally, the ideal tweet for WeRateDogs account that brings maximum number of likes and retweets would have the following characteristics:

- *TIME:* 00:00, 16:00 or 18:00
- *RATING:* the higher the better
- *DOG STAGE:* puppo
- *DOG BREED:* samoyed

THANKS FOR YOUR ATTENTION AND PATIENCE!
Woof woof!