# Act Report

## Introduction:

This project is based on a dataset from the popular Twitter account WeRateDogs, which posts pictures of dogs along with humorous ratings and comments. The account is known for giving ratings that are usually greater than 10/10 (e.g., 13/10, 14/10), as a fun way of showing how great the dogs are. The goal of this project was to gather the data from different sources, clean it, merge it into one dataset, and then analyze it to find interesting insights about the dogs, tweets, and interactions.

## Data Wrangling Summary:

The data used came from three different sources:

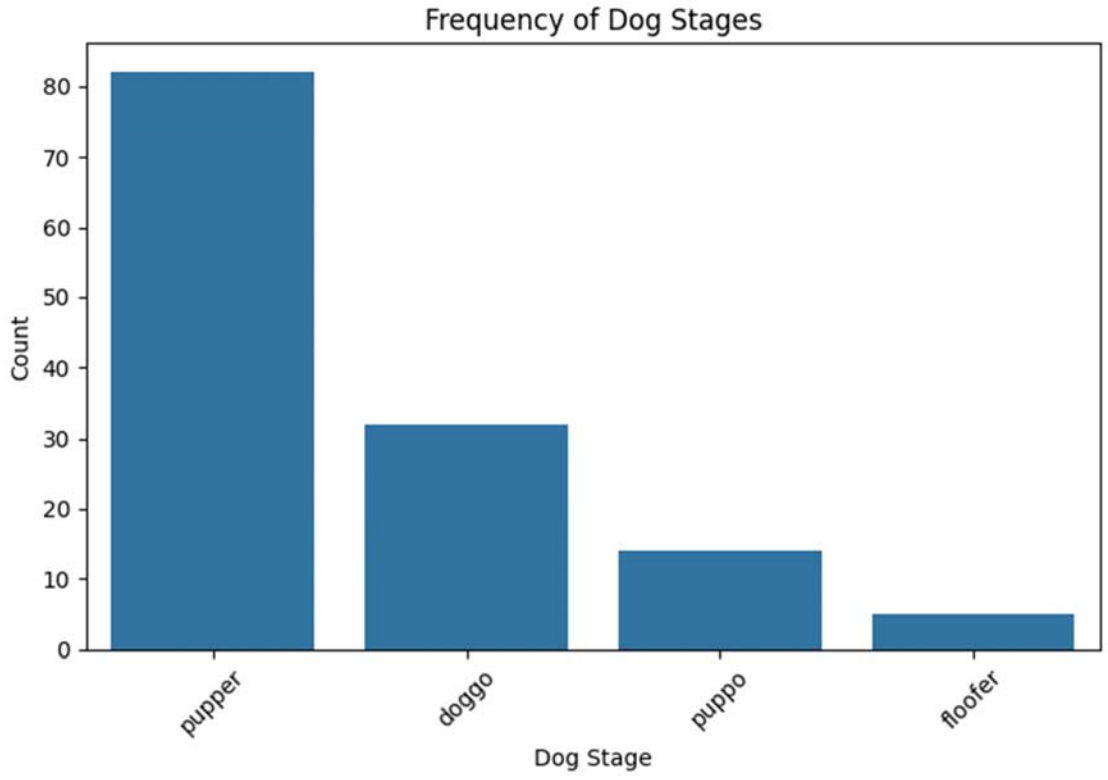
1. Twitter archive
2. Image predictions
3. Tweet JSON

I merged the three datasets into one final DataFrame called final_df. During the cleaning process, I removed retweets and replies (to keep only original tweets), fixed data types, handled missing and incorrect values, and combined the four dog stage columns into one (dog_stage). I also filtered out entries that weren't actually dogs using the prediction data, and made sure the dataset was tidy and ready for analysis.

## Insights:

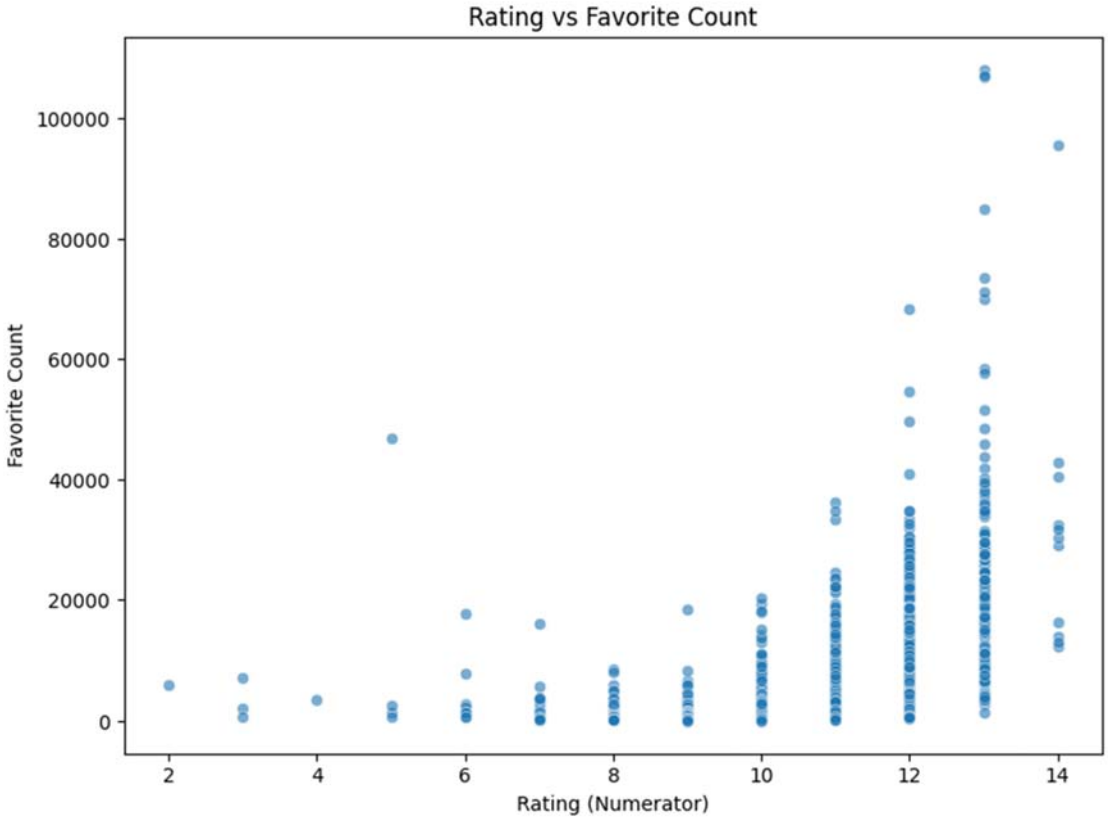
### 1. Dog Stages

Most of the tweets refer to dogs in the “pupper” stage, which is expected since people usually share pictures of younger dogs. Other stages like “doggo” and “puppo” are less common. A few tweets contain multiple dog stages, but those are rare.



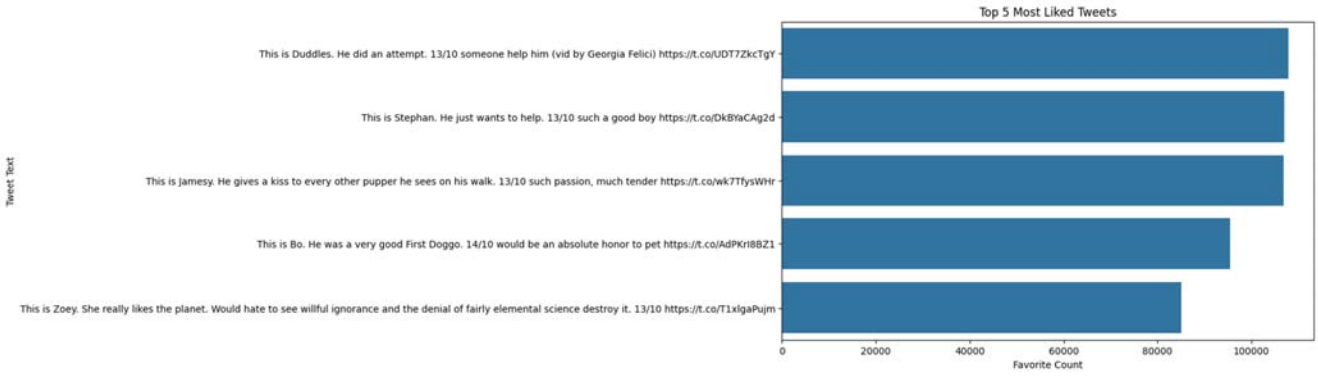
## 2. Do Higher Ratings Lead to More Favorites?

There's a visible trend that tweets with higher rating scores usually receive more likes. This shows that users tend to engage more with tweets that give dogs better (or funnier) ratings.



### 3. Top Tweets by Favorite Count

Looking at the tweets with the highest favorite counts shows us which posts went viral. These are most likely the ones with the cutest dogs or funniest captions.




## Conclusion:

WeRateDogs tweets consistently perform well, especially when they feature younger dogs or high (and funny) ratings. People on Twitter are clearly drawn to adorable dogs, and the way the account adds personality and humor helps it go viral. This project gave me a chance to practice real data cleaning, merging, and analysis — and also to better understand how social media content can connect with an audience.