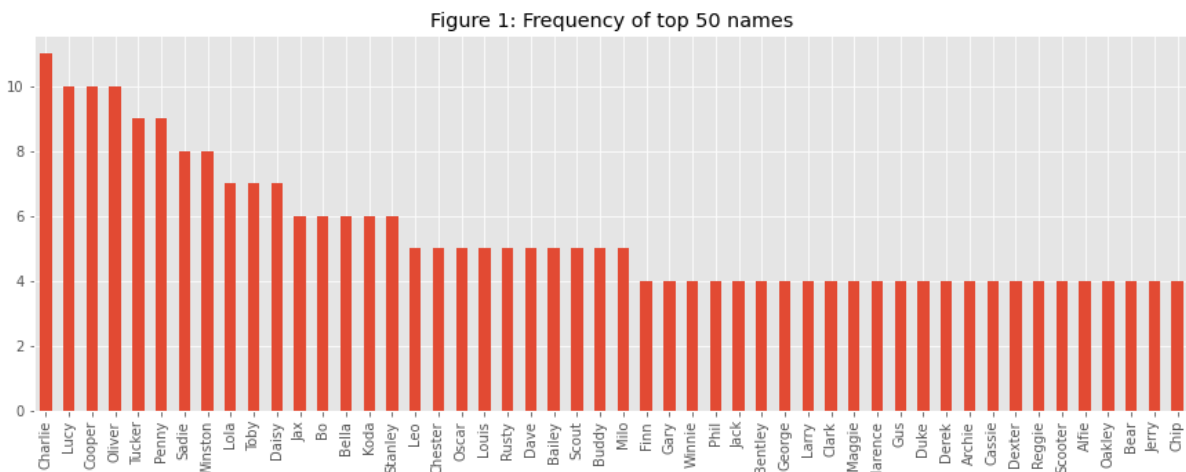


Title: WeRateDogs twitters: What are most liked dogs and why?

Description

- Short summary from insights of analyzing data on tweets on WeRateDogs twitter profile.

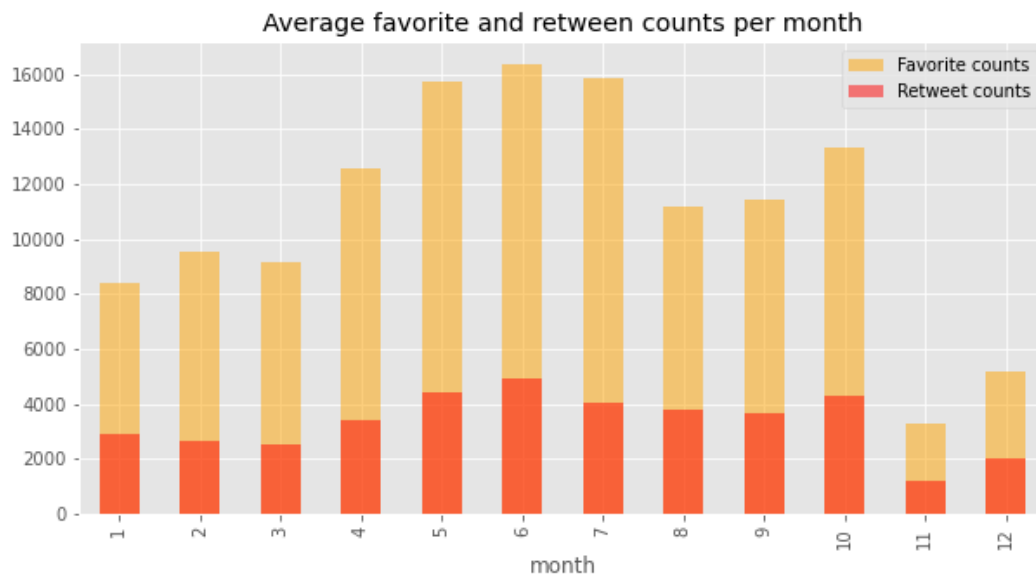
Insight 1: Most frequent dog names are Charlie, Lucy, Cooper and Oliver. However, many dogs have no names and the difference in frequency of names is not big enough. Since names are scattered very widely, possibly they do not have an impact on favorite counts.



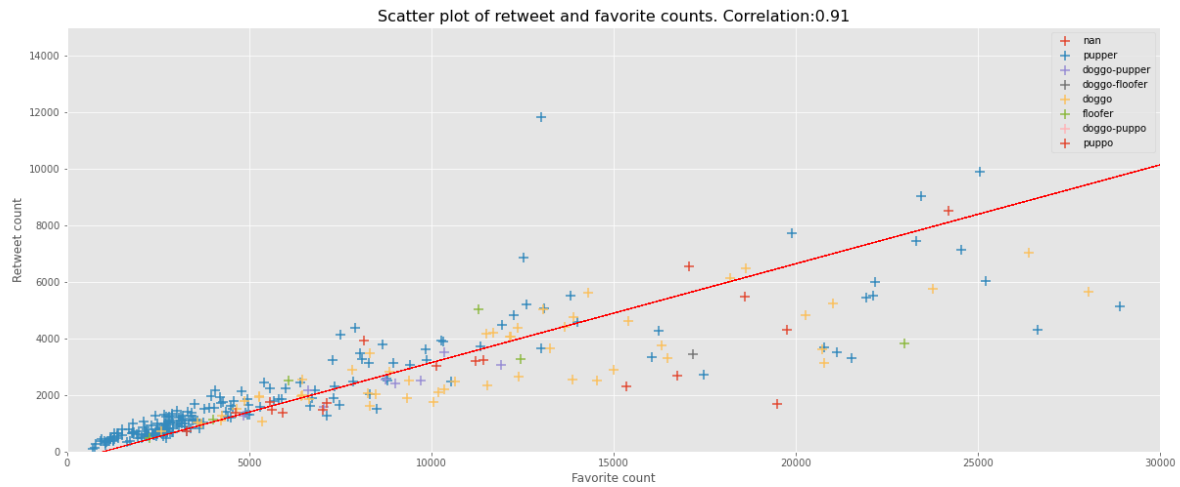
Insight 2: It looks like there are many tweets labeled as 'pupper'. However, dogs labeled as 'Doggo' or 'Puppo' have on average more favorite and retweet counts. Identified stages of dogs do not seem constant. For example some 'doggo's also are identified as puppo, pupper or floofer.

	dog_stage	count	mean	std	min	25%	50%	75%	max
0	doggo-puppo	1.0	47844.00	NaN	47844.0	47844.0	47844.0	47844.00	47844.0
1	doggo-floofer	1.0	17169.00	NaN	17169.0	17169.0	17169.0	17169.00	17169.0
2	puppo	22.0	21582.09	28034.34	3277.0	7043.5	13387.5	19691.25	132810.0
3	doggo	63.0	19356.38	22208.48	2593.0	8268.0	12376.0	20502.50	131075.0
4	floofer	7.0	13206.00	11258.32	2262.0	5045.5	11302.0	17721.00	33345.0
5	doggo-pupper	9.0	12533.11	12216.21	4849.0	7039.0	8992.0	10342.00	44619.0
6	pupper	203.0	7197.74	10703.79	693.0	2423.5	3226.0	7669.00	106827.0

Insight 3: From the tweeters point, tweeters which have posted during warmer months (May-July) have the biggest favorite and retweet counts. Possibly, students are joining the rating squad after finishing another semester at school. Another spike is in October, possibly also connected with fall recess at schools. Interestingly, the winter holiday period is not attractive for twitter activity (Nov-Dec).



Last point, as expected, correlation between favorite and retweet counts is very high (0.91). This correlation is more driven by dogs at 'Doggo' stage, rather than the 'Pupper' stage. Although we have many tweets of puppies, they are mostly crowded in lower favorites and retweet counts distribution.



Conclusion: It looks like twitter users are more likely to favor dogs at stage 'Doggo' or 'Puppo'. Possibly, images of dogs at these stages are cuter and that's why they are called as such. It seems also that the timing of the tweet plays a great role. Specifically, when the tweet is posted during warmer months.