

Insights Derived from the Data:

Analyzing the WeRateDogs data has led to interesting discoveries concerning audience, its behavior and preferences. Below comes the findings that has led to certain conclusions.

Key points to consider concerning the limitations caused by missing data:

- Data concerning dog stage was extremely limited. Only in 15% of the tweets the data was available.
- Data concerning dog breed was missing (algorithm had failed to predict the breed) in 12% of the cases.

Audience:

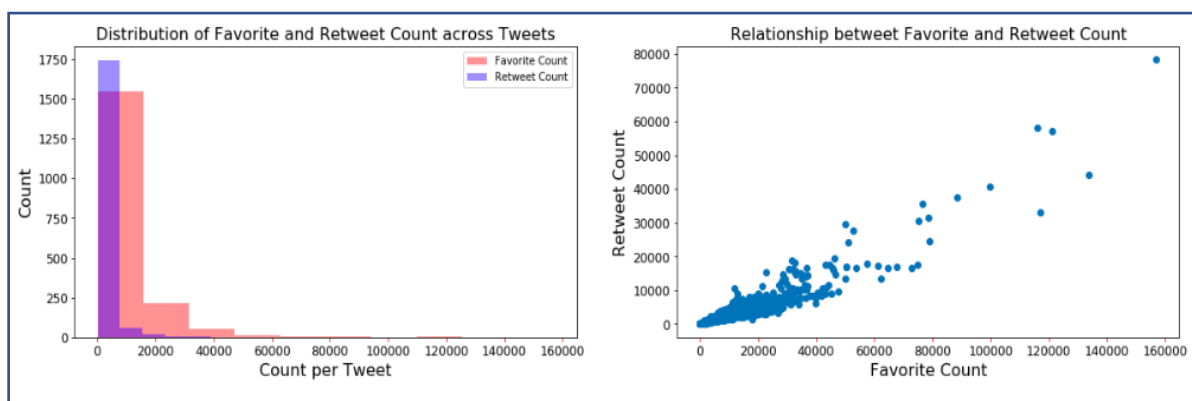
Audience is mainly iPhone users. Almost all tweets (98%) were generated using Twitter for iPhone.

Like vs. Retweet:

One interesting trend that has been observed is the fact that people are more likely to favorite a tweet than to retweet it. On average the number of times tweets are favorited is twice the number of time they are retweeted.

Popularity and Retweet Trends:

There's a positive correlation between popularity and number of retweets. As the popularity of a tweet grows so does the retweet count.

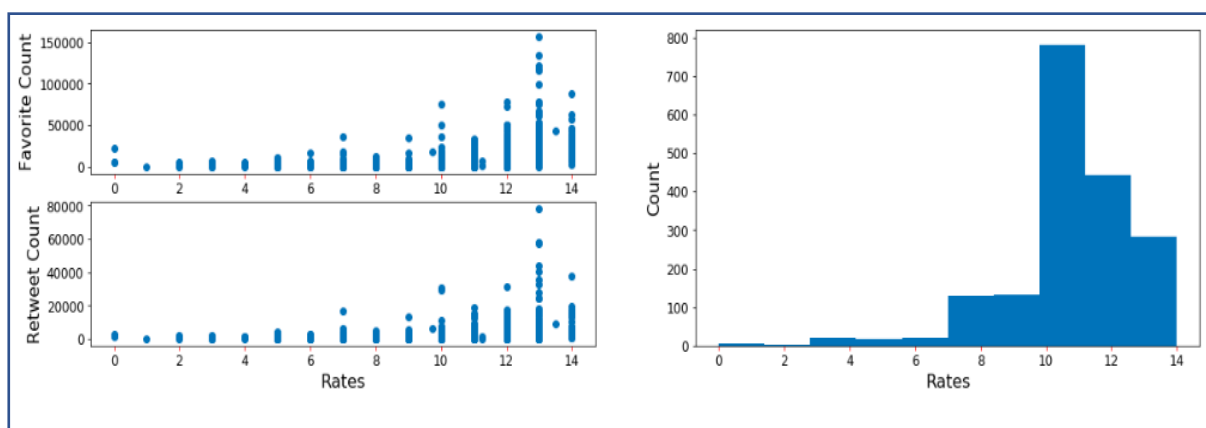


Impact of Ratings on Popularity and Retweet Count:

Favorite and retweet count also walk hand in hand with how high or low a dog is rated. Higher rate means higher favorite and retweet count.

Ratings:

Dogs in this archive are mostly rated between 10-14 with 10 being the rate most frequently received. Bouvier Des Flandres has received the highest average rating of 13, while Japanese Spaniel has received the lowest average rating of 5.



Audience Preference:

People like Puppies (young dog) the most. Golden Retriever is the most popular breed. Highest number of favorites and retweets has happened when the dog in the picture is a Golden Retriever. And Japanese Spaniel is the least liked breed.

Most and Least Favorited and Retweeted Dogs

Below comes the picture of most favorited and retweeted dog(top) and lest favorited and retweeted dog (bottom)



Favorite Count: 157026
Retweet Count: 78231
Dog Breed: Labrador Retriever
Dog Name: No Name
Dog Stage: Doggo
Rating: 13.0



Favorite Count: 71
Retweet Count: 11
Dog Breed: English Setter
Dog Name: No Name
Dog Stage: No Entry
Rating: 11.0