ANALYSIS REPORT

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INTRODUCTION

This project contains the wrangling and analysis or Archived chats of Twitter. The dataset that I will be wrangling (and analyzing and visualizing) is the tweet archive of Twitter user @dog_rates, also known as WeRateDogs. WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. The numerators, though? Almost always greater than 10. 11/10, 12/10, 13/10, etc. Why? Because "they're good dogs Brent." WeRateDogs has over 6 million followers and has received international media coverage.

☐ STANDARDIZED RATING OVER TIME

During the campaign *The WeRateDogs,* the users were asked to upload the pictures of their dogs with a humorous comments about dog.

The rating scale was in the range of 1-10 with humorous comments; however, users often give ratings higher than 10 and sometimes the ratings didn't have a denominator of 10.

In the process of data wrangling I tried to standardize the rating data by dividing the numerator value with denominator.

Referring figure 1, we notice that over the time the frequency of ratings below 1 decreases. And after 2017-01 there were barely any rating below 1.

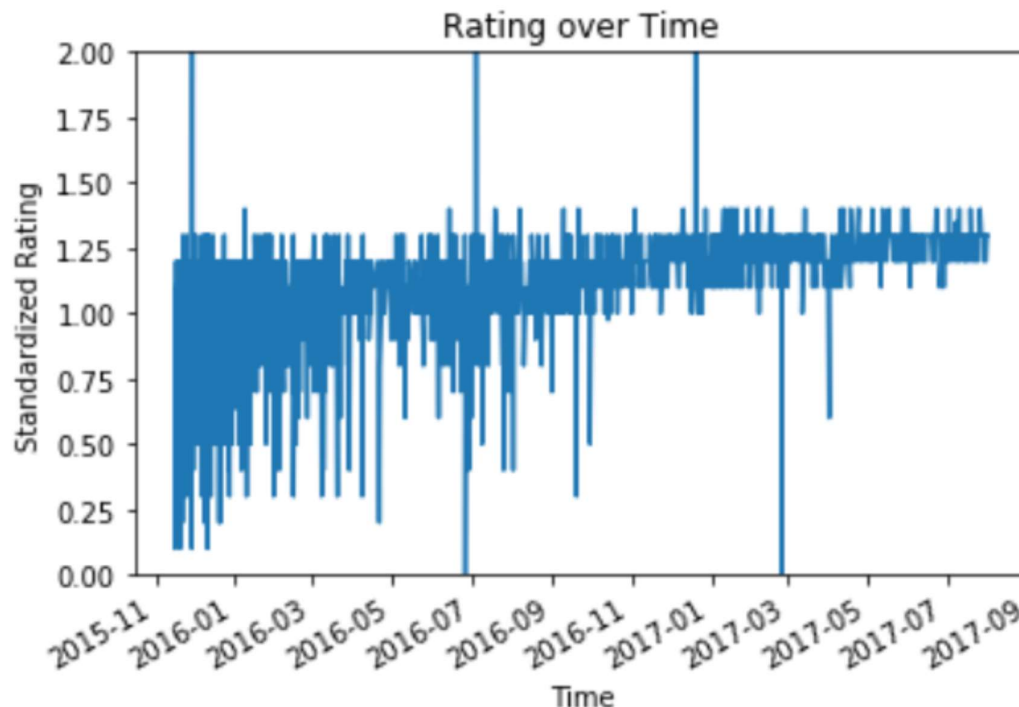The maximum standardized rating is about 1.3 except some outliers.

Figure 1: Standardized rating over time

Description:
- ➢ Analysing this visualisation we can say that overtime the rating frequency below 1 decreases.
- ➢ After 2017-01 barely any rating below 1.

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 FAVORITE VS RETWEET COUNT

This campaign get more popularity meanwhile the WeRateDogs had over 4 million followers, and get a huge amount of favorites and retweets.

The most viral tweet has 130K favorites and 80K retweets.

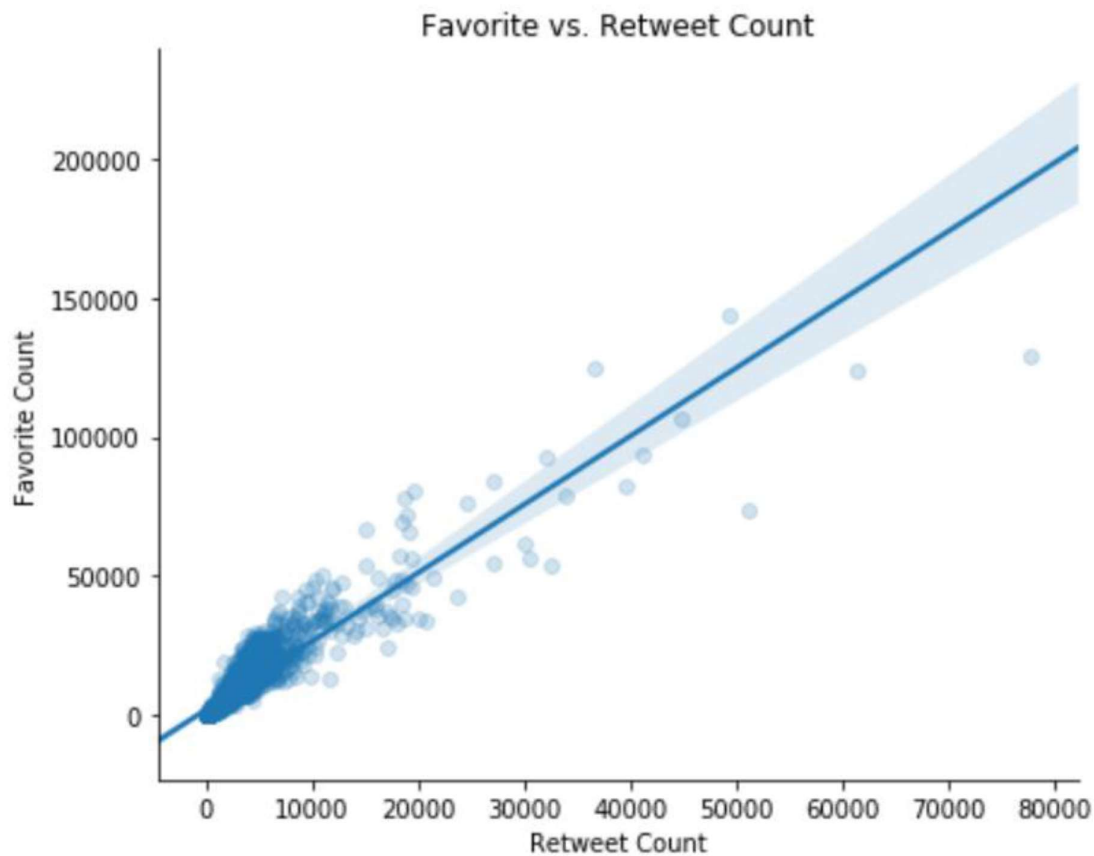They also get a huge media coverage all around the world.

Figure 2: Favorite count and retweet count

Description:
- There is a strong positive correlation between Favorite and retweet counts.
- Maximum data is below 10K retweets and 40K favorites tweets thus the ratio of retweets and favorites is 1:4.