Which month should you post the rating of your pet?

Introduction

WeRateDogs dataframe has been built from their Twitter account. A dataset has been collected, very useful for their tweet_id, rating, nickname, and text variables. Then I collected the retweet and favorite counts through Tweepy.

This data shows a lot of tweets from 2015 to 2017, but some tweets had been removed from their account. So I gathered a full data columns for this representation.

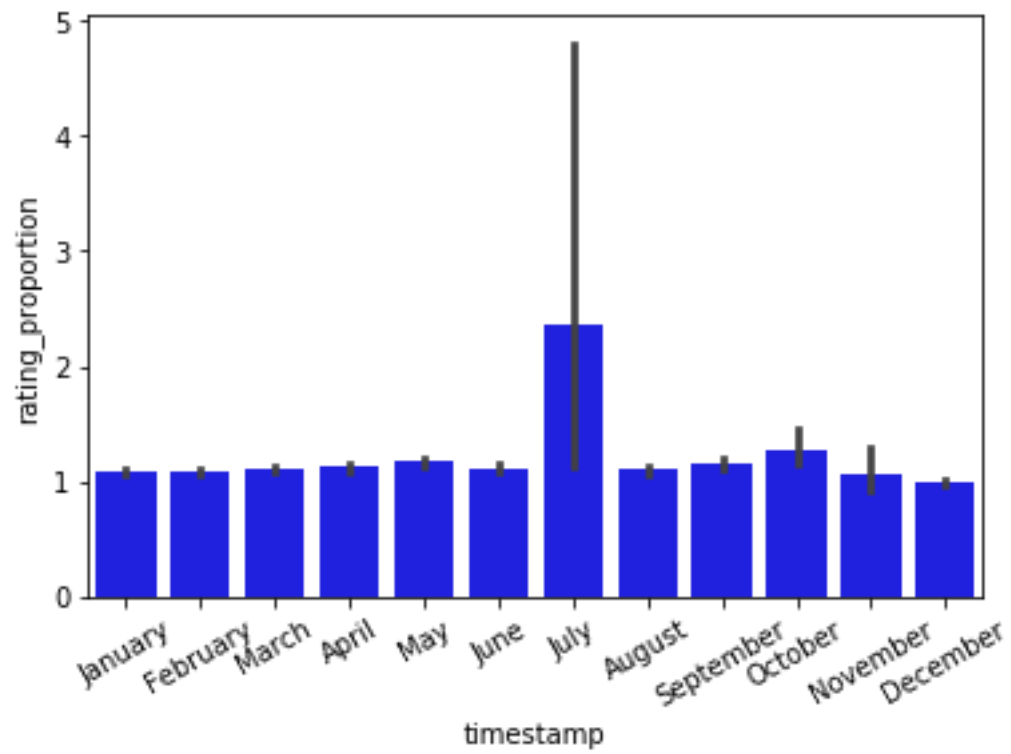My purpose is to compare dog ratings, favorites and retweets taken for each month of the year.

Dog ratings

The dog ratings were extracted from the text of the tweets contained in WeRateDogs. Every tweet I used contained a dog rating, surely because it was the rule.

Month	Dog ratings (by tweet)
January	1.08
February	1.09
March	1.1
April	1.13
May	1.17
June	1.11
July	2.36
August	1.1
September	1.15
October	1.26
November	1.06
December	1

As we see in this table overhead, July has much more dog ratings than the other months. It might be because people enjoy their dogs more in the middle of the summer.

The graphic below shows that there is indeed a big difference between July and the other months.
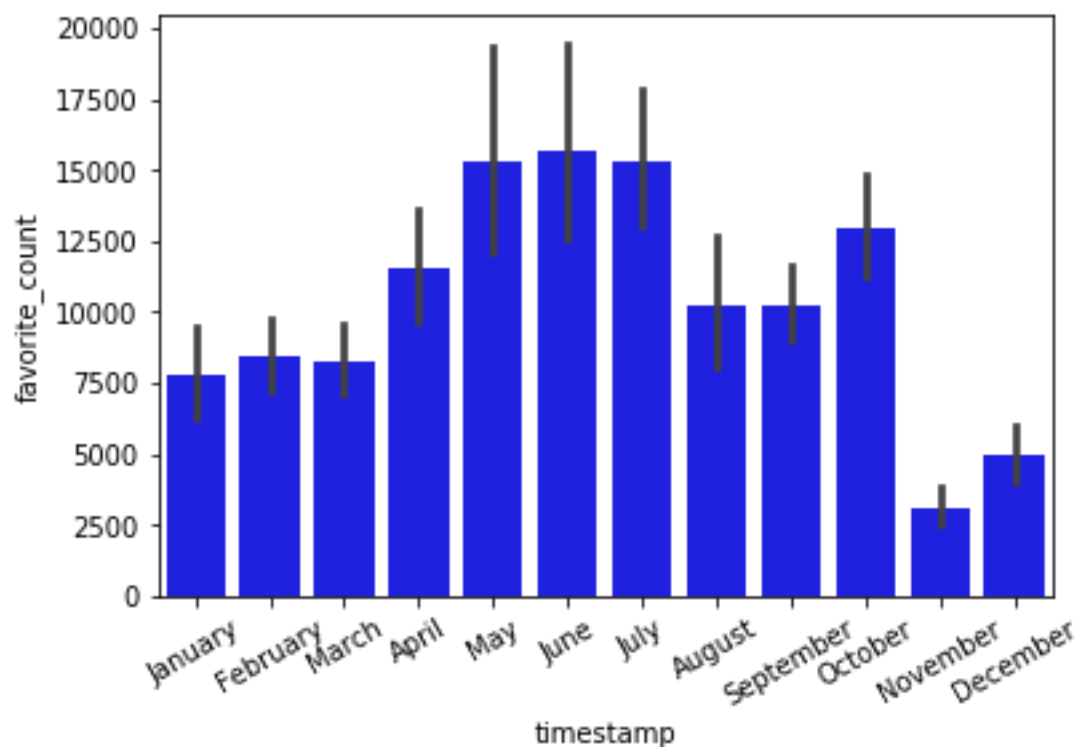
Favorite count

As mentioned before, the favorite count has been extracted from the WeRateDogs Twitter account through Tweepy.

As we see in the table below, WeRateDogs Twitter users give more favorite from May to July (and not only in July as the dog ratings)

Month	Dog ratings (by tweet)
January	7754
February	8'429.1
March	8'276.46
April	11'535.93
May	15'284.93
June	15'661.98
July	15'293.80
August	10'263.17
September	10'202.63
October	1'2924.5
November	3'092.71
December	4'994.45

We can see the difference in the graph below. It's indeed unarguable that May, June, and July favorites by tweet exceed those published from November to March.
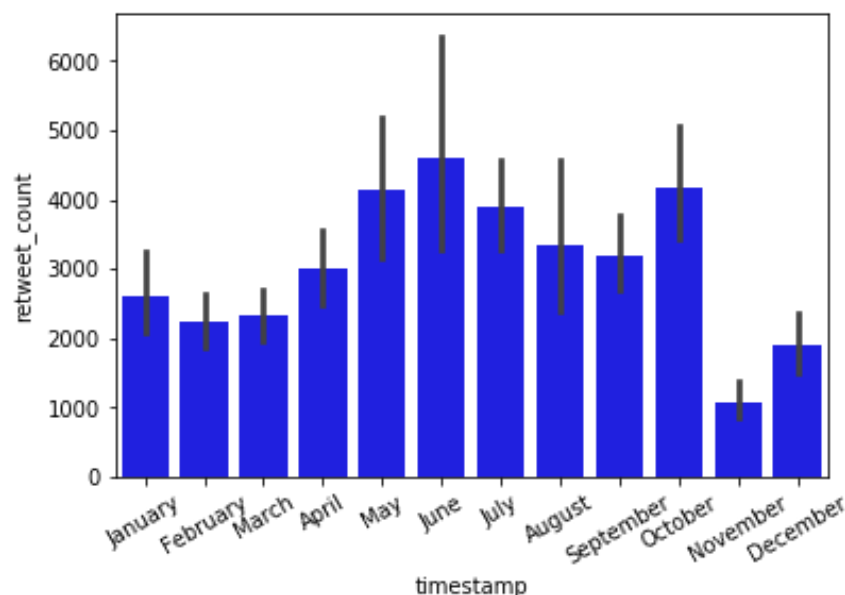
Retweet count

As the favorite count, the retweet count has been extracted from the WeRateDogs Twitter account through Tweepy.

As for the favorite count, the best times to get favorite counts are from May to July, with a pick in June.

Month	Dog ratings (by tweet)
January	2'603.08
February	2'234.12
March	2'318.69
April	2'995.77
May	4'135.49
June	4'605.34
July	3'895.34
August	3'332.62
September	3'195.88
October	4'177.01
November	1'080.28
December	1'887.5

We can see these numbers in the bar chart below. The number of retweets by a tweet from May to July far exceeds those from November to December and those from February to April as well. By opposition from the favorite count, the difference between January and between May and July isn't so clear statistically, but it's pretty obvious that the best period is from May to July.

Conclusion

It's now obvious that Tweet publishers rating dogs are better in July than in the other months. But the favorite counts and the retweet counts make it certain that it's better to publish one highly love for one's dog from May to July if we want to get favorites and retweets.