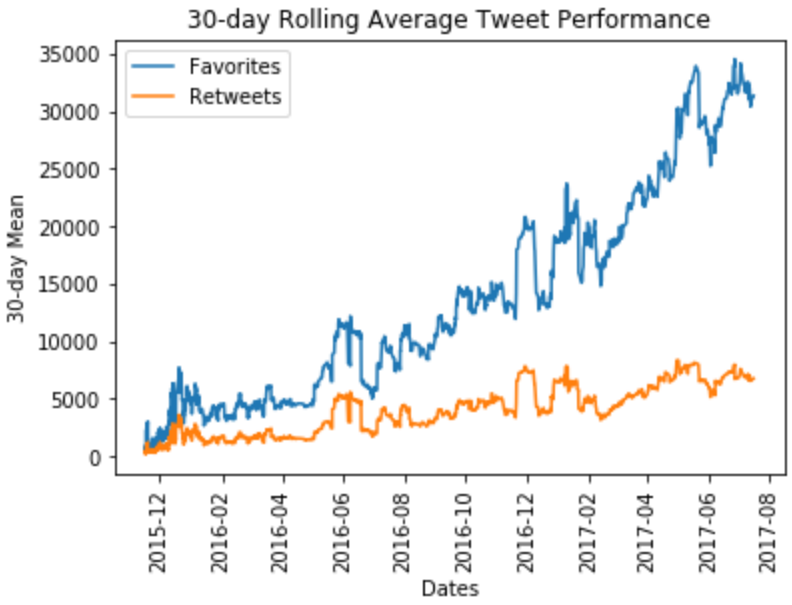
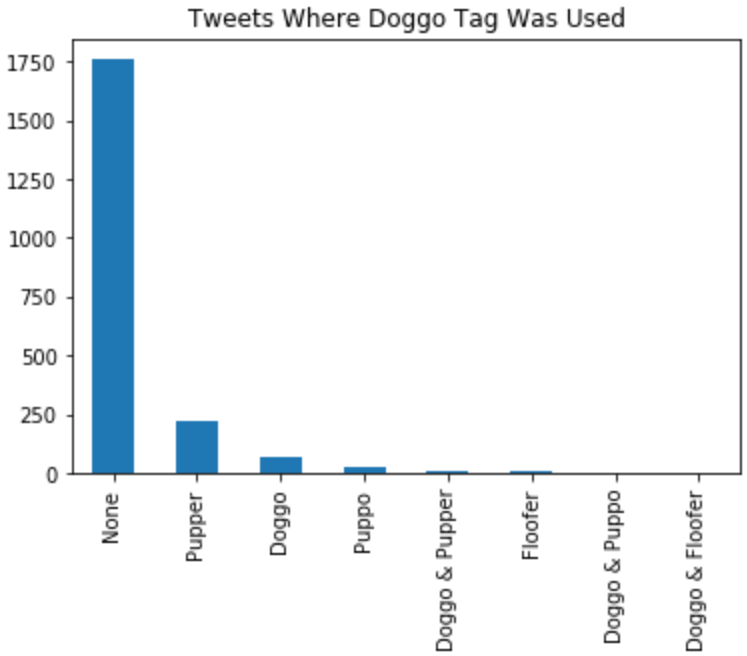
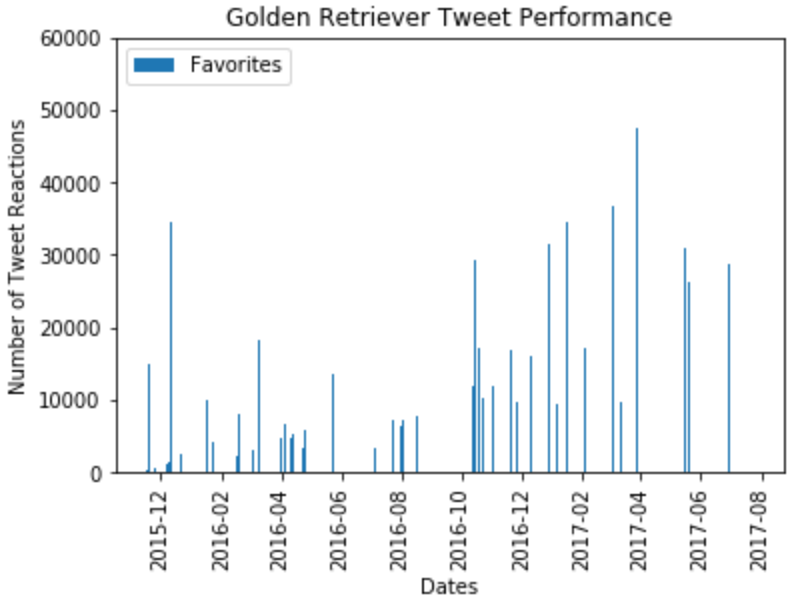
Not being familiar with WeRateDogs this was interesting to get to know their feed and see it's performance. The first observation is looking at the popularity of tweets through the amount of favorites and retweets over time. This helps to understand if the content is hitting home with readers or if it is a flop that is done for personal entertainment. To reduce the noise I ran this using a 30-day rolling average which shows an increase over time in the amount of both actions of WeRateDogs' tweets. The favorites far outpace the increase in retweets, which is probably a reflection on the content that users appreciate it, but are not necessarily taking action to spread it to their followers.





What really interested me during the data wrangling was the doggo, floofer, pupper, and puppo tags that were in the archive data. Classifying them as tags identifying stages of dogs, I was interested to see how often each was being used (Did the site have a preference?). Surprisingly, not often are these tags used at all. I looked at the profile and website for WeRateDogs and there is no reference to these terms or how they are used and they just use the term as part of the text and not as a hashtag, so it does not seem like something they are trying to push with their fans.

Finally, I was interested in the image predictions for the dog breed. Taking the top predicted breed of dog for each tweet by confidence level, there is 113 different breeds identified in the tweets. There are 431 tweets that the prediction dataset didn't have dog breed predictions. Many of these breeds only have a few tweets so changes in favorites and retweets may not tell a lot. Looking at Golden Retriever, the most popular breed identified, it is interesting how steadily it has been featured in the tweets over time, and there have been more higher favorited tweets later, matching the overall feed performance.



If I were to continue studying this data I would want to dive more deeply into the content itself, maybe a word cloud of the text of tweets would be interesting. It would also be interesting to see how scores compare on dog breed, retweets, and favorites.