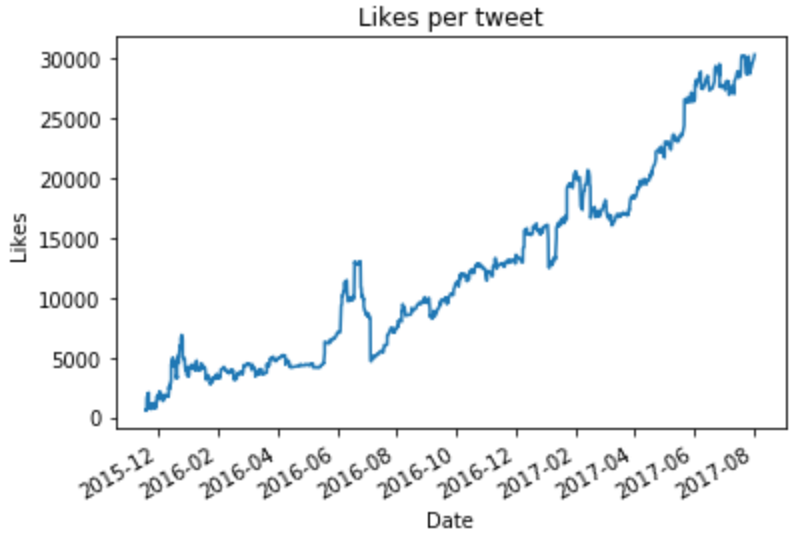
WeLoveDogs Data Insights & Visualizations

Data from the WeLoveTwitter account was gathered, assessed and cleaned in order to develop a dataset ready for analysis. This dataset was used to produce insights and visualizations regarding two topics:

1. **Account popularity**
2. **Popularity & rating by dog stage**

1. Account popularity

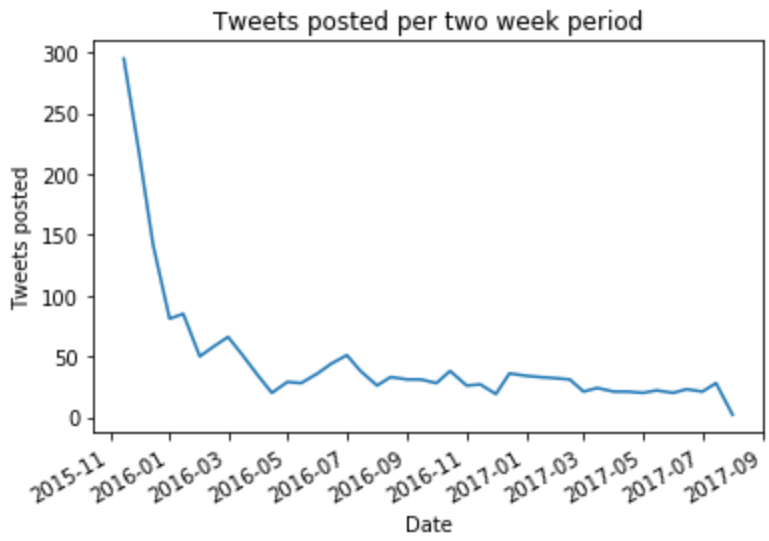
First, the number of likes per tweet would be expected to increase over time as the account grows in popularity. This hypothesis was tested:



Indeed, the account does seem to have become increasingly popular over the period, as measured by likes per post.

One possible explanation would be that the number of followers has increased over the period of analysis. This was also tested, however, it seems the number of followers had actually decreased by 21 over the 1.7 year period analyzed. Of course, this number is insubstantial for an account with over 8.7M followers. Therefore, we can assert that the number of followers has remained constant over the period.

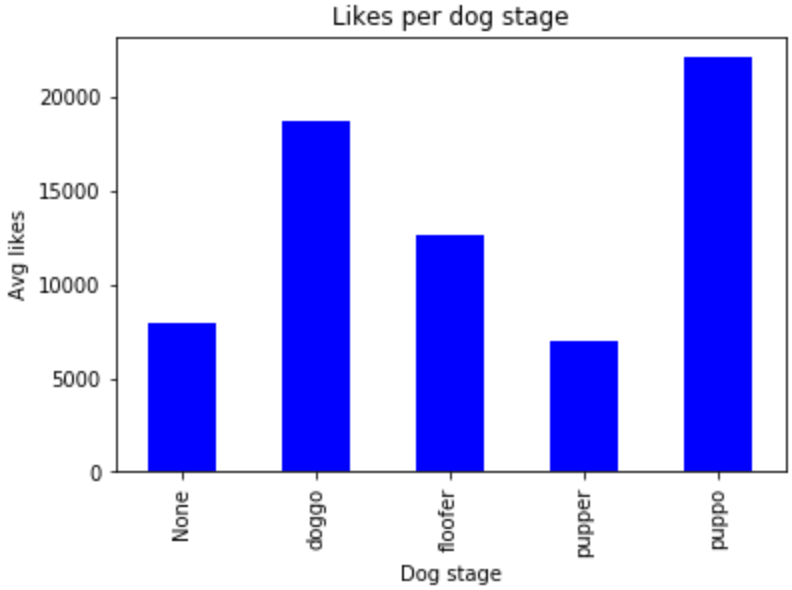
Another possible explanation would be that the account increased its posting frequency. This was tested:



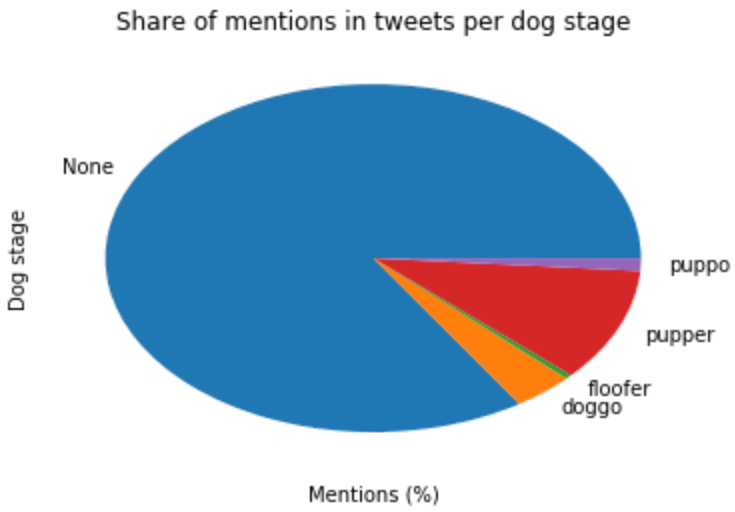
Interestingly, we can see that the posting frequency has actually decreased over the period and that the posting frequency seems to have an inverse relationship with the number of likes per post.

2. Popularity & rating by dog stage

An analysis was performed to evaluate which dog stage was most popular with account followers, as measured by average likes count for posts per dog stage:

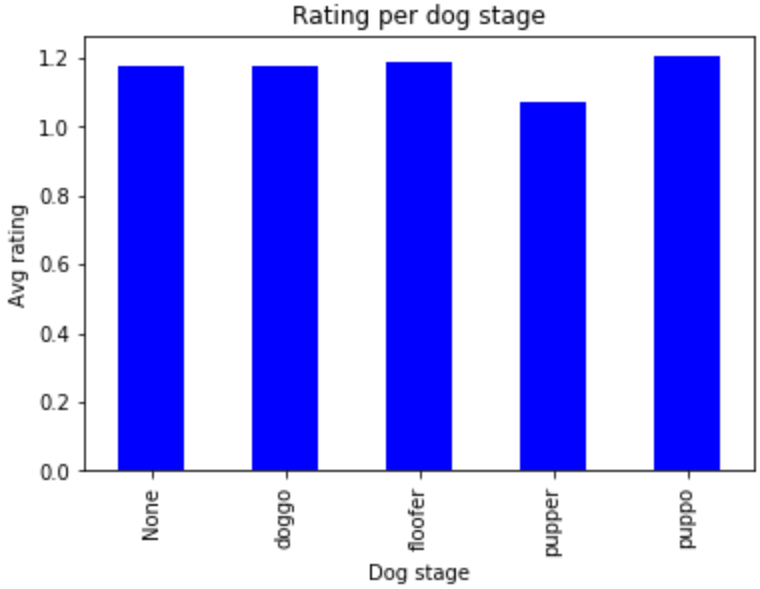


As we can see, posts with puppos seem to receive the most likes on average. However, upon digging a little deeper, it seems that puppo posts actually account for a very small share of total posts.



Indeed, a select few puppo posts seem to have been quite popular with the audience.

Next, the account ratings per dog type were evaluated to assess whether the posters shared the same convictions as the audience.



As we can see above, puppos also received the highest average rating by the account, although the variance in mean rating is less than the variance in mean likes.