# Problem Statement:

We would like to find out how we can tailor our dog posts to maximize our post visibility and dog rating. For this analysis, we used Twitter data from WeRateDogs Twitter account.

Visualizations

We looked firstly into what type of dogs produce the most amount of retweets and favorites. Going by the Dogtionary definition of dogs (via the #WeRateDogs book on Amazon), we discovered that a puppo or a floofer has the highest average retweet and favorite count. Puppers average significantly lower in both categories while doggos and multiple categories are in between.
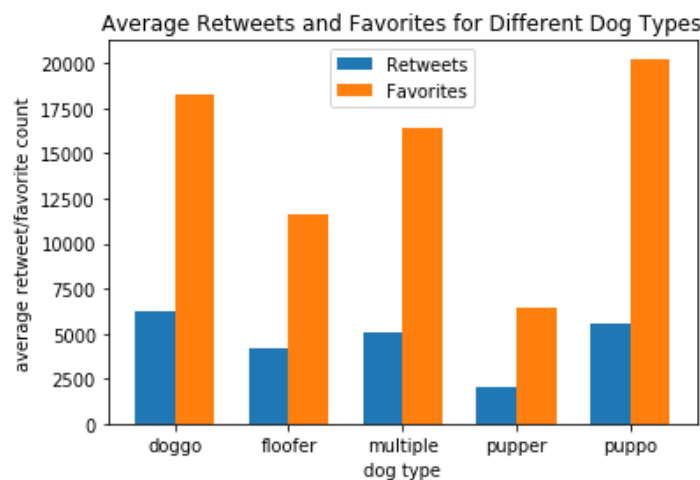
Next, we looked into whether time of year affects the dog rating. With data spanning between November 2015 to August 2017, we averaged out the ratings per month. It is important to note that because dogs are adorable creatures, a rating above 10/10 is normal. We can see that October is the best month for the highest rating while the beginning and end of the year tend to have lower dog ratings.
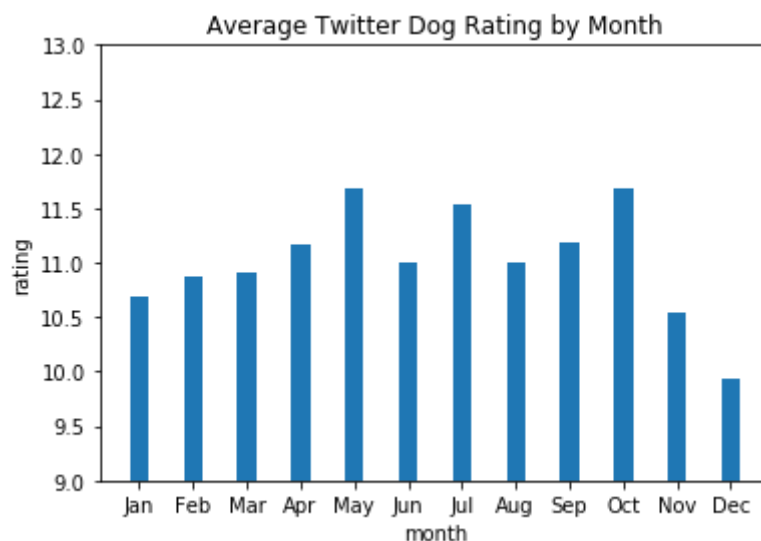
Lastly, we looked at the dog breeds that are most popular on the WeRateDogs Twitter. Using an image recognition dataset, we plotted the top 10 most popular dogs on the Twitter account. We discovered that golden retrievers and labrador retrievers had the highest number of posts.

Most Popular Dog Breeds on WeRateDogs Twitter
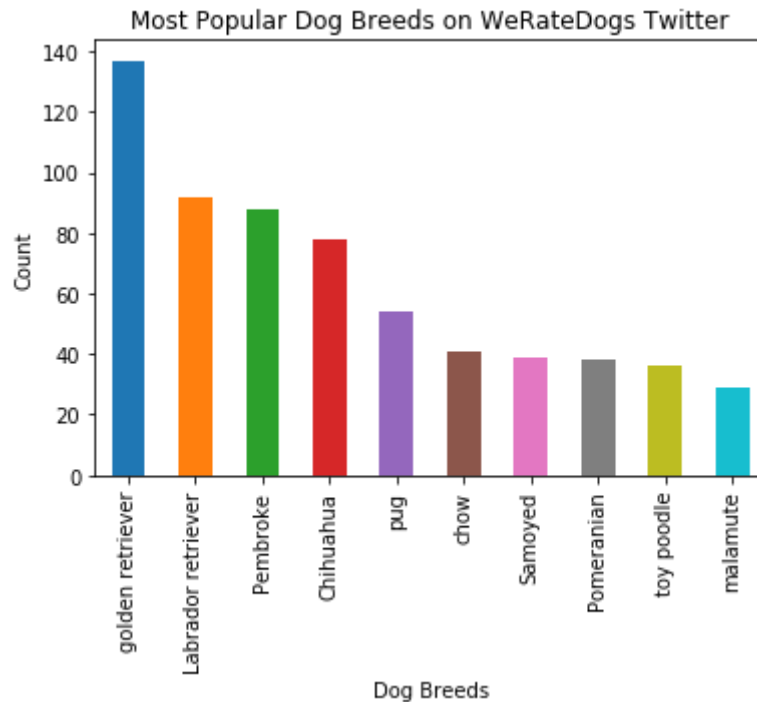
Ultimately, this analysis gives some insight on how to maximize your dog related tweets. If you want the highest ratings and the best visibility, posting pictures of either a golden retriever puppo or labrador retriever puppo during the middle of the year will yield maximum results.