Act Report

Upon cleaning and analyzing the all of the data, I was able to identify multiple trends however the ones that stood out the most to me were:

1.) The most popular dog names
2.) The tweets with the most favorites, and,
3.) The platform that was mostly used to tweet
4.) The most popular dog breeds

I was interested to find out the most popular dog names because companies that produce pet products could use the data to create collars or other personalized items for dogs that their owners would love to purchase, for example food and water bowls, sweaters, toys etc. So dogs with names like Charlie, Cooper, Lucy, Oliver and Tucker would benefit from those products the most.

The tweets with the most favorites (likes) could be further analyzed to see what the public finds interesting or resonates with them most. For example, the dog with the most likes was predicted to be an English Springer with a 38% confidence rate. The second most liked tweet was a French bulldog with a 90% confidence rate. Upon further analyzing these images one could identify what twitter users loved so much about them.

The platform used to tweet could be useful in better understanding the demographic of the twitter users that tweet and about their dogs. 95% of the tweets originated from an IPhone therefore if the WeRateDogs page wanted to create an app, based on that statistic I believe that it would be smart decision to create one for the Apple app store first.

The most popular dog breeds were the Golden Retriever, Labrador Retriever and the Pembroke Welsh Corgi. This information is very interesting because WeRateDogs could use it to know the dogs to target if they were interested in marketing to specific breeds.