

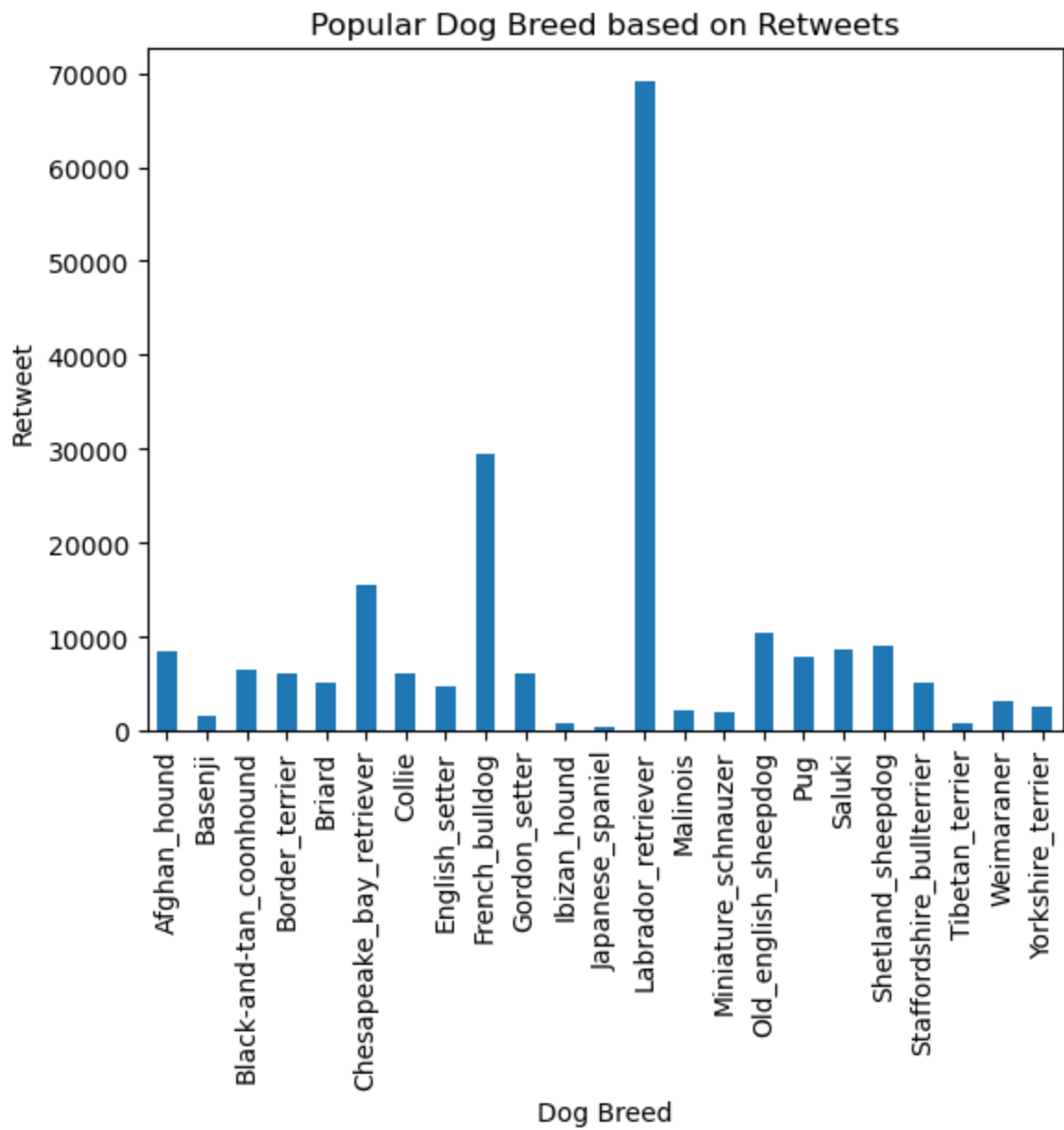
Wrangle and Analyze Data: WeRateDogs

WeRateDogs is a Twitter Account that rates people's dogs with a humorous comment about the dog. The data analyzed are archived tweets of the account till August 2017. The archived data was provided by Udacity and the images were run through a neural network to determine if the image was a dog and also predict the breed of the dog. I also gathered more information about the tweet like favourite and retweet count via the TwitterAPI. After wrangling the data, I analyzed the data to answer these questions:

1. Which Dog breed is the most popular based on retweet count?
2. What is the activity rate/trends in users' posts?
3. What is the most used Twitter Source?

1. Which Dog breed is the most popular based on retweet count?

[Retweeting is a way of letting content on Twitter, reach a wider audience.](#) Based on my findings, I decided to know which dog breed had the highest retweet count. From the analysis and plot, the Labrador Retriever is the most popular dog breed with a retweet count of almost 70,000, followed by the French bulldog and then the Chesapeake Bay Retriever. According to this report by the [American Kennel Club](#), the Labrador Retriever holds the top spot as the most popular and friendly dog.

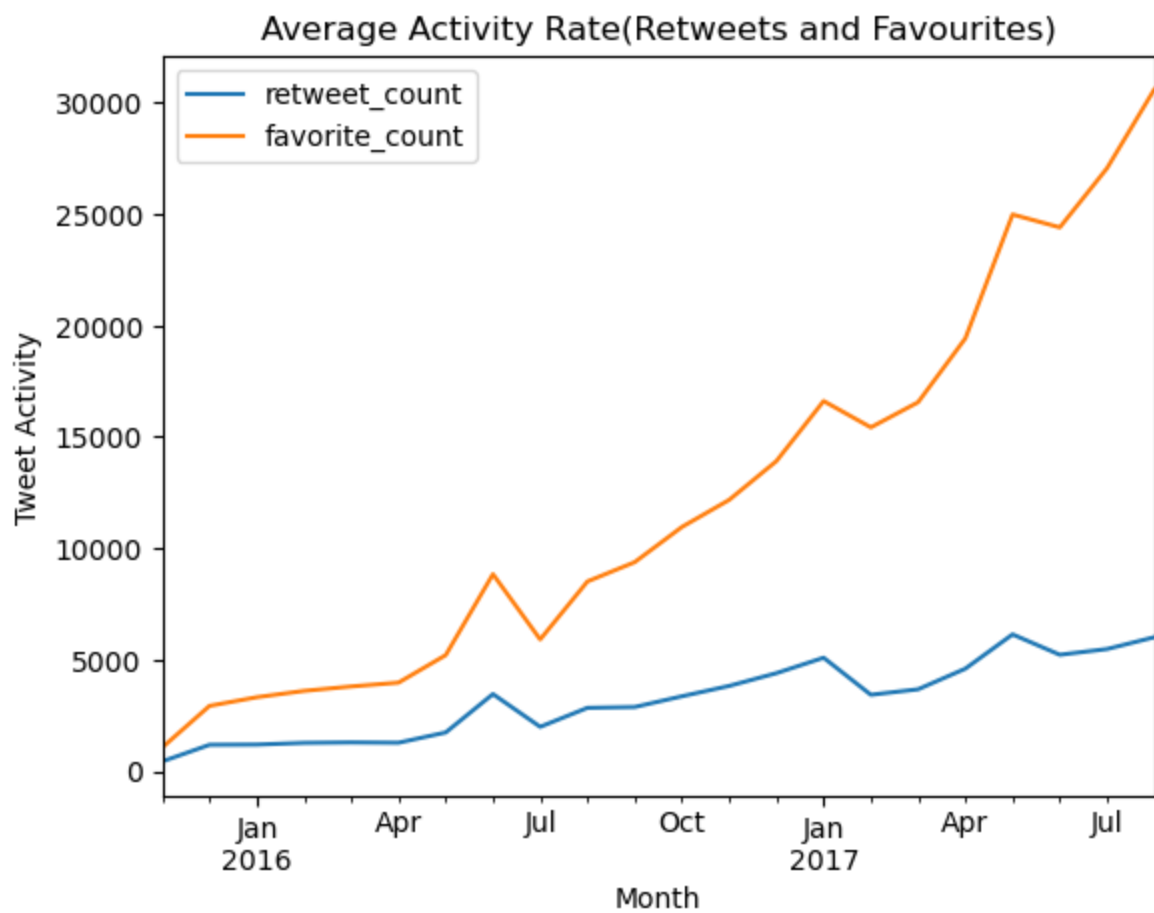


Picture of a Labrador Retriever. [Source](#)



2. What is the activity rate/trends in users' posts?

Most engagement on Twitter is judged by favouriting and retweeting posts. Hence, the need to determine the trend in interaction with posts on the WeRateDogs account. Based on retweets and favourites, there has been an increase in users' interaction with posts ranging from about 500 to 30000 engagements. Also, there are spikes in interactions at certain times of the year mostly during the holiday season. A reason could be that most users are on holiday so they have time to relax with their dogs and share their pictures.



3. What is the most used Twitter Source?

Another insight is to determine the medium which users post their content from. This can also help the owner of the WeRateDogs account to know it's audience and possibly provide personalized services to them. According to the graph, a large portion of users posts their content from a mobile phone specifically, the iPhone. Other sources are the Twitter Web Client and TweetDeck with a very small proportion. A [deeper analysis](#) about this, implies that most of the users are in the early adulthood stage.

Twitter Source

