

Analysing WeRateDogs data

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WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. It was started by college student Matt Nelson in 2015, and has received international media coverage both for its popularity and for the attention drawn to social media copyright law when it was suspended by Twitter.

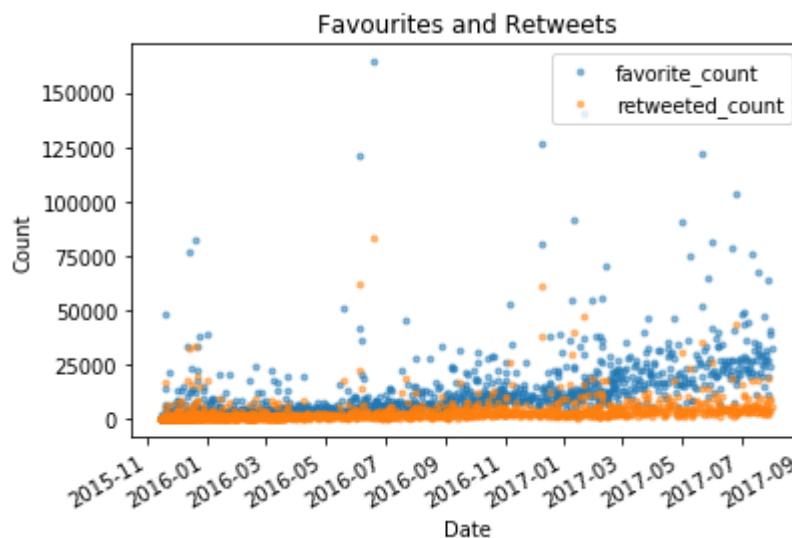
Wrangling and analysing exercise of the WeRateDogs data is part of the Udacity Data Analysis nanodegree. WeRateDogs exclusively provided their archive to Udacity for studying purposes. Provided data contains tweets for the period between 15/11/2015 and 01/08/2017 and includes fields like date of post, URL, name of the dog, dog breed, dog stage, rating, etc.

Some additional data gathering for number of 'likes' and retweets, and thereafter data cleaning and data analysis was performed.

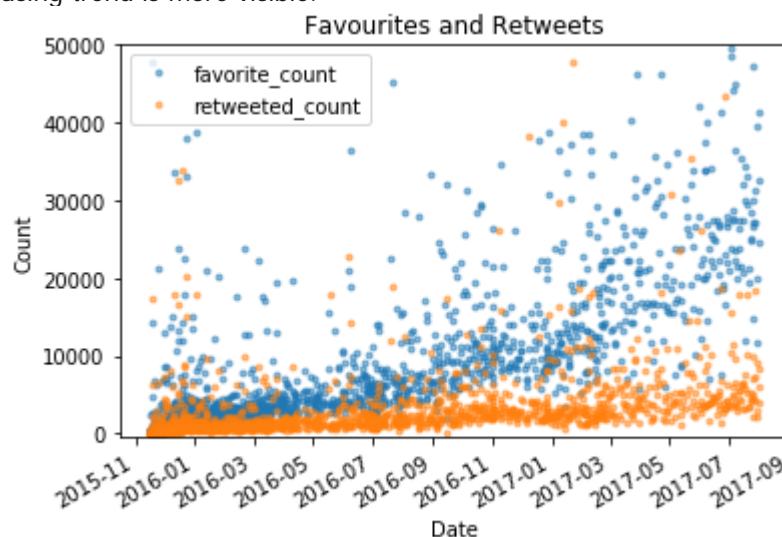
Below is few interesting insights of the WeRateDog data that was found during the analysis is present.

- 'Likes' and retweets over time

By plotting 'likes' and retweets versus dates, the trend of increasing amount of 'likes' and retweets over time can be seen.



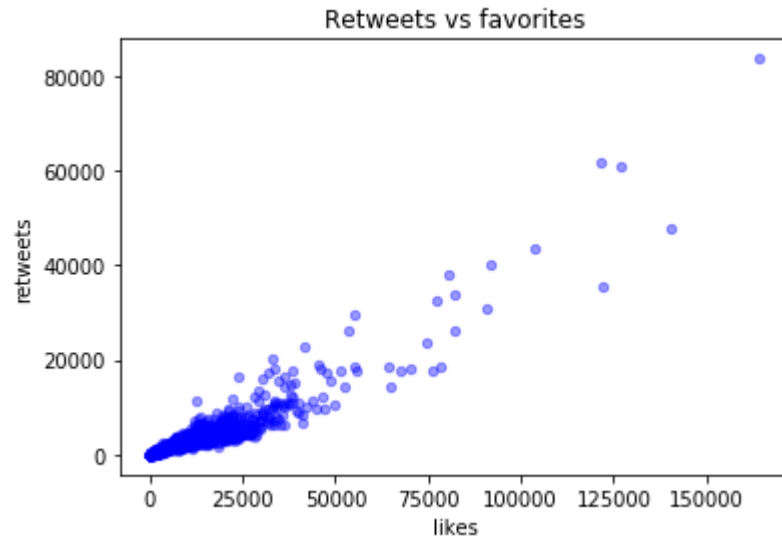
Let's zoom, now increasing trend is more visible.



This effect can be due to increasing popularity of WeRateDogs over the years and continuous growth of account subscribers.

- 'Likes' vs retweets

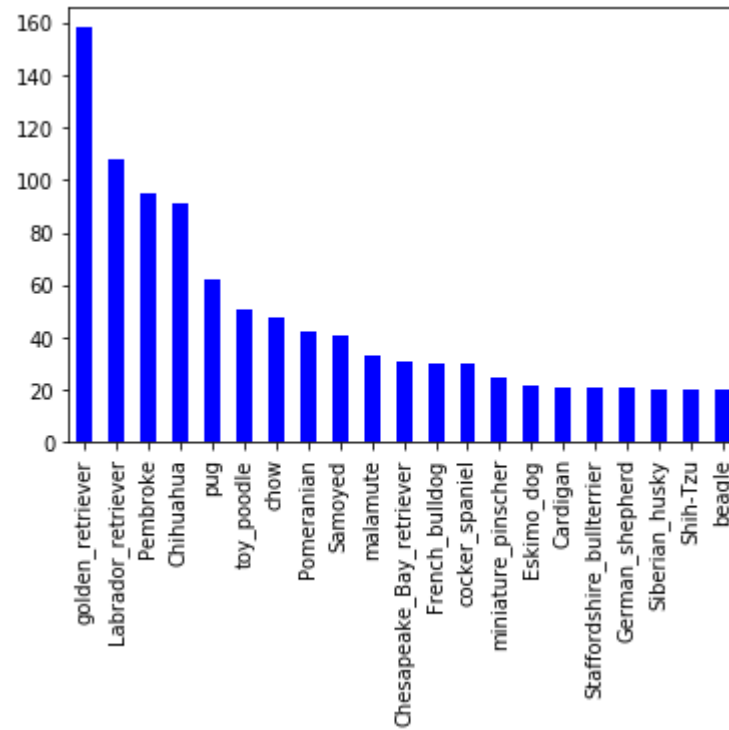
Kind of obvious but more 'liked' tweets get more retweets.



- The most 'liked' tweet: "Here's a doggo realizing you can stand in a pool. 13/10 enlightened af (vid by Tina Conrad) <https://t.co/7wE9LTEXC>"
- Which day of the week is the best to post? The most tweets are posted during week, in weekend people have something more interesting to do :) Most 'likes' and retweets happen on Wednesday.

	New tweets per DoW	Median 'Likes' per DoW	Median retweets per DoW
Monday	281	3984	1262
Tuesday	244	4727	1406
Wednesday	241	4890	1431
Thursday	246	4274	1333
Friday	241	4594	1388
Saturday	209	3936	1213
Sunday	222	3609	1254

- The most posted gender of the dogs are male. 660 vs 312.
- The most popular dog breed in WeRateDog posts is golden retriever, thereafter Labrador retriever, Pembroke and Chihuahua.



- The least popular dog breeds are silky terrier, Scotch terrier, Clumber spaniel, Entlebucher, Irish wolfhound, Japanese spaniel, standard schnauzer and Bouvier des Flandres.

