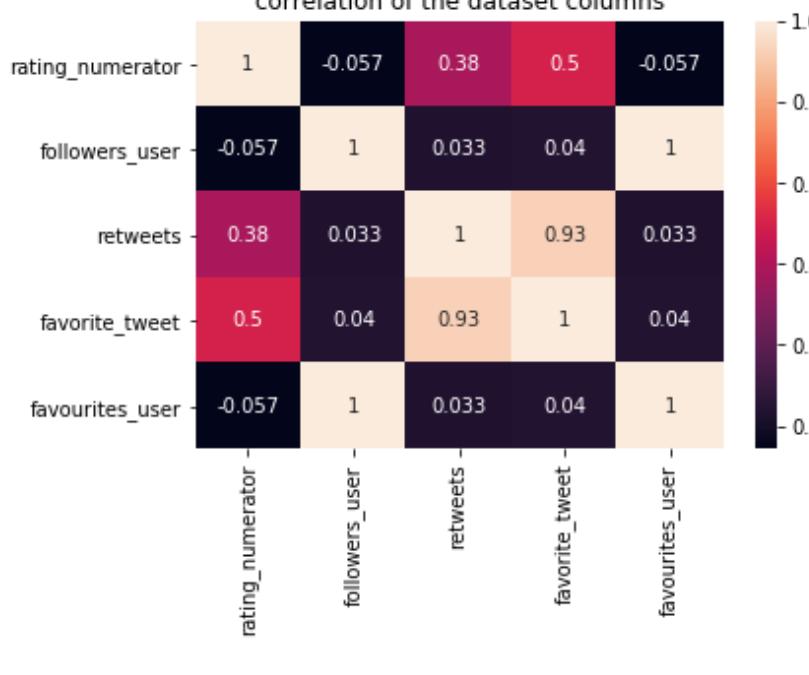


Analysis of a viral twitter account

This is the report for the twitter dog rating project. Here we will look on 3 major insights of the weRatedogs twitter account dataset.



1.

Correlation heatmap shows us the connections in the dataset between every column.

By plotting out the correlation heatmap it turns out, that only retweets and favorites have a strong correlation of 0.93. This is totally logical because if a tweet generates a lot of favorites it is usual that it also gets retweeted a lot.

2.

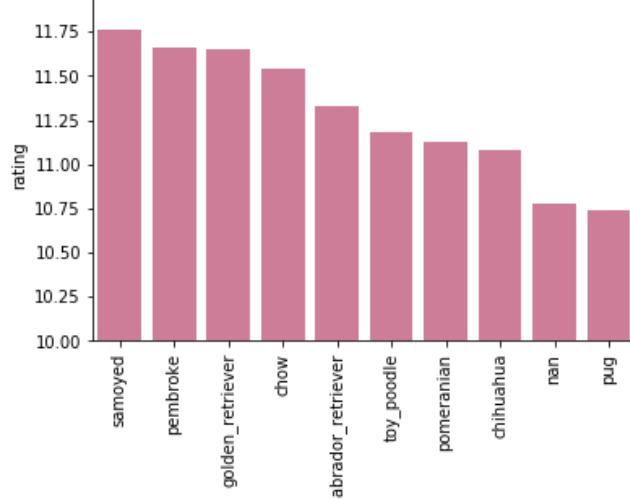
The top 10 ratings (in mean) grouped by quantity of dogbreeds in the dataset.

To find out what dog breeds get the best ratings we can see samoyed having the top place on the ratings. Visually the top 3 dog breed ratings didn't even had more than 0.25 difference in ratings.

Whether if samoyed, pembroke or golden retriever, if one of those dog types get posted on the twitter account, they should get a high rating, on weRatedogs' Twitter account, based on this data. Ratings are the mean of each rating per dog breed.



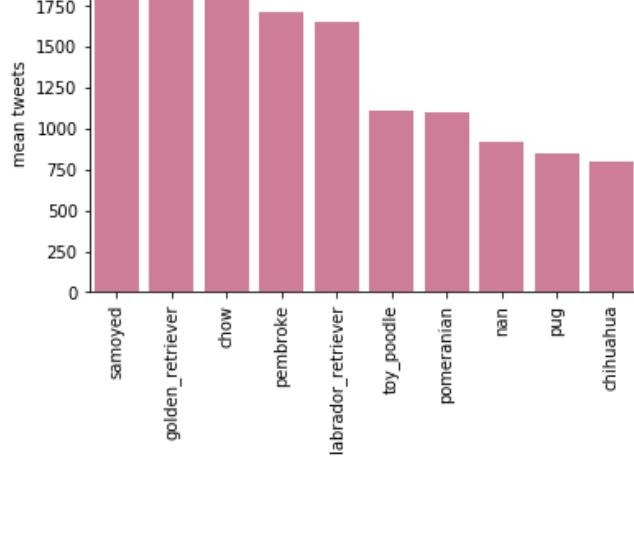
"This is atlas. The samoyed with the most retweets by 15773 counts."



3.

Top 10 retweets (median) of dog breeds grouped by quantity.

And again samoyed dogs are the most retweeted dogs in the dataset. Imagine you want to open a new Twitter account and you want to generate followers and retweets with your little dog. Here we can see which dog breeds generate the most retweets. Also golden retrievers, chow, pembroke and labrador retrievers are good choices and have 40%-50% more retweets than the more average dogs.



The weRatedog Twitter account gives a great overview about what kind of dogs people like. If we can take some insights about this big Twitter account, there is the insight that Samoyed and Golden Retrievers are the most favored dogs from a large audience of dog lovers.

If we dig further there are opportunities to filter the dataset about dog stages like floof or pupper. Also a time analysis from the Twitter account is a good basis for more analysis stuff. If there is a big take away from this little analysis, the correlation heatmap kind of false lead into boringness of the dataset. But if we use a creative approach about the most valuable insights, we can still discover very much.