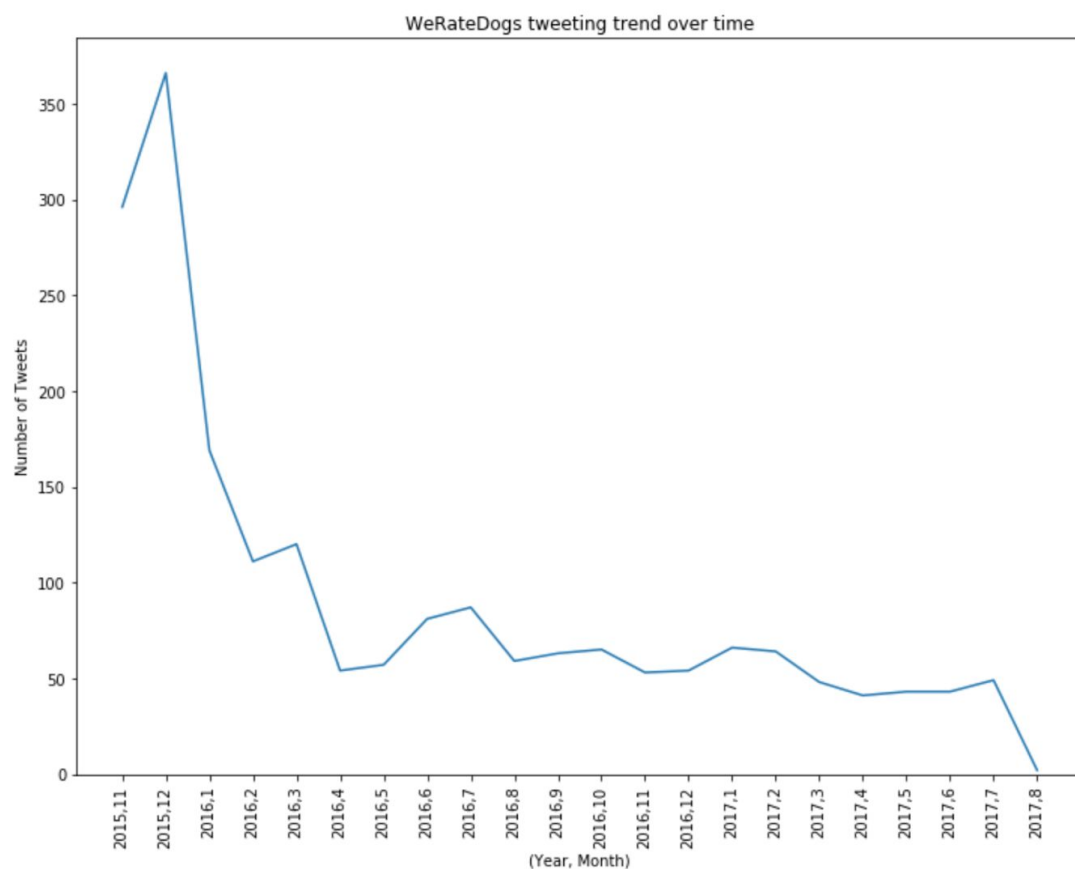


Insight and Visualization

Insight 1 Tweets posted by WeRateDogs decreased over time

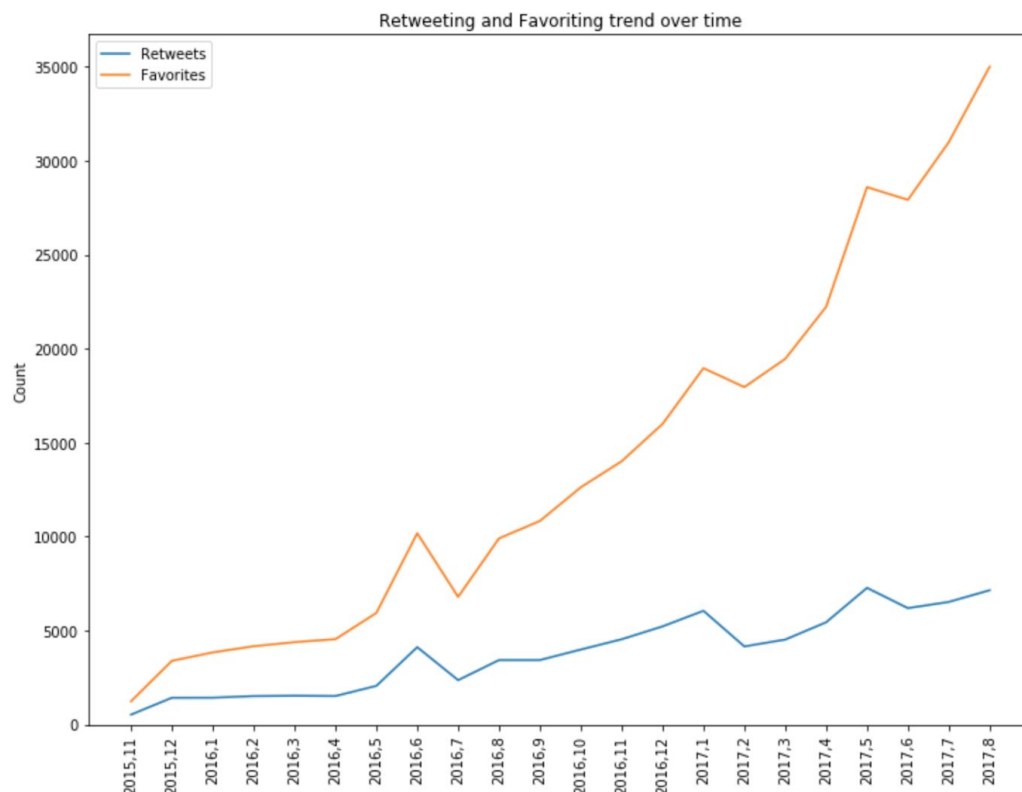
The number of new tweets posted by WeRateDog had increased dramatically during the first three months after Nov, 2015, which indicated it had gained popularity among people with a maximum number of tweets over 350.

However, its tweeting activity reduced drastically in the subsequent months, averaging between 50 to 100 since April, 2016 but has been keeping at a stable rate since then. As for the drop at August, 2017, that might be caused by stopping collection of data in that month.



Insight 2 Both retweets and favourites have been growing upwards very fast which indicates that WeRateDogs has been gaining popularity

The number of retweet and favorite is a good indicator of fans number and popularity. While the number of new tweets has been keeping at a steady rate, obviously, the fans who did not take initiative to tweet but followed the account might have contributed to the fast growing of retweets and favourites.



I checked that on August 2017, there were only two new tweets but the retweeting and favoriting counts for those two tweet ids had hit 7000 and 35,000. Out of curiosity, I opened the URL link of those two tweets. Here is what I have found:

This is Phineas. He's a mystical boy. Only ever appears in the hole of a donut. 13/10



9:23 am - 1 Aug 2017

8,206 Retweets 37,641 Likes



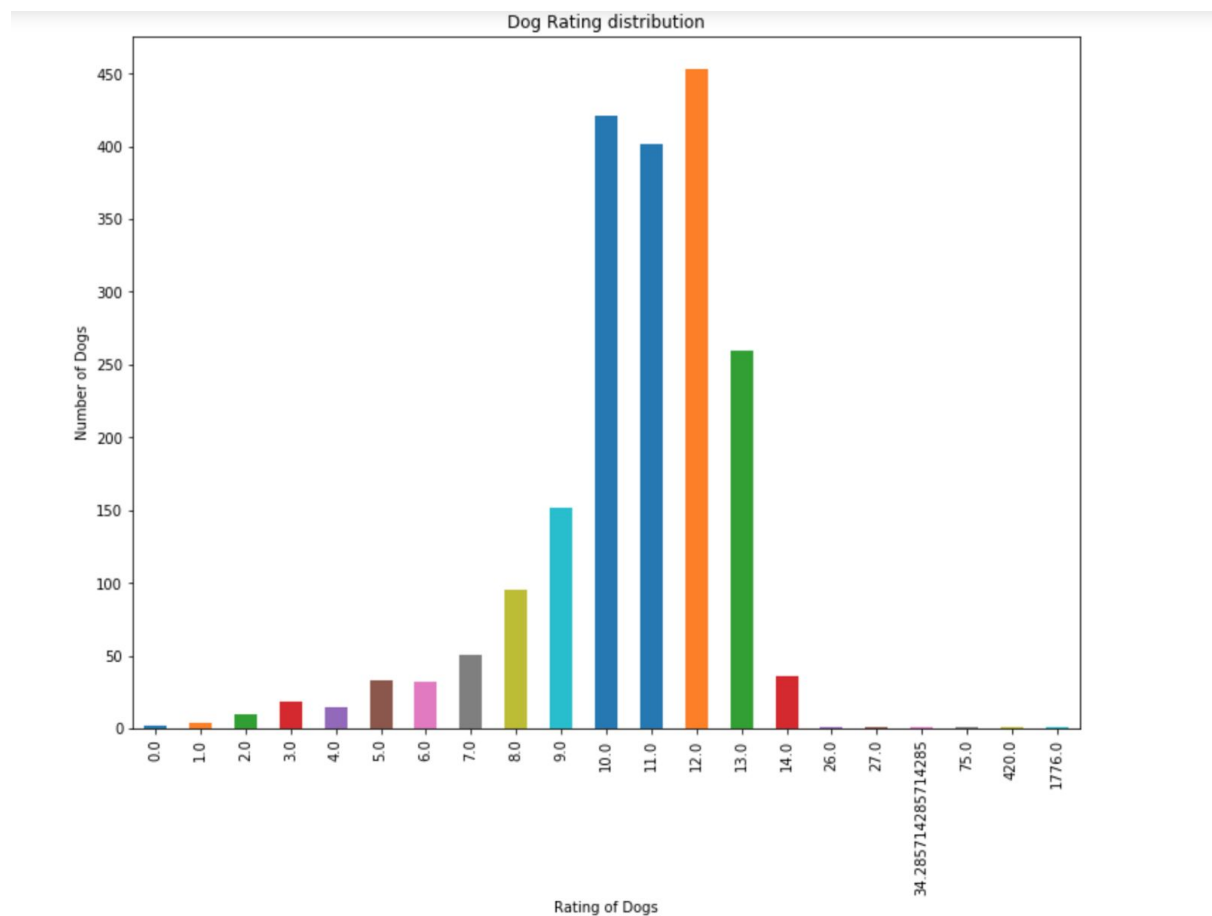
This is Tilly. She's just checking pup on you. Hopes you're doing ok. If not, she's available for pats, snugs, boops, the whole bit. 13/10



Well, cuteness overloaded!! It makes sense that they got so many retweets and favorites.

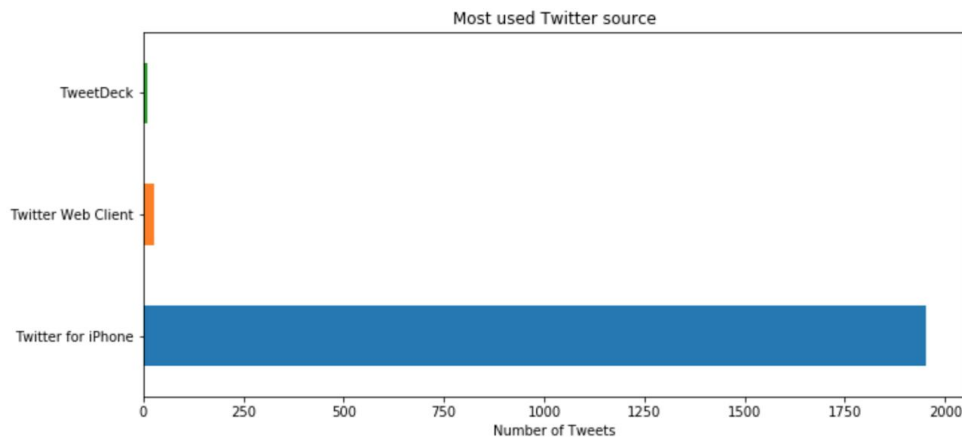
Insight 3 Most dogs are rated 10.0 - 12.0

The distribution of the ratings which I calculated from $10 \times \text{rating_numerator} / \text{rating_denominator}$ has made the most popular ratings obvious. Considering that a rating of 1.0 means $10 \times 10/10$ marks, dogs normally receive marks that are higher than 10, which has proved how cute and popular those dogs are!



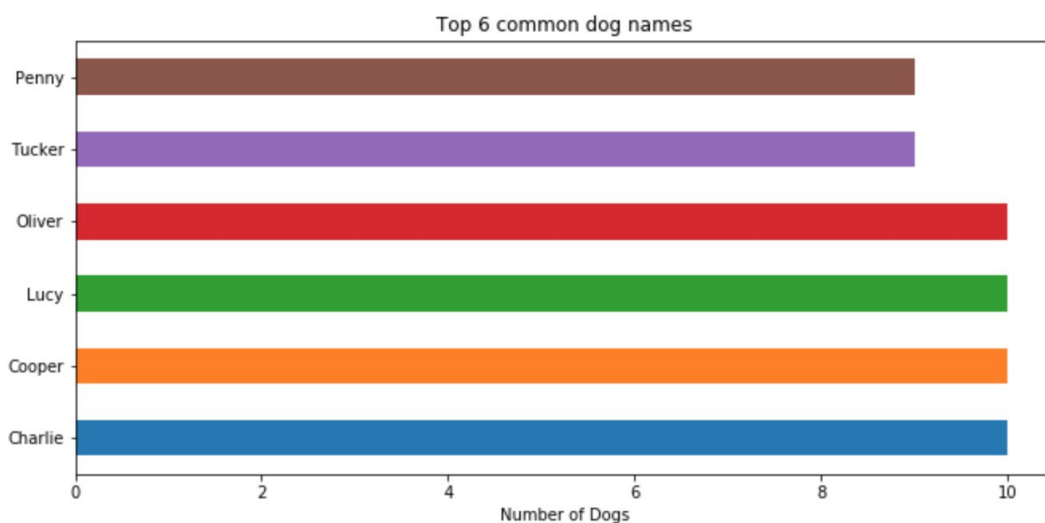
Insight 4 WeRateDogs has posted 98% of the tweets from iPhone

This gives us important insight about which group of customers twitter advertisement should target on. Considering people who buy iPhone are generally more well-off, commodities that require high purchasing power should consider twitter as its advertisement platform.



Insight 5 The most common dog name is Cooper, Charlie, Lucy and Oliver

Just last piece of interesting information!! A dictionary of most common dog names!! It definitely provides great help to people like me who is constantly confused about which name I should give to my pets/a programming assignment/a variable name > < !



(395 words)