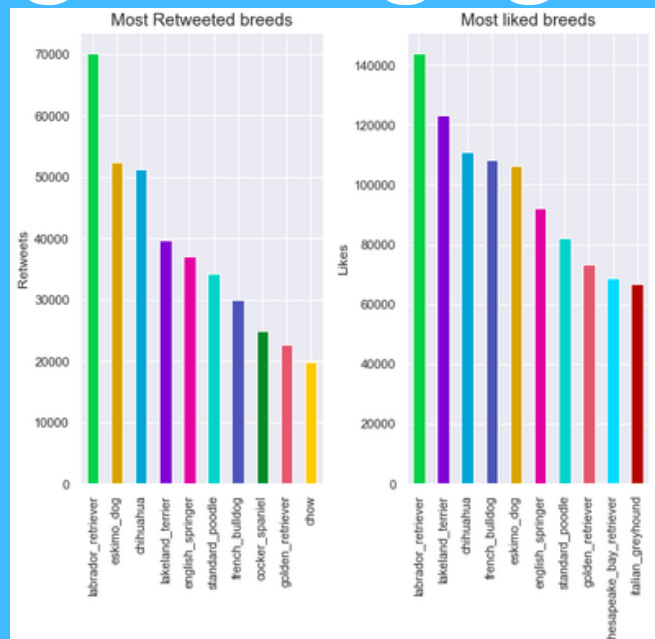


# Report: WeRateDogs.

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In this report, I will be showcasing the findings and insights I gathered from the *WeRateDogs* Twitter account. *WeRateDogs* is a Twitter account that, you guessed it, rates dogs! Data was collected from three main sources: the *WeRateDogs* twitter archive, an image prediction file, and through the use of Tweepy, a dictionary used to gather and analyze data from Twitter.

## 1# Do certain breeds get higher engagement?



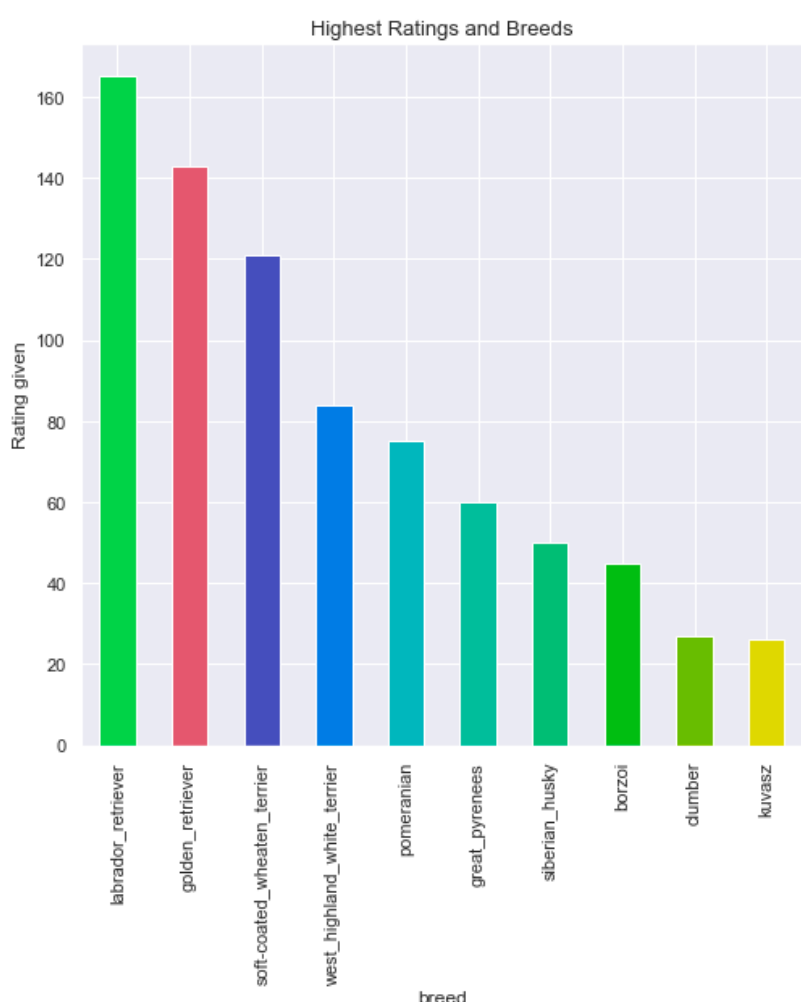
Yes!

Labrador Retriever is the most retweeted and liked breed of dog. However, the breeds of dogs liked do vary from those retweeted. While the *Chesapeake Bay Retriever* or the *Italian Greyhound* were not in the top 10 most retweeted breeds, they did make it into the top ten most liked ones. Insight: while retweets and likes go hand in hand, it appears that the consumer intention behind each of these actions differ from one another. The next question to ask would be, what makes user retweet versus like?

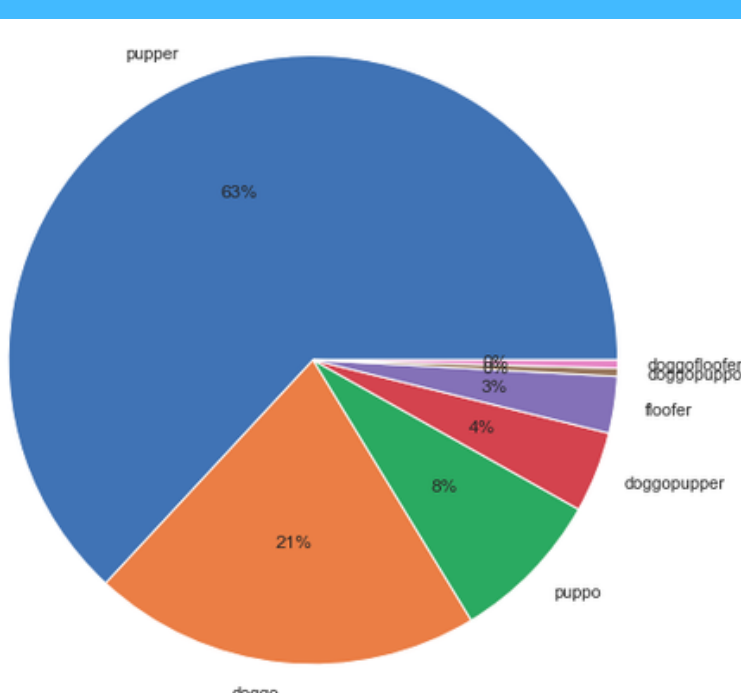
## 2# Does WeRateDogs have a favorite breed?

Yup!

It appears not only do audiences favor Labrador retrievers but WeRateDogs does as well!!! Can we blame them? Nope. However, something important to note is that the only two breeds that coincide between most liked/retweeted and highest ratings are Labrador and golden retrievers. It is interesting to see that the twitter account tends to give the highest ratings to the same breed most engaged with by audiences. However, it would be even more interest to know why. Do audiences submit more pictures or labs or are they simply more adorable? How could this information help increase engagement? Well, as we can see, the rest of the breeds listed in this chart, except for golden retriever, don't intersect with those most engaged with, by keeping the engagement in mid, WeRateDogs could prioritize rating those breeds that seem to attract a bigger audience.



## 3# What is the most common dog stage?

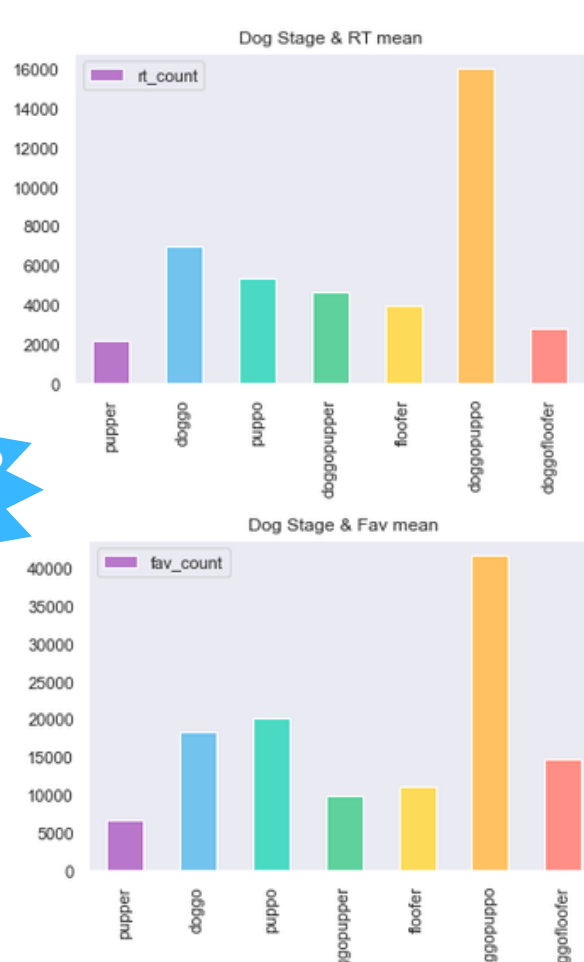


Dog stages are a metric used to classify the dogs submitted to WeRateDogs, however, it is not used in all the tweets. It appears that the overwhelming majority of dogs were classified as puppers! Followed by doggos, puppos, and doggo puppers. Floorers, doggo puppos, and doggo floorers are a rare occurrence in WeRateDogs, so keep your eye out for them. How could this information be helpful? By leveraging the rarity of the last three stages, WeRateDogs could encourage audiences to submit pictures of their dogs if they believe they belong in the rarest of stages. This would encourage engagement and increase visibility of WeRateDogs.

## 4# Does the dog stage impact engagement

Even though the majority of stage classifications were given to puppers, the single doggo pupper that has ever been classified by WeRateDogs took the lead with a whopping 15,000+ RT and 40,000 likes! whoa! It is important to note that since there had only been one doggo pupper classified at the time the data was collected, this high engagement may not be an accurate portrayal of how doggo puppers would be received if shown more on the page. However, by making audiences aware of how rare it is to be given this classification, WeRateDogs may encourage them to seek out for dogs that could meet the standards. By giving audiences a description into each of the stages, WeRateDogs could further engage with audiences through polls, involving them in the classifying process.

Doggopupper for the win!!!



## Conclusion

While this analysis was a good start to understand the dynamic that WeRateDogs has with its audience as well as its appeal, there is a lot more that could be done to gather insights from this data. For example, we could look at whether the tone of the tweet has an impact on engagement, whether certain tweets see more shares (privately shared through direct messages), and more! However, my main focus for this project was gathering, assessing, and cleaning the data to ensure it could be used for analysis.

I had a great time working on this project, it was unique, challenging, and fun. Most importantly it reminded me of how important it is to revisit the concepts I've learned so far during my data analysis journey to keep my skills into practice and keep them sharp. Thank you for getting this far, I hope you enjoyed this report!.

Goodbye!