Tweet Insight Report

I analyzed the page @dog_rates for data insights. The insights are explained below:
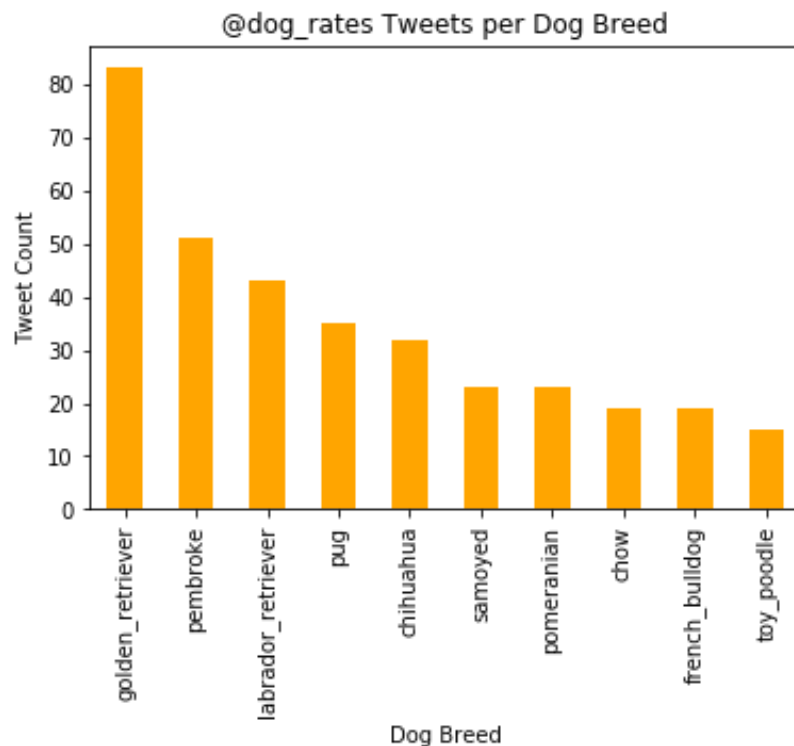
Insight #1

Question:

Which dog breed gets posted the most?

Background:

We were interested in determining which dogs are submitted and rated the most. As a proxy to this, we looked into which dog breed gets posted the most. For this exercise, we used the data from the breed predicting table. However, first runs showed non-dog classifications or inaccurately classified dogs. To address this, we narrowed the table to include only predictions with 0.7+ confidence and only dog breeds.

Answer: We made a top 10 graph for tweets per dog breed. From the graph, we noted that golden retrievers are posted and likely submitted the most as posts are generated from submitted dog photos by the audience.

Insight #2

Question:

How much has monthly engagement (retweets and favorites) increased between the earliest and latest month?

Background:

We know that for a lot of social media pages engagement is very important. Page managers tend to look at the stats to ensure that their audience is not bored and will try to determine what kind of content brings the most interest. So we looked at whether there was a trend in engagement for the start and last months of our data.

Answer:

Between the start (November 2015) and end months (July 2017), mean retweet and favorite counts increased 7.4% and 16.2% respectively. This page is doing things right!
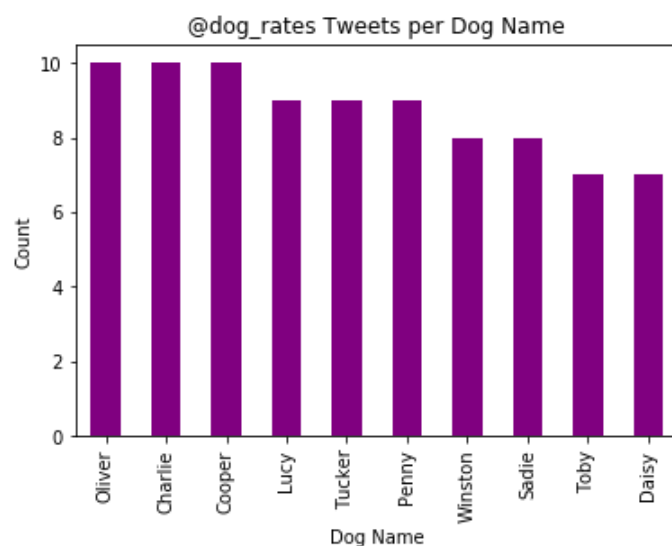
Insight #3

Question:

What is the most common dog name in the tweets?

Background:

We were curious and looked at what were the most common names for the rated dogs. While a lot of dog names is not noted in the tweets, we looked at the ones that were.

Answer:

Oliver, Charlie, and Cooper are the most observed names in the tweets.