Insights on WeRateDogs Twitter account data

This report communicates insights on the WeRateDogs Twitter account data from their first tweet till August 1, 2017. Tweets that didn't have any ratings were ignored, also retweets and replies were not considered either.

Some quick insights on the data:
- The total number of tweets that were analyzed are 2094 tweets
- The first tweet considered in the data was on 2015-11-15 at 22:32:08
- Nearly all the tweets were in English with around 99.6%

Some fun facts:
- The most common name for these dogs is "Lucy" and it came up 11 times
- The most common dog type is the "Pupper" with 65.8%
- The highest rating for a dog was 17760%

Further analysis:

I was interested to explore the relationship between the number of favorites and retweets for all the tweets in the dataset, and to see if there is in correlation between them. As a first step, I created the below scatter plot between the 2 variables to visually explore the relationship.
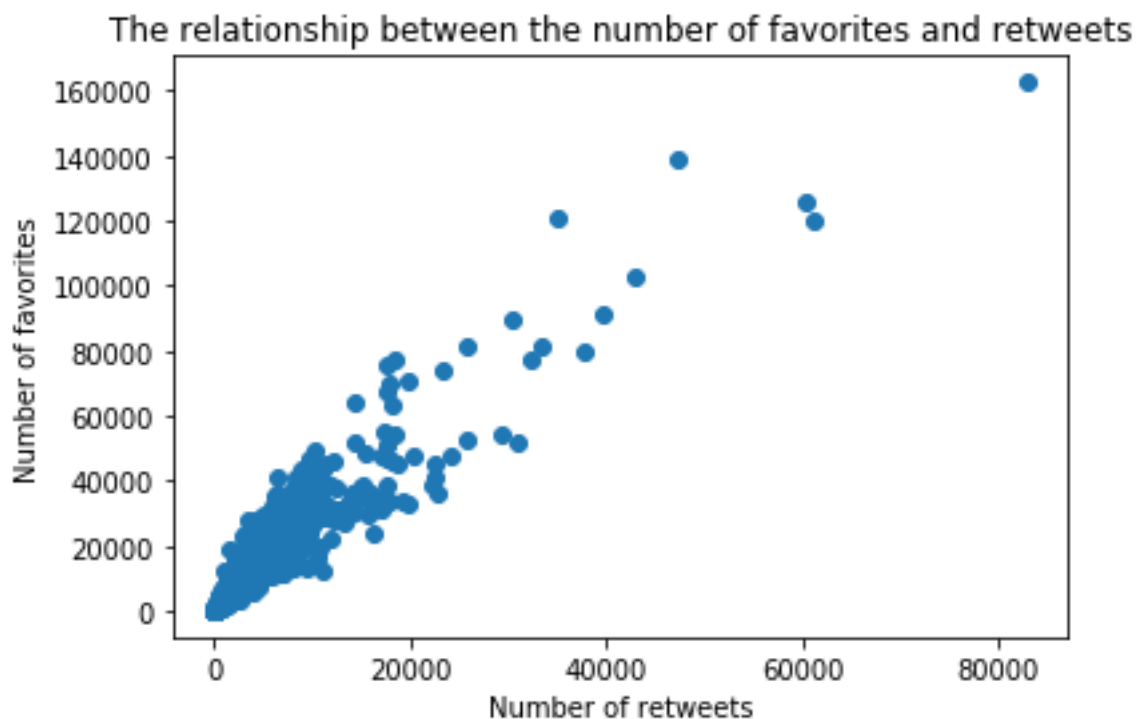
It is quite clear that there is a strong positive relationship between the 2 variables. As a second step, I decided to calculate the Pearson correlation coefficient to quantify this relationship. And the outcome was that there is a positive correlation with a value of 92.7%.

Interesting topics for future analysis:
- Analyzing the what the breeds or types of dogs that get the highest rankings
- Analyzing the factors that affect the retweets or favorites
- Creating a model that can be used to support WeRateDogs in developing highly engaging tweets by identifying the key factors for all the available variables