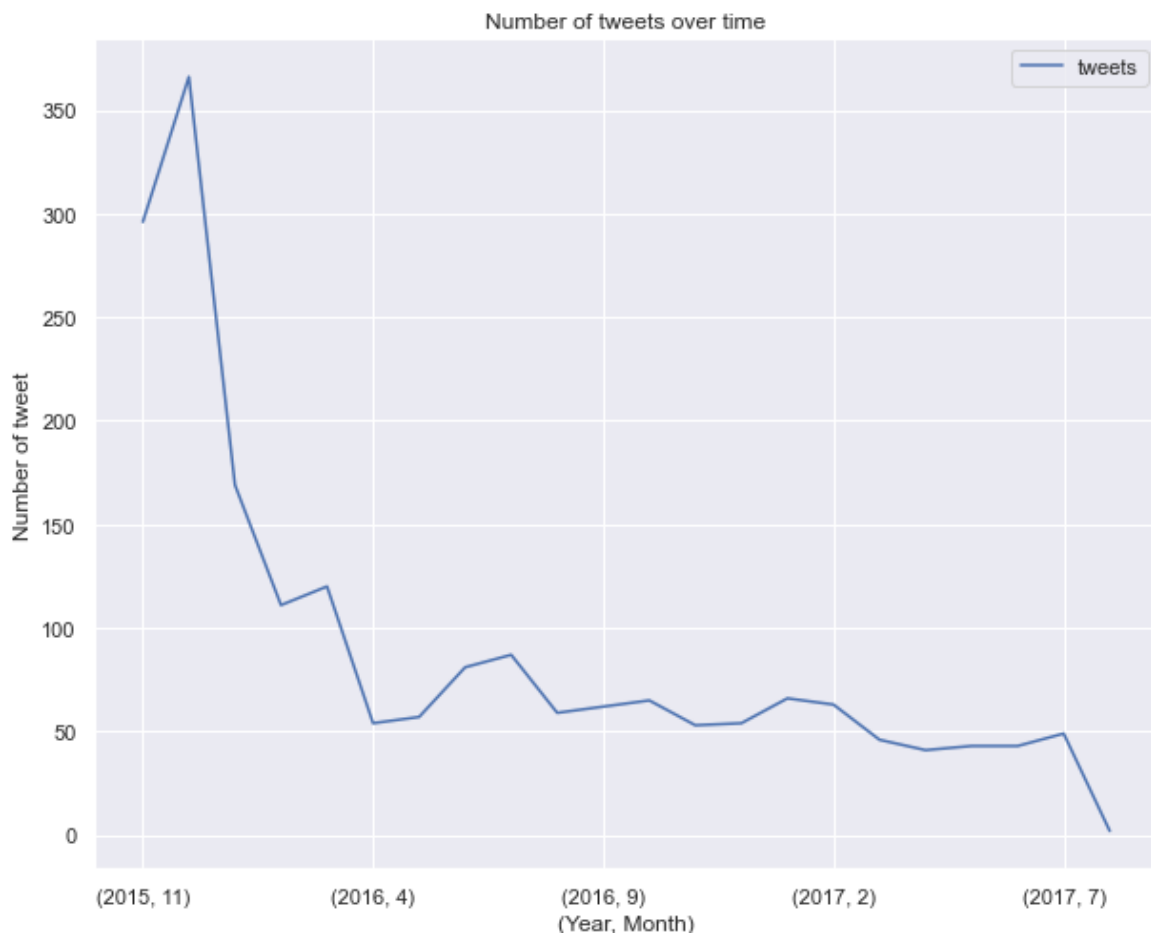Project done by Marc-Aurelien NEGRI

Analysis and Insights of WeRateDogs-Twitter archive

1 - Tweets posted by WeRateDogs decreased over time:


WeRateDogs, a Twitter account started in 2015, tweeted a lot in its starting days. For example, it posted around 300 tweets in the month of November 2015, which increased to around 350 tweets in exactly the next month. However, its tweeting activity reduced drastically in the subsequent months, averaging between 50 to 100 since April, 2016. This loss of engagement from users on WeRateDogs could be a collateral effect of Twitter losing users.

2 - Cellphone device and specifically iPhone is the number one channel of WeRateDogs users:

Most used devices for Twitter
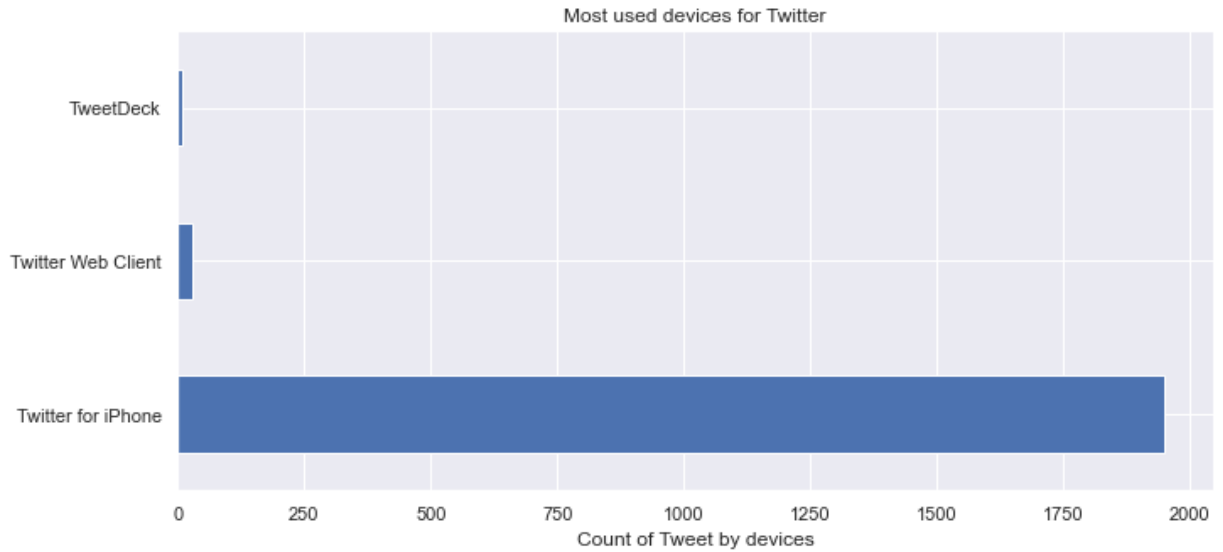
As we can see on the chart above, Twitter for iPhone is the number one channel used for Tweet posted, hands down compared to Twitter Web Client and TweetDeck.

3 – Retweeting and Favoriting trend do not follow a specific pattern over time:
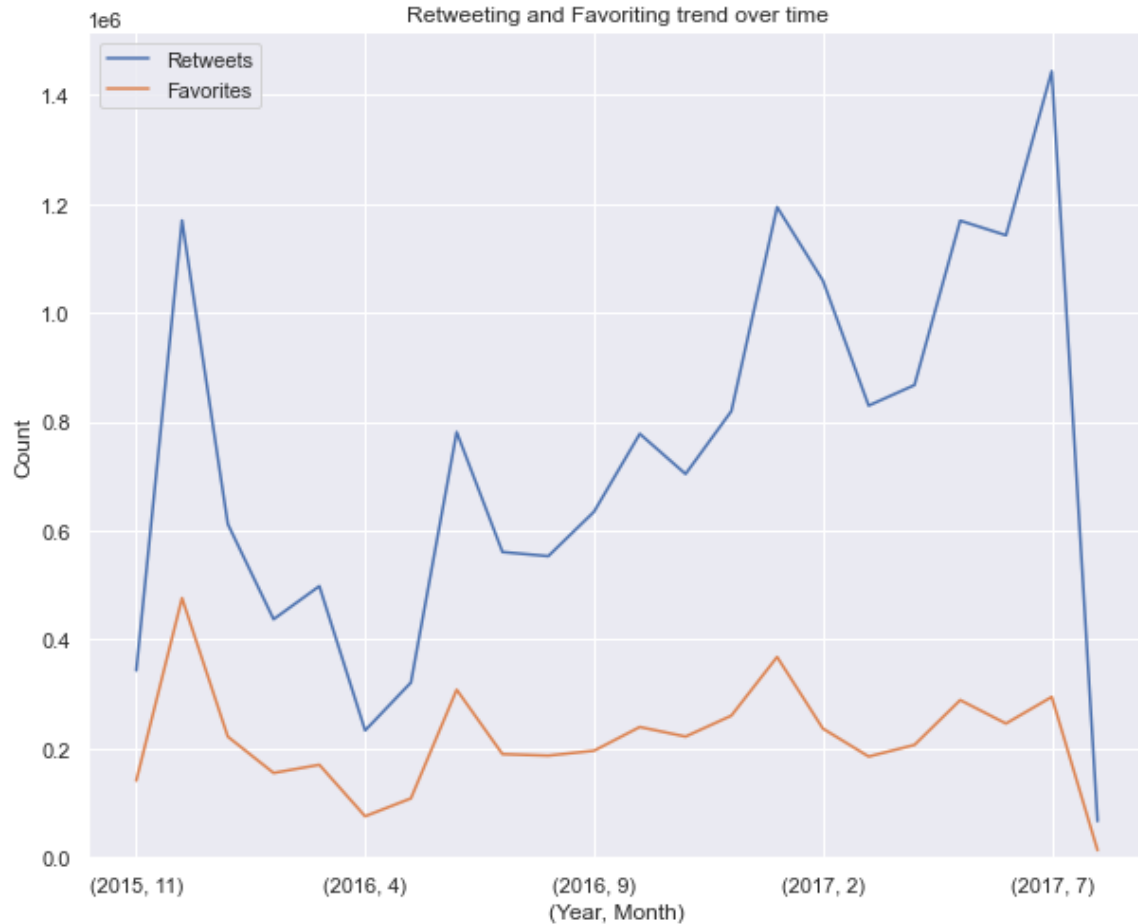

The above plot shows an increasing trend of retweeting and favoriting tweets posted by WeRateDogs' since November, 2015. However, the favoriting trend shows a much higher increase with time as compared to the retweeting trend.

4 – Doggo and Pupper stage get most of the Retweet and Favorite count:
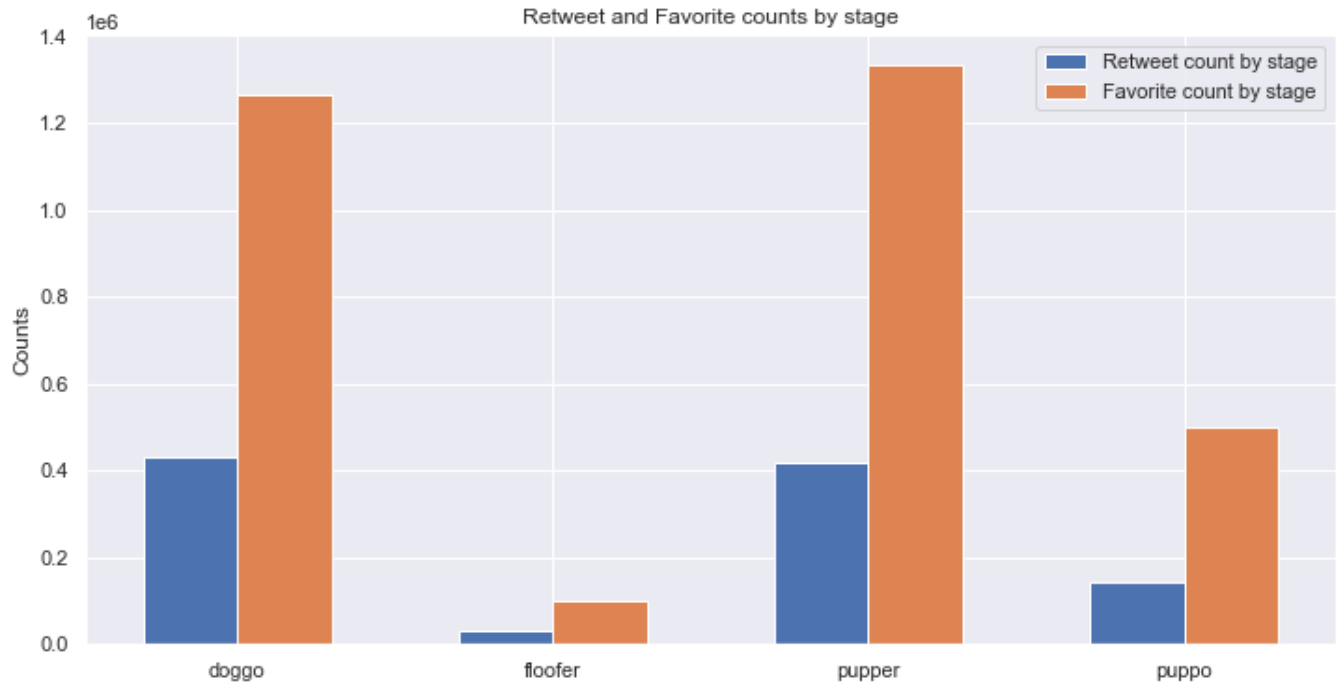
As we can see above, doggo and pupper get most of the attraction on WeRateDogs. On the other hand, floofer is the last one in terms of both retweeting and favoriting.

5 – Some breeds get most traction than others:

Top 5 Breeds in Favorite Count

Top 5 Breeds in Retweet Count
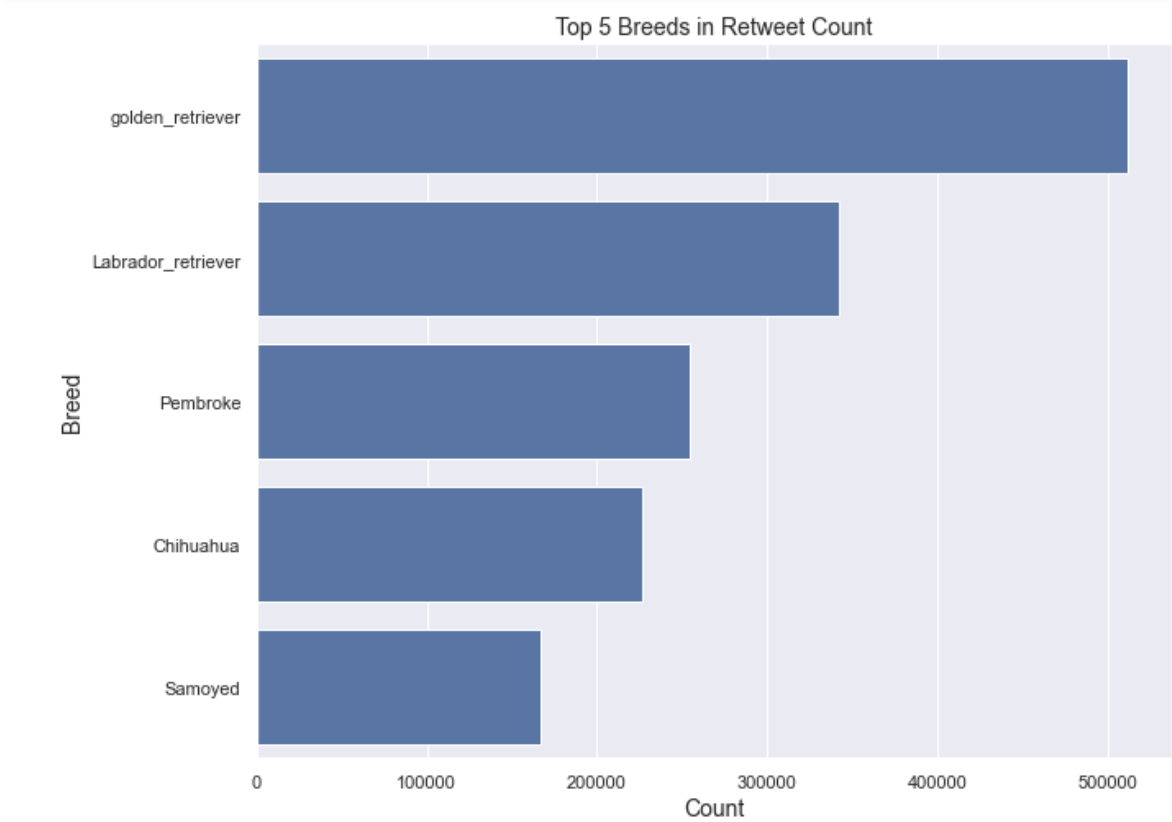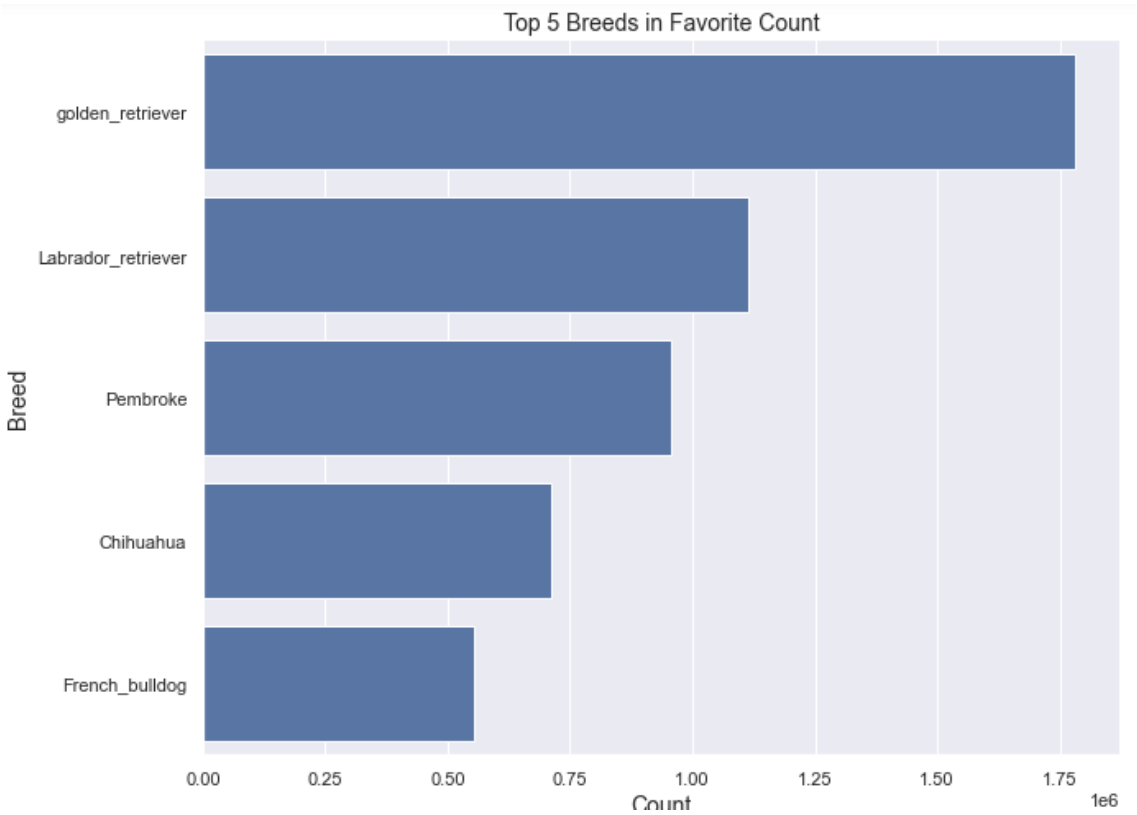
Project done by Marc-Aurelien NEGRI

Golden retriever, Labrador retriever, Pembroke, Chihuahua and French bulldog make up the top 5 of the Favorite count on WeRateDogs, whereas for the Retweer Count, the Samoyed kicks the French Bulldog out and get the 5th place.

6 – Which are the most common dog names on WeRateDogs?
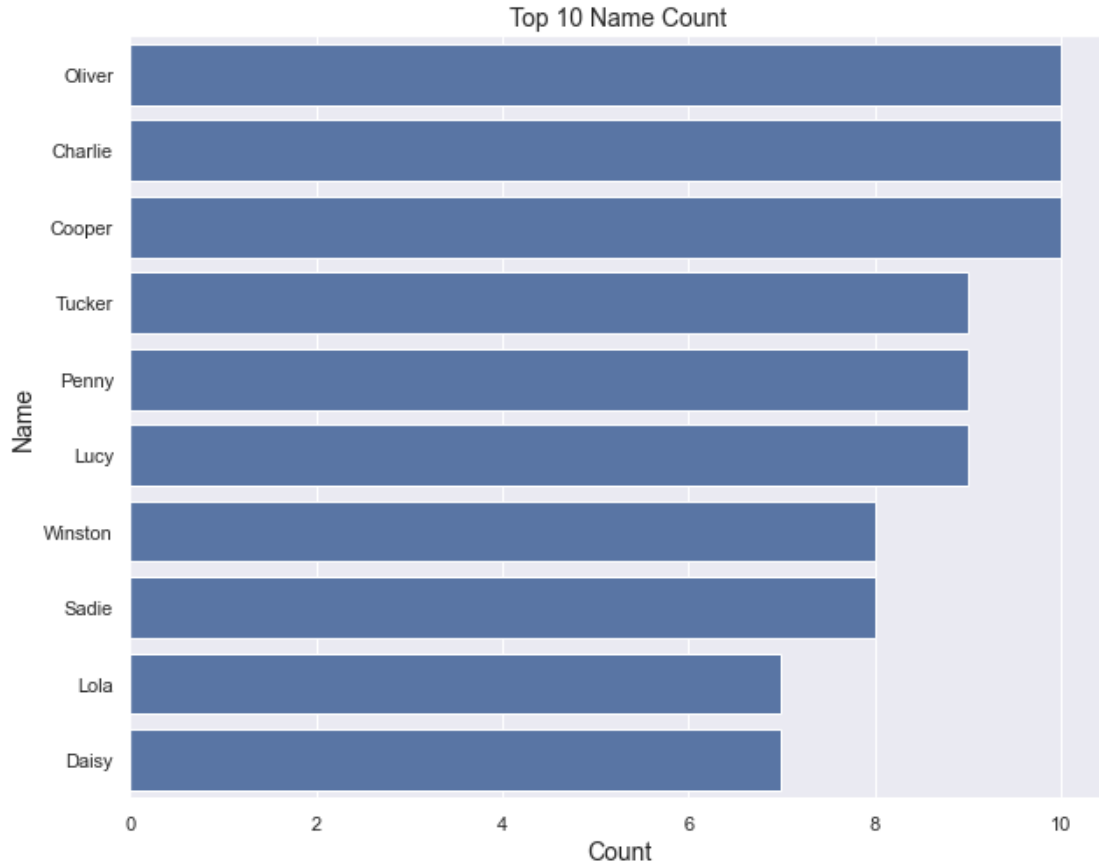
Oliver, Charlie and Cooper are all counted the same number of times, 10 times.

7 – Is there any relationship between the retweeting count and the favoriting count?

Scatterplot of retweets vs favorites
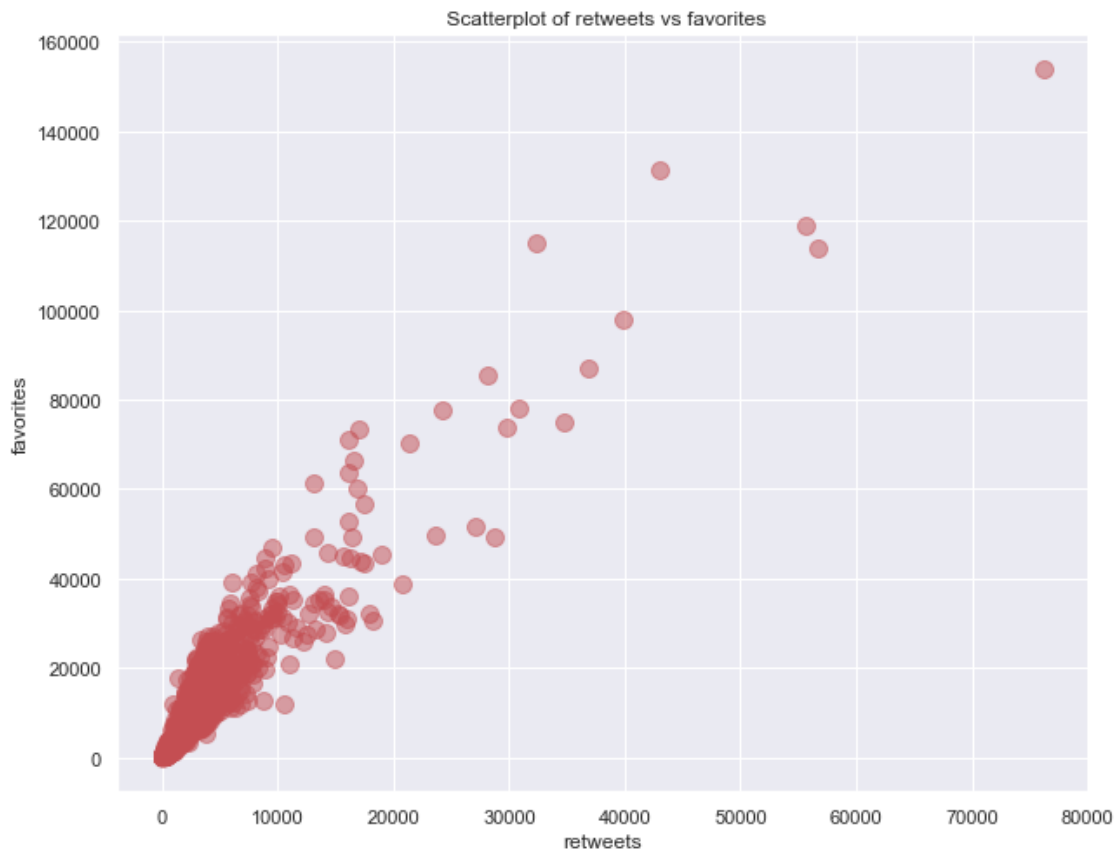
As we can see on the scatter plot, the relationship is obvious between retweets and favorites.

The correlation grid below is confirming the strong existing correlation between both metrics.

Indeed, a correlation coefficient of 0.9288 tells us that there is a very strong correlation between both.

	retweet_count	favorite_count
retweet_count	1.000000	0.928844
favorite_count	0.928844	1.000000