2. Act Report

Title: Insights and Analysis from WeRateDogs Twitter Data

Introduction This analysis of the WeRateDogs Twitter dataset uncovers insights into tweet engagement and dog breed popularity. By cleaning and merging the data, we identified key trends and patterns.

Key Insights

1. **Distribution of Dog Stages:** Tweets featuring "pupper" and "doggo" are most common, while "puppo" and "floofer" appear less frequently. This suggests that "pupper" and "doggo" are more prominently featured.

2. **Average Retweet Count by Dog Stage:** Tweets with the "doggo" stage have the highest average retweet count, indicating these tweets are more engaging and frequently shared.

3. **Most Common Dog Breeds:** The data shows "golden_retriever" as the most frequently mentioned breed, highlighting its popularity on the WeRateDogs Twitter account.

Visualizations

1. **Distribution of Dog Stages:**

This visualization shows the distribution of different dog stages in the dataset, highlighting the prevalence of pupper and doggo.
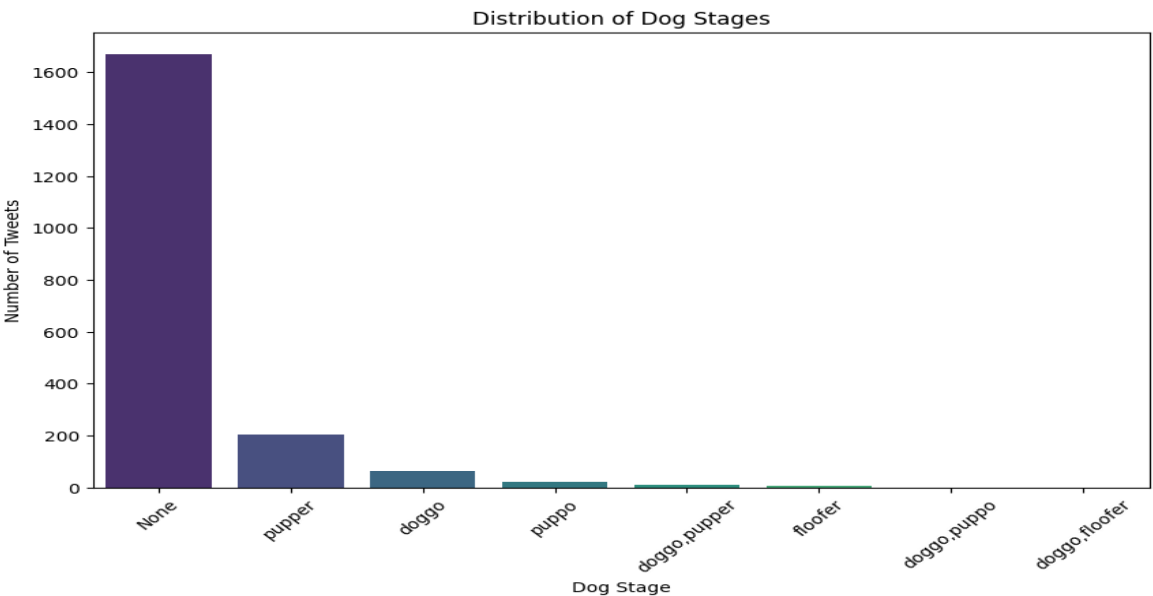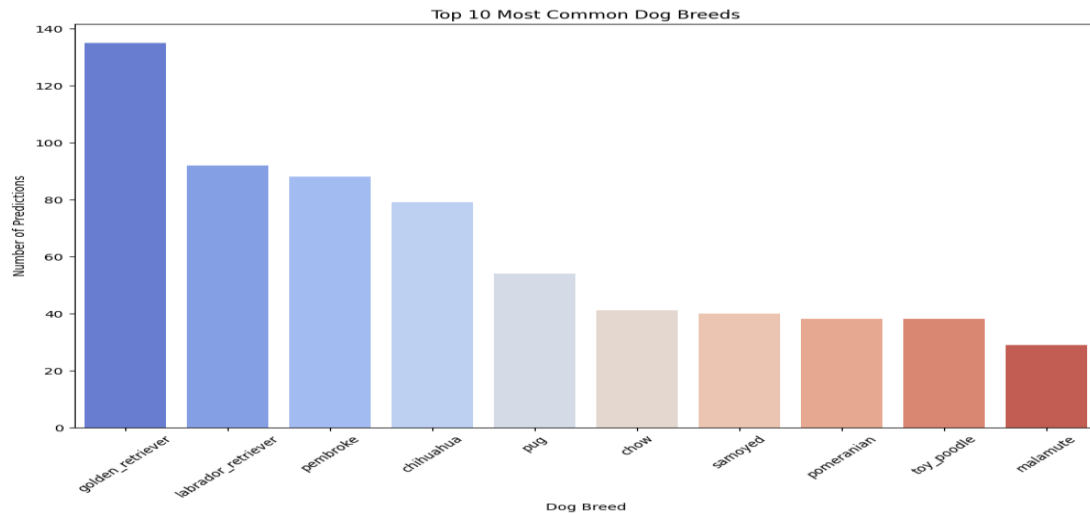

2. **Average Retweet Count by Dog Stage:**

This chart displays the average retweet count for each dog stage, showing that doggo tweets receive the highest engagement.

3. **Most Common Dog Breeds:**

The visualization presents the most common dog breeds identified in the dataset, with golden_retriever being the most frequently mentioned.

Conclusion

The analysis provided valuable insights into tweet engagement and dog breed popularity. The findings indicate that tweets with doggo receive higher engagement, and golden_retriever is the most common breed in the dataset. These insights can inform future content strategies and enhance our understanding of social media interactions related to dog breeds.