## Analysis and Insight

## What are the most popular dog ratings?

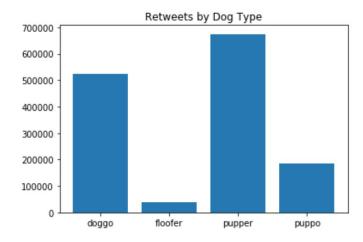
The most popular dog ratings are, unsurprisingly, number 10-13. This reflects the spirit of the

12	558
11	464
10	461
13	351
9	158
8	102
7	55
14	54
5	37
6	32

account, as the owners create a joyous feed full of exaggerated dog ratings. However, far more interesting - and surprising - are the number of scores below 10. The number appears to contradict the spirit of the account. I suspect these may be ironic posts that further enhance the spirit of the account. But it is worth investigating whether some of these are typos or posts that contradict the spirit of the account.

## What are the most retweeted dog types?

What type of dog do you need to make it big on twitter? It would appear a 'pupper' will earn you entreé into the twitterverse, but that's not exactly the case. While there are few fewer 'doggo's in the dataset, they received nearly as many retweets. So, grab yourself a good ole' doggo and start tweeting the heck out of it. It should land you some retweets.



## Is there a relationship between retweets and favorites?

There is clearly a strong positive correlation between retweets and favorites. As the number of retweets increases, so does the number of favorites. This is not surprising, as retweets reach a wider audience, thereby expanding the pool of people who can favorite. In addition, twitter users retweet content they find interesting. Therefore, it is reasonable to conclude that retweeted content is more likely to be favorited by others, as users have judged it to be interesting and evidenced that judgement via retweeting.

