

Analysis Report

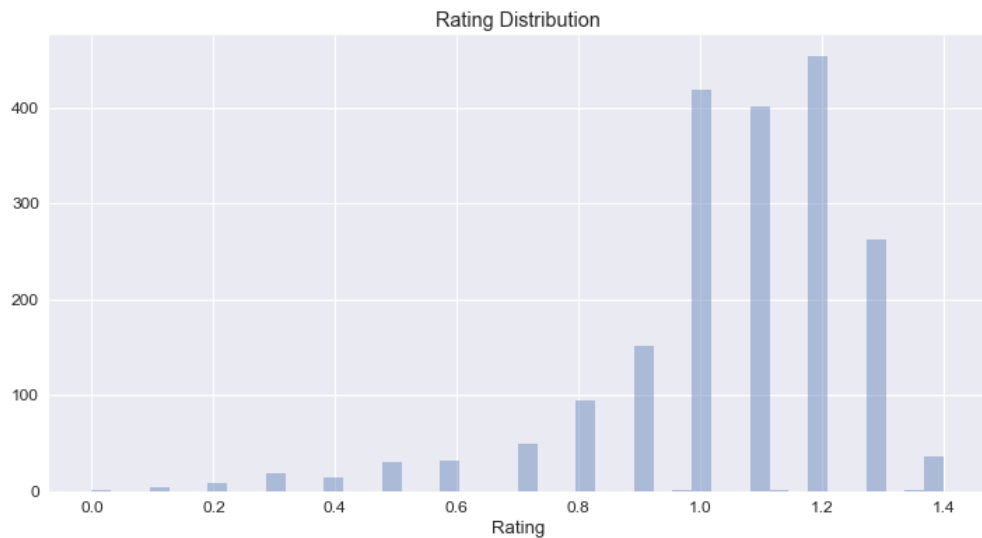
Introduction

The WeRateDogs is a Twitter account, created in November 2015, that rates photos of people's dogs in a humorous way. The ratings usually have a denominator of 10 but the numerator is often higher than 10, which gives a humorous touch to the rating. By the time of this report, the account has over 7 million followers and 7300+ tweets posted.

The analysis described in this report was made considering five topics, which will be detailed below.

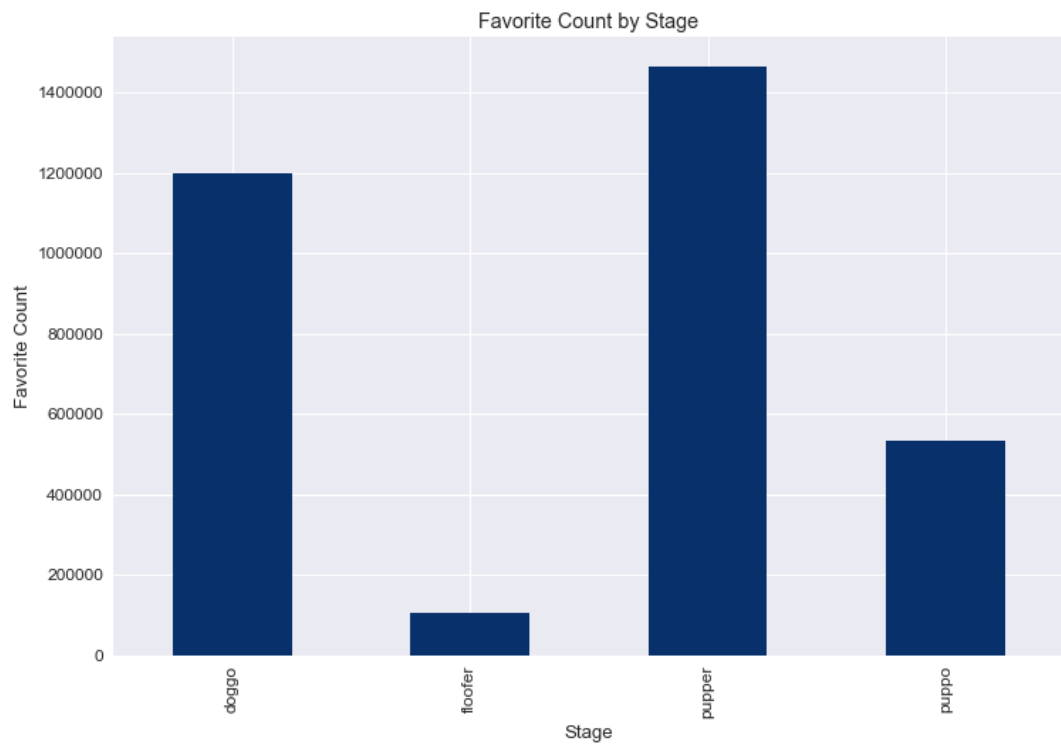
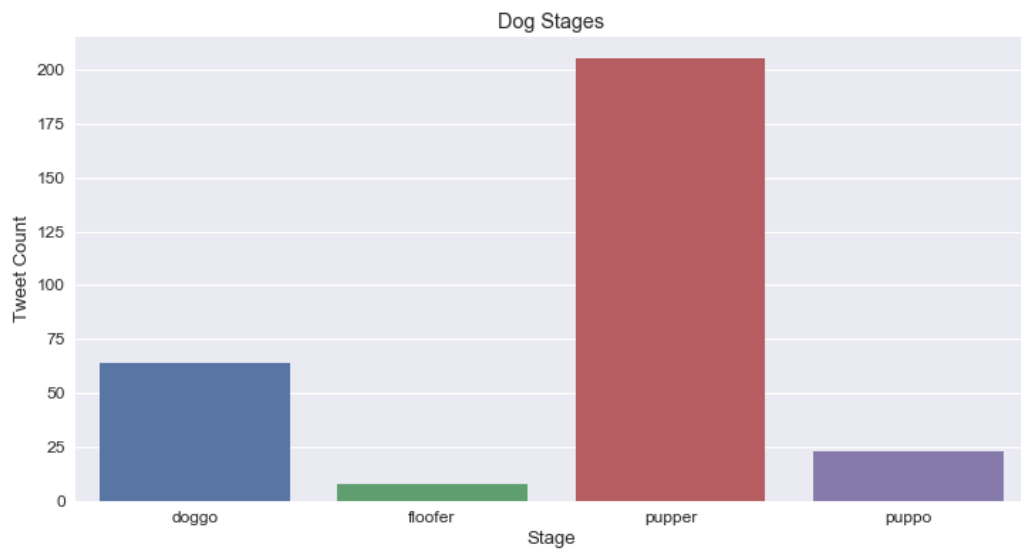
Rating Distribution

In most cases, the ratings (obtained by dividing the rating numerator by the rating denominator) are between 1.0 and 1.2, which indicates that there is a certain pattern in the ratings, despite the fact that it's a humorous evaluation - *because they are good dogs, Brent...* – and ratings like 42 and 177 are allowed. When the outliers are removed, the pattern can be seen easily, as shown in the **Rating Distribution** plot.



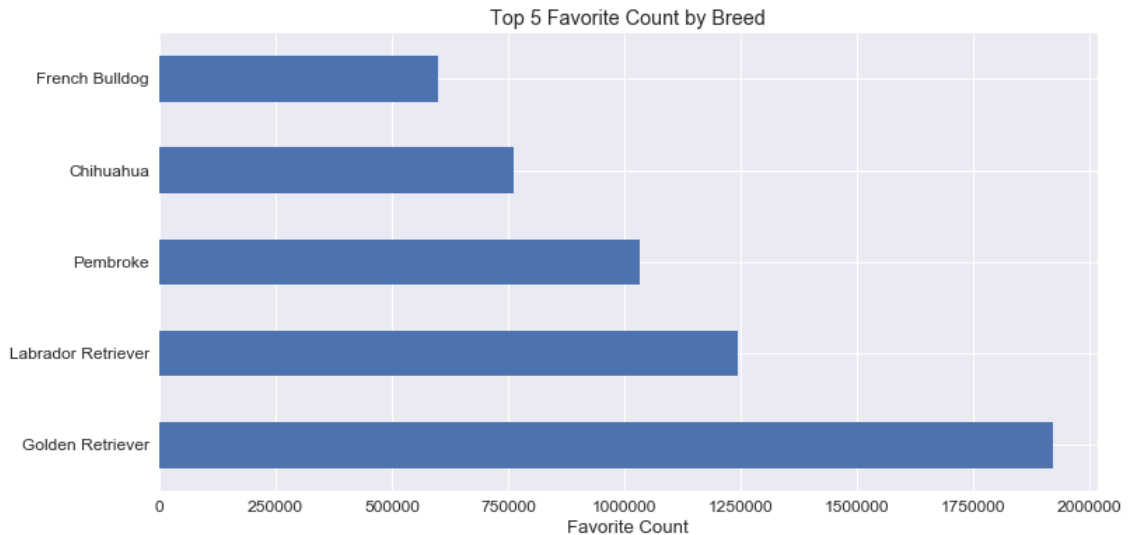
Dog Stages

Despite the fact that approximately 85% of the analysed tweets didn't have a stage mentioned, **pupper** seems to be the most assigned and liked stage, as shown in the **Dog Stages** and **Favorite Count by Stage** plots. Considering the definition of a **pupper** (wich includes the cute baby dogs) they would probably be at the top of the favorite count even without the missing data.



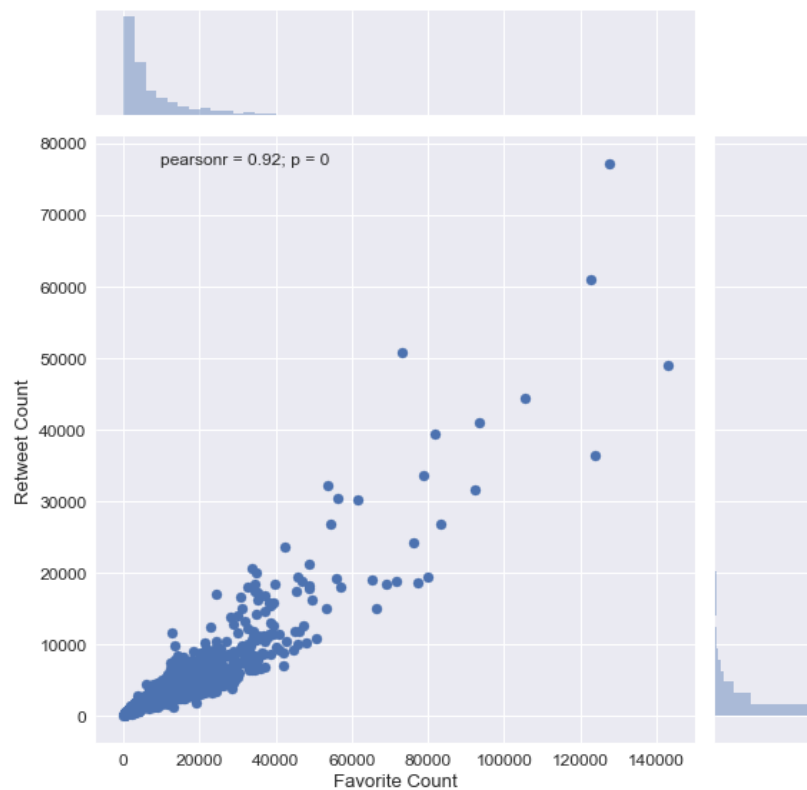
Favorite Breeds

According to the **Top 5 Favorite Count by Breed** plot, and assuming that the predictions are correct, **Golden Retriever** is the favorite breed among the WeRateDogs followers, followed by Labrador Retriever and Pembroke.



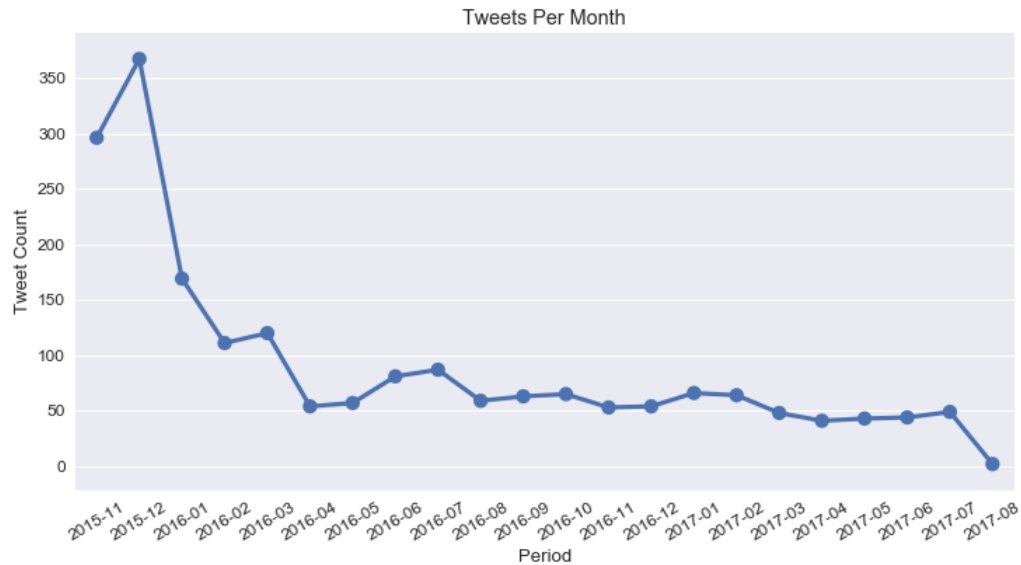
Retweets and Favorites

According to the **Retweets x Favorites** joint plot below, there is a strong correlation between the favorite count and the retweet count, which indicates that tweets with high favorite count have, often, high retweet count. It also indicates that most of the tweets have between 10,000 and 40,000 likes and around 10,000 retweets.

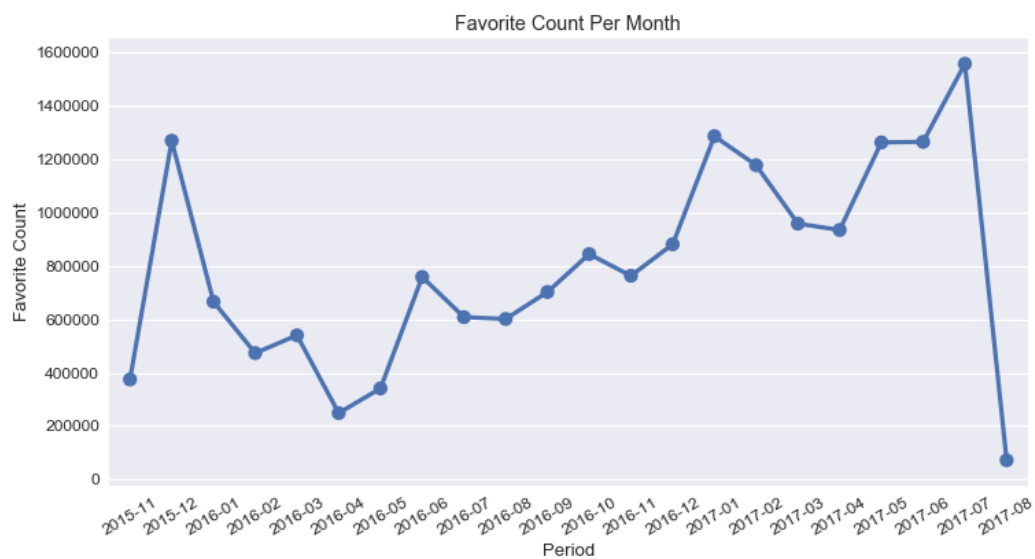


Tweet Frequency

The WeRateDogs account was created in november/2015, and until december/2015 is when the biggest amount of tweets were posted. Then a sharp drop is observed in the next 4 months with low variation until july/2017, as shown in the **Tweets Per Month** plot.



The considerable reduction in the tweet count suggest that maybe the first months were dedicated to promote the account and get followers, as the favorite count is increasing since then, according to the **Favorite Count Per Month** plot.



The drop observed in August/2017 in both plots is caused by incomplete data.