

WeRateDogs is a Twitter account where people's dogs are rated in line with the short description and the photo. In this analysis the data about each tweet (such as description and posting date) and the number of retweets and likes was used. The number of retweets and likes shows the popularity of a given tweet. Apart from those the data produced by machine learning algorithm was included. This data are the predictions of the breed of dog made based on the dogs' picture.

First the time of posting a tweets were analyzed. It was checked whether the tweets posted on the specific day of the week were more popular than the other. It was supposed that tweets posted during the weekends (Friday - Saturday - Sunday) will be more popular. However after diving more into the data it was found that tweets posted on each day of the week in case of this account are just as popular. However, tweets posted on Mondays and Saturdays are slightly less popular on average.

Then, let's try to answer the following question: What breeds of dogs are more popular than the others and what are less popular? It turns out that the most popular breeds are: saluki, standard poodle, french bulldog, flat-coated retriever, back-and-tan coonhound. The least popular ones are: tibetan terrier, groenendael, japanese spaniel, ibizan hound and brabancon griffon. The most popular breeds were about 12-20 times more popular than the least popular.

Finally, the correlation between number of retweets/likes and dogs' ratings were checked. After excluding the two outliers the correlation between both retweets and rating as well as likes and ratings is weak to moderate (correlation coefficient 0.33 and 0.38, respectively). Below you can find the plots visualizing those correlations:



