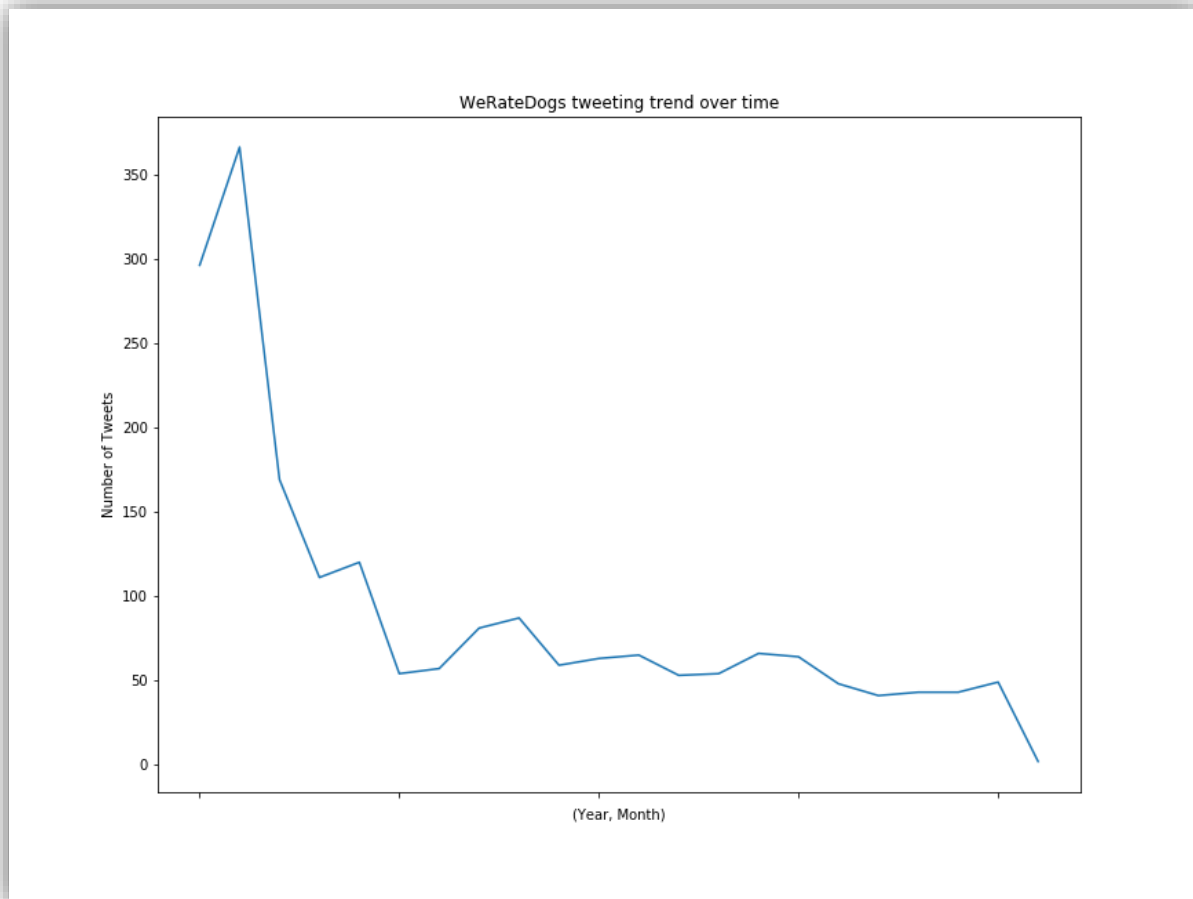


## Analysis and Insights of WeRateDogs Twitter archive

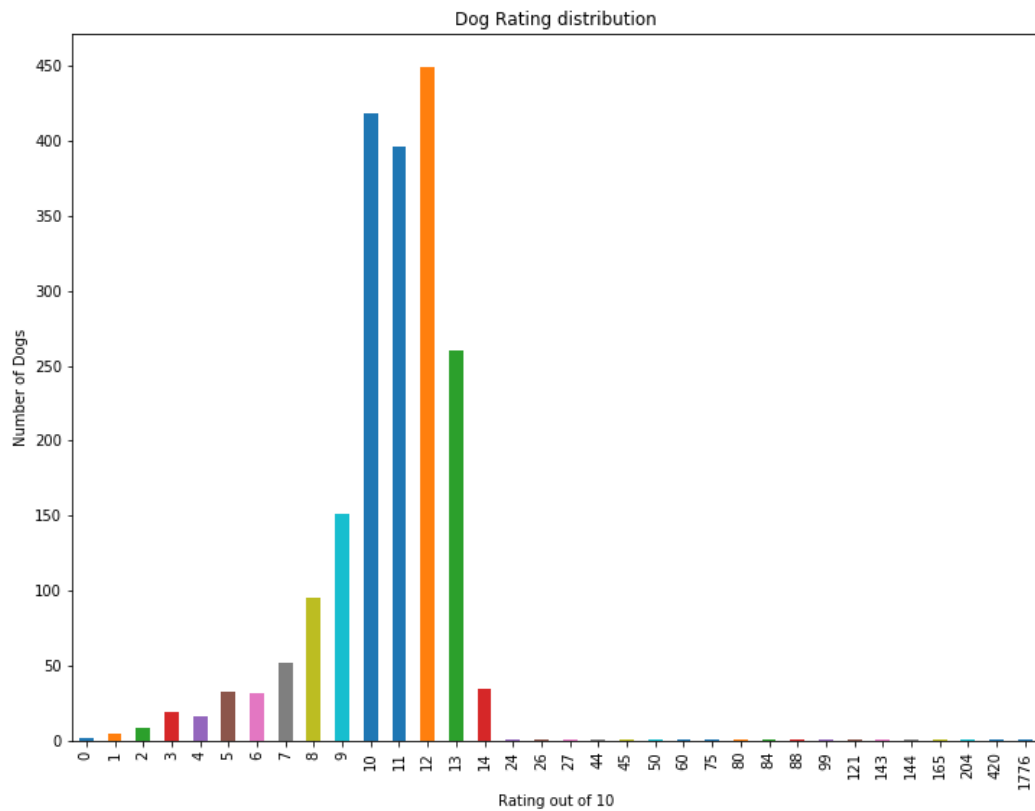
- Analysis show tweets posted by WeRateDogs decreased over time



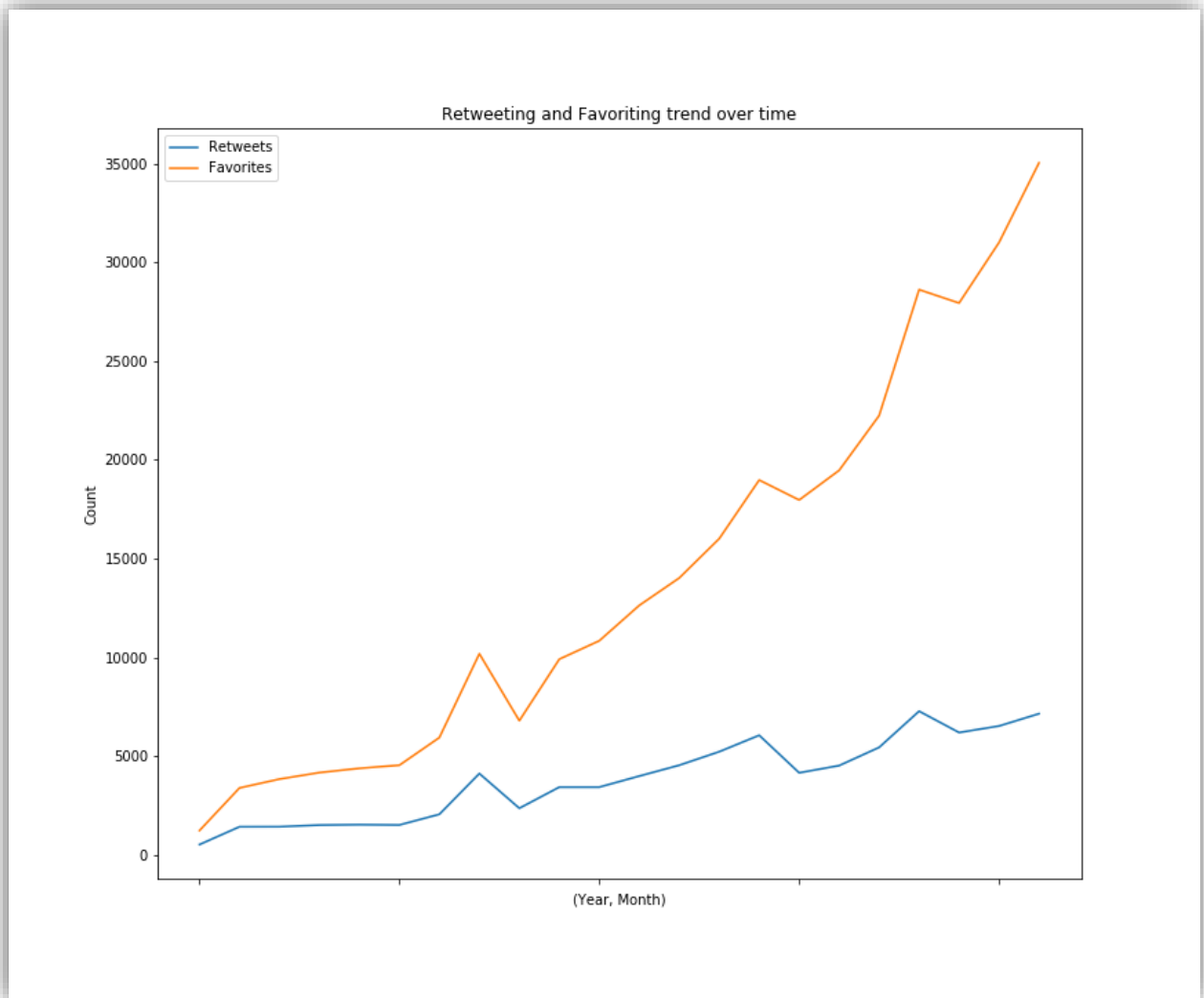
WeRateDogs, a Twitter account started in 2015, tweeted a lot in its starting days. For example, it posted around 300 tweets in the month of November 2015, which increased to around 350 tweets in exactly the next month. However, its tweeting activity reduced drastically in the subsequent months, averaging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

- Most dogs are rated 12/10 - 10/10 is a close 2nd, followed by 11/10

Most of the dogs are rated 12/10 (i.e. 455 out of 1994 dogs). Excluding the 2 rating outliers (420 and 1776), the highest rating received by any dog is 14/10. However, only 2% (i.e. 37) dogs got this rating. So, we can say that WeRateDogs is probably very conservative when it comes to rating a dog the highest.



- Retweets and Favorites analysis



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.

This shows the tremendous growth of WeRateDogs' popularity in a span of less than 2 years.

Scenario	Average Retweet Count	Average Favorite count
For entire archive	2621	8642
Dogs rated greater than 10	3646	12444
Dogs that have a name	2581	9031

Average of retweets and favorite counts categorized by dog-stage		
Dog stage	Average Retweet Count	Average Favorite count
Doggo	6614	19029
Floofer	4460	13039
Pupper	2224	6942
Puppo	6732	22654

From the above table, it is evident that tweets of dogs that were rated above 10 by WeRateDogs, were retweeted and favorited more by almost 40%. However, tweets which mentioned the dog's name had no such impact.

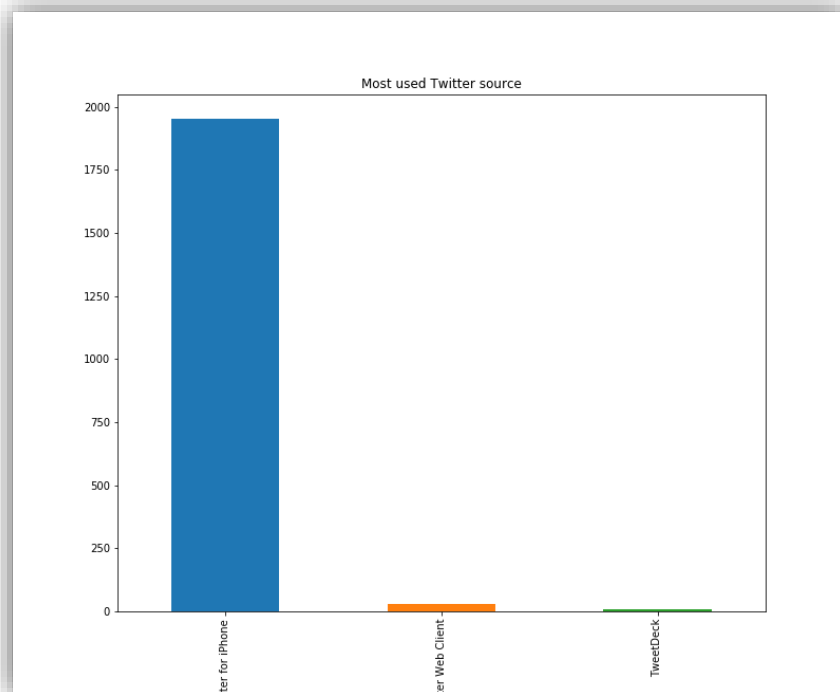
Another interesting point is the huge increase in retweeting and favoriting of tweets having a mention of the "dog stage" (i.e. Doggo, Floofer or Puppo), the exception being Pupper. Pupper, being a small doggo, usually younger, is probably less popular as compared to its older counterparts.

Having said that, I can see a strong correlation between tweets mentioning the "dog stage" and its chances of being retweeted and favorited more.

- Finally, some trivia

**WeRateDogs has posted 98% of the tweets from iPhone.**

Out of the 1994 tweets, 1955 were posted from iPhone. Just a confirmation that the only mobile device WeRateDogs uses to post tweets is an iPhone.



### Charlie is the most common dog name

11 of the dogs were named Charlie and it's the most we have. A close second will be Lucy, Cooper and Oliver, with 10 dogs being named as these.

