

27th Mar. 2020

Act Report

1. Introduction

We have got the cleaned data through “Data Wrangling”. Next step is “Analyze and Visualize” and “Communicate insights”.

The dataset that we wrangled is the tweet archive of Twitter user [@dog_rates](#), also known as [WeRateDogs](#). WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. WeRateDogs has over 4 million followers and has received international media coverage.

2. Analyze, Visualize and Communicate insights.

2.1. Question : Is there any relationship between rate of WeRateDogs and retwt, fav?

Some scatter plots (rating_numerator vs. retweet_count and favorite_count) are shown below. It shows there are relationships between WeRateDogs and favorite, retweet counts. So if the rating is good, it is more possible to get more favorite and retweet.

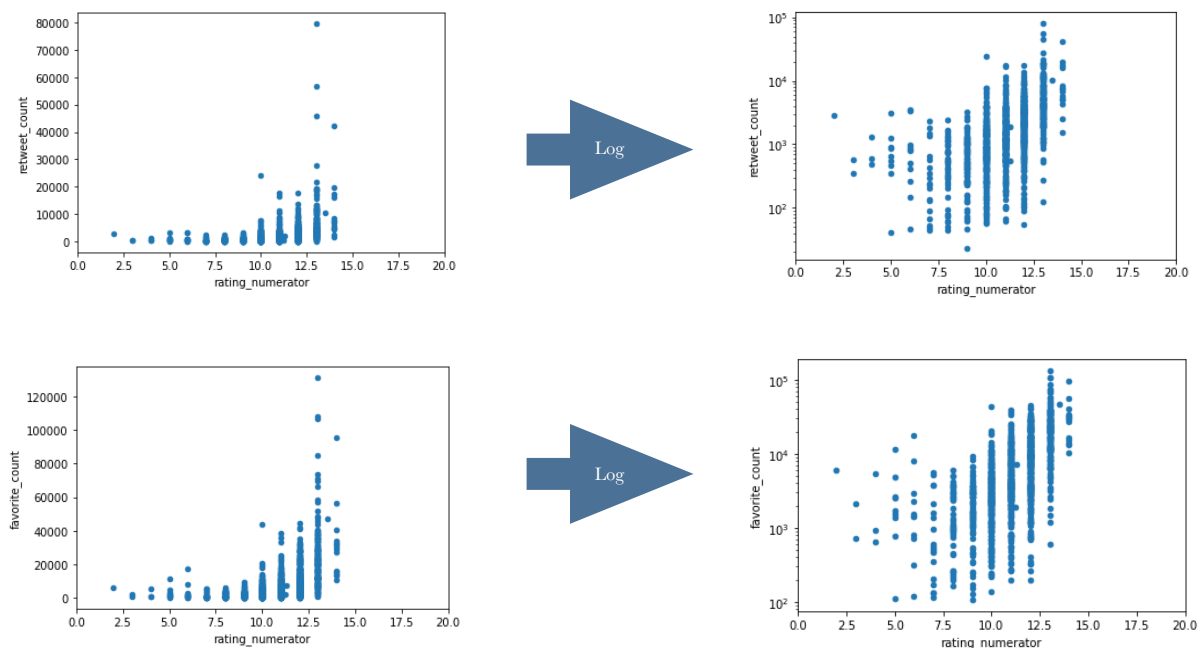


Fig.1 Rating_numerator vs. retweet_count and favorite_count

2.2. What type of dog is more retweeted and favorited?

Graphs in Fig.2 show retweet and favorite counts each dog type. These show the most retweeted is Floofer and the most favorited is Puppo in the point of view of average (50 percentail value). Unfortunately, Pupper is not liked. Fig.3 shows count of dog type. As Pupper's tweet is most frequent, followers may be bored by Pupper.

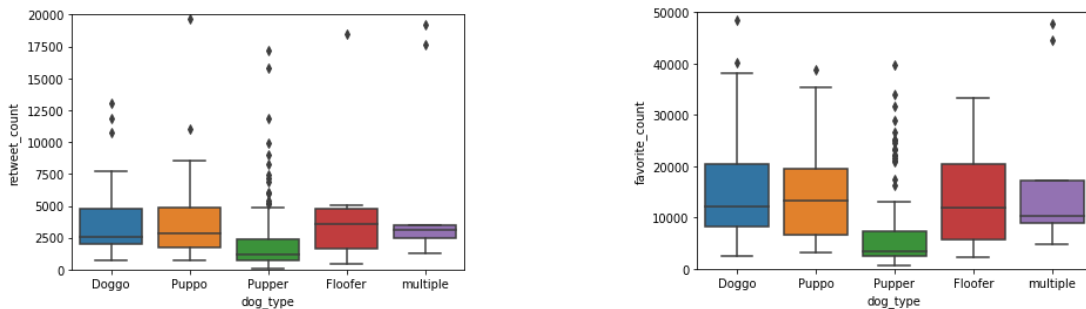


Fig.2 Retweet and favorite counts each dog type

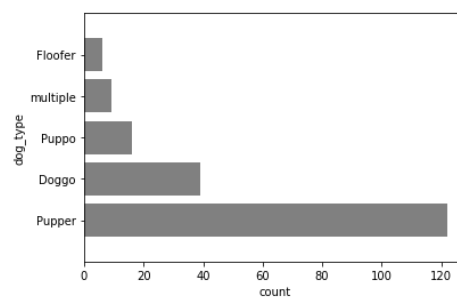


Fig.3 Count of dog type

2.3. When we should tweet if want to get more rtwt and fav?

As shown in Fig.4, there are timezones which followers tend to retweet and favorite. The timezones are around 4 p.m.(16 o'clock) and 0 a.m.(0 o'clock).

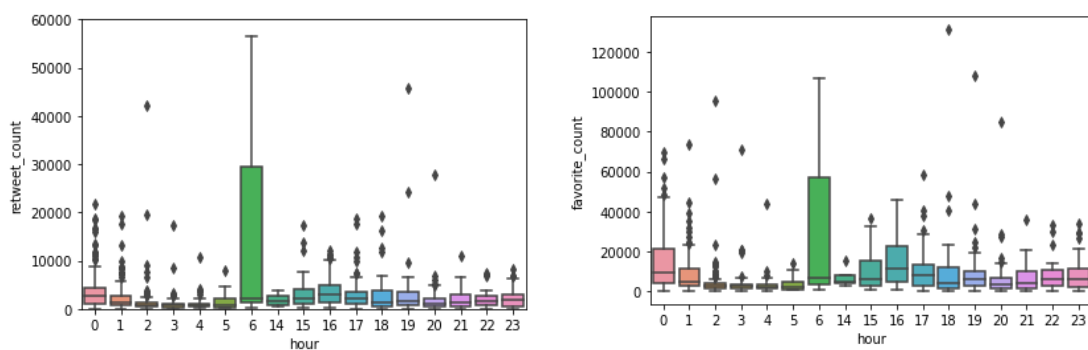


Fig.4 Tweet time (hour) vs. retweet_count and favorite_count

2.4. Which media, photo or video is more preferred?

It seems followers tend to prefer video media. Retweet and favorite counts of photo and video are compared in Fig.5.

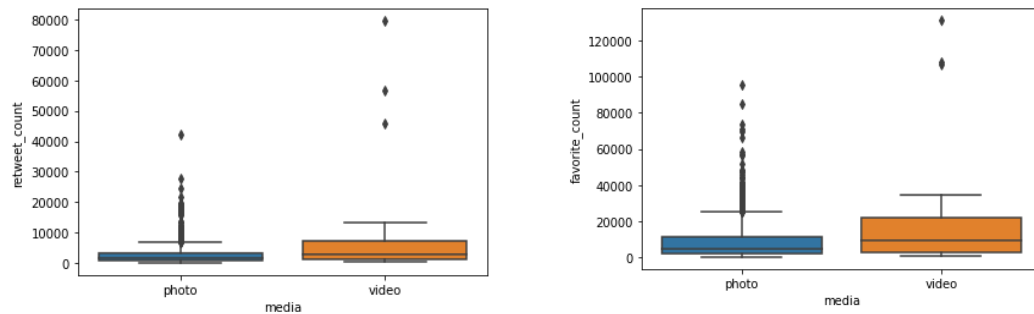


Fig.5 Retweet and favorite counts of photo and video

3. Conclusion

Insights we found in this project are shown below.

- there are relationships between WeRateDogs and favorite, retweet counts. So if the rating is good, it is more possible to get more favorite and retweet.
- The most retweeted dog type is Floofer, the most favorited is Puppo and the worst is Pupper. If you want more retweet and favorite, you should not tweet Pupper's.
- There are timezones which followers tend to retweet and favorite. The timezones are around 4 p.m.(16 o'clock) and 0 a.m.(0 o'clock).
- Followers tend to prefer video media more than photo.