Summary of Insights and visualizations of WerateDogs Tweets

Analysis

Dog Stage	Average Number of Likes	Average number of Retweets
None	7859.17	2286.46
Doggo	18855.65	6527.35
Floofer	12511.38	4187.75
Pupper	6907.44	2159.83
Puppo	21938.74	6321.09

**Table showing the Dog stage, average likes and retweets**

As evident in the table, posts of Puppo stage dogs received the most likes from WerateDogs followers while posts of Doggo stage dogs has been retweeted the most.

For all the posts considered in this project, about 1% of the them are replies, while the rest are original posts.

The tweets data were for posts from November 2015 through August 2017.
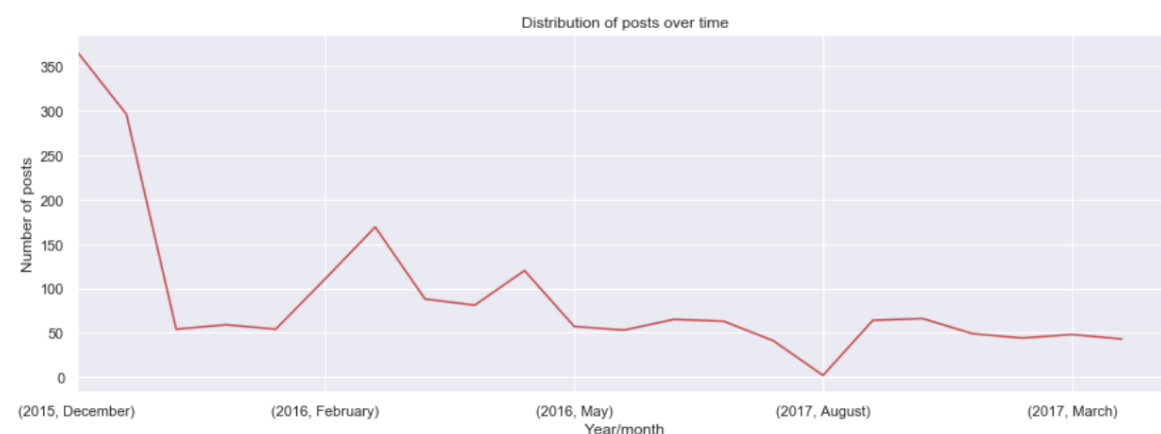
Visualizations

How were the posts distributed across the years?
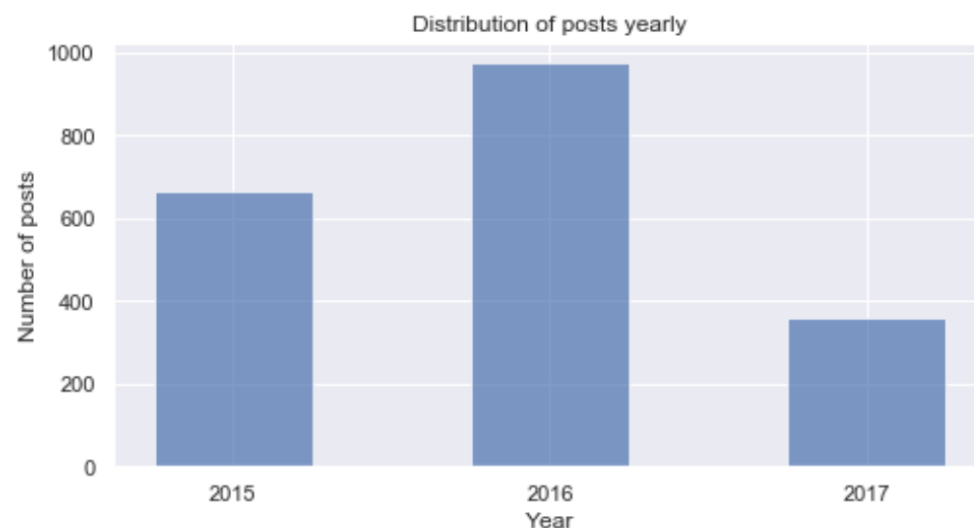
WerateDogs tweeted the most in 2016. However, over 600 posts were done in two months in 2015, which is quite significant compared to about 100 posts for 12 months in 2016.
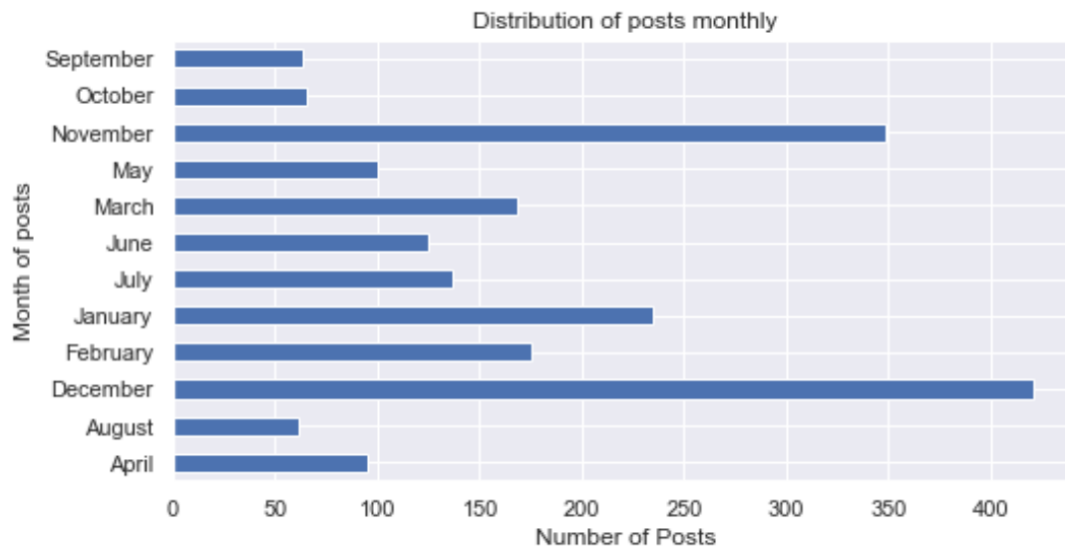
How has WerateDogs tweeting activity changed over time?

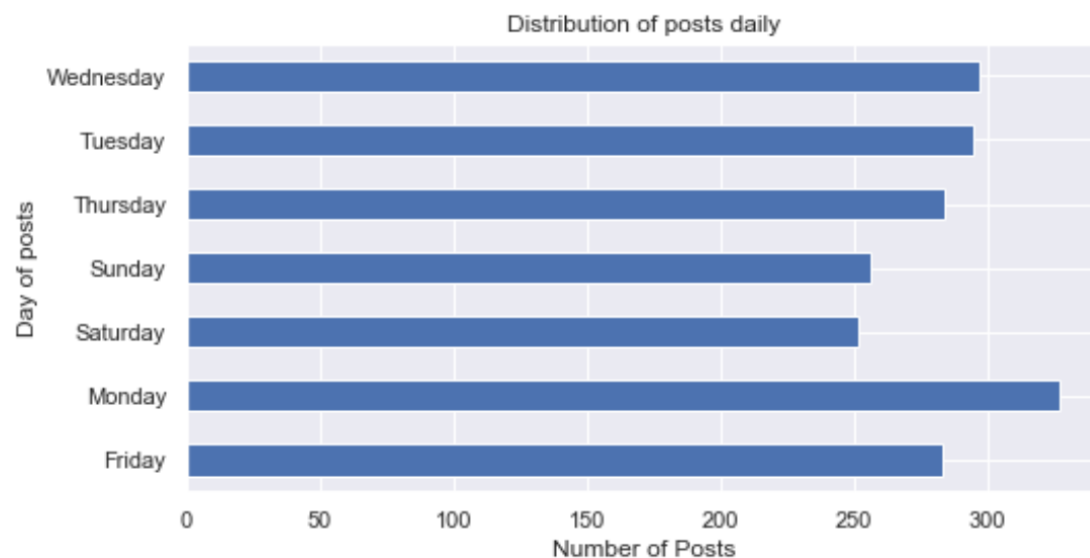Overall, tweeting activity decreased overtime. The number of posts experienced a sharp decline of over 80% between November 2015 and January 2016.

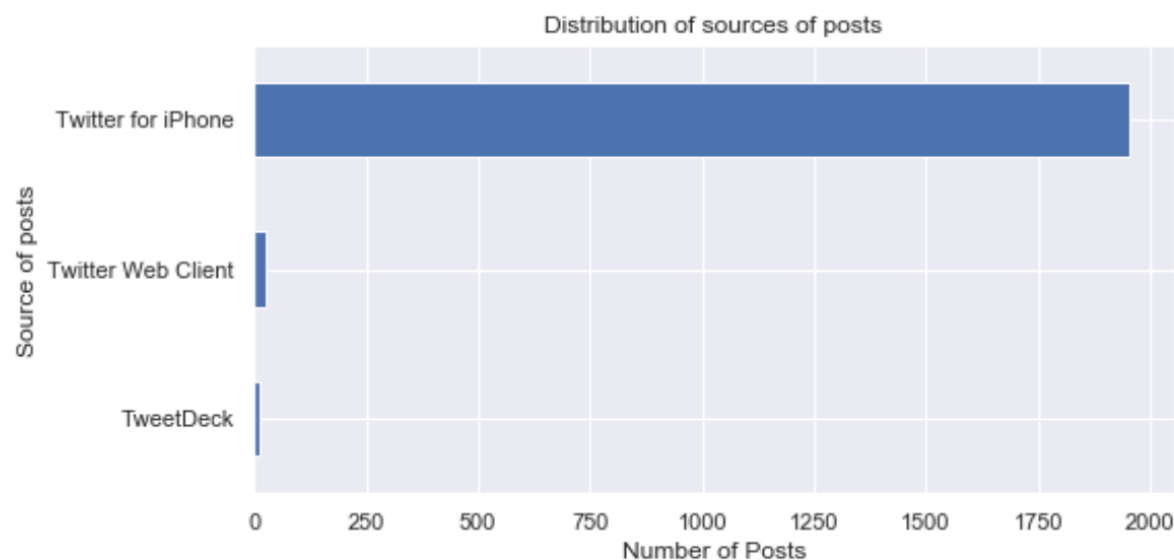# How were the posts distributed across the months?

Over the years, significant number of posts occurred in December and November.

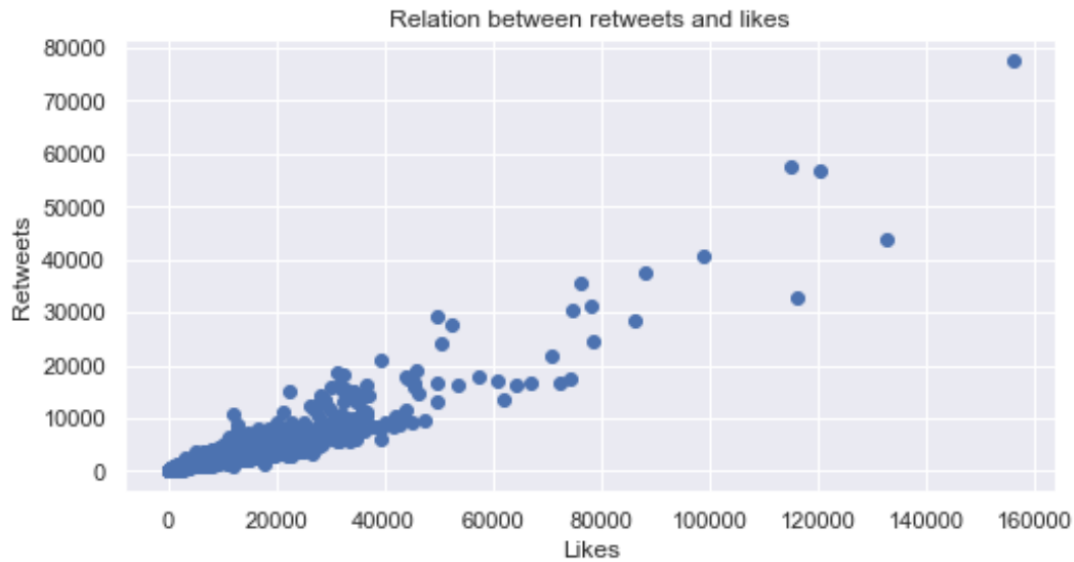# How about the daily distribution of posts?

Most posts occurred on Mondays. It could be thought that **WerateDogs** used the weekends to gather more posts to be shared with followers the in the coming week.

Devices from which posts were made

They made their posts often from iPhones.

How does the number of likes correlates with the number of retweets?

Relation between retweets and likes

Retweets (y-axis): 0, 10000, 20000, 30000, 40000, 50000, 60000, 70000, 80000

Likes (x-axis): 0, 20000, 40000, 60000, 80000, 100000, 120000, 140000, 160000

There seems to be a positive correlation between retweets and likes. This is most expected as people would want to retweet a liked post.