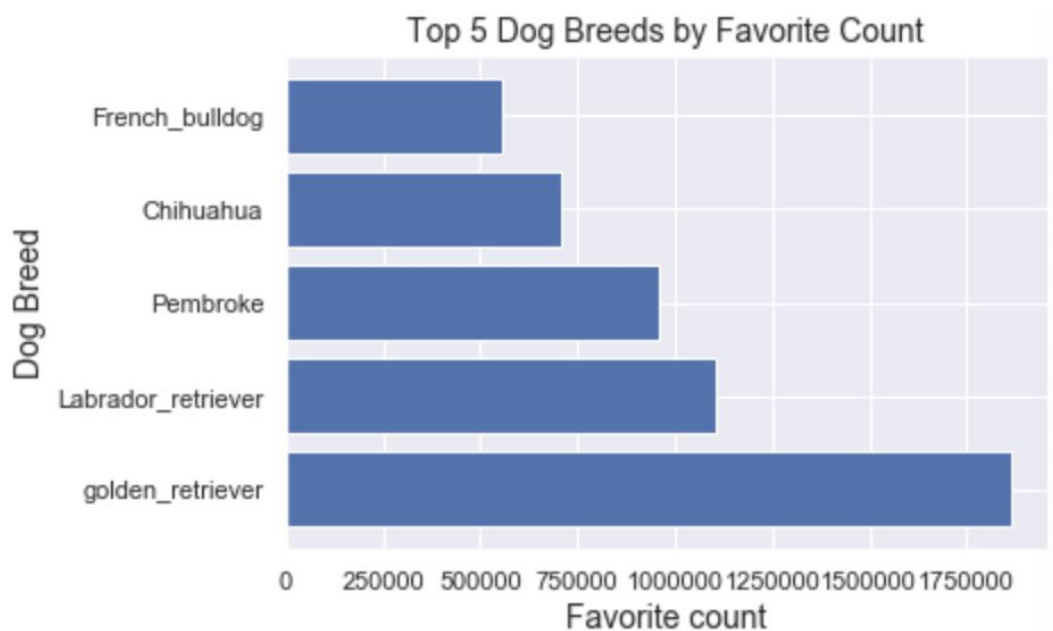


Act Report

Yvonne Liu
2020-09-21

Insight #1 + Visualization: Which dog breed drove the most favorites?

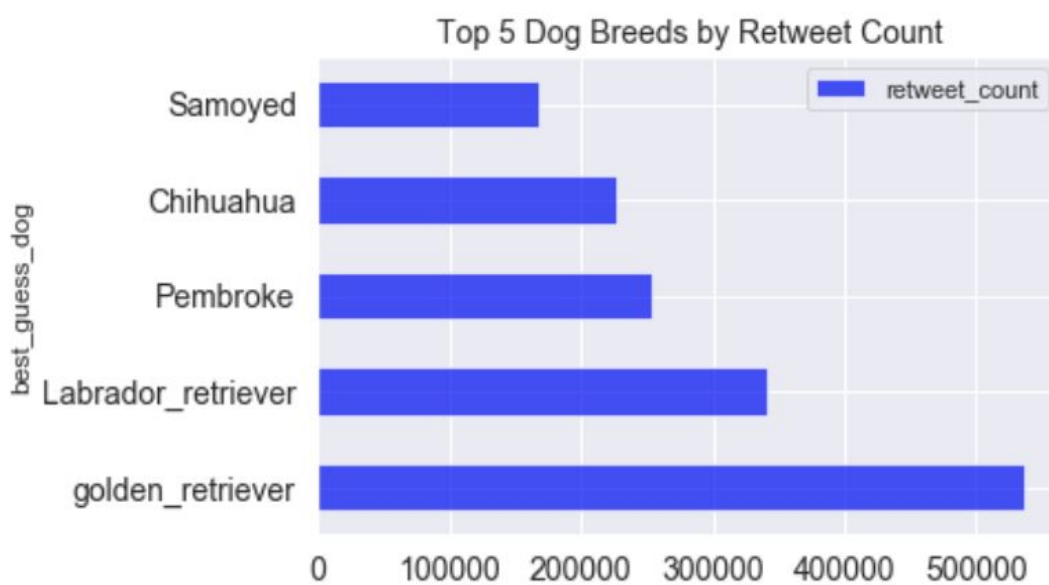
This one is kind of expected! It's the dog breed that everyone loves -- Golden Retriever, followed by Labrador retriever, Pembroke, Chihuahua, and French bulldog. Together these five breeds made up for an impressive **36%** of the total likes WeRateDog received from the ~1.7K tweets being analyzed in this project.



	best_guess_dog	favorite_count
89	golden_retriever	1863051.0
37	Labrador_retriever	1106968.0
49	Pembroke	956989.0
16	Chihuahua	707684.0
23	French_bulldog	555813.0

Insight #2 + Visualization: Which dog breed drove the most retweets?

Similarly, the top four (Golden Retriever, Labrador retriever, Pembroke, Chihuahua) are on the list again. The fifth place goes to Samoyed, our marshmallow fluff friend. Together the top five breeds made up for 37% of the total retweets.



best_guess_dog	favorite_count	retweet_count
golden_retriever	1863051.0	536607.0
Labrador_retriever	1106968.0	340669.0
Pembroke	956989.0	253774.0
Chihuahua	707684.0	225839.0
Samoyed	509596.0	167134.0

Insight #3 - Which dog breeds should WeRateDogs tweet more about if they want more favorites or retweets?

To answer this question, I introduced two ratios:

- **favorite_tweet_ratio: Average number of favorites per tweet for a dog breed.** The number of favorites a dog breed have generated divided by the number of WeRateDogs tweets about that dog breed
- **retweet_tweet_ratio: Average number of retweets per tweet for a dog breed.** The number of retweets a dog breed have generated divided by the number of WeRateDogs tweets about that dog breed

The answer is, WeRateDogs should tweet more about the following five dog breeds if they want more favorites.

- **Bedlington_terrier** (each WeRateDogs tweets generated 22832.33 favorites vs. overall 8571.45)
- **Saluki** (each WeRateDogs tweets generated 21940.25 favorites vs. overall 8571.45)
- **French_bulldog** (each WeRateDogs tweets generated 18527.10 favorites vs. overall 8571.45)
- **flat-coated_retriever** (each WeRateDogs tweets generated 18476.44 favorites vs. overall 8571.45)
- **Bouvier_des_Flandres** (each WeRateDogs tweets generated 16252.00 favorites vs. overall 8571.45)

If they want more retweets, they can tweet more about the following five dog breeds if they want more retweets.

- **Bedlington_terrier** (each WeRateDogs tweets generated 7193.00 retweets vs. overall 2485.14)
- **flat-coated_retriever** (each WeRateDogs tweets generated 5429.78 retweets vs. overall 2485.14)
- **Afghan_hound** (each WeRateDogs tweets generated 5122.00 retweets vs. overall 2485.14)
- **standard_poodle** (each WeRateDogs tweets generated 4786.00 retweets vs. overall 2485.14)
- **French_bulldog** (each WeRateDogs tweets generated 4723.80 retweets vs. overall 2485.14)

The three breeds highlighted in green are both like drivers and retweet drivers.



(Top 5 dog breeds ranked by favorite_tweet_ratio => they drive likes!!)

	favorite_count	retweet_count	tweet_count	favorite_tweet_ratio	retweet_tweet_ratio
best_guess_dog					
Bedlington_terrier	136994.0	43158.0	6	22832.333333	7193.000000
Saluki	87761.0	17719.0	4	21940.250000	4429.750000
French_bulldog	555813.0	141714.0	30	18527.100000	4723.800000
flat-coated_retriever	166288.0	48868.0	9	18476.444444	5429.777778
Bouvier_des_Flandres	16252.0	3836.0	1	16252.000000	3836.000000

(Top 5 dog breeds ranked by retweet_tweet_ratio => they drive retweets!!)

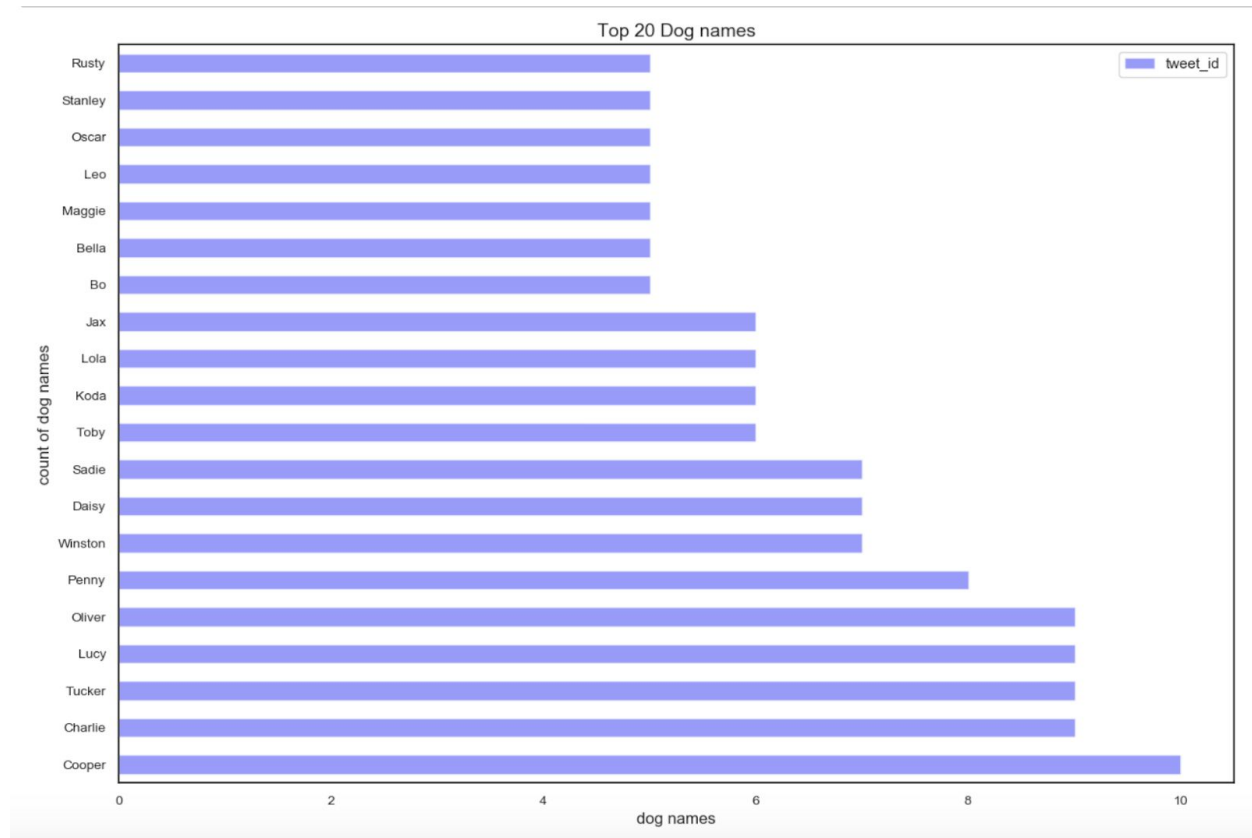
	favorite_count	retweet_count	tweet_count	favorite_tweet_ratio	retweet_tweet_ratio
best_guess_dog					
Bedlington_terrier	136994.0	43158.0	6	22832.333333	7193.000000
flat-coated_retriever	166288.0	48868.0	9	18476.444444	5429.777778
Afghan_hound	46716.0	15366.0	3	15572.000000	5122.000000
standard_poodle	138922.0	52646.0	11	12629.272727	4786.000000
French_bulldog	555813.0	141714.0	30	18527.100000	4723.800000

Insight #4 + Visualization: What are the most popular dog names?

In case you are looking for some inspirations, here are some really popular dog names we found after analyzing WeRateDogs' tweets.

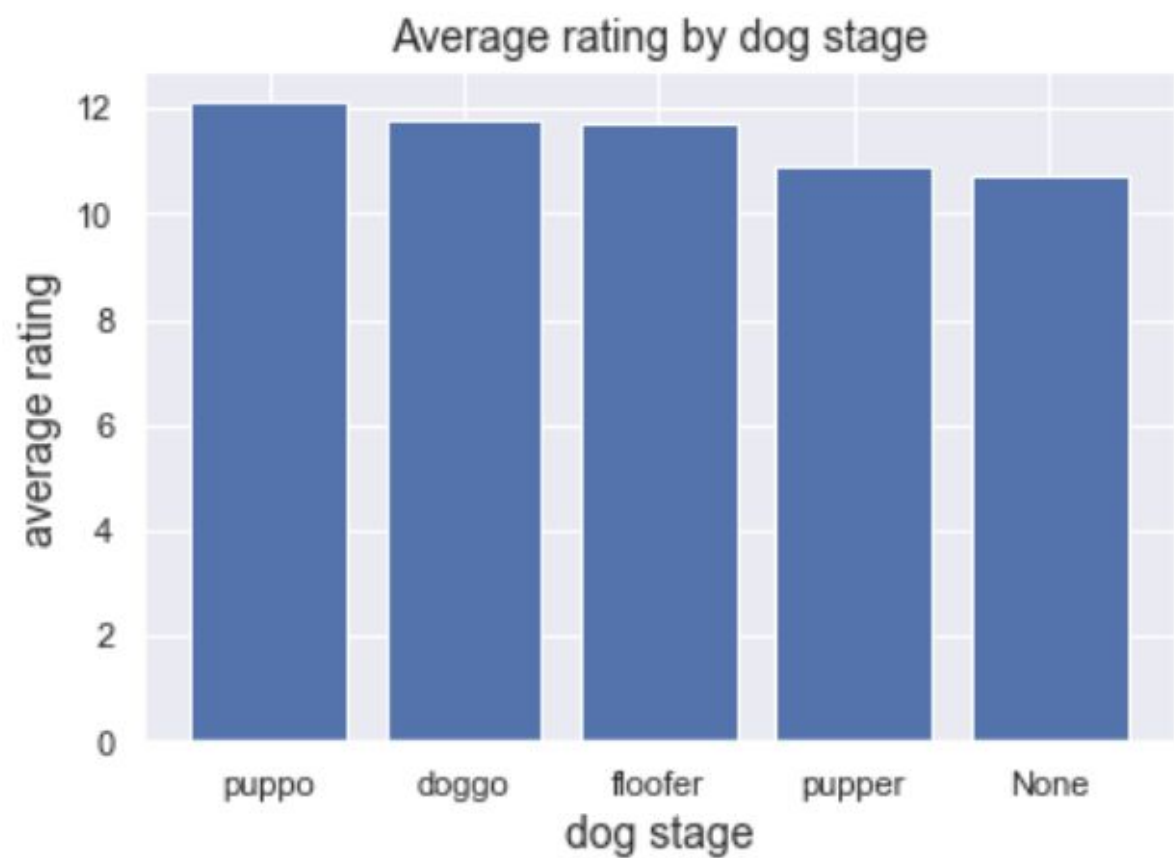
- Cooper (we found 10 tweets with dogs named "Cooper")
- Charlie (9)
- Tucker (9)

- Lucy (9)
- Oliver (9)

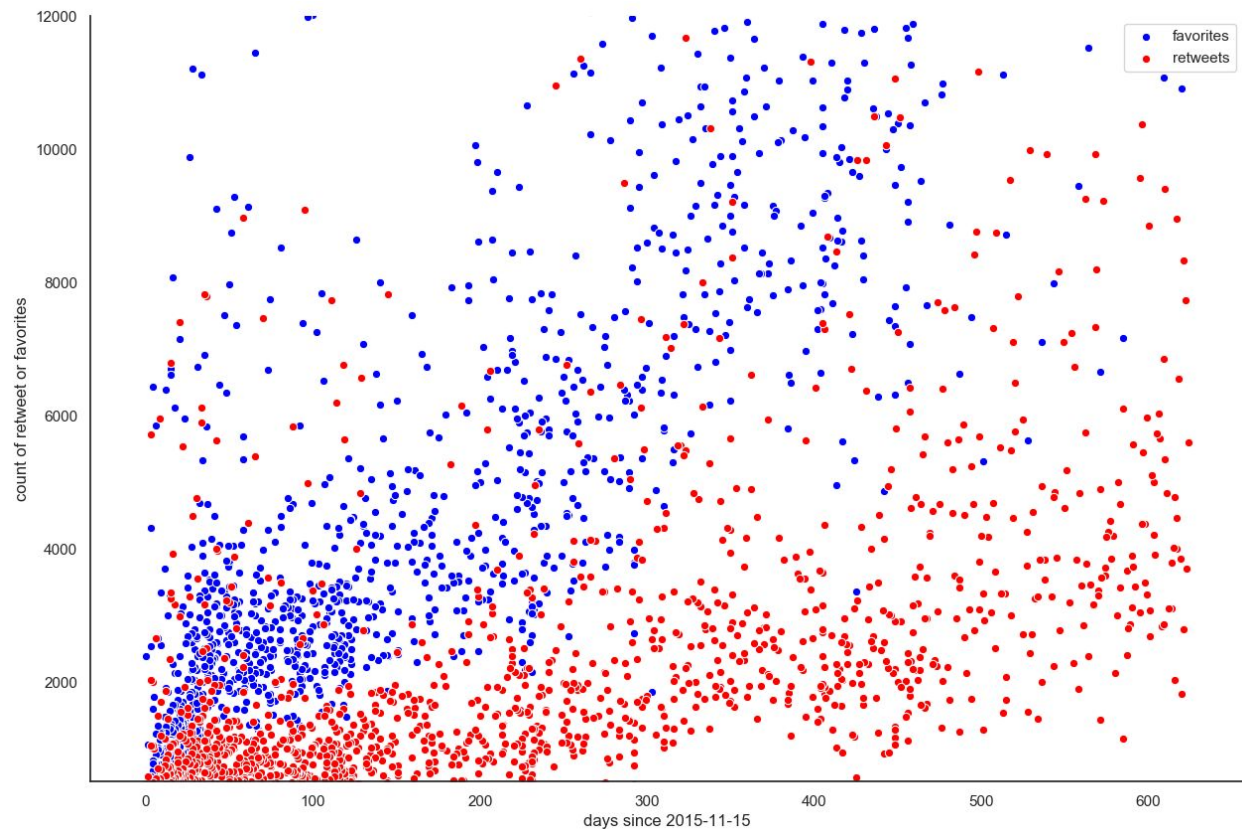


Insight #5 + Visualization: Which dog stage receive the highest ratings?

Before analyzing this dataset, my assumption was that WeRateDogs probably gave the highest scores to “puppers” (aka puppies). Surprisingly, “puppo” (teenager) dogs receive the highest ratings and “pupper”, in comparison, actually received relatively low ratings (but of course still higher than 10!).



Insight #6 + Visualization: Over time, did the number of favorites and retweets grow for this account?



When this account was just created (Nov 2015), the favorite count and the retweet count were pretty similar. As time went by and the account became more popular, the number of favorites really surpassed the number of retweets and increased at a much more rapid rate. This makes sense as liking a tweet only requires a click of a button; however, retweets involve more steps and require the Twitter user to be willing to display the WeRateDog tweets in their profiles.

Overall, both favorites and retweets are trending upwards. Note that we only displayed up to 75% percentile as the graph will not be aesthetically pleasing. If we include 75%-max. Favorites jumped from 10,608 to 153,928 and retweets jumped from 2,804 to 76,273. This is probably due to some tweets being much more popular than most of the tweets from WeRateDogs.

Insight #7: Most popular tweets?

	rating_numerator	favorites	retweet
count	1669.000000	1669.000000	1669.000000
mean	10.825512	8571.445776	2485.144997
std	1.776839	12554.722193	4498.344761
min	0.000000	70.000000	11.000000
25%	10.000000	1953.000000	556.000000
50%	11.000000	4021.000000	1236.000000
75%	12.000000	10608.000000	2804.000000
max	14.000000	153928.000000	76273.000000

The following tweets were the most popular tweets since the creation of the account.

https://twitter.com/dog_rates/status/744234799360020481

https://twitter.com/dog_rates/status/822872901745569793

https://twitter.com/dog_rates/status/807106840509214720

https://twitter.com/dog_rates/status/866450705531457537

https://twitter.com/dog_rates/status/739238157791694849

	tweet_id	text	best_guess_dog	favorites	retweet	rating_numerator
978	744234799360020481	Here's a doggo realizing you can stand in a pool. 13/10 enlightened af (vid by Tina Conrad) https://t.co/7wE9LTExC4	Labrador_retriever	153928.0	76273.0	13.0
1386	822872901745569793	Here's a super supportive puppo participating in the Toronto #WomensMarch today. 13/10 https://t.co/nTz3FtorBc	Lakeland_terrier	131316.0	42973.0	13.0
1302	807106840509214720	This is Stephan. He just wants to help. 13/10 such a good boy https://t.co/DkBYaCAg2d	Chihuahua	118868.0	55594.0	13.0
1558	866450705531457537	This is Jamesy. He gives a kiss to every other pupper he sees on his walk. 13/10 such passion, much tender https://t.co/wk7TfysWHr	French_bulldog	114984.0	32390.0	13.0
950	739238157791694849	Here's a doggo blowing bubbles. It's downright legendary. 13/10 would watch on repeat forever (vid by Kent Duryee) https://t.co/YcXgHfp1EC	Eskimo_dog	113819.0	56714.0	13.0