

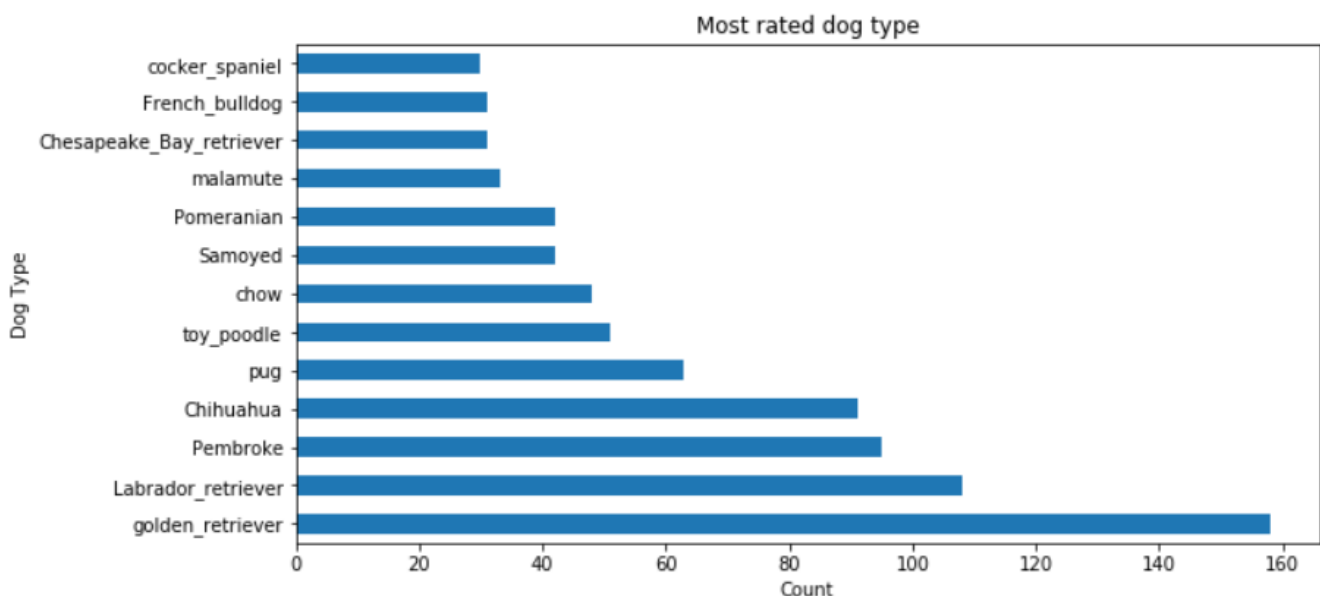
Analyzing and Visualizing – WeRateDogs

Introduction:

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. The numerators, though? Almost always greater than 10. 11/10, 12/10, 13/10, etc. Why? Because "they're good dogs Brent." WeRateDogs has over 4 million followers and has received international media coverage.

So what does this rating do? Which dog type (breed) is most common dog in the tweet dataset? Which year has the most tweets ? what is the relation between retweets and favorites ? These questions and more are answered in the following insights:

1. Here is the Impact of Dog types with engagement:



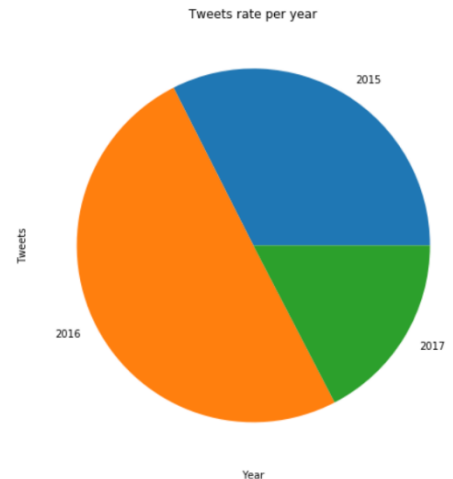
As we can see that the Golden Retriever is the most common dog with more than 140 ratings over 1600+ tweets.

Labrador retriever comes in the second place. WeRateDogs can use these data to make targeted marketing for a certain breed.

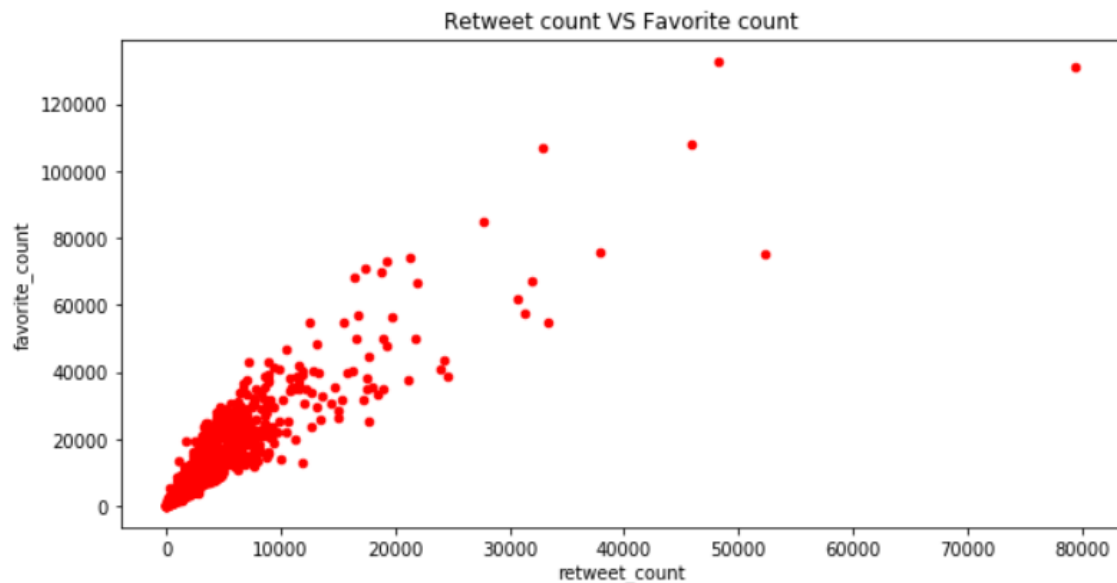
The tweets rate is different among years:

2016 Has the greatest number of tweets.

Also it appears there was increase in 2016 then a drop back in 2017. We should use these data and to be aware of such a change in the rate of tweets and engagement over years.



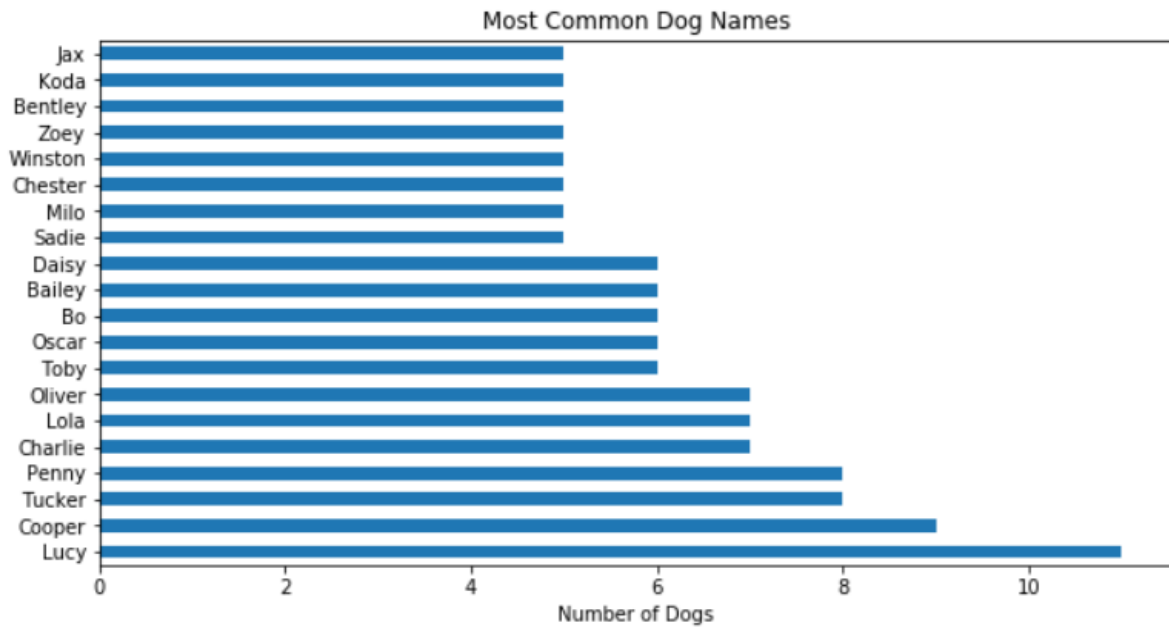
2. Retweets and Favorites



According to the scatter plot, it seems that there is a correlation between retweets and favorites. This correlation is important for WeRateDogs account to understand how to increase the traffic on the page . so in the future they can model posts based on the above data.

3. The most common names used for Dogs:

“Lucy” is the most common name among dogs we have



4. Golden retriever has the favorites ratio among the tweets:

