ACT REPORT

If you were asked to rate some random dog picture, you would feel generous rating it 10/10, but that is not what the @dog_rates Twitter account would say. WeRateDogs (@dog_rates) has more than 8.8 million followers since it started on Sep-2016. It is famous for reviewing dogs with silly and funny rating system.

WeRateDogs rate based on a 10-point rating system, with a twist. Most of the ratings are above 10/10. Why is that? because they are good boys. Which is a quote from the account during an online argument about their ratings, that quickly became an internet meme causing the account to receive an international media coverage.

Also, they categories dogs based on their age. Old dogs are called doggos, teenagers are puppos, and young inexperienced dogs are puppers. Floofer is a special name given to an extra furry dog.

Analysis

WeRateDogs has more than 5000 tweets, but after wrangling the data, we are left with a little over 2000 tweets which will be used to give some insights on the visibility and spread of tweets, and to answer some questions like:
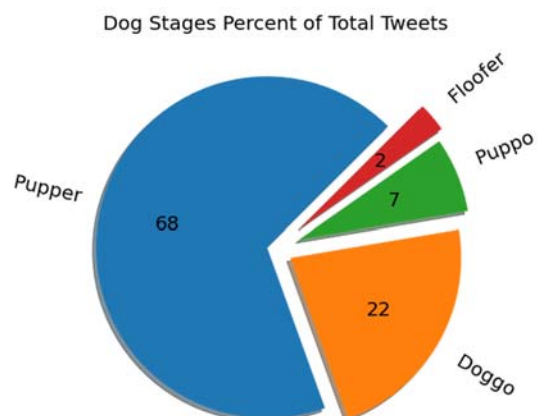
1. What is the most tweeted dog stage and what is the least?
2. What are the average retweet and favorite count per dog breed?
3. Does tweet timing affect the retweets?
4. Does rating affect the favorite or retweet count?
5. Are there is any breeds easier to predict than other?

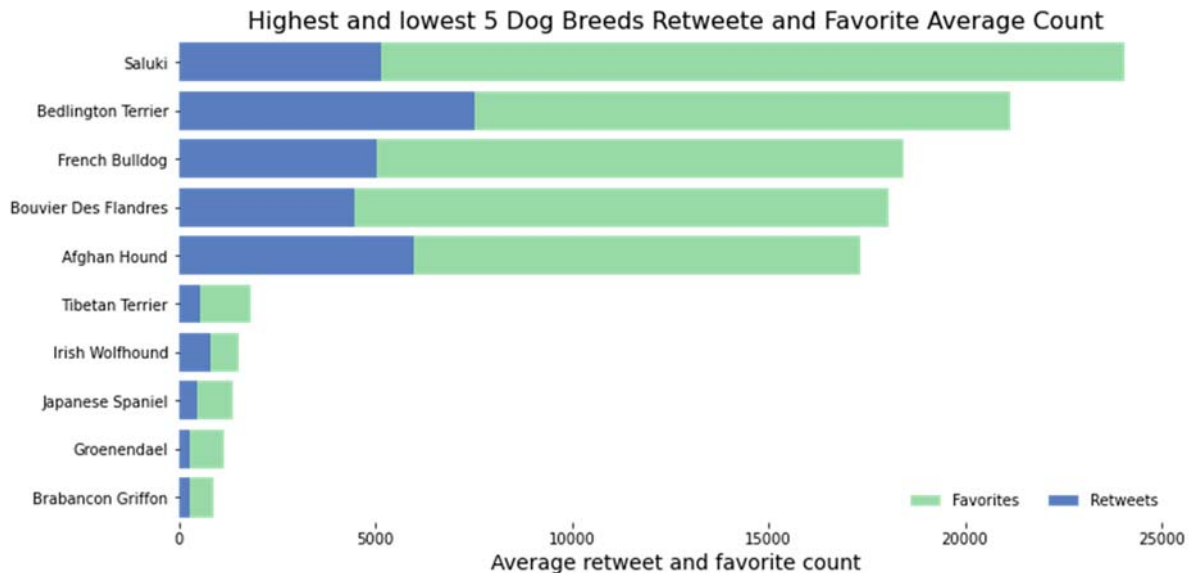## 1. What is the most tweeted dog stage and what is the least?

More than 68% of the tweeted dogs are puppers, which means that most of the WeRateDogs are young puppies.

The special category floofers represent only 2% of the tweets, but this is not an age category and could be given to any dog in any stage of his life.

If we only consider age stage, then the least number of tweets would be the puppos.

Dog Stages Percent of Total Tweets

2. What is the average retweet & favorite count per dog breed?

The bar chart shows the average retweets per tweet, and average favorites per tweet for each of the top and lowest five breeds of dogs.
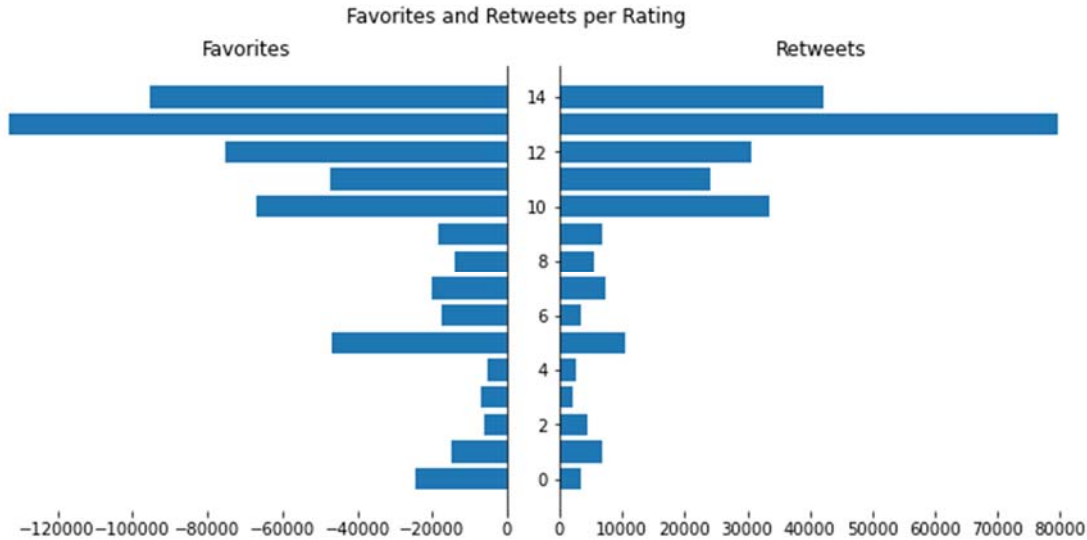
- Saluki dogs generated favorites more than other breeds, with average 24060 favorites per tweet
- But the Bedlington Terrier are retweeted more.
- The least favored and retweeted dog is the Brabancon Griffon, average 885 favorites for each tweet.

3. Does tweet timing affect the retweets count?

On average retweets per original tweet, more than 27% of the total retweets are done for tweets posted on 6 O'clock, indicating that this is the best time for visibility and spread.

For the rest of the day, no strong relation can be found between the tweet hour and the retweets count.

4. Does rating affect the favorite or retweet count?

For this analysis two tweets were ignored because they had a very high rating (1776/10 and 420/10)
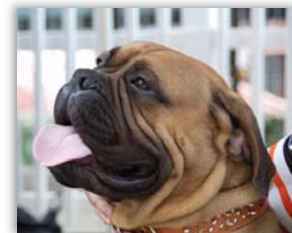
The double bar chart shows the rating on the Y axe, and on the X axes are the retweets on right and favorites on left (the minus sign holds no meaning as it's only used to reverse the direction of the bars).

High rating clearly affects the popularity of the tweets, making high rated dogs retweeted more and favored more than low rated dogs.

5. Are there is any breeds easier to predict than other

After inspecting the lowest confidence level breed, its picture is of a Christmas tree with dog hiding behind it, and no other pictures for the breed are found. So, in order to increase the prediction quality level, all breeds with small sample size (4 pictures and less) are dropped.

Prediction confidence level vary greatly between dog breeds, easiest dog to identify is the Bull Mastiff, it has an average prediction confidence level of 81% with 5 pictures.

With sample size of 5 pictures and Confidence = 24%

The hardest to identify breed is the Scottish Deerhound.