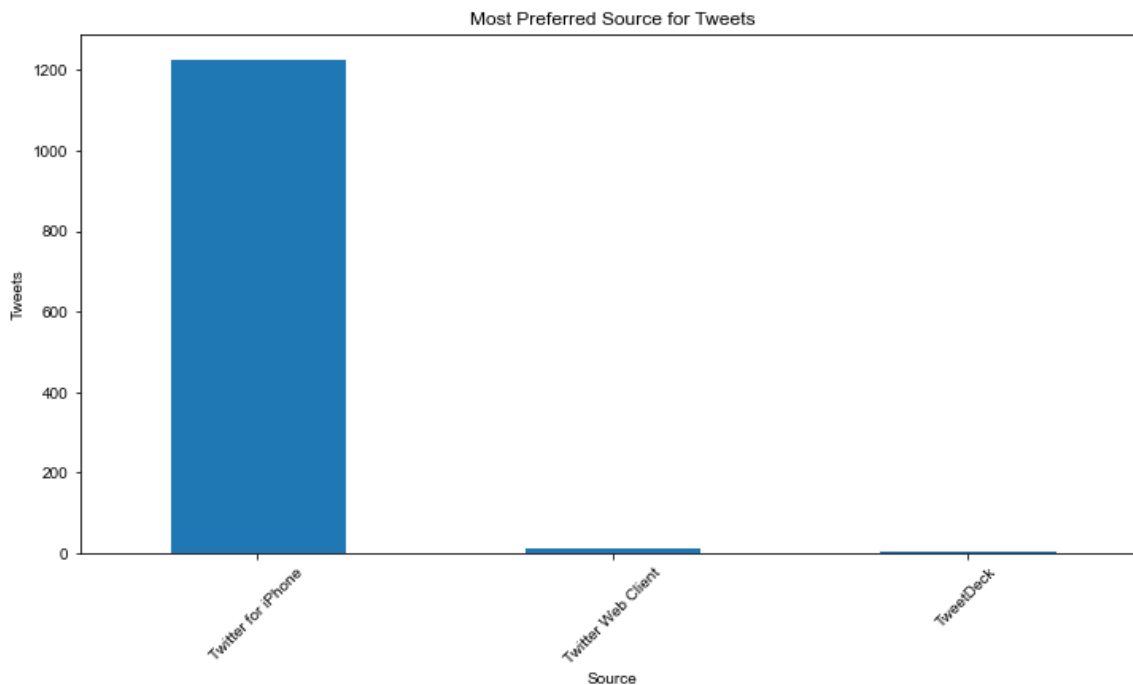


Act Report

WeRateDogs is a platform where people rate dogs. It has over 7.89M followers (in March 2019) and has received international media coverage. For such a large dog rating platform, I think the most important analysis is to better understand their users. Such as, what is the source that users rate dogs? What is the trend of account popularity? And what are the most popular dog types being rated on the platform? Thus, after cleaning the data, I performed data analysis and visualization, and presented the results below.

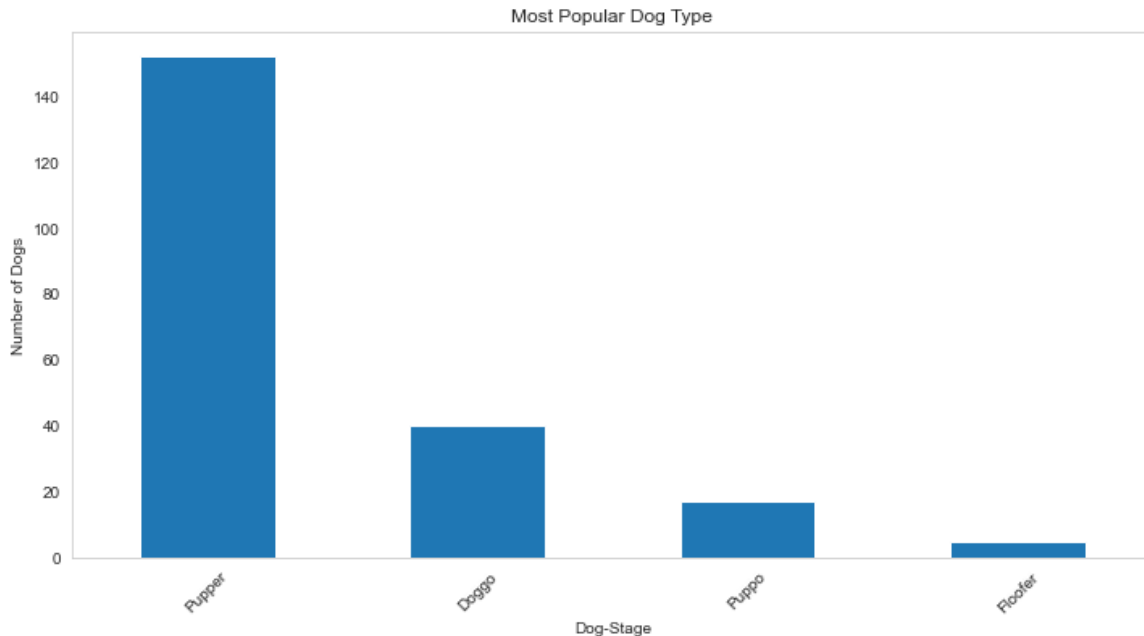
First, what is the most popular dog source?

My visualization result shows that Twitter for iPhone is the overwhelmingly most popular source. It means that most users use their cellphone to participate in the rating. And mobile should be the primary channel to consider should the platform launch ads campaigns.



Second, what are the most popular dog Type?

From the visualization result, I found Pupper is the most popular dog type, followed by Doggo, Puppo, and Floofer. Doggo is more than the sum of the rest three, and the super majority.



Third, what is the trend of favorites and retweets numbers?

From the visualization result below, we can see that both favorites (red) and retweets (purple) of WeRateDog are growing over time. It means that the account popularity is increasing. This is a good sign of the platform's strong growth potential. In addition, some outliers that perform especially well or badly deserve special attention and may yield more information about the account.

