

# WeRateDogs: Documentation of Analysis and Insights into Cleaned Data

*By Byron Thompson*

---

## Introduction

The WeRateDogs Twitter account is an extremely popular account which has over 8 million followers. It reached worldwide fame with a response to a tweet from a disgruntled ‘tweeter’ that went viral with the immortal lines “they’re good dogs Brent”. In this report I will outline the insights that I discovered whilst carrying out data wrangling of the numerous tweets, retweets and images that can be found in relation to the WeRateDogs Twitter account. The data for this project was derived from three different sources:

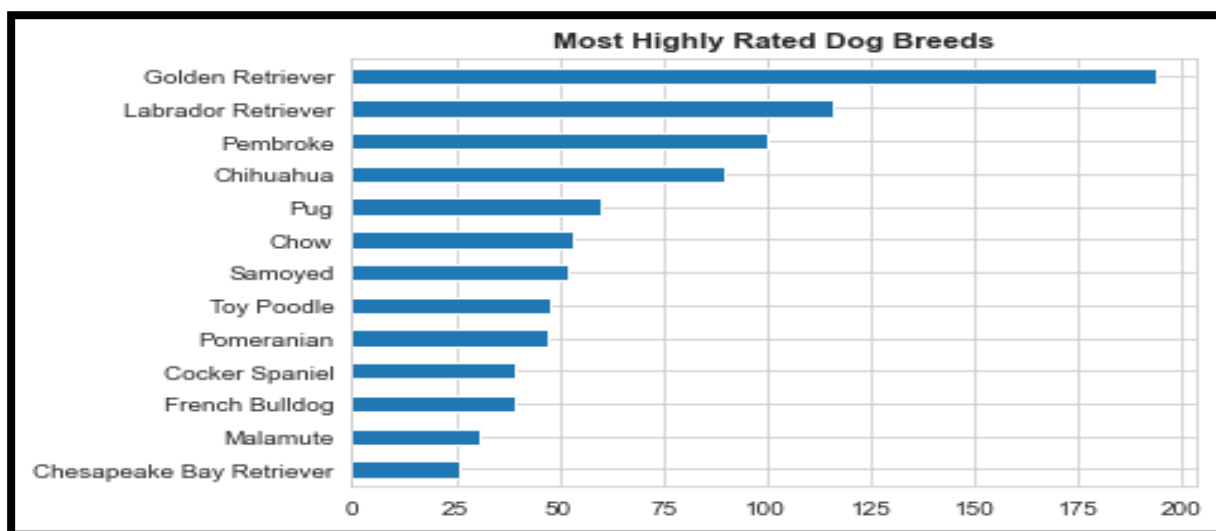
1. Udacity – an enhanced csv file of 2,167 archived tweets
2. Twitter API - 2,094 entries containing totals of retweets & favourites
3. Udacity – a csv file containing 2,076 image links

## Insight (1)

Dog owners will always think that their dog is the cutest, funniest or smartest but as a neutral I wanted to discover what type of dog breed is the most popular. If at any stage I was tempted to get a dog it would be good to know the most popular breeds as a starting point, as it turns out the three most highly rated breeds of the millions of users on WeRateDogs are:

1. Golden Retriever
2. Labrador Retriever
3. Pembroke

The full list can be seen below, remember these are based on the arbitrary, and unique, ratings system that WeRateDogs deploys, but it seems that Golden Retrievers get the most love when it comes to their rating scores.

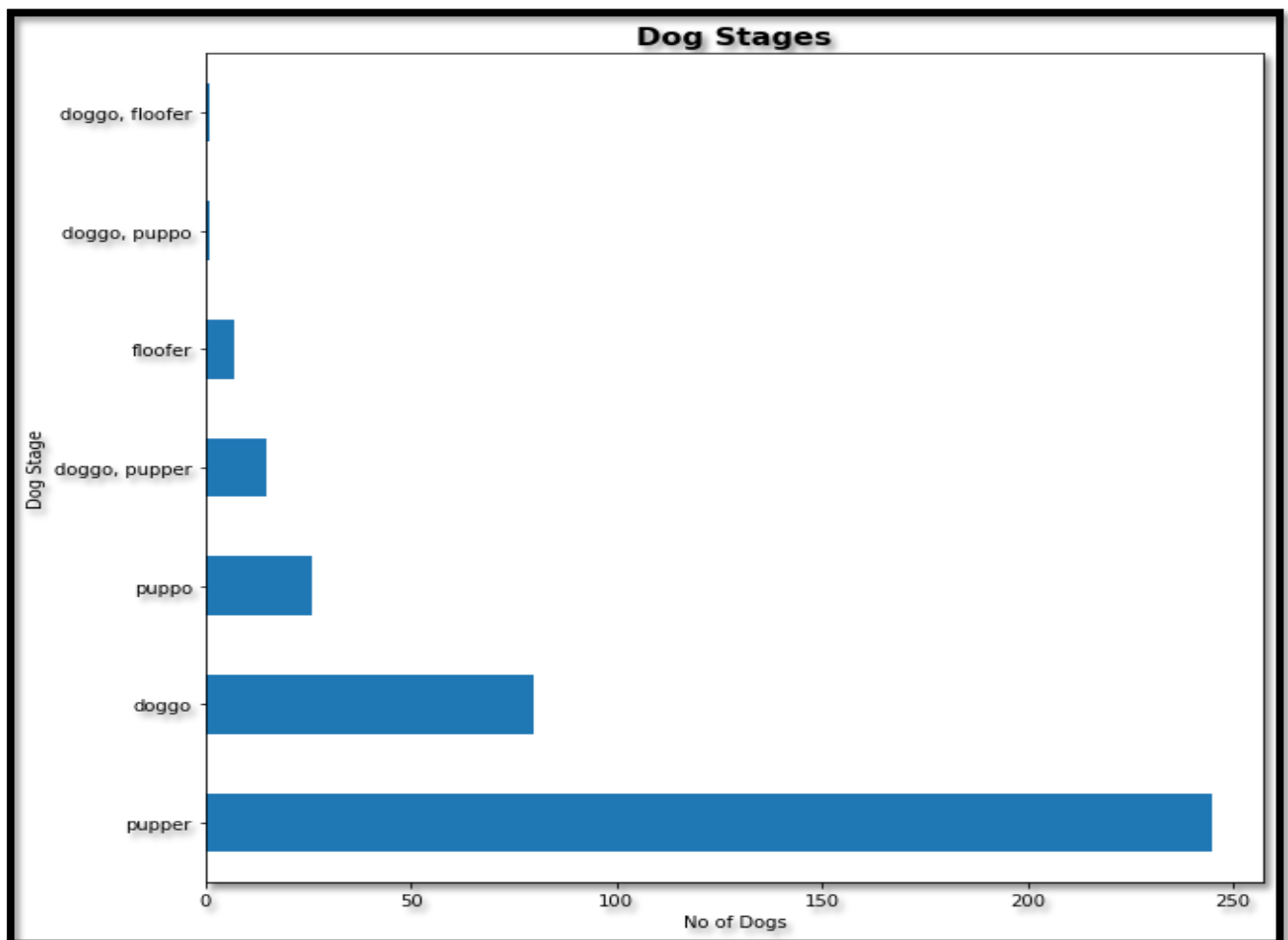




The three pictures above are an analysis from using the image predictions, so you can see that the image predictor was correct!

## Insight (2)

I was intrigued by the WeRateDogs version of dog stages, I wanted to know which dog stage was the most popular, it turns out that by a considerable margin the majority of the WeRateDogs Twitter users had a dog in the 'pupper' stage, which for the uninitiated is 'a small doggo, usually younger. Can be equally, if not more mature than some doggos'. So, now you know!!!



### Insight (3)

From a statistical point of view one of the burning answers I wanted answered was if there is any correlation between favourite and retweet counts, intuition would tell me that there would be as people in general usually retweet something that they like (favourite), so if I like a particular tweet of a dog I would be more inclined to also retweet it. As you can see from the scatter chart below my initial assumption has borne out to be correct, there appears to be a medium- high **positive** correlation between favouriting a tweet and then it being retweeted.

