

ANALYSIS REPORT:

WeRateDogs Tweets/ Analyses

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Overview:

This data analysis report intends to answer some questions on the relationships between various characteristics of the dogs, their breeds and tweets concerning them, including which breeds were more commonly owned, more highly rated, and the impact of the passage of time on ratings, among others.

Based on the findings, golden retrievers, pembrokes, labrador retrievers, chihuahuas and pugs were the five most common breeds in that order. Also tweets and pictures from Twitter's Iphone client got higher average ratings compared to those from Twitter's Web Client. Other findings are enumerated in the report.

It is recommended that WeRateDogs followers that want better ratings for their dogs use better mobile devices. They should also take clearer pictures as many dogs were not identified by the neural network and so their ratings could not be analyzed.

Scope:

This report focuses on the various variables that could result in a higher mean rating for dogs and the relationship between WeRateDogs' ratings and other people's opinions

Methodology:

1. Electronic Data was collated from 3 sources:

- The WeRateDogs Twitter Archive
- An Image Predictions File generated after running the dog pictures through a neural network
- Additional data about the tweets was gotten from a json file following my inability to obtain authentication keys from twitter for scraping through their site.

1. The datasets were assessed and cleaned and merged into a tidy master dataset.

2. This master dataset was analyzed to give the findings of this project.

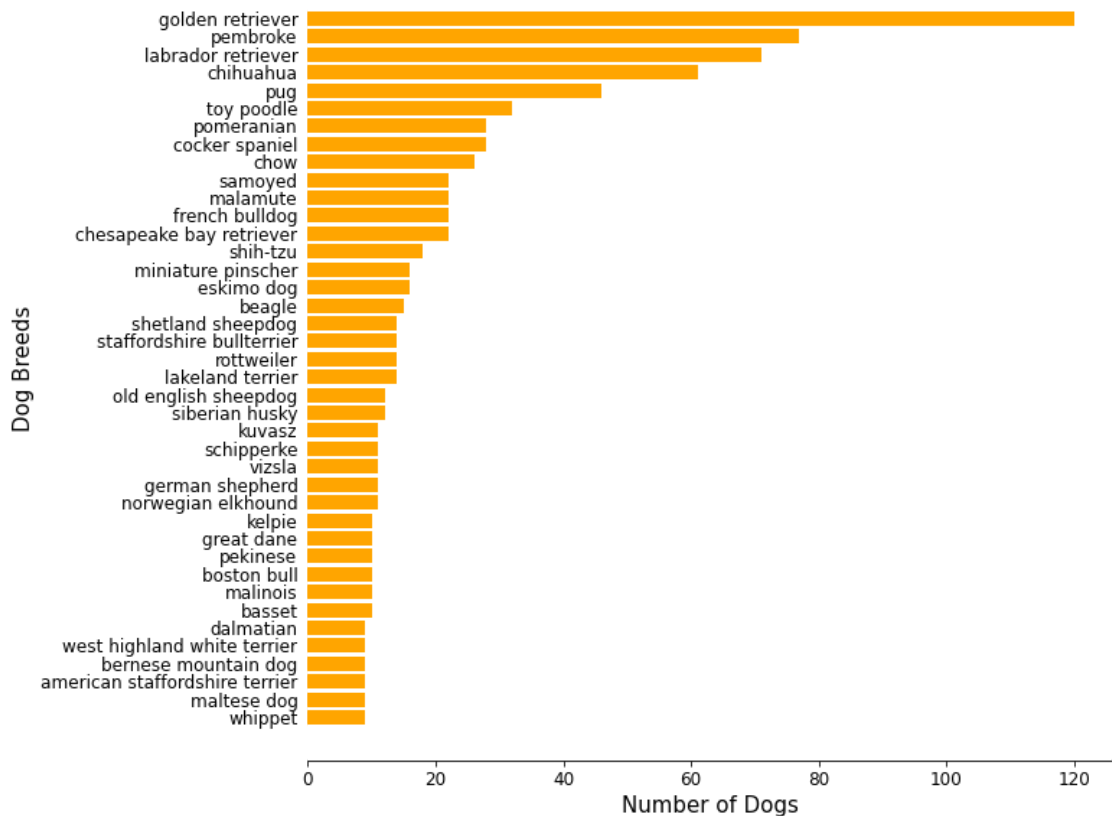
This Project aimed to answer the following research questions:

- A. Which dog breeds were owned the most?
- B. How did dog ratings vary among different breeds?
- C. Was there any difference in dog ratings based on dog owners' Twitter client?
- D. How did the dog ratings vary with the passage of time?
- E. Were dogs that had other dogs nearby i.e doggo, puppo, floofer and pupper more likely to be rated higher?
- F. How did favorite count vary with retweet count among dog breeds and ratings?

Findings:

Finding No. 1

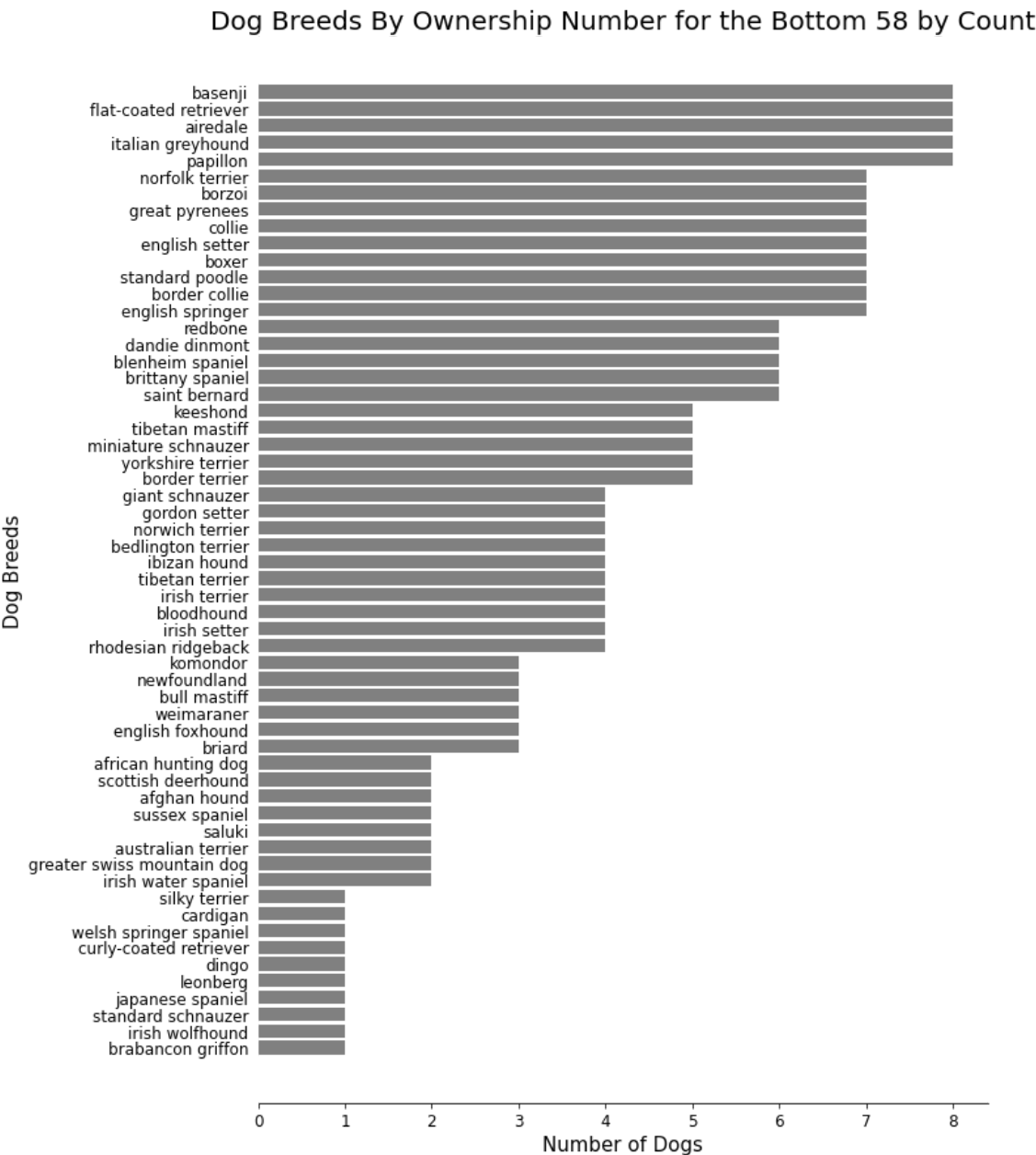
Dog Breeds By Ownership Number for the top 40 by Count



The **golden retriever** is by far the most 'owned' dog (count=120) in this list. Other dogs in the first 10 include:

1. pembroke 77
2. labrador retriever 71
3. chihuahua 61
4. pug 46
5. toy poodle 32
6. pomeranian 28
7. cocker spaniel 28
8. chow 26

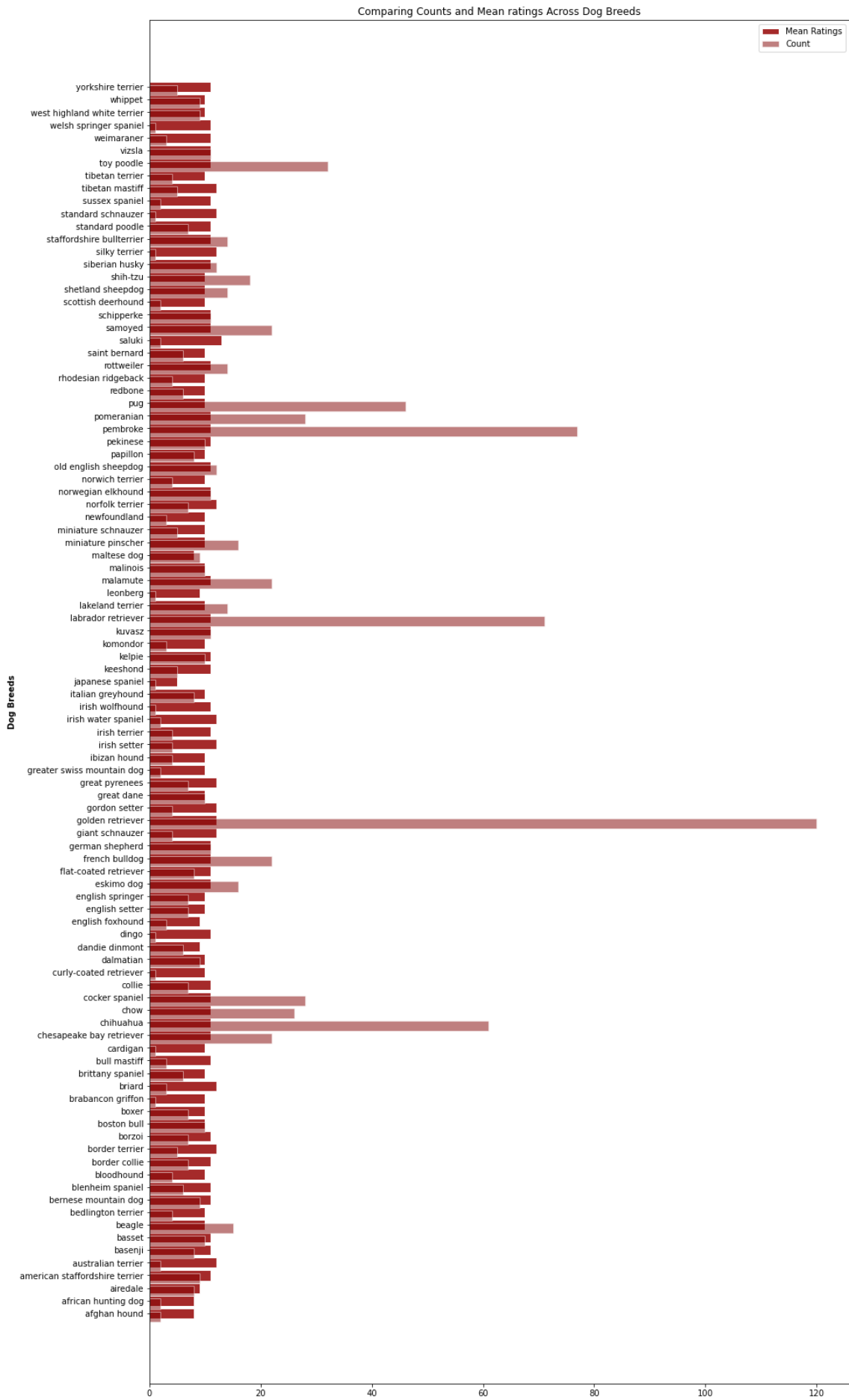
9. samoyed 22



The rarest breeds in this list include:

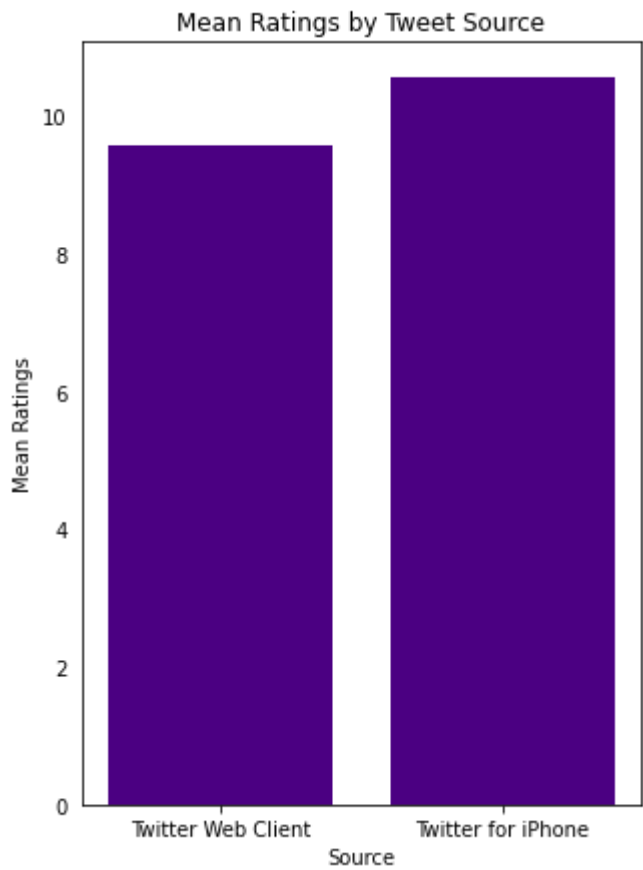
- 1. silky terrier 1
- 2. cardigan 1
- 3. welsh springer spaniel 1
- 4. curly-coated retriever 1
- 5. dingo 1
- 6. leonberg 1
- 7. japanese spaniel 1
- 8. standard schnauzer 1
- 9. irish wolfhound 1
- 10. brabancon griffon 1

Finding No. 2:



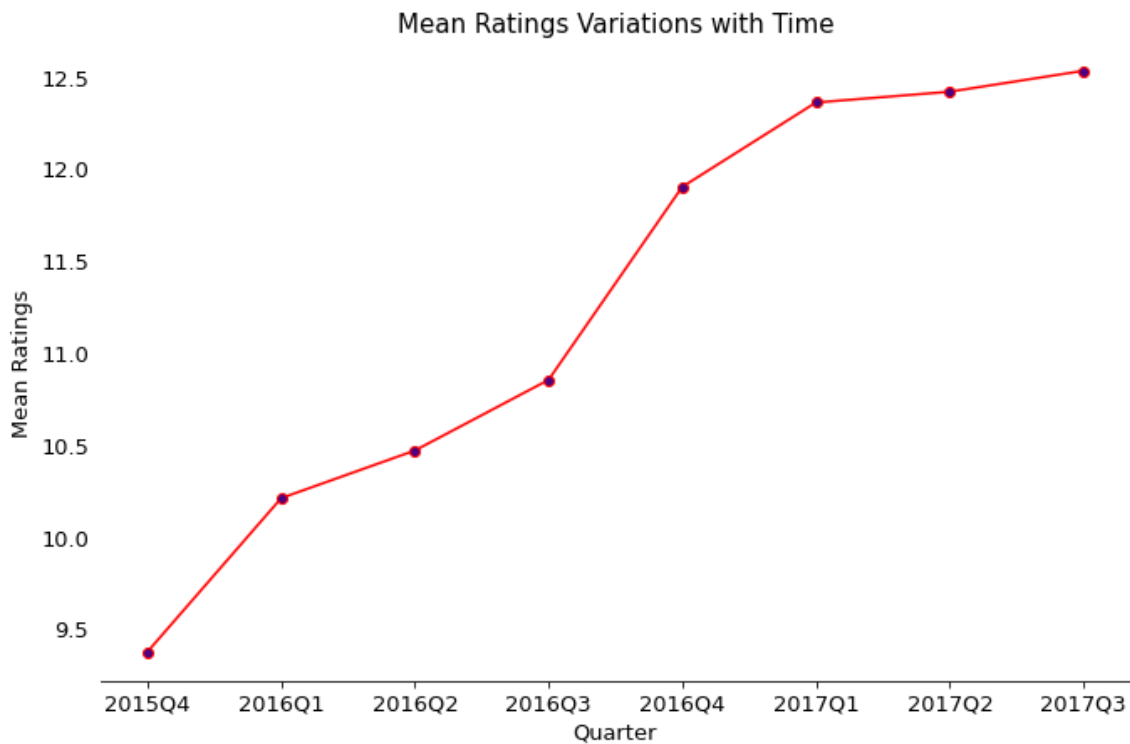
- 1. Breeds that were more commonly owned generally received higher mean ratings.
- 2. However, many less common breeds like the norfolk terrier, saluki, and toy poodle,etc were also very highly rated.

Finding No. 3:



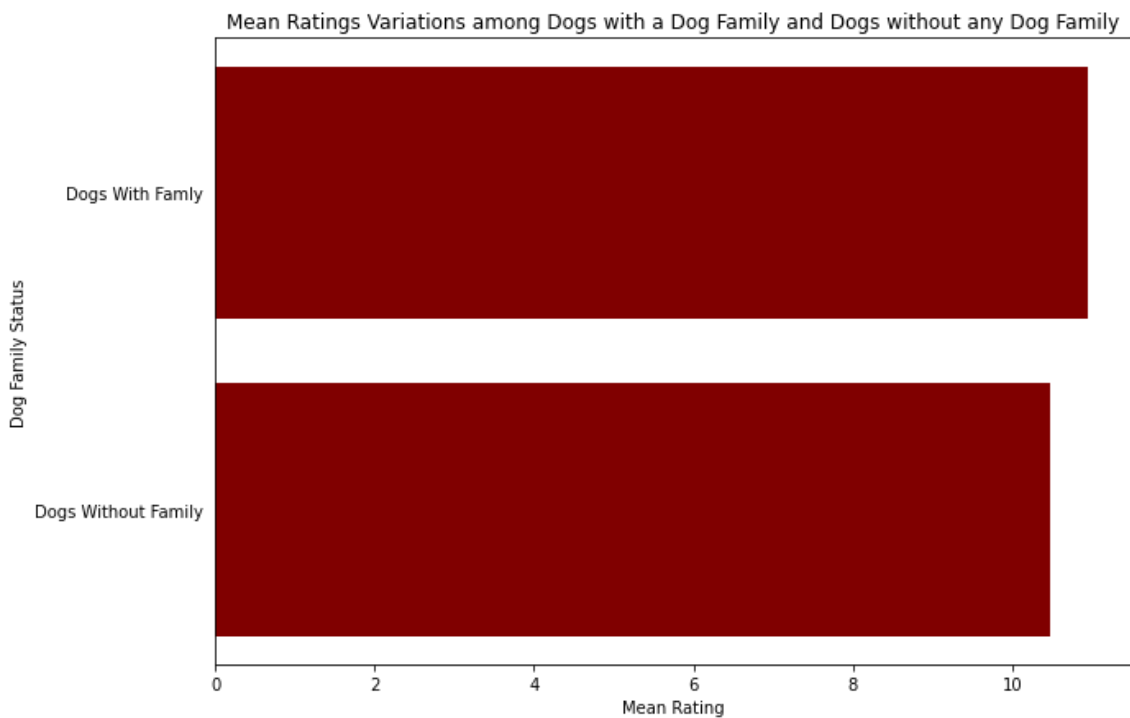
- Dog Pictures from Twitter for Iphone had higher mean ratings compared to those from Twitter Web Client

Finding No 4:



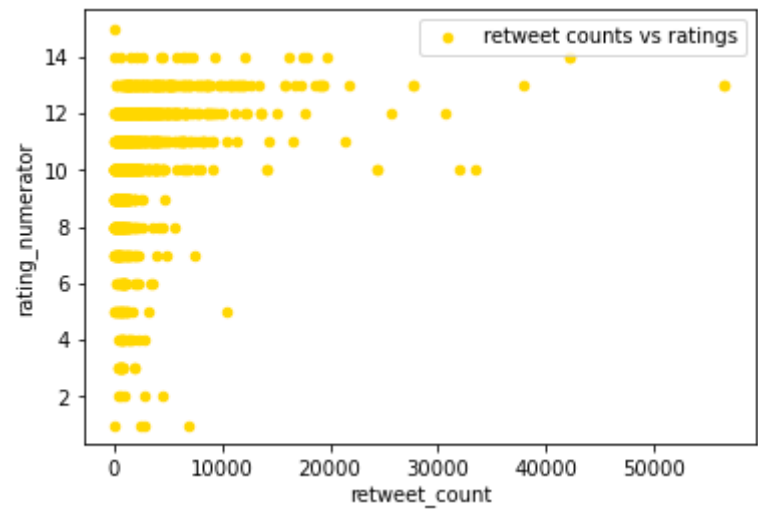
- Within the span of 3 years and from quarter to quarter, mean ratings from WeRateDogs climbed significantly.

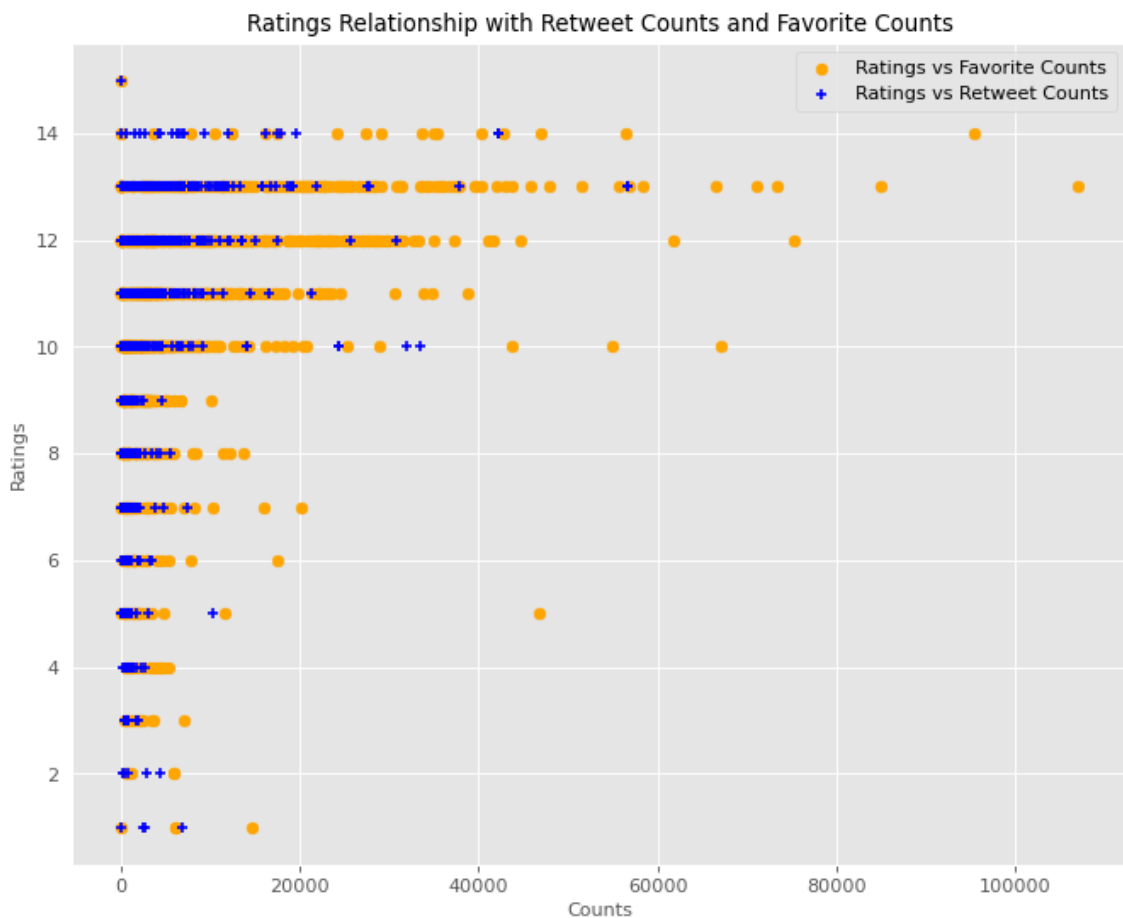
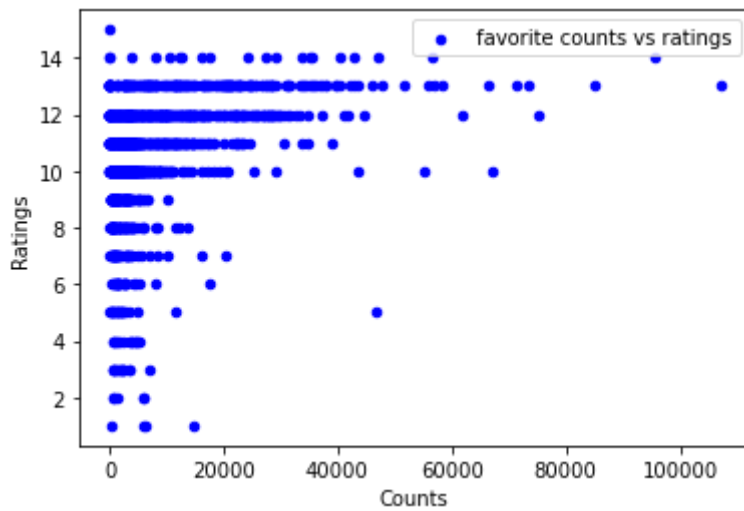
Finding No 5:



- Dogs with at least a Dog Family Member had a slightly higher average rating compared to dogs without any Dog Family member

Finding No 6:





- Dogs with higher ratings had their tweets marked as favorites more times than lower-rated dogs. The same trend was seen with the number of retweets.

Conclusion:

Limitations: No statistical tests were done in this project, therefore these findings do not prove causation. However, there are several instances of correlation.

- The **golden retriever** is by far the most 'owned' dog (count=120) in this list. The rarest dogs in this list include the silky terrier among others

- Breeds that were more commonly owned generally received higher mean ratings. However, many less common breeds like the norfolk terrier, saluki, and toy poodle, etc were also very highly rated.
- Dog Pictures from Twitter for Iphone had higher mean ratings compared to those from Twitter Web Client
- Within the span of 3 years and from quarter to quarter, mean ratings from WeRateDogs climbed significantly.
- Dogs with at least a Dog Family Member had a slightly higher average rating compared to dogs without any Dog Family member.
- Dogs with higher ratings had their tweets marked as favorites more times than lower-rated dogs. The same trend was seen with the number of retweets.