



WeRateDogs

Data Wrangling Project – Act Report

Cyndi Morris
WGU D309
Udacity Data Analytics Nanodegree

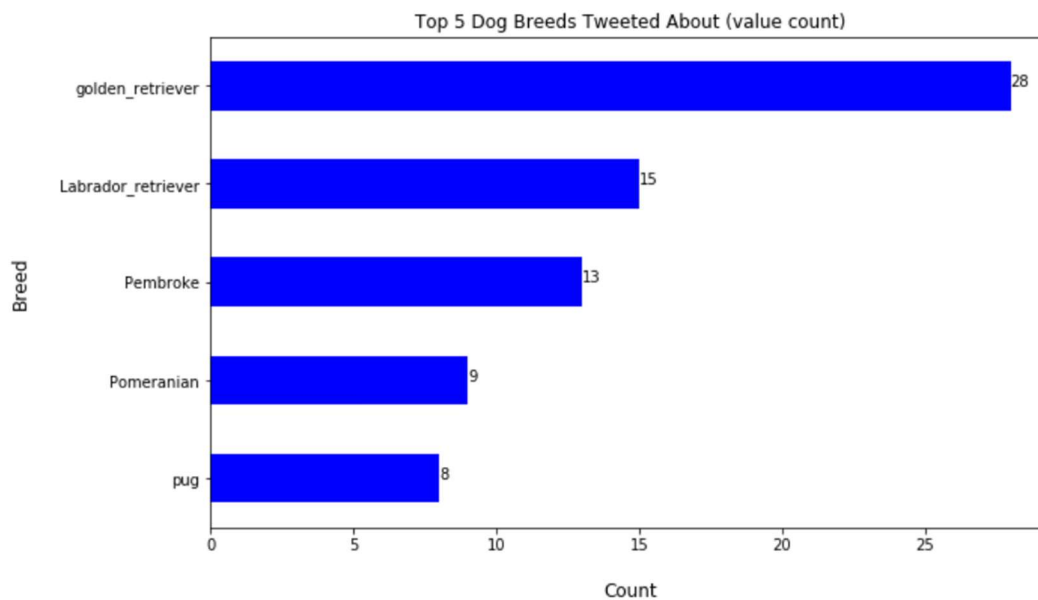
Introduction

WeRateDogs, a popular Twitter account, rates people's dogs. Tweeters send images of dogs, then WeRateDogs picks out select images to tweet about, including a humorous comment and rating. Denominators for the ratings are base 10, with numerators greater than 10. WeRateDogs had over 9 million followers in 2020 and has received international media coverage.

While reviewing and cleaning the datasets for this project, I began to wonder about popularity levels and how the various counts may tell different stories. I decided to concentrate my efforts on finding out the top five most popular breeds, dog stage and their names based on tweet, retweet and favorite counts. Some of the results were surprising.

Analysis

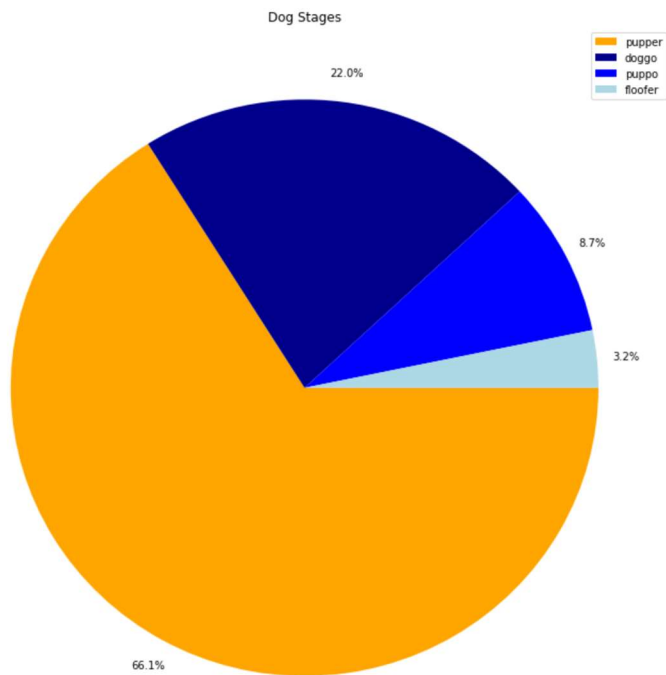
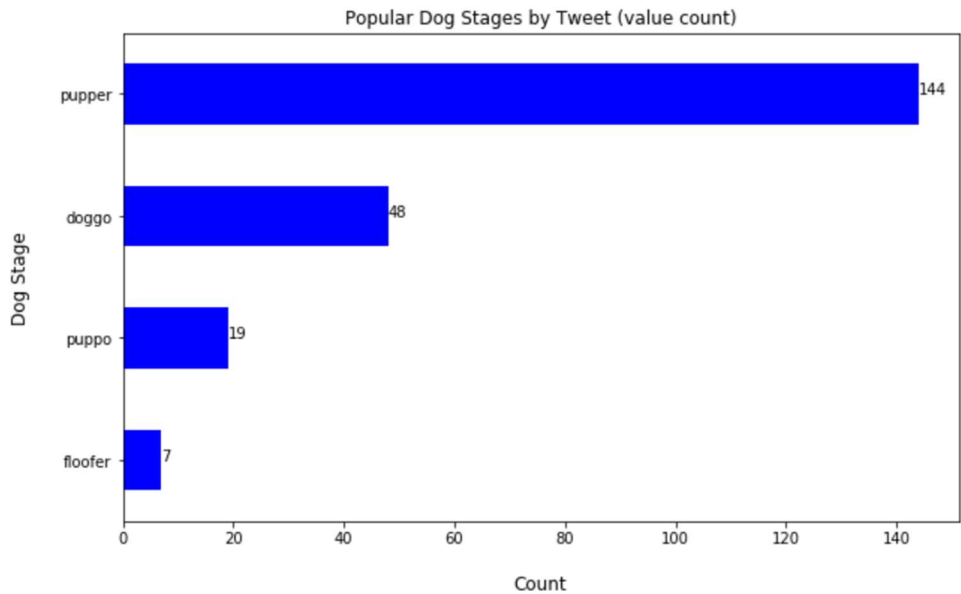
I began by analyzing data to find the top five popular breeds by tweet count, retweet count, and favorite count. The Golden Retriever and the Labrador Retriever both featured in the top two of all three analyses. The Pembroke breed also appeared in all three analyses, but its placement varied depending on the count being analyzed. While it did not appear in the top five for tweets, the Lakeland Terrier did make the top five list for popularity by retweet and favorite counts. Its position also varies depending on the type of count analyzed.



	breed	retweet_count
23	Labrador_retriever	121023
56	golden_retriever	107261
13	Eskimo_dog	60036
34	Pembroke	56563
24	Lakeland_terrier	52061

	breed	favorite_count
56	golden_retriever	355390
23	Labrador_retriever	292917
34	Pembroke	171001
24	Lakeland_terrier	145089
14	French_bulldog	131626

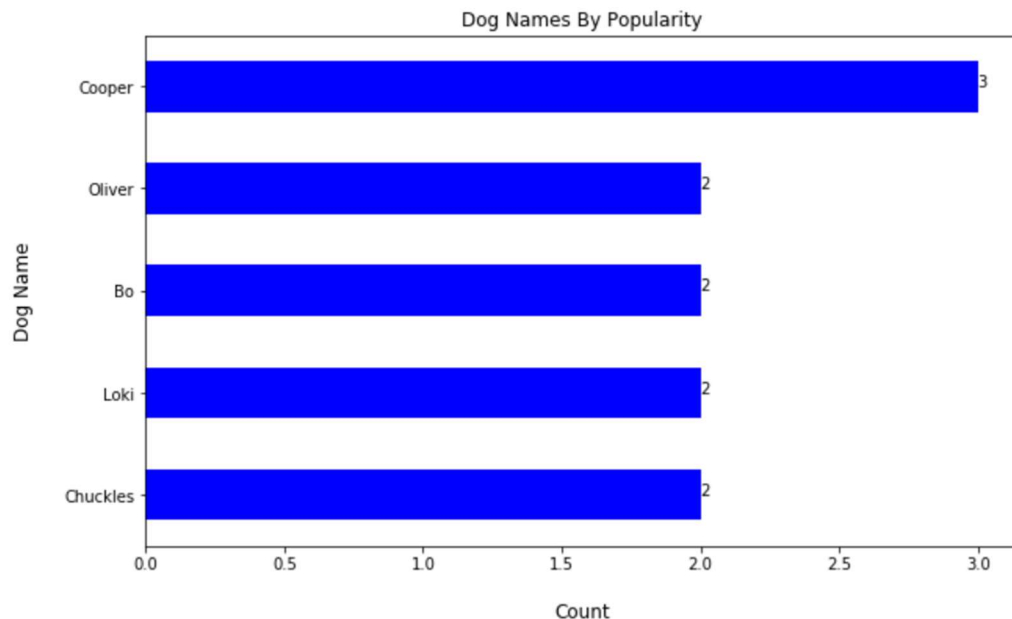
Next, I identified the top five popular dog stages (Doggo, Floofer, Pupper, and Puppo) based on tweet count, retweet count, and favorite count. The Pupper dog stage consistently ranked first in all three analyses, representing 66.1% of all tweets including the dog's stage. Interestingly, all four dog stages maintained the same order across the analyses, with Pupper, Doggo, Puppo, and Floofer ranked from most to least popular.



	dog_stages	retweet_count
2	pupper	368212
0	doggo	364553
3	puppo	124478
1	floofer	34781

	dog_stages	favorite_count
2	pupper	1158974
0	doggo	986705
3	puppo	423856
1	floofer	92442

For the final analysis, I identified the top five dog names by tweet count, retweet count, and favorite count. The name Cooper ranked number one in the tweet analysis. Surprisingly, only one of the popular tweeted names, Bo, appeared in the top five lists for retweet and favorite counts. When analyzing the retweet and favorite counts, the names Bo and Jamesy emerged as the first and second most popular names. Barney and Cupid also appeared in both, but their placement varied depending on the count being analyzed.



	name	retweet_count
15	Bo	46809
53	Jamesy	32883
41	Gabe	17209
8	Barney	13076
28	Cupid	11878

	name	favorite_count
15	Bo	109460
53	Jamesy	106827
8	Barney	48410
28	Cupid	40325
6	Astrid	38074

Conclusion

This information could be valuable in advertising and branding efforts involving dogs. For a casting call, the ideal spokesdog might be a Pupper from the Golden or Labrador Retriever breed, given their popularity. Further analysis showed that one of the two most popular dog names, Jamesy, was attributed to only one dog. Such insights could assist strategic decisions in selecting spokesdogs for marketing campaigns, harnessing their cuteness to connect with audiences.

```
df2.name.value_counts()['Jamesy']
```

References

[WeRateDogs Wiki](#)

[Udacity WeRateDogs Project Overview](#)