

## Analysis

The objective for this project was to explore the WeRateDogs twitter page. The main focus was looking into seeing whether the popular WeRateDogs rating system had any correlation to popularity on twitter.

The top 100 rated dogs, favorited tweets and retweets were taken and plotted to see any relationship. As you can see from fig 1 and 2 on the following page, it seems like the ratings doesn't mean popularity on twitter. However, there are many other factors that would need to be explored to have a final opinion.

A poll of some sort would be more ideal, as retweets/favorites aren't determined by how nice the dog is and can be biased towards the tweet itself or humour of the picture.

I looked into the top predictions from the algorithm to see what dogs were the most common and if the confidence levels match the popular breeds. The confidence level for the 1<sup>st</sup> predictions of golden/lab retrievers were 69.9% and 61.6% of a random sample of a similar size.

This was only for a sample of 231 dogs but from the small sample it seems like the algorithm was more confident in predictions for the more popular dog.

The dogtationary dog stages were explored to see if they impact popularity in anyway. Again the sample size was pretty small but there didn't seem to be a relationship to popularity.

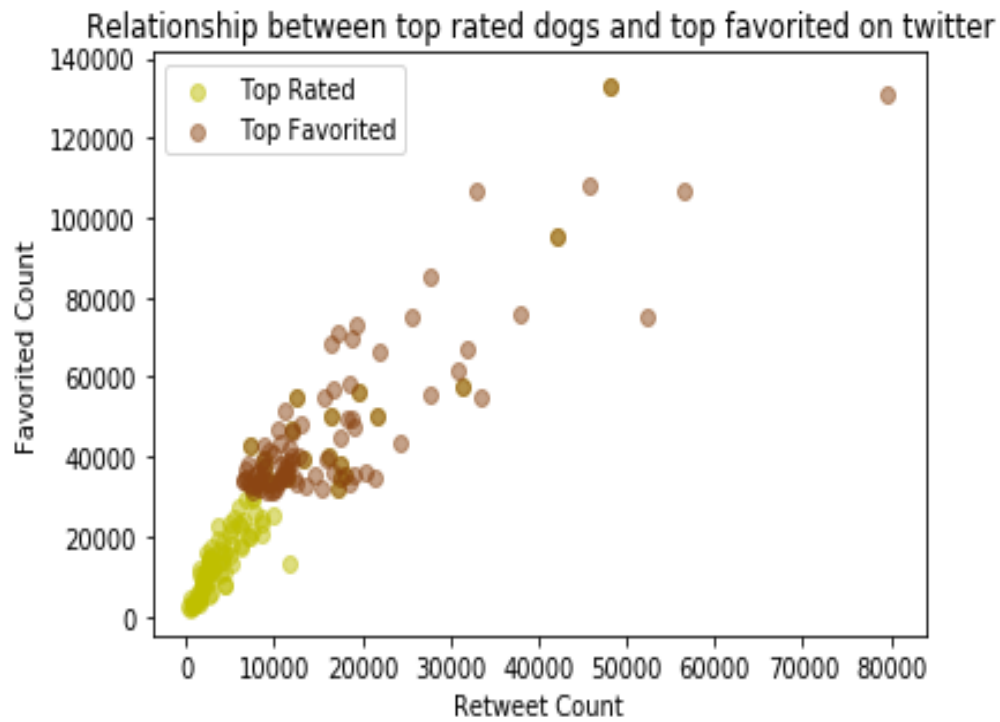


Fig 1, Twitter popularity of top favorited vs top rated dogs

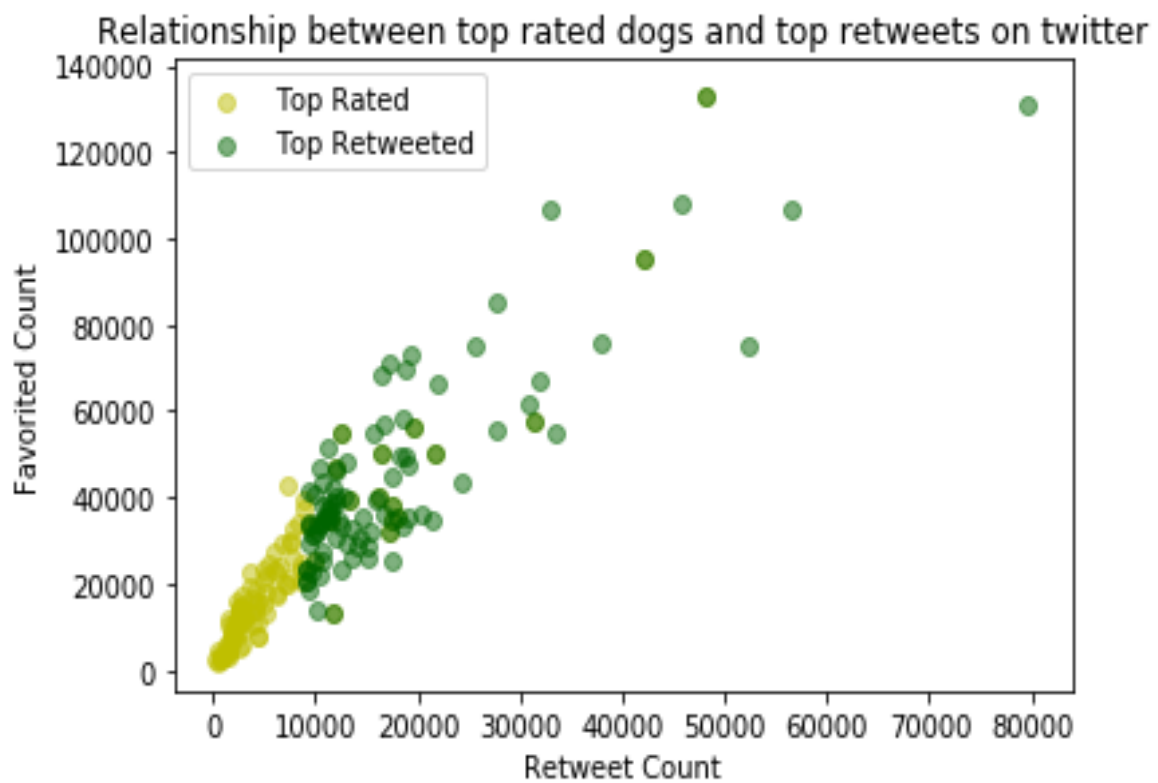


Fig 2, Twitter popularity of top retweets vs top rated dogs