WeRateDogs

@dog_rates

Insights & Data Visualization

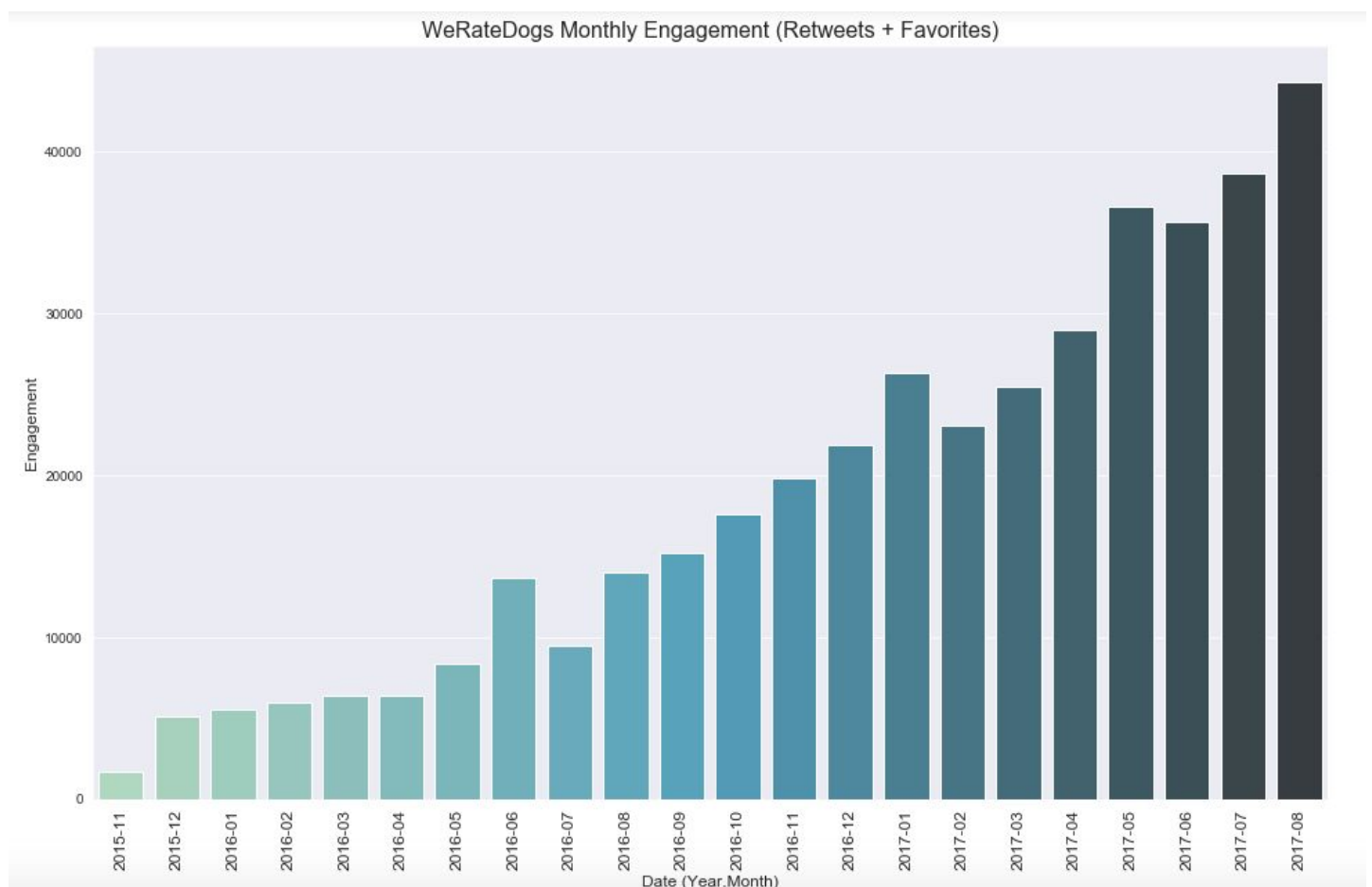Image via Boston Magazine

WeRateDogs?

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. The numerators, though? Almost always greater than 10. 11/10, 12/10, 13/10, etc. Why? Because "they're good dogs Brent." WeRateDogs has over 4 million followers and has received international media coverage.

The Data & Project

The twitter archive of the WeRateDogs used for this project contains basic tweet data between 2015 and 2017. However, for more interesting insights, we gathered additional data from the twitter API and image predictions, i.e., what breed of dog (when applicable) is present in each tweet. Since real-world data rarely comes clean, we performed the whole data wrangling process using Python and its libraries to reach the below visualizations.

Increasing Engagement over time

We calculated engagement by adding the favorite and retweet counts and they were increasing over time as an overall picture! There were a few months where the engagement levels slightly decreased between months as depicted in the graph below.
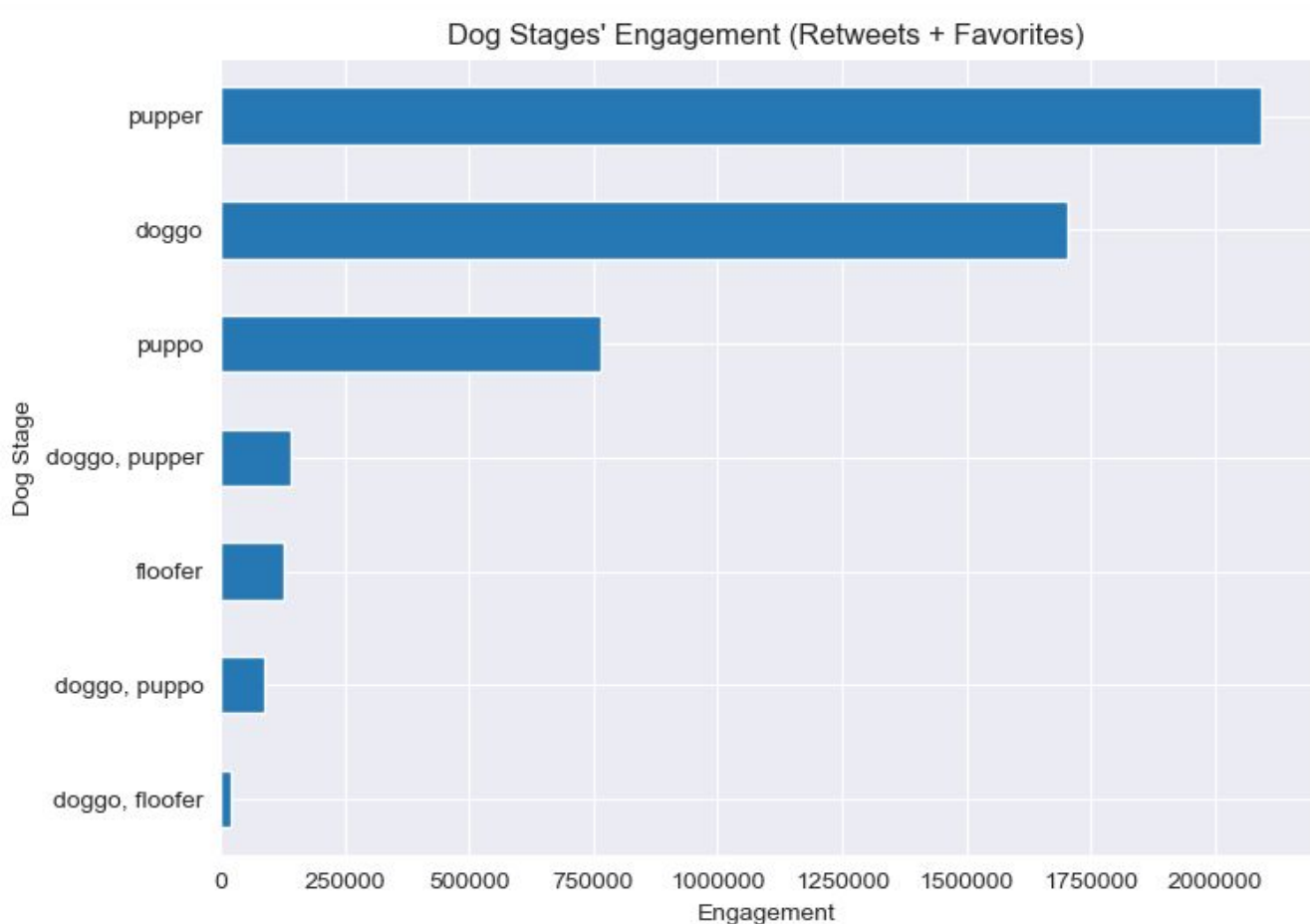

WeRateDogs Monthly Engagement (Retweets + Favorites)

Top 3 Tweets with the highest levels of Engagement:

- They had engagement scores of 210590, 181075 and 163640 respectively.
- They all have a rating of 13 given by the tweet author
- Their predicted dog breeds are Labrador_Retriever, Lakeland_Terrier and Chihuahua respectively.

Fun Fact: The top 100 tweets with the highest engagement scores make up approximately 28% of the total tweets in this WeRateDogs Archive.
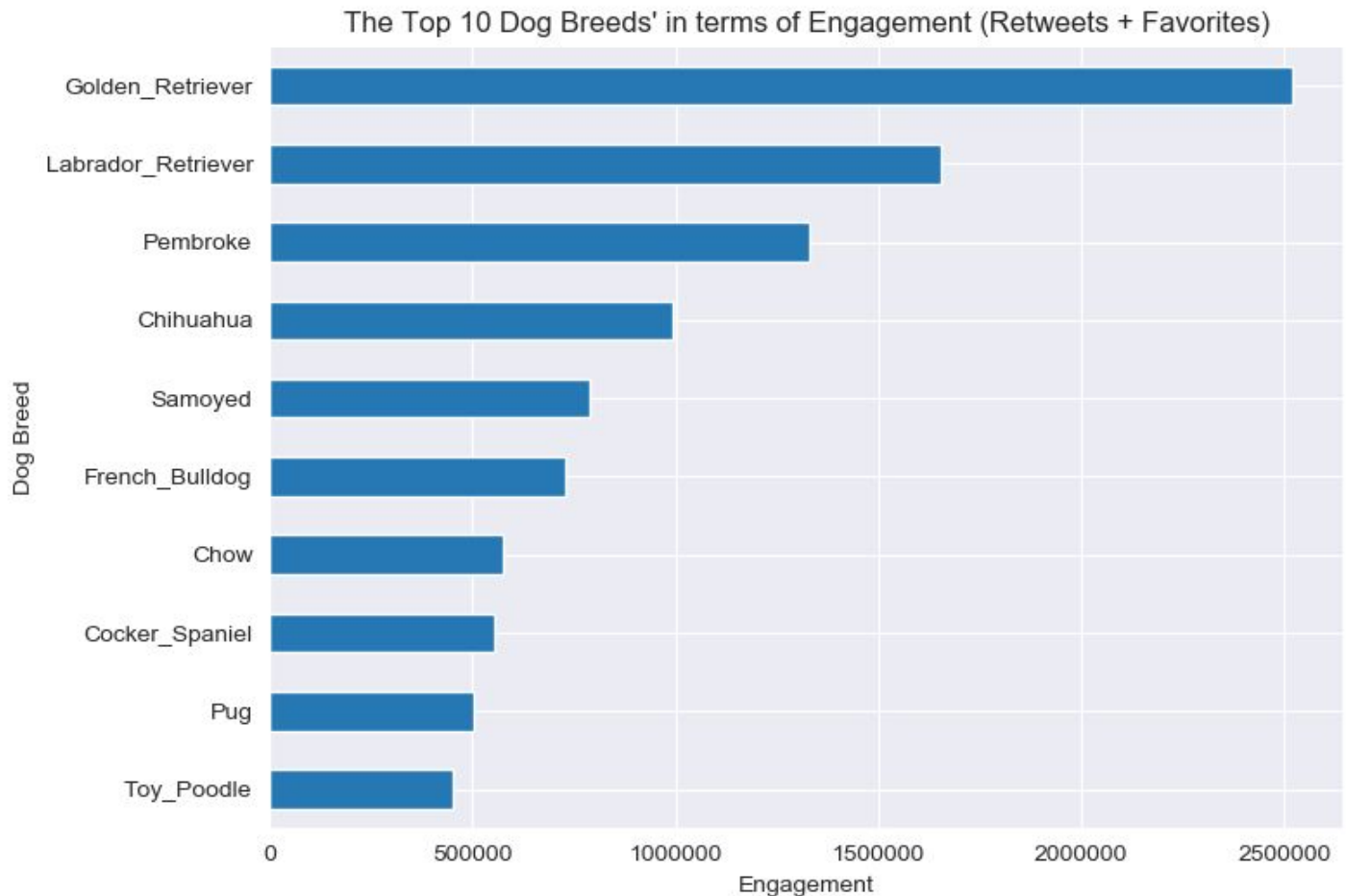
Dog stage with the highest Engagement:

The dog stage with the highest engagement score is "pupper" with a value of 2,091,944. Coming up in second place is "doggo" with 1,704,150 and in third place is "puppo" with 763,977.
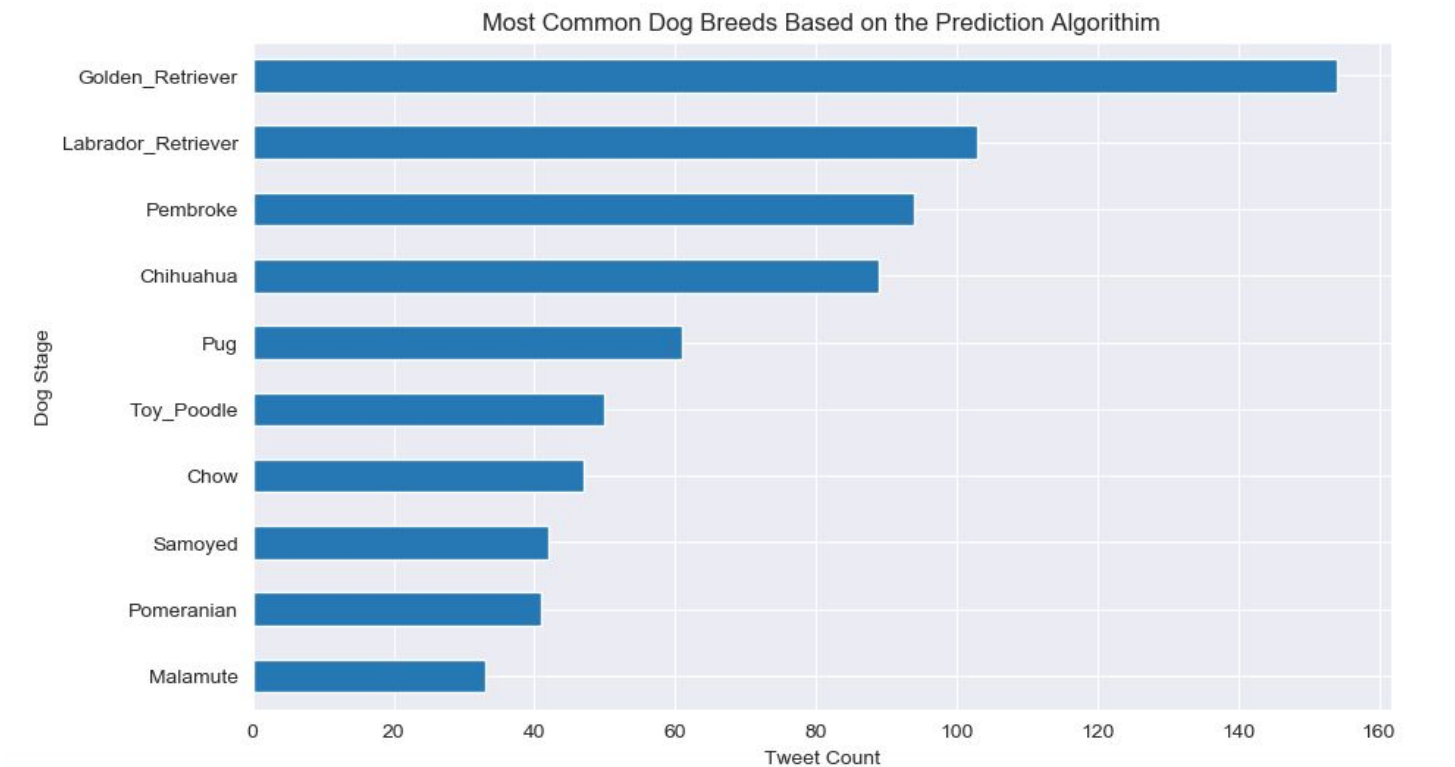

Dog Stages' Engagement (Retweets + Favorites)

Top 10 dog breeds with the highest Engagement:

The dog breed with the highest engagement score is "Golden Retriever" with a value of 2,518,966. This is approximately 237% more than the average. Coming up in second place is "Labrador Retriever" with 1,653,217 and in third place is "Pembroke" with 1,330,568.

The Top 10 Dog Breeds' in terms of Engagement (Retweets + Favorites)

What about the most common dog breeds and ratings in general? Let's find out!

The Most Common Dog Breeds

Most Common Dog Breeds Based on the Prediction Algorithim
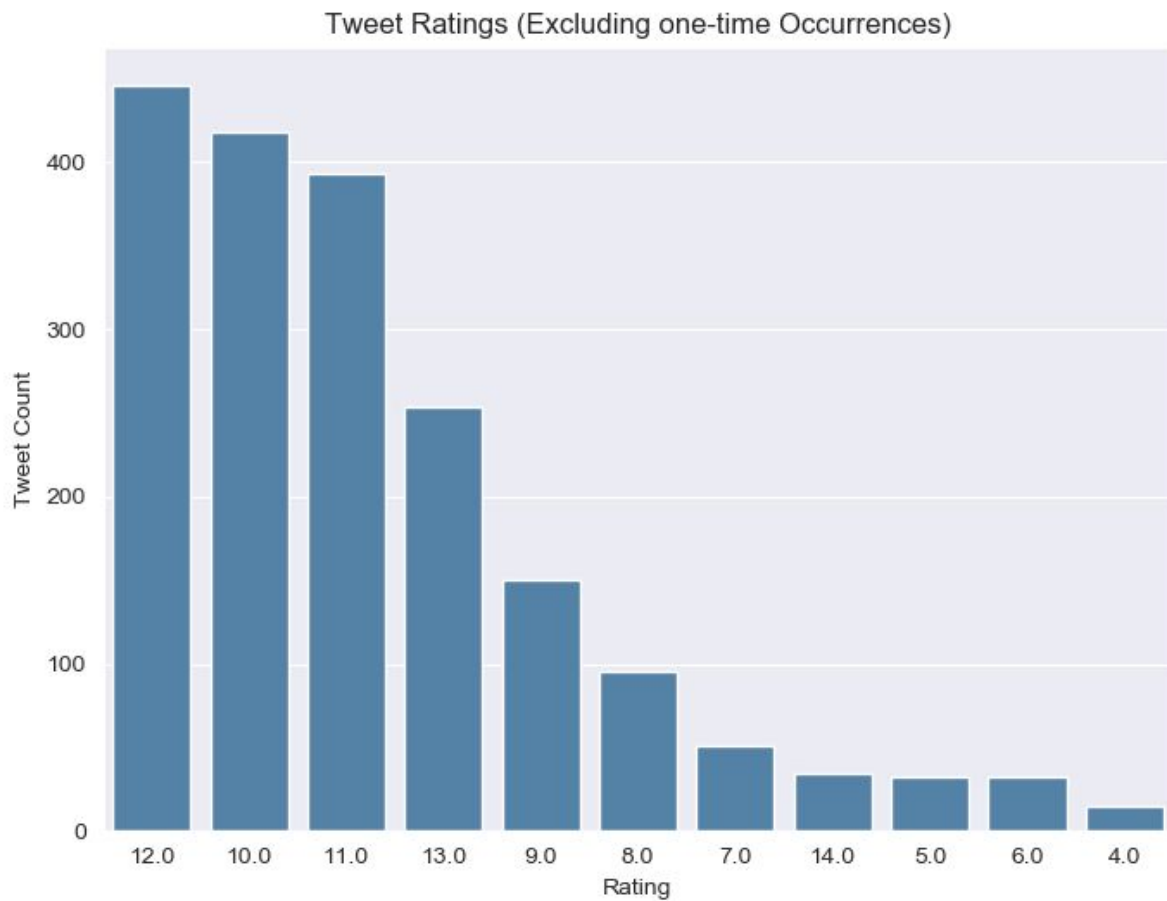

- The highest dog breed is Golden Retriever with 160 tweets in total, followed by Labrador Retriever (103) and in third place comes Pembroke (94).
- These dog breeds make approximately 37% of the total number of tweets alone!

In comparison to the previous graph of the most common dog breeds in terms of engagement, there are only a 2 dog breed difference with the rest having different rankings. However, Golden Retriever, Labrador Retriever, Pembroke and chihuahua occupy the top 4 in both graphs!

The Most Common Tweeted Ratings

Tweet Ratings (Excluding one-time Occurrences)

- There are 1550 tweets with a rating of 10 and higher, that makes 80% of the entire dataset. They're good dogs Brent indeed!
- Ratings of 12 come in first place with a total of 446 tweets - approximately 23% of the total number of tweets.

Fun Fact: The Highest Rating ever given in the history of WeRateDogs is 1776.