

Act Report

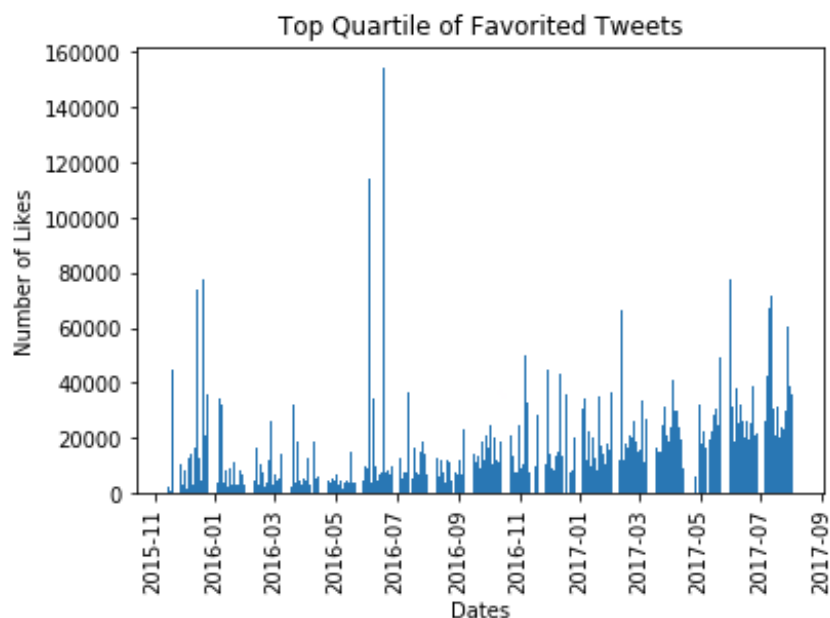
WeRateDogs (username @dog_rates) is a twitter account that rates dogs using their own unique rating scale, accompanying the ratings with a humorous comment. The account came into existence in November 2015 and by August of 2017 had a following base of 4m. So what about these tweets drives consumer engagement?

I had the fortunate opportunity to look at three datasets of the WeRateDogs twitter feed and so dug into the following questions.

1. What do these top 10 tweets have in common that may explain consumer interest?
2. How has WeRateDogs activity changed over time and did this affect engagement?
3. Is consumer engagement driven by another factor such as day of the week?

Favorite Tweets

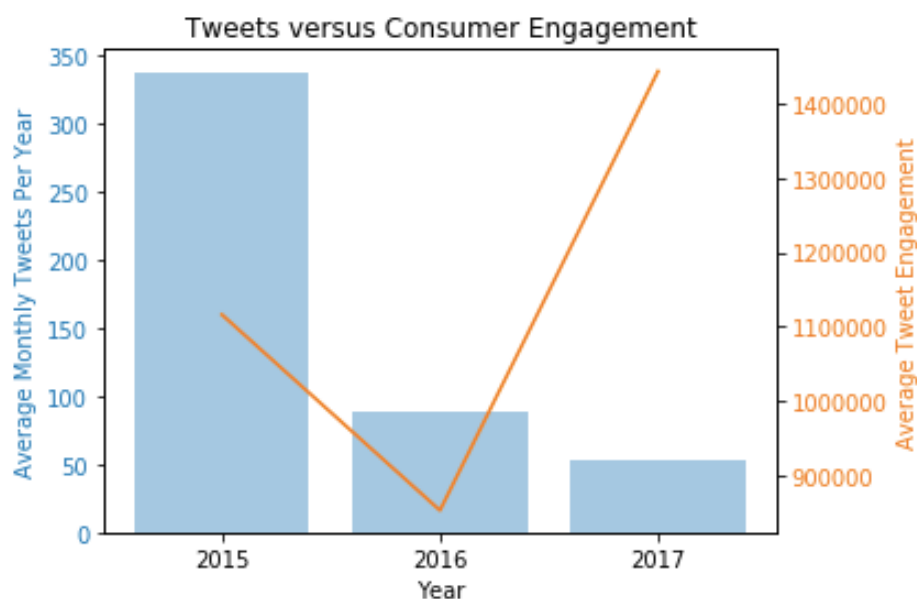
Jumping right into question 1 I came back empty handed. The tweets did have a slightly above average dog rating of 1.29 compared to the mean rating of 1.16 but that was it. The favorite tweets were spread over the two-year period, represented a variety of breeds and lacked consistency in the “dogtionalary” terms.



Through visual assessment of each of the top ten individual tweet urls I found that 8 out of 10 were accompanied with a video or multiple pictures, but without a full database of content type I was unable to properly analyze this variable.

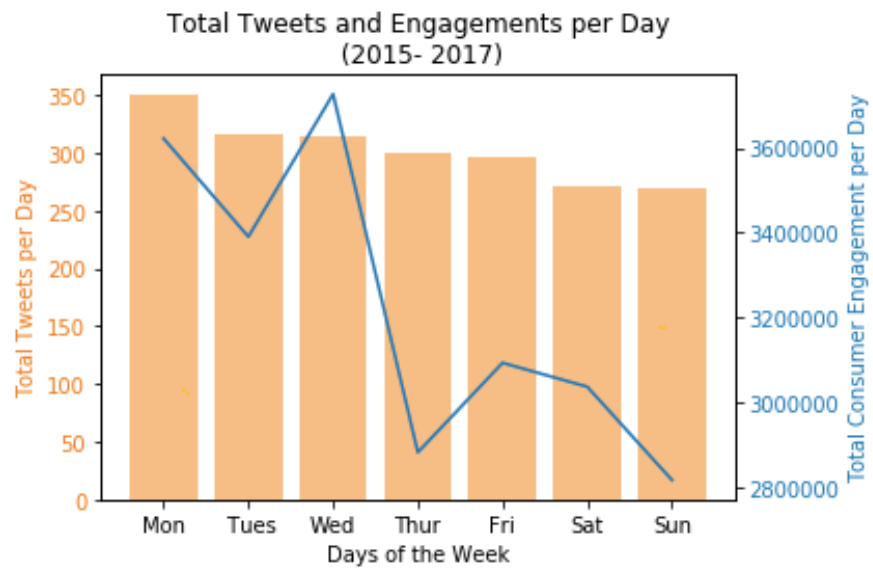
Tweeting Activity

Moving on to analyzing the internal tweeting behavior of WeRateDogs to consumer engagement was a bit more interesting. WeRateDogs actively tweeted during their first year and then decreased the tweeting of original content in 2016 and even more so in 2017. Yet, the average tweet engagement increased significantly. One potential reasoning for engagement increase could be due to followers increasing over time from 0 to 2015 to 4million by August 2017. More people were exposed to the content meaning more people could engage.



Daily Consumer Engagement

In the same vein as the question above, this third question looked at WeRateDogs daily tweeting behavior and the reaction of the consumer. The finding was that engagement was a result more due to the day of the week rather than the number of tweets per day, Monday and Wednesday both seeing engagement spikes. That being said, statistically day of the week and engagement were not correlated and thus these spikes could actually be driven by another variable.



Overall the WeRateDogs dataset made me quickly realize how difficult it is to understand consumer interest and engagement.