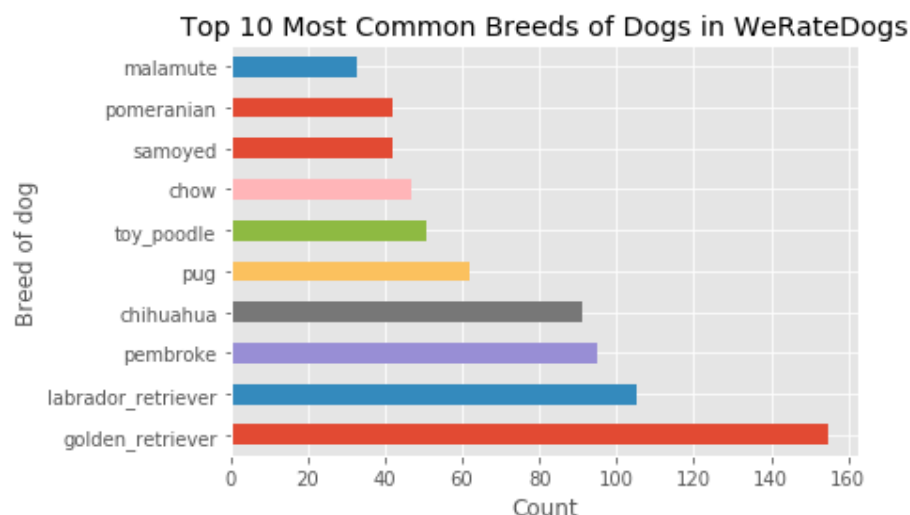# Insight Report

Introduction

In 2016, one of the hottest Twitter users is @dog_rates, also known as WeRateDogs instantly swept across the Twitter and attracted more attentions. WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. It gained over 8 million followers and has received international media coverage, especially after the meme called "They're Good Dogs, Brent".

The ratings system is quite interesting. Almost always it has the denominator of 10. Then numerators are almost always greater than 10, like 11/10, 12/10, 13/10, and etc, since @dog_rates believe all the dogs deserve good recognition.

So here comes the question about this rating, which dog is the most popular one for now and how it looks like? Does it receive the nice rating as well and what is the breed of it? No worries, I am here to share with you some funny insights hidden in this rating activity through the analysis of its tweets' data.

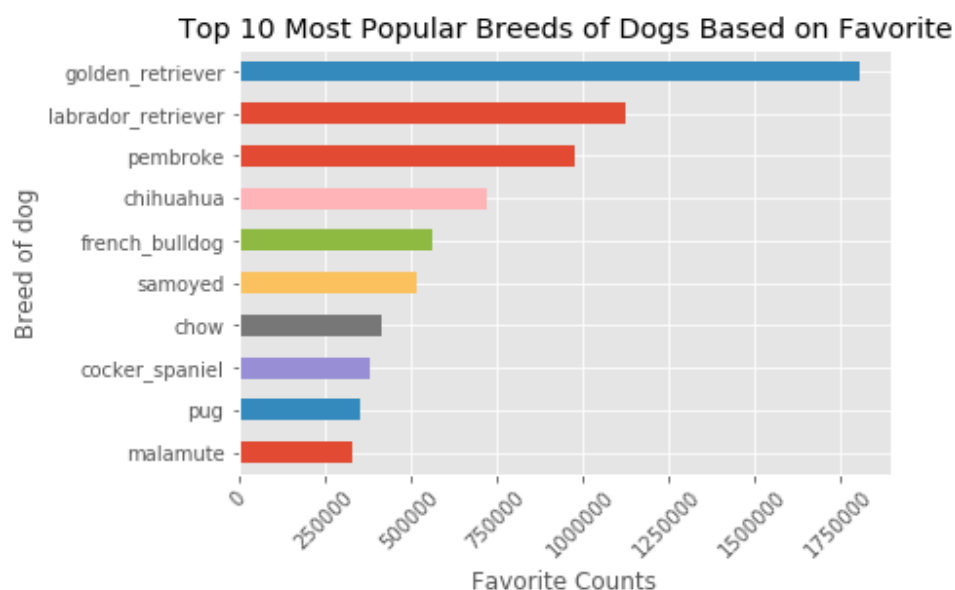### 1. The Top 10 Most Common Breeds of tweeted Dogs

Among over 5000 tweets, I was able to analyze 2000 of them due to the retweets and lack of dog images in those plain tweets. The Golden Retriever is the most common breed in the rating dogs and had been posted over 150 times.
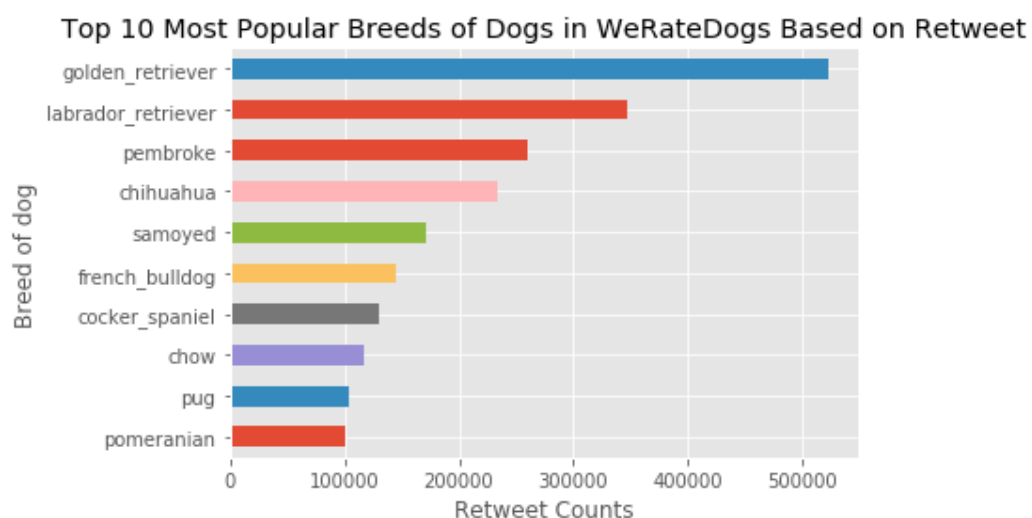
2. Popularity of Breeds of tweeted dogs

When those dog tweets posted, all the followers would show their preference by clicking the favorite or retweeting this tweet. So what is the top 10 most popular dog breeds in this rating.

If you are the person more tend to click the favorite, here is the answer. Without any doubt, the most common dog breed winner Golden Retriever jumped to the NO.1 position again among all the other dogs and received over 1750000 favorite clicks.

Top 10 Most Popular Breeds of Dogs Based on Favorite

If you are people like to retweet rather than click the favorite, you would be interested by plot below. The breeds from 5th to 10th were different, compared to the figure with favorite clicks, correspondingly. However, the popular breeds in top 4 were same and the winner goes to Golden Retriever.

Top 10 Most Popular Breeds of Dogs in WeRateDogs Based on Retweet

3. The champions for the highest rating dog and the most popular dog.
Will the champion here again be a Golden Retriever dog? No! According to the data we collected, the most popular dog is a Labrador Retriever doggo, which swum in the pool. It received 157447 favorite clicks and gained a 13/10 rating grade. What a lovely doggo!

The winner for rating is called Atticus, which wore the American style bowknot and hat confidently. It got 1776 /10 rating and 5173 favorite clicks. Unfortunately, I struggled with limited data collected and it looked like its costume affects the prediction model for knowing its breed. So if you are the owner of Atticus, please feel free to contact me and share more adorable images with us.

In the end, whether those high rated dogs could gain more favorite clicks? I am quite curious about the relationship between the rating grade and popularity. The answer is no. There is no relationship between the rating and the favorite clicks based on the data we collected.