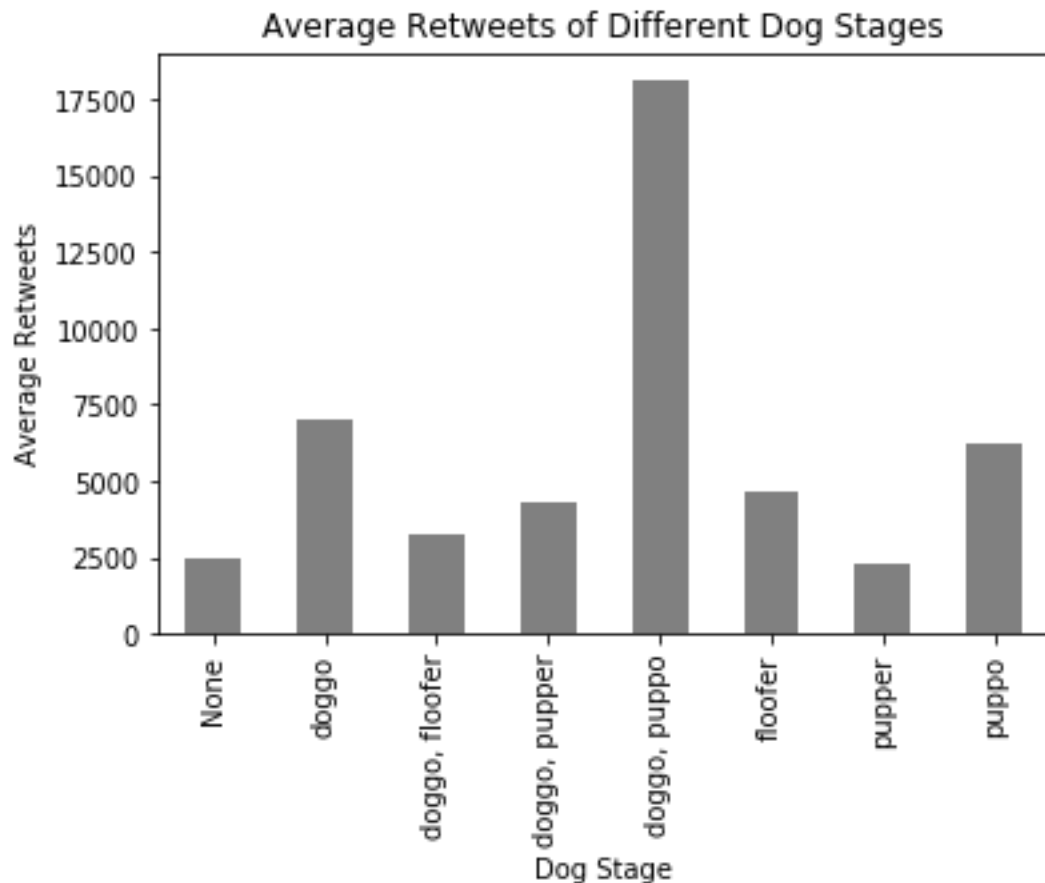


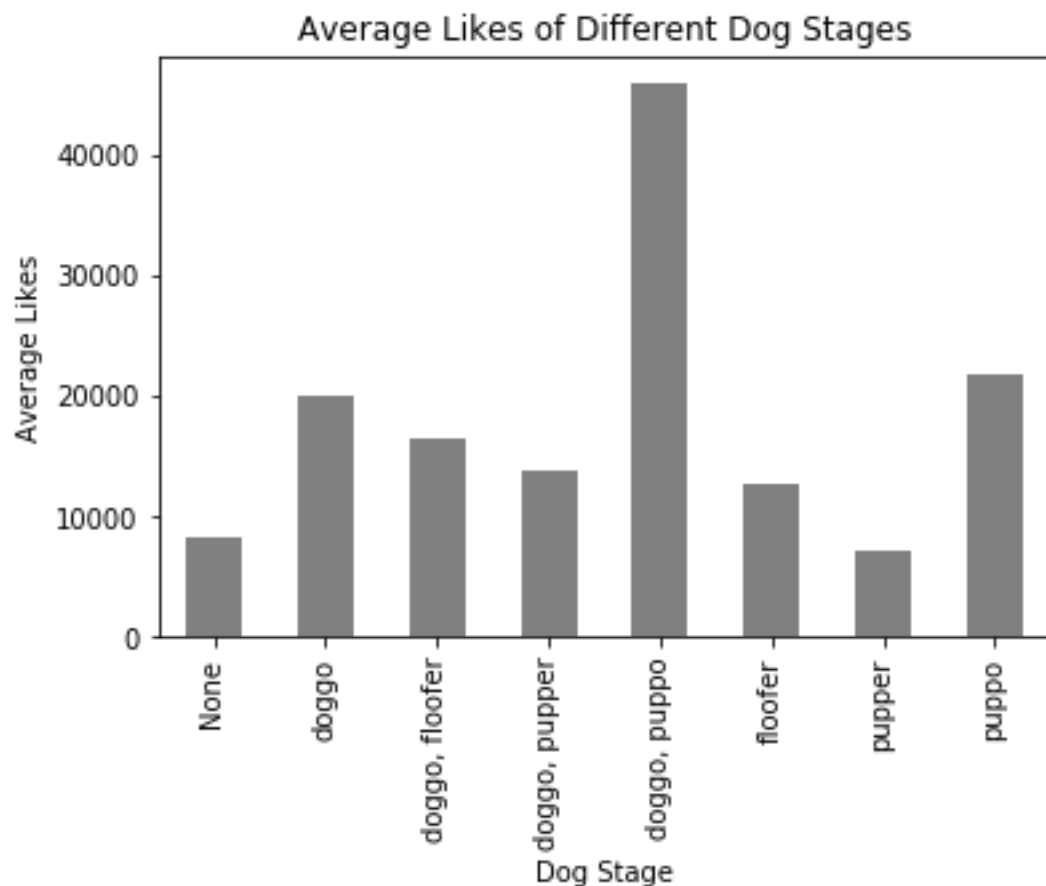
Data Insights and Visualization – What Makes a Popular Dog Tweet?

Pet pictures and videos are becoming a regular occurrence in our digital lives. After all, who can resist these loveable, furry creatures?

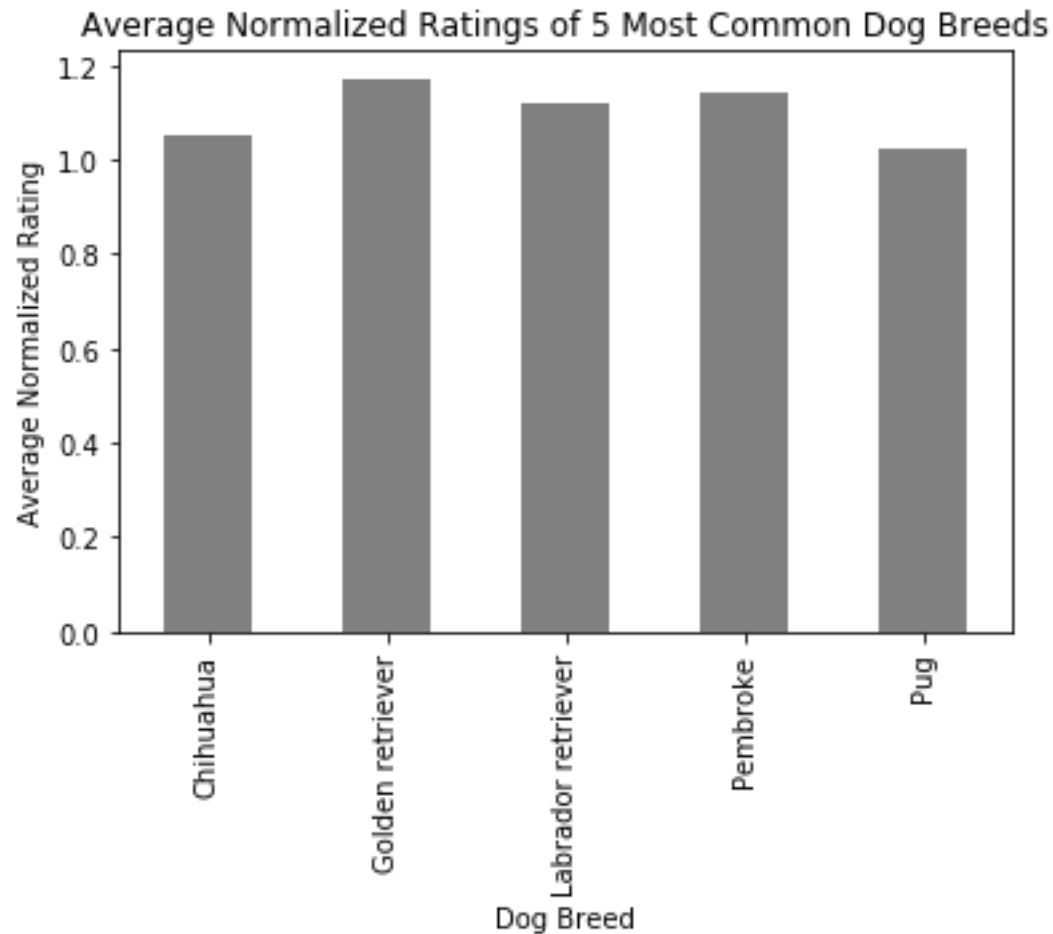
WeRateDogs is a Twitter account that currently has 9,887 tweets, 7.86 million followers and 141 thousand likes as of March 18th, 2019. The format of their tweets typically include an uber-cute dog picture with a humorous comment and a rating on a 10 scale with an exaggerated number that is almost always over 10. They seem to have the basic formula down for how to create a popular dog tweet, which brings us to the important question—what makes their tweets so popular?

We can look to data to maybe answer this question. Using data from the Twitter archive, the Twitter API and neural network image predictions of the dog breed from the dog pictures, we analyzed the dog tweets from WeRateDogs. Plotting the average retweets and likes for different dog stages as classified by WeRateDogs, this is what we found:

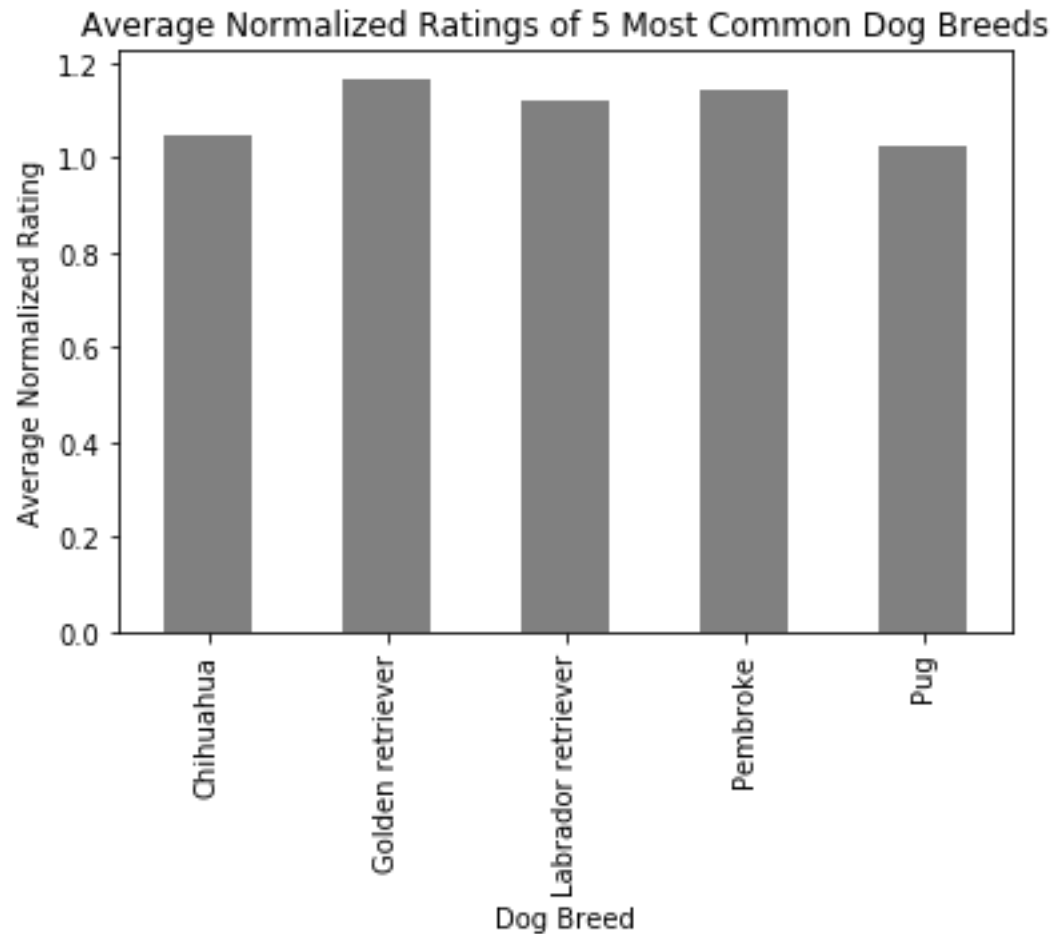




It seems dogs who are doggos and puppos might be the most popular dogs on Twitter! Compared to dogs of other dog stages, doggos and puppos have on average more retweets and likes. For dogs that were both doggos and puppos, they were even more popular. Floofers and puppers were not as popular, but having an average of over 2000 retweets and 6000 likes is nothing to scoff at either.



We also looked at what dog breeds were more likely to get a high rating by WeRateDogs to see if we could prove doggy discrimination and identify which dog breeds we might need to advocate for. The data below shows the average ratings of the 5 most common dog breeds.



So, it seems WeRateDogs is pretty consistent with their ratings for each dog breed. The top 5 common dog breeds all had ratings on average larger than 1, which is what they deserve for being such adorable creatures. Maybe it's time for me get a puppo of my own.