

An Analysis of WeRateDogs

by Adaobi Onyeakagbu

Introduction

If you love animals as much I do, you will probably agree that most animals are so cute that the 1-10 rating scale doesn't just cut it. Well, there's an account that agrees with me as well.

WeRateDogs™ ([@dog_rates](#)) 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.

Who doesn't love a picture of a cute dog?

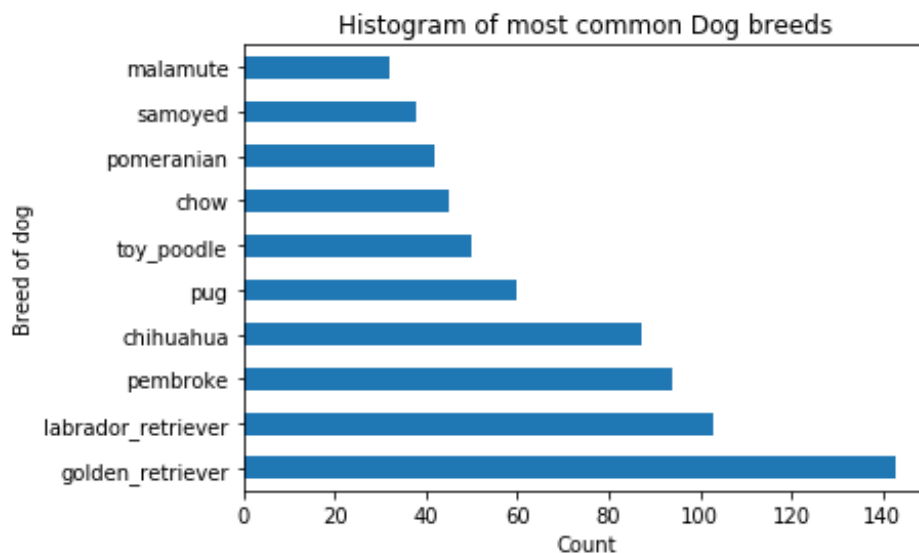
Hence, as part of the Udacity Data Wrangling project, I analysed WeRateDogs tweets up to August 2017 to get insight about the dogs, the rating system and their engagements.

The dataset I used was assessed and cleaned to get a table with 1626 non-duplicate tweet entries with ratings. Each tweet had been enhanced with other data such as a neural network prediction of what dog breed was being rated and how many retweets and likes the tweet got.

After further analyses of the data, many questions were raised and the following insights were gotten.

The Most Common Dog Breed

I wanted to see what dogs were being tweeted about and rated, and what dogs got the highest average ratings.

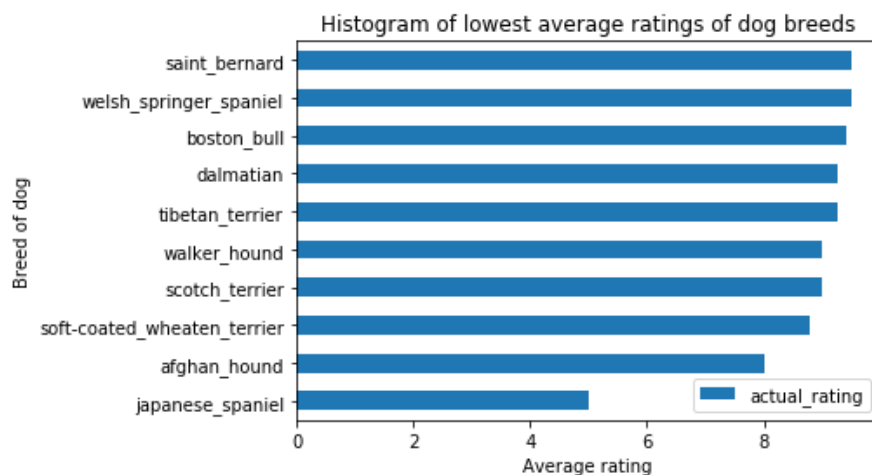
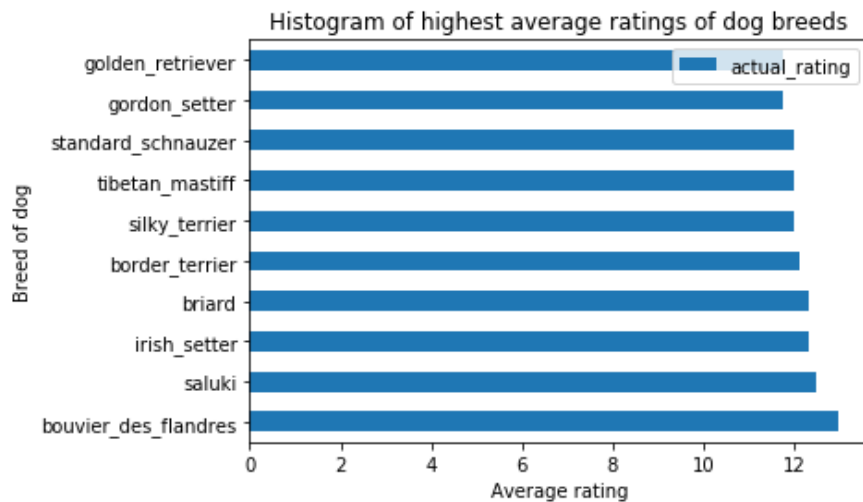


From my analysis, the most common dog that WeRateDogs tweeted about/rated is the golden retriever. Enjoy this cute picture of the breed in question that the pup-arazzi took!



The golden Retriever

Another insight was that the Bouvier des Flandres breed gets a higher rating on the average from the WeRateDogs account, very likely because it is one of the least common dogs and doesn't have as many ratings.

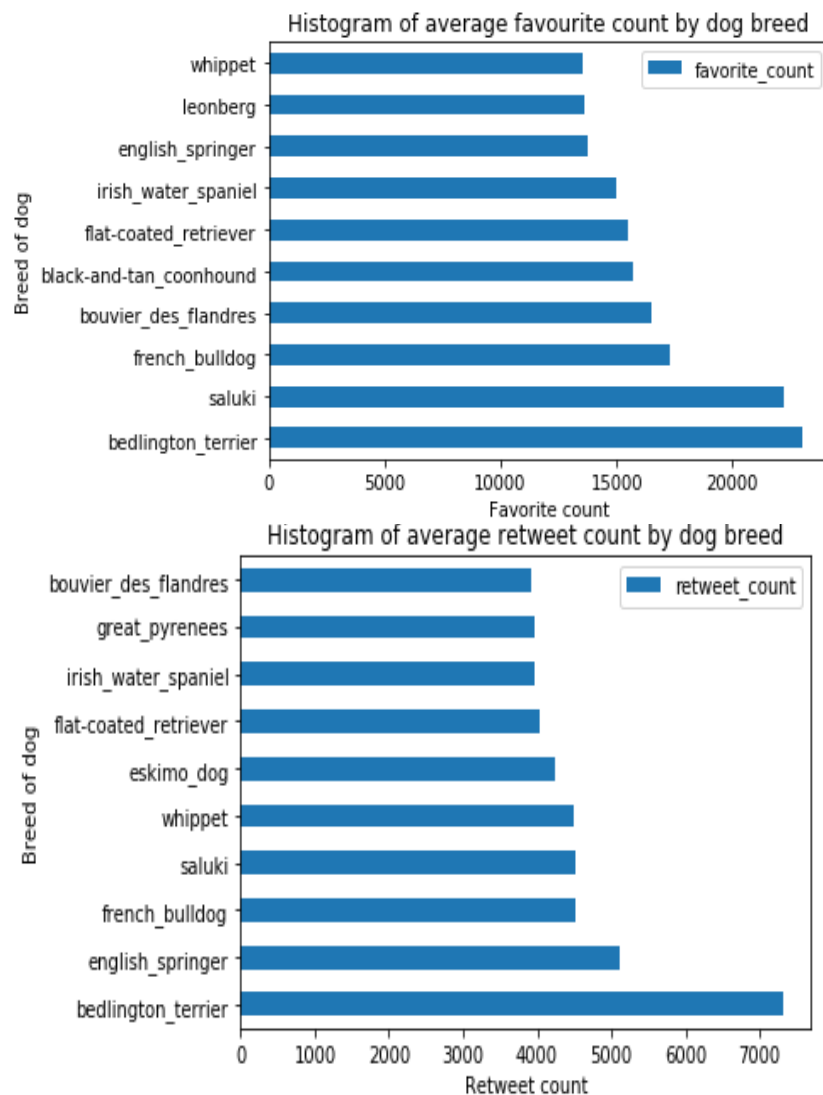


On the other hand, Japanese Spaniel seems to not be a favourite of the WeRateDogs handlers as it has an average rating of about 5 for the one time it was rated. Maybe he wasn't being a good boy?



The Most Popular Dog Breed

Looking at the engagements that the dogs and their ratings got was interesting as it showed the response of the audience.



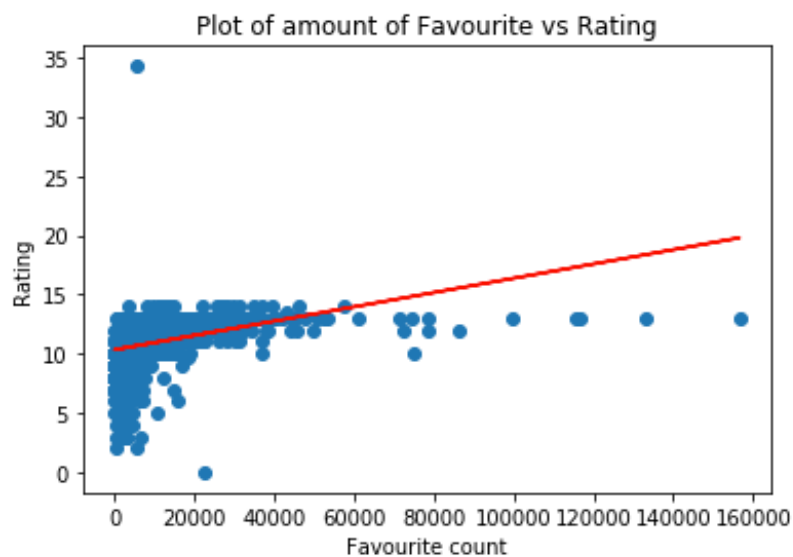
Bedlington terrier seems to be very popular among the audience of WeRateDogs as they have the most average retweets and favourites, even though that breed isn't the most common to be rated by the account.



Bedlington Terrier

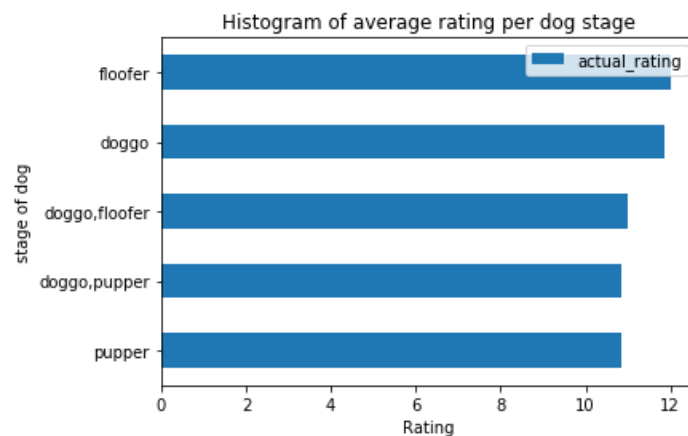
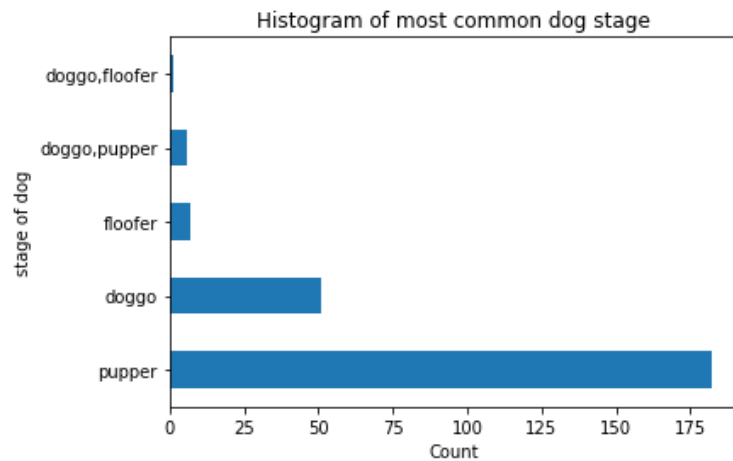
Relationship between ratings, retweets and Favorites

From my analysis, the highest ratings do not receive the highest likes or retweets. It was hard to determine a pattern because the relationship between ratings and favourites and the relationship between ratings and retweets are not very linear.

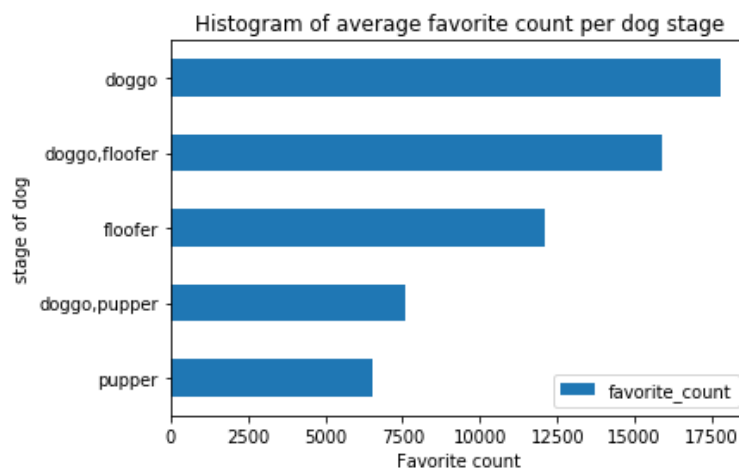


Most Popular dog stages

After reading the Dogtionary, we became aware of the different dog stages according to WeRateDogs. In this dataset, there were 4 stages for a dog, and sometimes, a dog can be in multiple stages at once.



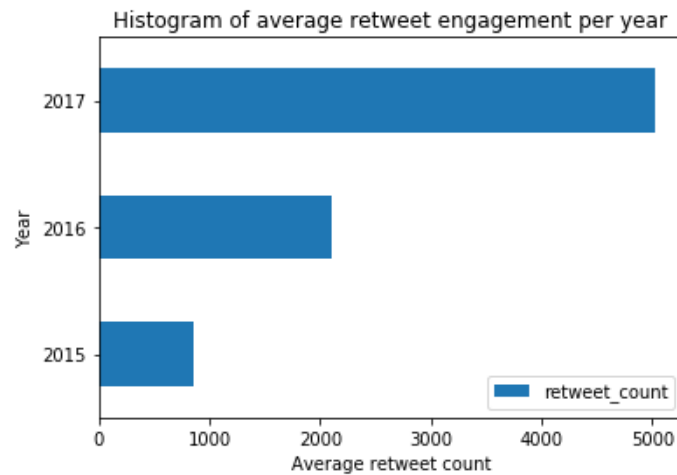
Pupper is the most common dog breed, but it has the least average rating and least amount of retweets and favourites. Floofer on the other hand is not as common, but has the highest average rating.



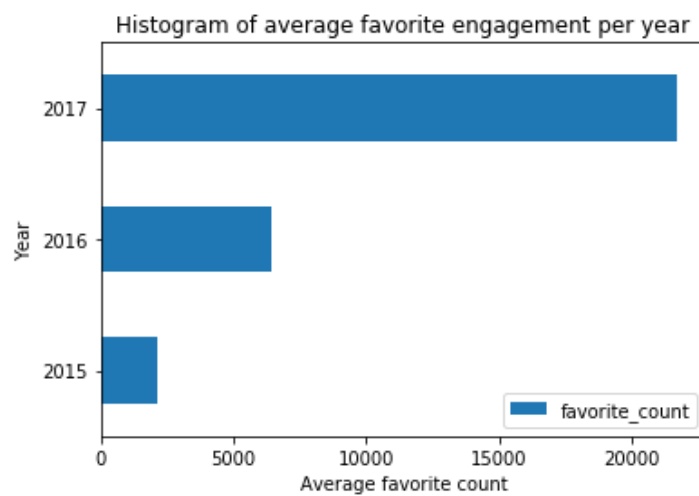
Doggo seems to be very popular with the audience of as it has the highest average retweet and favourite count, and it also gets relatively good ratings.

Increase in Account Engagement

I also wanted to investigate how the WeRateDogs account engagement changed over the years 2015-2017.



There was a big increase in engagement from 2015 to 2017 as can be seen in the plots.



There was an 82% increase in retweets and 90% increase in favourites from 2015 to 2017. The increase rate from year to year is also quite constant as the average retweet and favourite numbers double from 2015-2016, and do the same for 2016-2017.

In conclusion, anything is paw-sible!