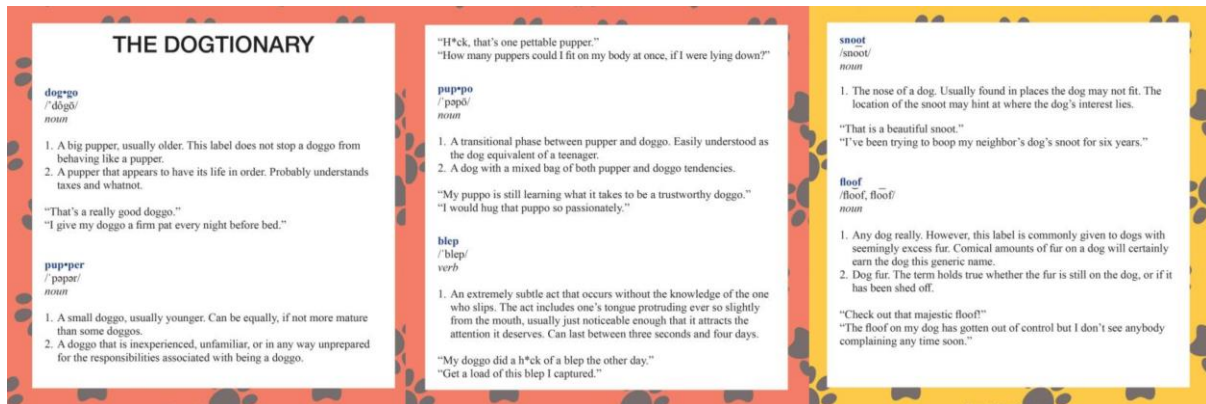# WeRateDogs Twitter Data Analysis

The WeRateDogs Twitter account is posting daily pictures of dogs associated with a note (something more than 10 out of 10) and sometimes a dog type from the Dogtionary. After acquiring and cleaning up the data, the following report is assessing the results of the data analysis performed on the collected data.

The research is focusing on:

- The characteristics of the dogs' types as in the Dogtionary

THE DOGTIONARY

dog•go
/'dôgō/
noun

1. A big pupper, usually older. This label does not stop a doggo from behaving like a pupper.
2. A pupper that appears to have its life in order. Probably understands taxes and whatnot.

"That's a really good doggo."
"I give my doggo a firm pat every night before bed."

pup•per
/'pəpər/
noun

1. A small doggo, usually younger. Can be equally, if not more mature than some doggos.
2. A doggo that is inexperienced, unfamiliar, or in any way unprepared for the responsibilities associated with being a doggo.

"H*ck, that's one pettable pupper."
"How many puppers could I fit on my body at once, if I were lying down?"

pup•po
/'pəpō/
noun

1. A transitional phase between pupper and doggo. Easily understood as the dog equivalent of a teenager.
2. A dog with a mixed bag of both pupper and doggo tendencies.

"My puppo is still learning what it takes to be a trustworthy doggo."
"I would hug that puppo so passionately."

blep
/'blep/
verb

1. An extremely subtle act that occurs without the knowledge of the one who slips. The act includes one's tongue protruding ever so slightly from the mouth, usually just noticeable enough that it attracts the attention it deserves. Can last between three seconds and four days.

"My doggo did a h*ck of a blep the other day."
"Get a load of this blep I captured."

snoot
/snoot/
noun

1. The nose of a dog. Usually found in places the dog may not fit. The location of the snoot may hint at where the dog's interest lies.

"That is a beautiful snoot."
"I've been trying to boop my neighbor's dog's snoot for six years."

floof
/floof, floof/
noun

1. Any dog really. However, this label is commonly given to dogs with seemingly excess fur. Comical amounts of fur on a dog will certainly earn the dog this generic name.
2. Dog fur. The term holds true whether the fur is still on the dog, or if it has been shed off.

"Check out that majestic floof!"
"The floof on my dog has gotten out of control but I don't see anybody complaining any time soon."

- The 'Owners' popularity: the grades given by the dog owners directly on the post. Very important but maybe not the most objective metric to look at...?

- The 'Public' popularity: the popularity in terms of likes and retweets, attributed by the public on Twitter. An interesting approach to understand who are the most famous dogs around

About the dogs types found in the Twitter archive, below is a representation of the sizes of the different populations:

Population size per dog type
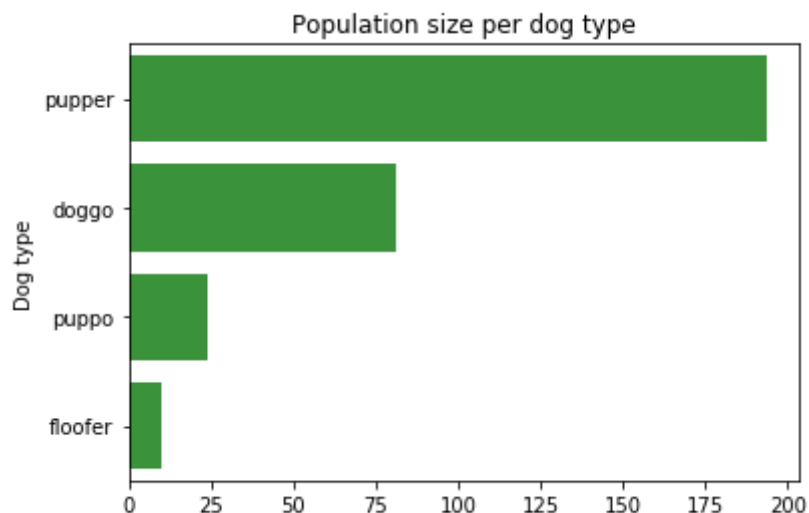
The Puppers are the most represented type with almost 200 individuals among the tweets we have collected. The Puppos and the Floofers are pretty rare with less than 25 appearances in the Twitter's archive for both category.

The owner's popularity is measured with the grade in the tweet post. The highest average grade if the Puppos' at 12.2/10. Then come the Doggos, the Floofers and the Puppers with respectively 12/10, 11.8/10 and 11.42/10.

Finally, the most interesting feature to investigate is probably the public probability or how popular those dogs are among the Twitter users browsing the posts shared by WeRateDogs.

A first finding is that the dog lovers are more likely to share a content if it has been published with Vine or a web browser. Indeed, the average number of retweets for those two media are respectively 3,658 and 3,143 retweets. Although, if you share a picture of your dog with your Iphone, you will on trend receive more likes with an average of almost 10,000 likes per post.

Secondly, to maximize the popularity of your post you should probably own a Black and Tan Coonhound or a Standard Poodle. Those two breeds are at the top of the rankings of the average number of likes and the average number of retweets.

Finally, you might want to know if the love for your dog is being shared by the WeRateDogs viewers. The bar plot below display the average number of likes of the category of grades received by the dogs:

Average number of likes (public popularity) per category of dog rate (owner popularity)
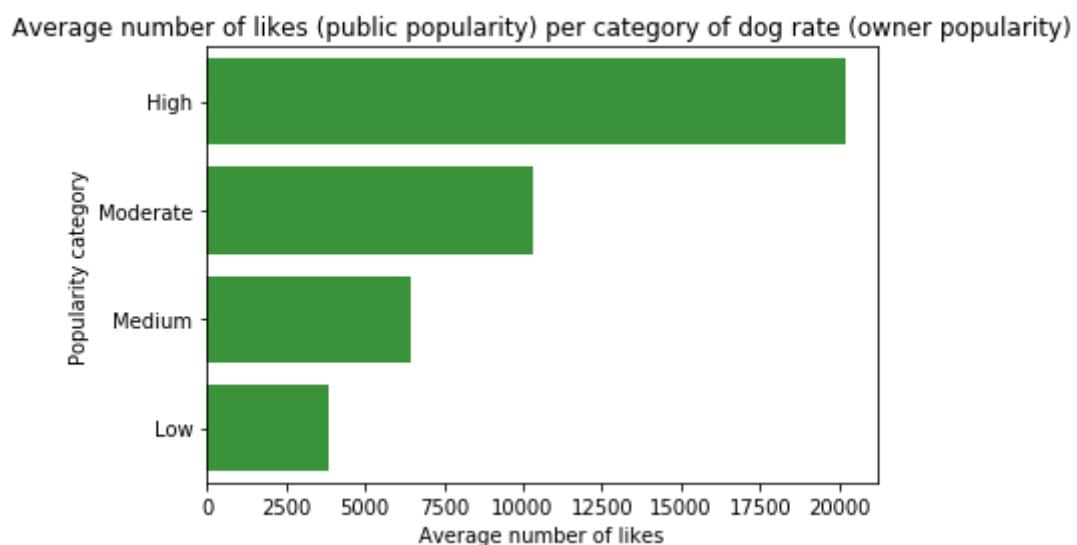
We can observe a very clear correlation with the dogs having a high grade being also the ones receiving the highest number of likes on average.

Despite being probably blinded by the love for their dogs, the owners seem to be rating him according to his popularity among the public. Or maybe their display of affection is encouraging the users to like and retweet the post more than the average. In any case, the correlation is established.

This is me driving through the (rather long) way to become a confirmed Data Analyst