

## **Analyzing WeRateDogs Tweets**

WeRateDogs is a popular twitter account with over 5 million followers that posts pictures and videos of dogs and provides a (usually very generous) rating. In this analysis, a sample of 1,994 historic tweets from the account were used to see if we could spot any interesting insights and trends. The data that was analyzed included rating, retweet count, favorite count, and dog breed.

### ***Dog Rating***

Though the sample of data on hand contained information for 1,994 tweets, not all ratings were created equally. Most of the ratings had a denominator of 10, but not all. In order to make the comparisons even, I only analyzed tweets which had a rating denominator of 10. This dropped my sample size slightly to 1,981 tweets.

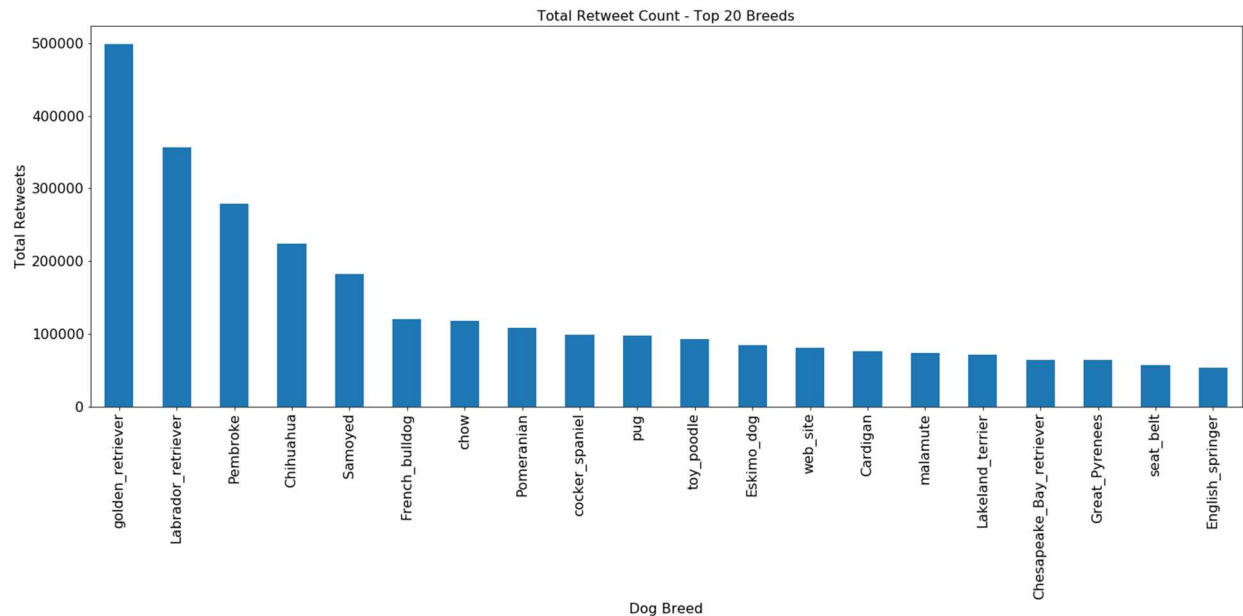
Now that I had the sample of tweets I was interested in reviewing, I could fairly review the rating numerators. By far and large, the most frequent ratings are between 10/10 – 13/10 with 12/10 being the most frequent rating. These ratings combined make up 77% of WeRateDogs' ratings. Because these high ratings make up such a huge part of WeRateDogs' overall ratings, I would not use this metric as a true accurate indicator of which dogs were more liked than others.

### ***Favorite Count***

Since dog rating didn't seem to be the best indicator of which dogs were more liked than others, favorite counts were next to be analyzed. The average favorite count was around 8,900 with a max and min count of 131,700 and 80 respectively. The standard deviation was 12,500 – this looked a little high so I explored one more metric.

## Retweet Count

The high variance in favorite count may be attributed to other factors besides people simply liking a dog more than others. For example, a tweet may garner more likes if it contains a certain hashtag, regardless of which dog is posted. For that reason, I explored retweet counts as I believe this is a better indicator of who actually likes the content of a particular tweet. In the below plot, I gathered the top 20 dog breeds by total retweet count.



As you can see, Golden Retrievers and Labrador Retrievers had the highest occurrence of retweets. But does that really mean those two dog breeds are the most popular breeds amongst WeRateDogs viewers? Maybe not.

## Dog Breed Frequency

Looking at the graph in the Retweet Count section, one may draw a conclusion that Golden Retrievers and Labrador Retrievers are the most popular dogs amongst viewers on the WeRateDogs twitter page. But is the high number of retweets for these dog breeds just a product of how frequently these breeds are posted by the WeRateDogs account? Looking at the data, it may be plausible. Golden Retrievers and Labrador Retrievers had the highest post frequency respectively.

### Note:

It is clear that the algorithm used to identify dog breeds is slightly flawed in that not every 'breed' listed is actually a type of dog. Some inanimate objects were identified as dog breeds (tricycle, banana, etc.) but the occurrences do not seem to be frequent enough to suggest the top tweeted breeds are not accurate.