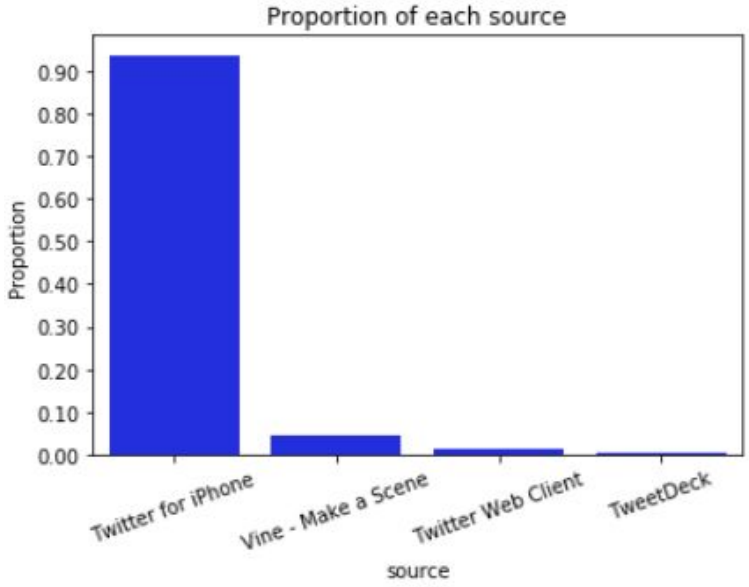
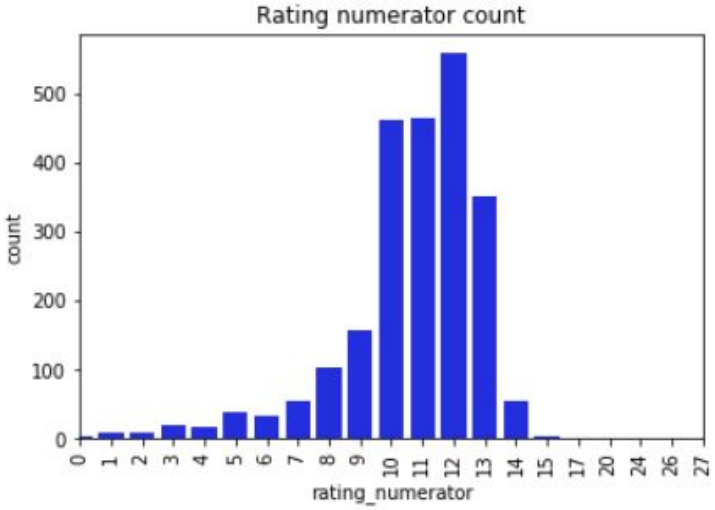
Insight and conclusion

- Insights

1. The most important source is Twitter for iPhone, it accounts for more than 90% percent. The users who interact with WeRateDogs mostly use iPhone twitter apps, so if WeRate Dogs would like to improve the user engagement, they could resize the image to fit the iPhone screen.



2. The most data points of the rating numerator are between 10~13. Though the denominator is 10(i.e the full mark is 10 out of 10), people would love to give the ratings more than full mark to show their love.



3. Charlie, Oliver, Cooper and Lucy are common dog names. Charlie is used for 12 times, Oliver, Cooper and Lucy are used for 11 times respectively, Tucker, Penny and Lola are used for 10 times respectively.

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Charlie    12
Oliver     11
Cooper     11
Lucy       11
Tucker     10
Penny      10
Lola       10
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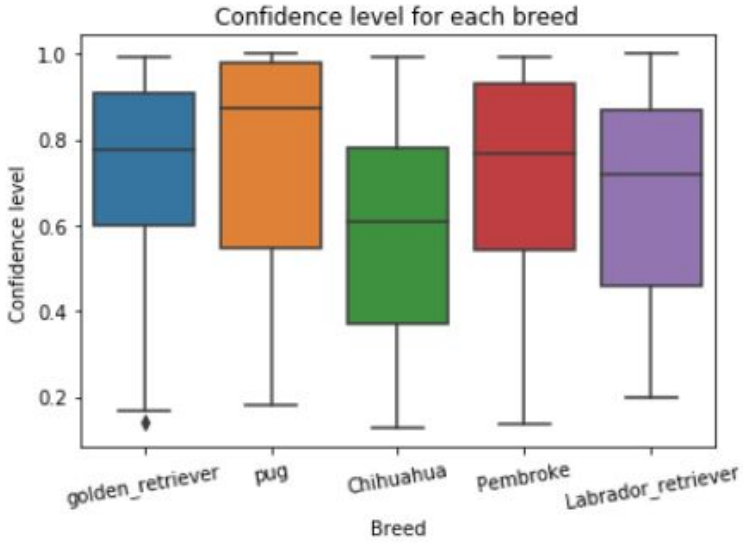
4. In the top 5 most common breeds that neural networking predicts, the golden retriever and pug seems like have higher median of confidence level, the median of confidence level of golden retriever is about 0.8 and the median of the confidence level is about 0.9, so we can say that the prediction accuracy of the pug is higher than other breeds.



5. tweet_id:744234799360020481 received the most retweet, the number of retweet is 79515; tweet_id:822872901745569793 received the most favourite, the number of favourite is 132810; The highest favourite count is almost twice as many as the highest retweet, which may imply that click favourite button is a more common way to show the “like”.

6. Lastly, let’s take a look at the image of dog who received the most favourite in the WeRateDog:

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