Good Doggos: Data Analysis

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Introduction

After the whole wrangling process performed over @WeRateDogs Tweets' data, we're finally able to analyse this information to try and get insightful information and find patterns among these Tweets.
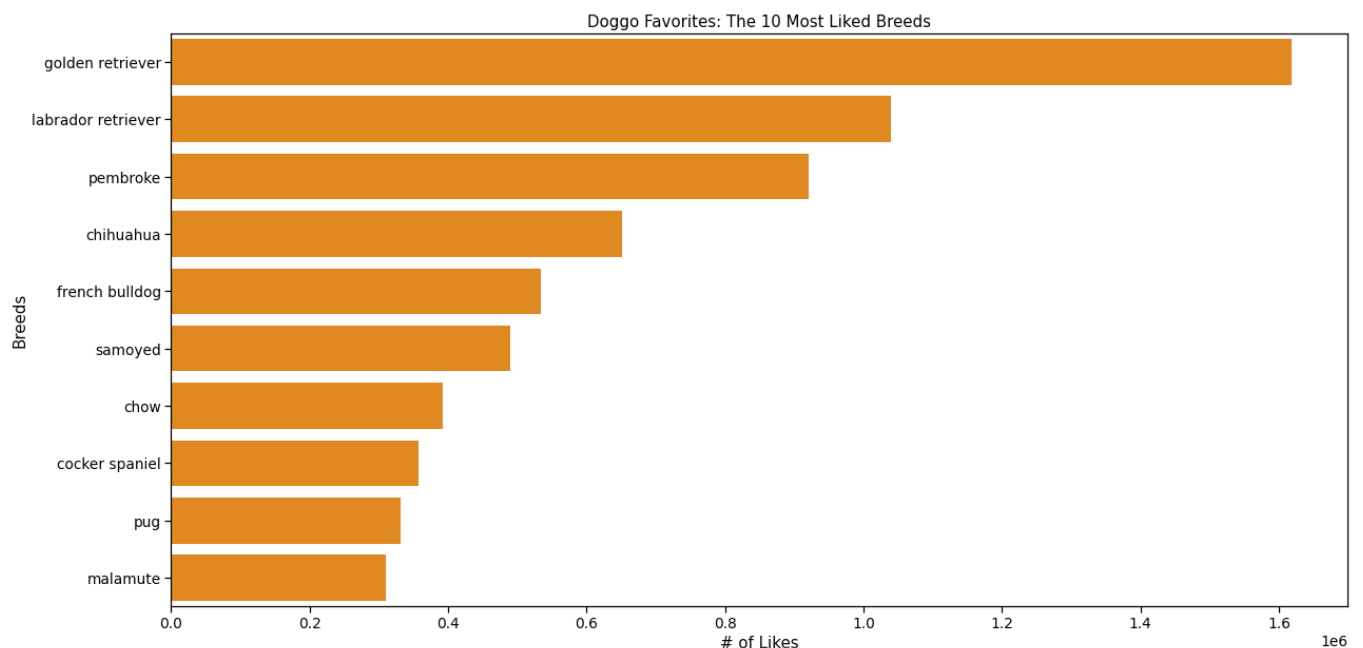
Over the following sections, we'll focus our investigation on the dog **breeds**, **names**, and **stages**.
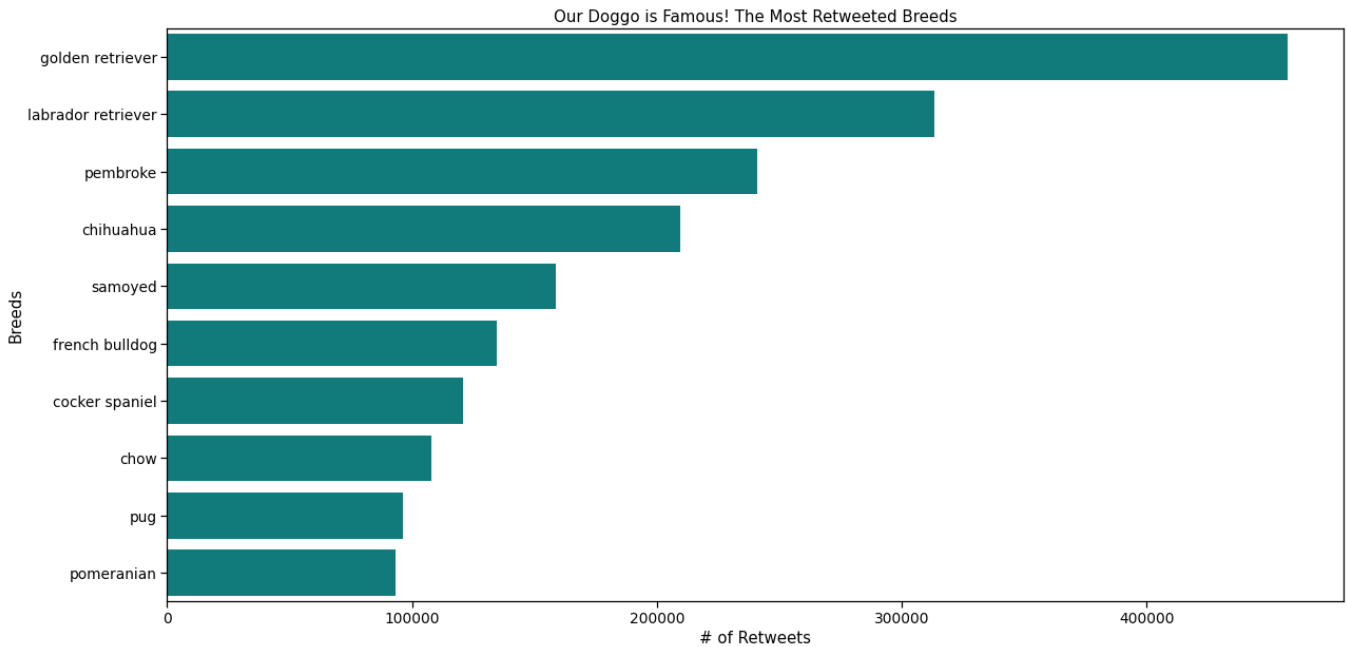
Breeds

Most mentioned breeds over the entire timespan
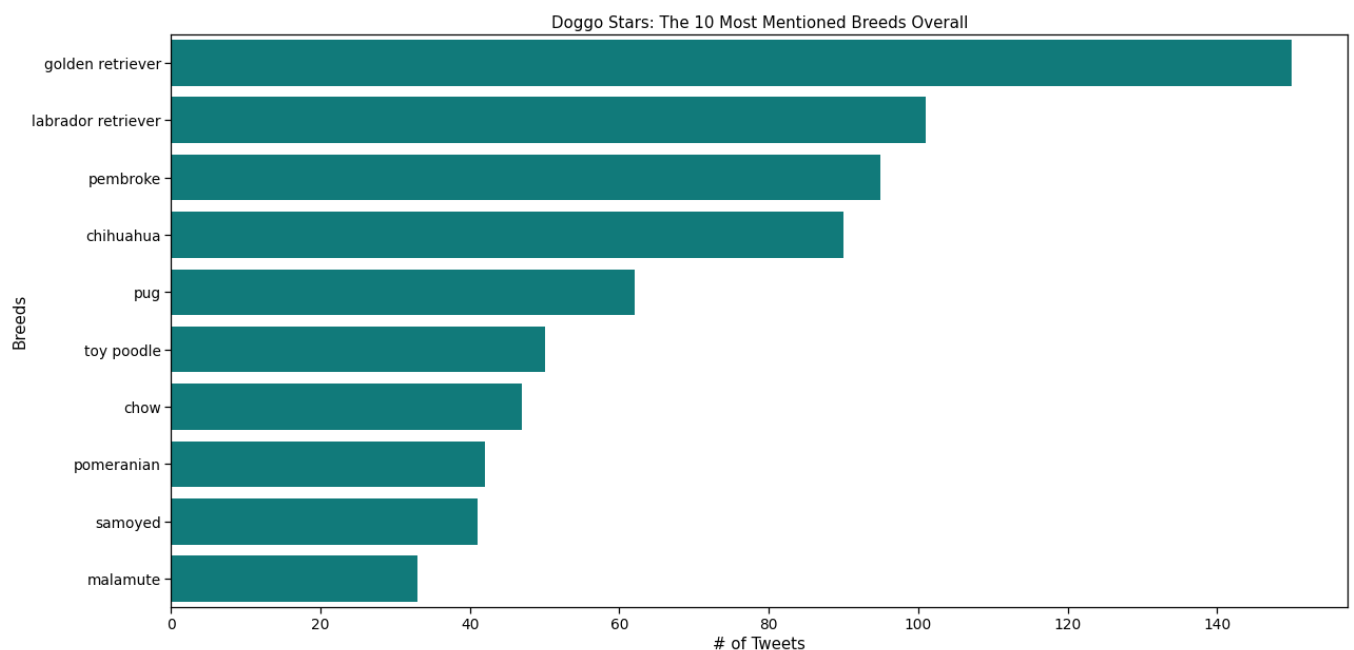
Most liked breeds

Most retweeted breeds

Our Doggo is Famous! The Most Retweeted Breeds

- There is some notable "preference" for **Golden Retrievers**, whose number of mentions, likes, and retweets are significantly higher than other breeds'.
- Interestingly enough, **French Bulldogs and Cocker Spaniels aren't among the 10 most mentioned breeds**, but the public seem to enjoy their posts, since **they show up in the list of most liked and most retweeted breeds**.
- There is **no obvious preference for dog sizes**. We can see a mix of large and small dogs on the most liked list.

Names

Most common names

Name	# of Tweets
Oliver	10
Charlie	10
Cooper	10
Tucker	9
Lucy	9
Penny	9
Winston	8
Sadie	8
Lola	7
Daisy	7

Most pupular names per breed

This analysis considers the 10 most mentioned breeds.

Breed	Most Popular Name
chihuahua	Penny

| Breed	Most Popular Name
chow	Lola
golden retriever	Lucy
labrador retriever	Sadie
malamute	Odin
pembroke	Cassie
pomeranian	Emanuel
pug	Opal
samoyed	Atlas

- Just **4 out of 10** most popular names per breed are among the most popular names overall: Penny, Lola, Lucy, Sadie.
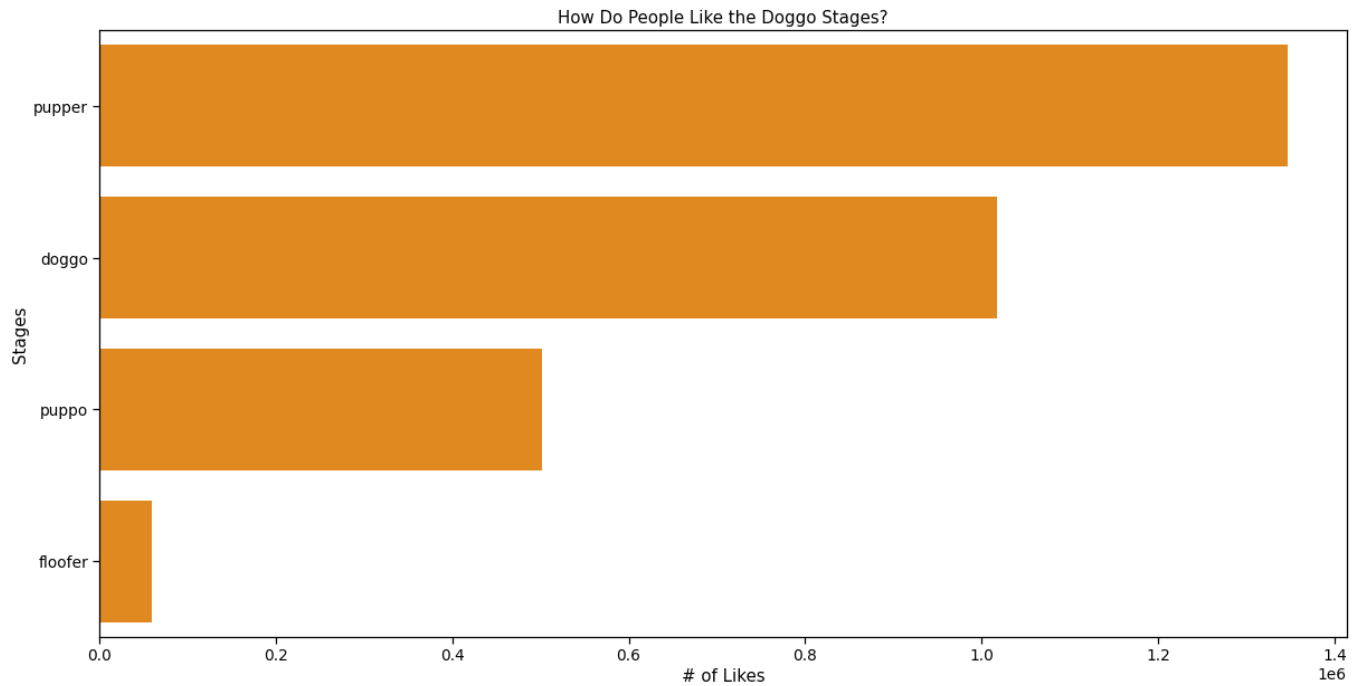- These four names are usually given to **female dogs**.

Stages

For this section, let's take into account the Dogtionary (extracted from the book *#WeRateDogs: The Most Hilarious and Adorable Pups You've Ever Seen*):
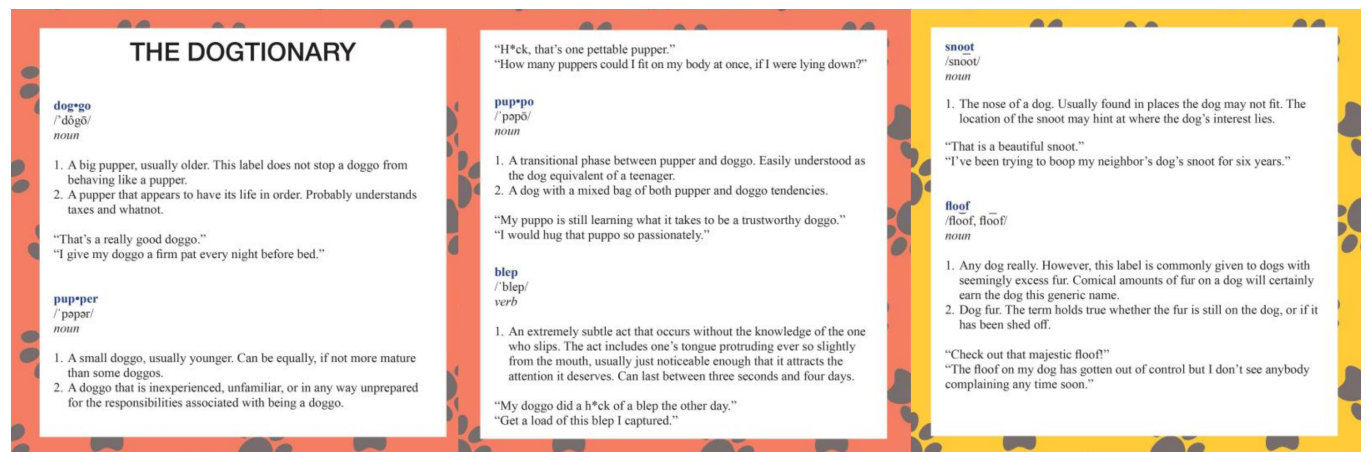
Tweets per stage

Likes per stage

How Do People Like the Doggo Stages?
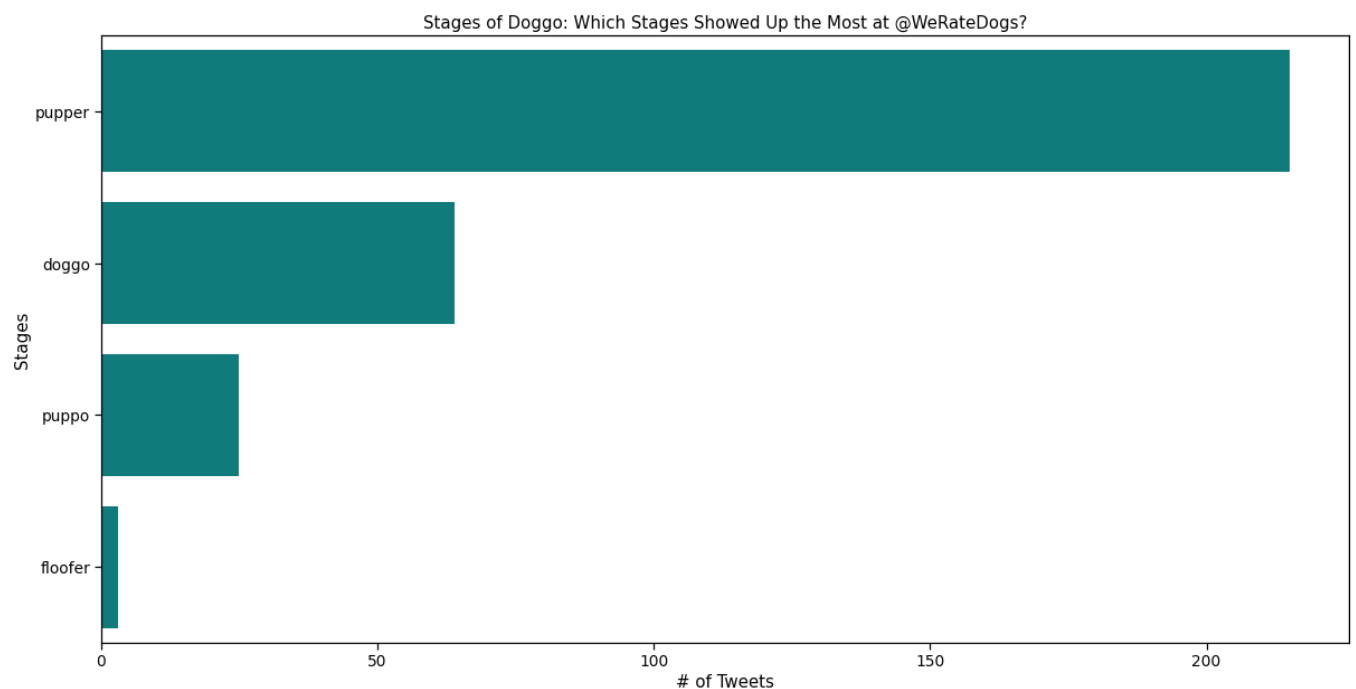
- People like to see and interact more with **pupper** Tweets.
- **Doggo** Tweets are way less mentioned, but they do get a lot of likes.
- **Floofers** usually don't get as much attention from the public as other stages.

Opportunities for Future Research

- It could be worth to analyse public preferences based on the dog's gender.
- Create algorithms to predict the potential of a Tweet getting more likes and retweets depending on the dog's name.
- Analyse if there was some breed getting increasingly popular over time, among the @WeRateDogs's followers.