

WeRateDogs

Data Wrangling

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Introduction

WeRateDogs is a twitter account with more than 8M followers all over the world, daily in this account dogs are scored based on its 'likeness' and a lot of people share personal pictures of their dogs to get a rating and share with the community a bit about their 4-legged friends.

In this analysis we will use different data sources to get a better understanding on what makes this twitter account so popular and who is the most popular dogs among all.

Dogs

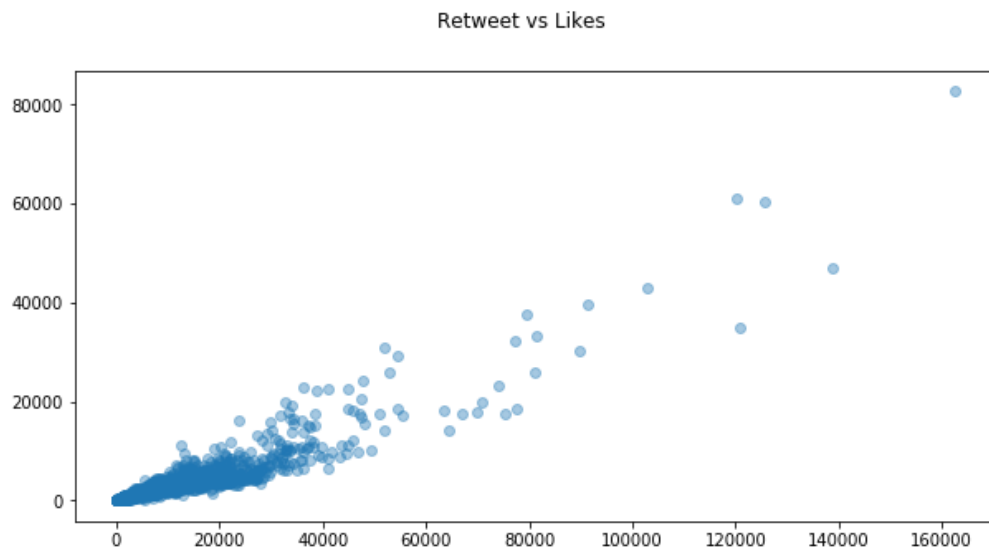
Most Popular Dog, breeds and stage

In this case a labrador retriever was the clear winner for both retweets and likes, https://twitter.com/dog_rates/status/744234799360020481.

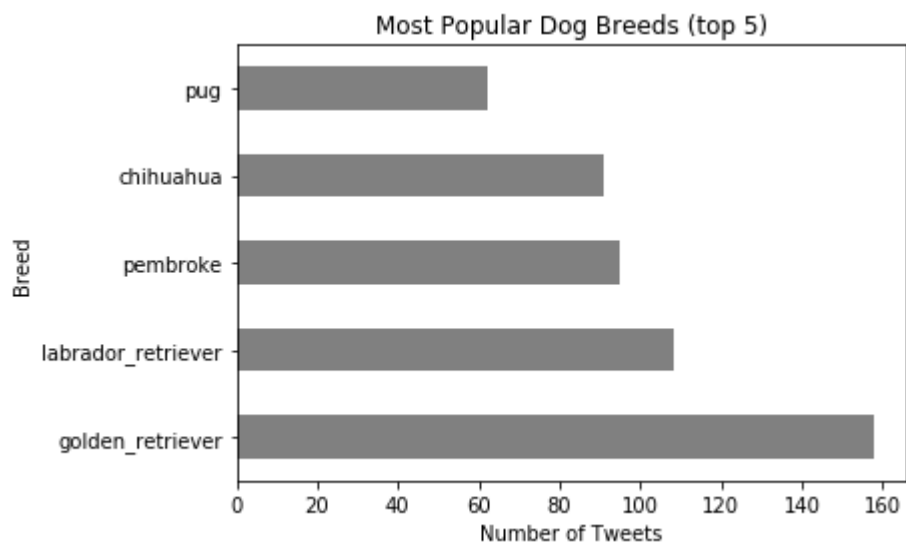


https://twitter.com/dog_rates/status/744234799360020481

After this realization it was interesting to evaluate the correlation between those 2 aspects, and it turns out that there is a positive correlation. This could be explain by the fact that the most likes/retweets an image have the more like is to become “viral” exposing the image to more users (followers or not) increasing the chances of reaching a bigger audience.



A total of 115 breeds were predicted (based on images), the most predicted breed was golden retriever and at least 1000 tweets were identified a positive for having dogs.

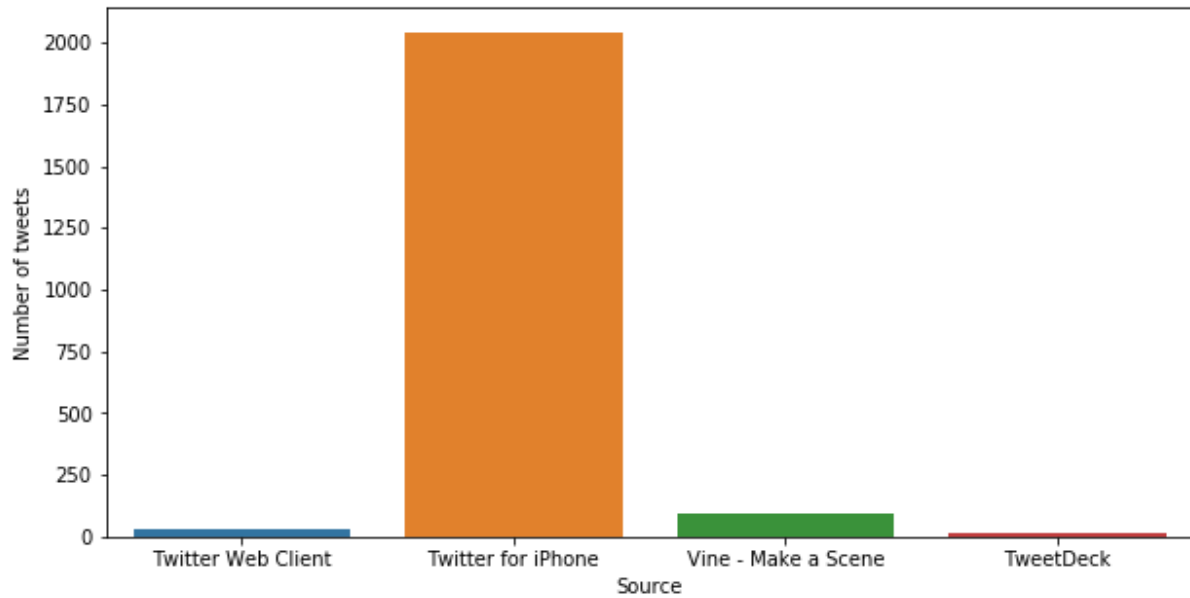


And the most common dog stage was pupper, also known as puppies.

Twitter engagement - devices

Devices used to interact with the account: Mobile vs Desktop

In today's world if you want to increase the engagement of your audience it's important to know their preferences, in this particular case based on the tweet activity it seems like most images were coming from iPhone rather than desktop or other mobile device.



Conclusion

Although we could get some insights and answers, there are still some interesting observations that could be made depending on the focus of the investigation, for example to better understand the audience we could identify activity rate per hour, on the other hand there are some scores different than most (outliers) that could be either removed or better analyzed to get better observations. Nonetheless it's clear that dogs are popular and the ones in the "retriever" family are among the most popular!.