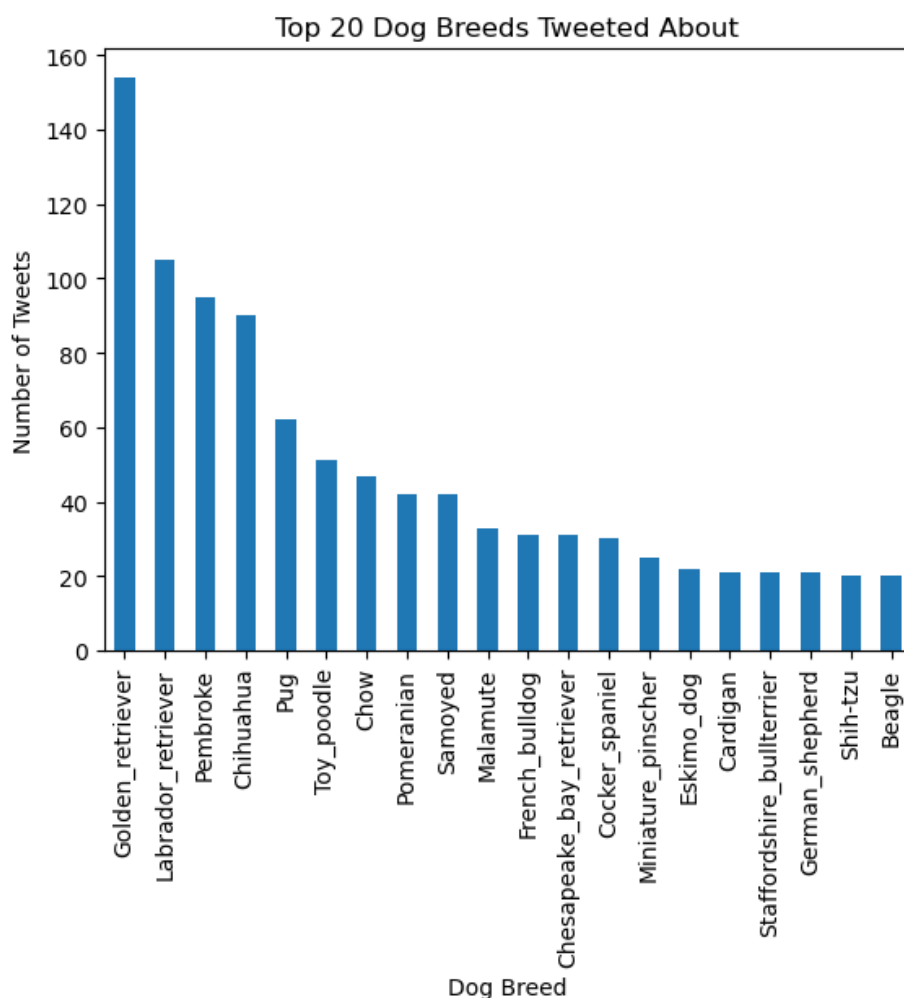


The hidden popularity of WeRateDog's favorite dog breeds.

WeRateDogs is a Twitter account that rates people's dogs in a humorous comment about the dog. The denominator of these ratings is almost always 10. Emphasising the cuteness of dogs, the numerator, almost always exceeds 10. As part of the fun, dogs are also categorized into a dog "stage" (i.e. doggo, floofer, pupper, and puppo). According to the Dogtionary via the #WeRateDogs book on Amazon; a doggo is a big pupper / older dog, a small doggo is usually younger than a doggo, but can be more mature. A puppo is in a transitional phase between a pupper and a doggo and a floof can be any excessively fluffy and furry dog!

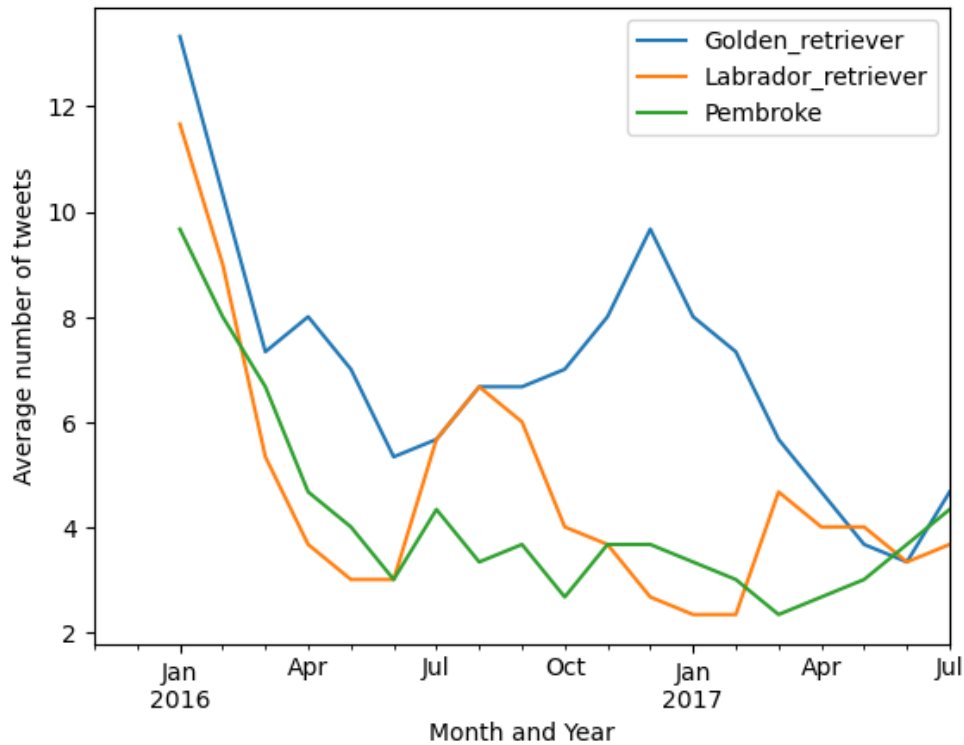
The tweet data from the WeRateDog's twitter account was analysed to investigate which tweets containing specific dog breeds perform best. The finding, interestingly, revealed that the most favored tweets did not contain the same dog breeds as the dog breeds tweeted about most frequently.

The bar graph below illustrates that the dog breed most frequently occurring in tweets is a golden retriever, followed by Labrador retrievers, pembroke and then chihuahua's.



Overtime, tweets concerning these dogs have decreased, but spikes have recurred. Only tweets containing golden retrievers spiked again at the beginning of 2017. Tweets containing labrador retrievers spiked again in August 2016. Tweets containing pembroke were high at the beginning of the data period and gradually dropped until June 2016, after which it remained relatively low.

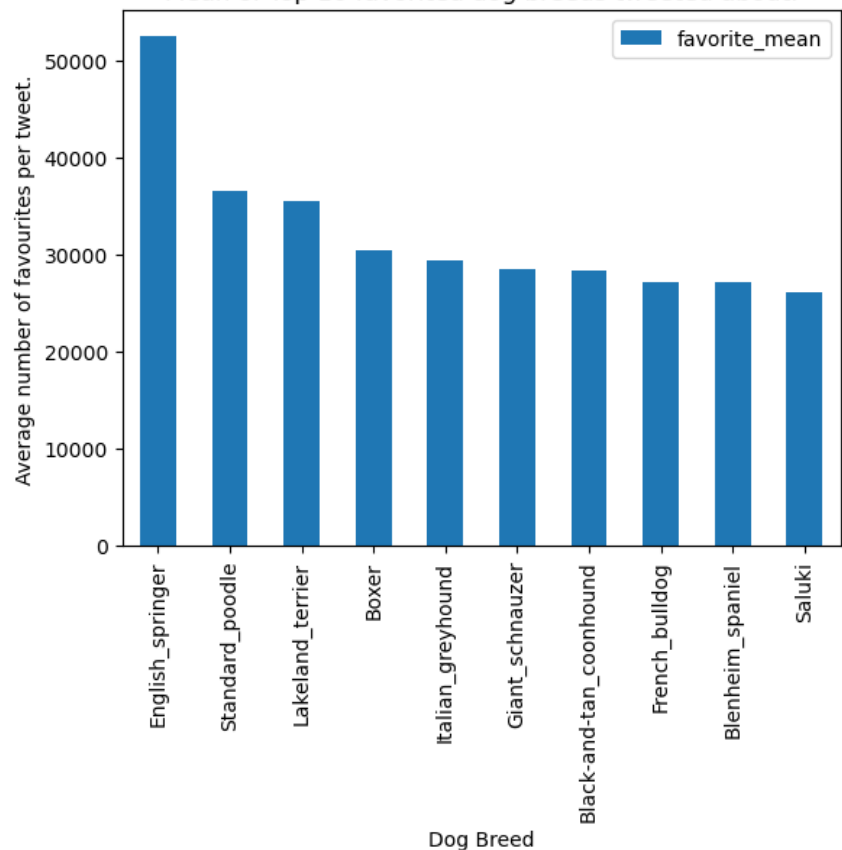
Rolling mean of number of tweets for 3 most tweeted dogs over time.



It is interesting to see however, that tweets with the highest average favourite count do not concern the breeds most often tweeted about. The English Springer breed has received the highest favourite count on average per tweet and it's average favourite count is significantly higher than other breeds.

Could these dogs be the more popular breeds to tweet about?

Mean of Top 10 favored dog breeds tweeted about.



Other potential factors contributing toward the popularity of a tweet would be valuable for this analysis. Perhaps tweets promoting animal needs, rights, charities or significant events would increase engagement of tweets and cause tweets to go more viral. It is also necessary to consider the amount of tweets per dog breed in the above aggregation calculation. It is possible that a few viral tweets may have skewed these numbers.

