

ACT REPORT

Udacity Data Analyst Nanodegree | Project #5 (*Analyze and Wrangle Data*)

“Doggos and Puppies and Floofers, Oh My!: Analysis of Dog Preferences via Twitter”

The Twitter account WeRateDogs features pictures of dogs along with a humorous caption and a “rating”. Using their tweet archives, I set out to investigate the general public opinion on dogs.

First, I performed analysis by dog breed. Focusing only on the breeds that appeared in more than 4 tweets, I took the average rating of each dog breed. The results:

- **Number of breeds featured:** 76
- **Average rating overall:** 10.5 (out of 10!)
- **Highest average rating:** 12.1
- **Lowest average rating:** 8.5

The five dog breeds with the highest average ratings were **Border terrier** (12.1), **Samoyed** (11.7), **Golden retriever** (11.6), **Great pyrenees** (11.5), and **Pembroke** (11.4). On the other hand, the five dog breeds with the lowest average ratings were **Soft-coated wheaten terrier** (8.5), **Walker hound** (9.0), **Dalmatian** (9.3), **Boston bull** (9.4), and **Dandie dimmont** (9.5). Figure 1 shows the average ratings for each dog breed.

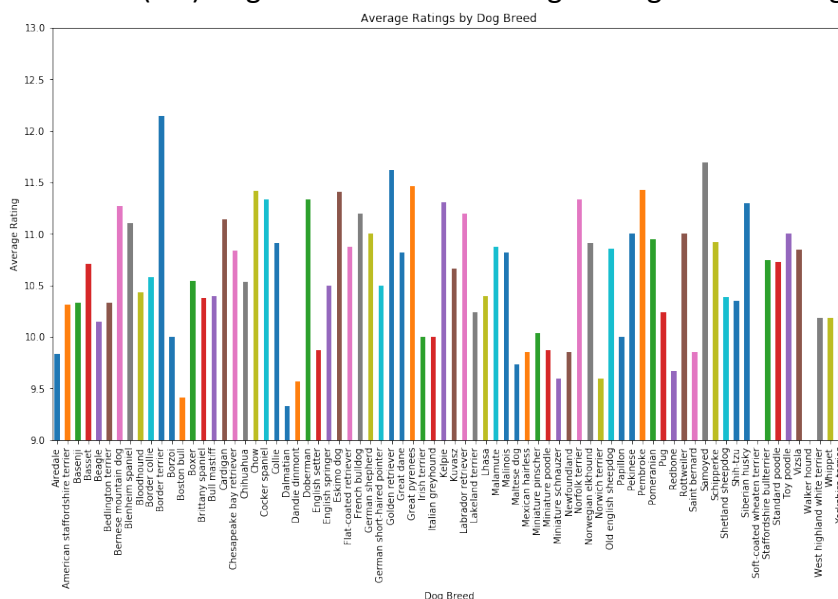


Figure 1: Average Ratings by Dog Breed

Next, I examined the popularity, as measured by the number of favorites and retweets, for each dog breed. I combined the number of favorites and retweets for each tweet, and then took the average across each dog breed; I refer to this number as the “popularity score”. This analysis again used only the dog breeds that appeared in more than four tweets. The results (rounded to the nearest integer):

- **Average popularity score overall:** 10,009
- **Highest average popularity score:** 30,266
- **Lowest average popularity score:** 3053

The five dog breeds with the highest average popularity scores were: **Bedlington terrier** (30266), **French bulldog** (23548), **Flat-coated retriever** (19482), **Whippet** (17982), and **English springer** (17740). The five dog breeds with the lowest average popularity scores were: **Basenji** (3053), **Lhasa** (3140), **Maltese dog** (3757), **Miniature schnauzer** (3941), and **Redbone** (3952). See **Figure 2** for a breakdown of average popularity by dog breed.

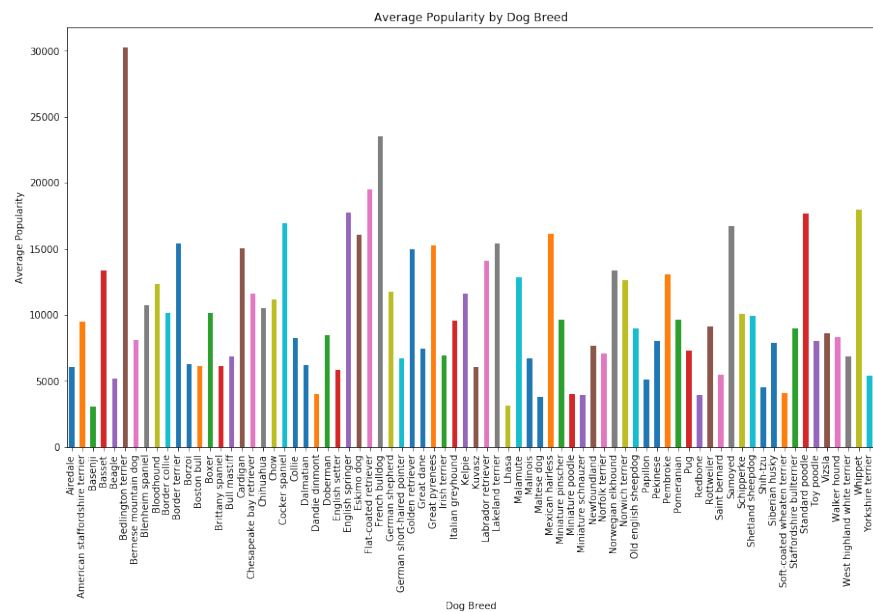


Figure 2: Average Popularity by Dog Breed

After performing analysis across dog breeds, I decided to analyze the various “dog stages” as well. “Dog stages” refers to the (colloquial) names given to different dogs; in this dataset, dogs could be identified as “puppos”, “floofers”, “doggos”, or “puppers”. Not every dog had a dog stage label; however, I identified 221 puppers, 83 doggos, 23 puppos, and 9 floofers. What I found (see **Figure 3**):

- In order of highest to lowest average ratings: **puppo** (12.00), **floofer** (11.89), **doggo** (11.77), and **pupper** (10.81).
- In order of highest to lowest popularity scores: **puppo** (26,818), **doggo** (23,161), **floofer** (13,723), and **pupper** (8888.1).

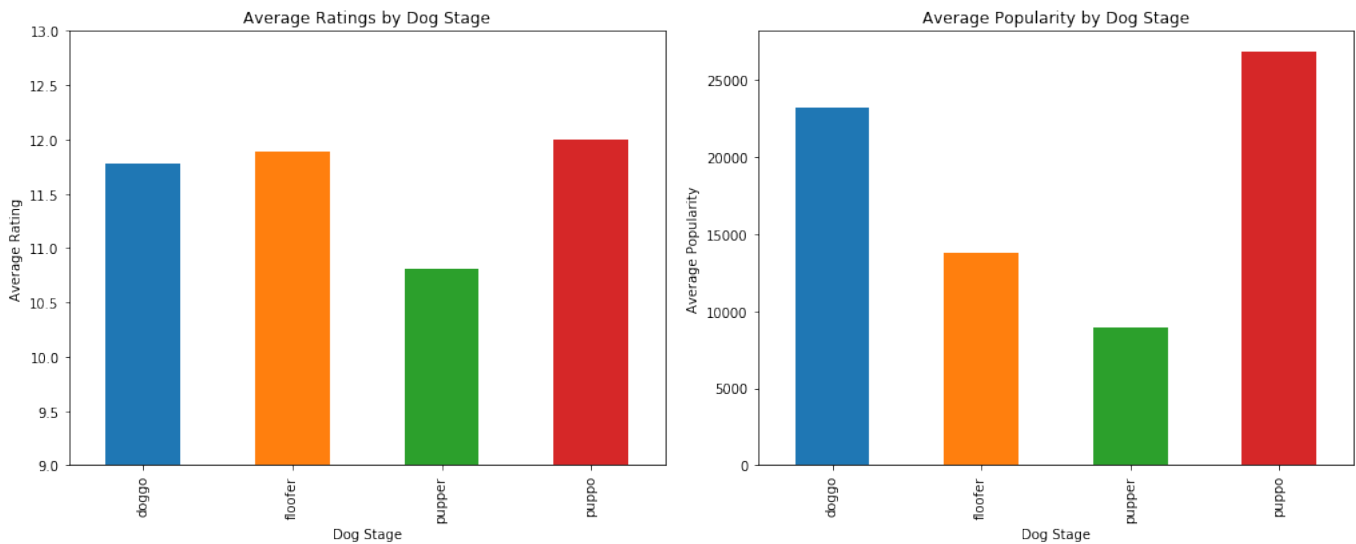


Figure 3: Average Rating and Popularity by Dog Stage

So there you have it: the most Internet-loved types of dogs. Based on this analysis, it would appear that, if you were hoping to go viral with a picture of your own pet, you'd have the best chance of success with a Bedlington terrier puppo. However, I remain firmly committed to idea that all dogs are good boys, and stand by the unofficial motto of the WeRateDogs Twitter page: *"They're good dogs, Brent."*