

Report on analysis and visualization of WeRateDogs' datasets

WeRateDogs is a [Twitter](#) account where dogs' lovers rate their [dogs](#) with humorous comments. The account was established in 2015 by Matt Nelson who graduated from [Campbell University](#) in [Buies Creek](#). Of note, in December, 2018, the account had 7.6 million followers. Given its popularity across social media platforms, WeRateDogs grabbed the attention of the international media. When people send their dogs' photos to WeRateDogs, according to the rating score along with the funny comments, some tweets are prominently promoted. The rating scale is from 1 to 10, however, always greater than 10 such as 12/10, probably because they are good dogs bred. Based on the comments of dogs' lovers, the account created an internet language to describe different developmental stages of the dogs, such as doggo, and puppo. Since I am interested in dog breeding and work in data analysis as well, I captured some data from Twitter archive of WeRateDogs to explore people's passion for their pets that could be concluded after analyzing the interaction of dogs' lovers on social media.

In general, the most liked dogs' photos are the most retweeted which make sense, since when we love something we keep mentioning it. Interestingly, I found that the most commonly rated breed was Golden retriever followed by Labrador retriever, Pembroke, and Chihuahua, in rank order. That agrees with what is known about Golden retriever of having sweet and gentle temperament. Oliver, Cooper, Lucy and Penny, in rank order, were the most commonly used dogs' names, that harmonizes with the popular dogs' names in North America. Noteworthy, the majority of twitters do not refer to the dog stage (Not identified), meanwhile, pupper was the most commonly tweeted stage followed by doggo. When looking at the source of tweets at WeRateDogs, I found Twitter for iPhone was the most common source, followed by far behind other sources such as Twitter web client and TweetDeck. Regarding the rating score, despite some dogs' lovers expressed their obsession with dogs by hitting weird (out of scale/range) rating numbers, I could estimate 12/10 as the highest recorded score followed by 10/10, 11/10, and 13/10.

To conclude, social media is a strong platform to understand peoples' interests and needs; from which we should start the journey to a successful, impressive and persuasive business.

Top 10 Breeds of Dogs According to The Rating on WeRateDogs

