WeRateDogs:

WeRateDogs is a Twitter account that rates dogs and allows people to retweet its posts. As I was exploring their data, It was interesting how much visibility and popularity they have. Dogs have such a positive impact on people and it clearly shows on WeRateDog's engagement numbers.

From all dog types, WeRateDogs receives well over hundreds of thousands of retweets. "Doggos" alone (One of their dog type classifications) received a whopping **370,688** retweets, while Puppers, their second-highest retweeted type, received **335,332** retweets:

Example of a Doggo:

Example of a Pupper:

Doggos received collectively **370,688** retweets

Puppers received collectively **335,332** retweets

What's interesting about this insight, only **259** out of the **1678** tweets examined had a dog type properly categorized. This means, WeRateDog's retweet engagement far exceeds the million mark when including uncategorized tweet images. Truly stunning engagement numbers for such a small company.

We wanted to take a deeper dive as to why so few images were being successfully categorized. We ran the images through an image recognition algorithm. The algorithm can detect whether the image is from a dog and what confidence level it has on its detection (scale of 0% to 100%.)

After running all the images, we found something quite interesting.

Below are the results of the algorithm:
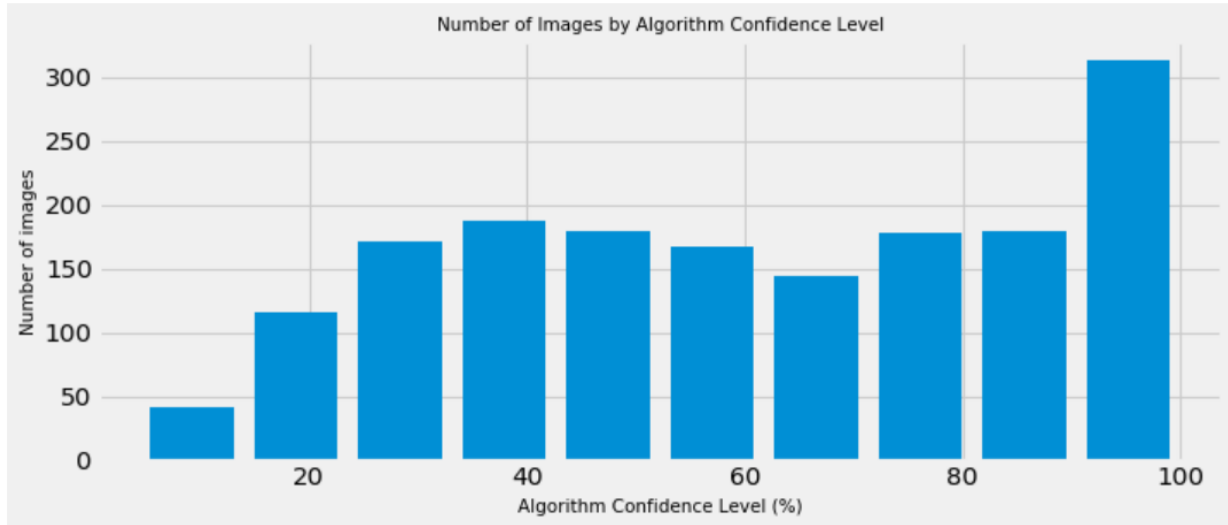
The algorithm only had a +90% confidence level for ~300 images. The algorithm had much lower confidence for the rest of the images, with a big amount having rates well below 50% confidence. The low confidence level may indicate a quality issue with the images shared (Either low res or no dog present on the image) Although more analysis is needed, this may provide reasoning as to why so few images were categorized with their proper dog type.

Overall, I found WeRateDogs data super interesting and truly shows the power of Dogs 😊