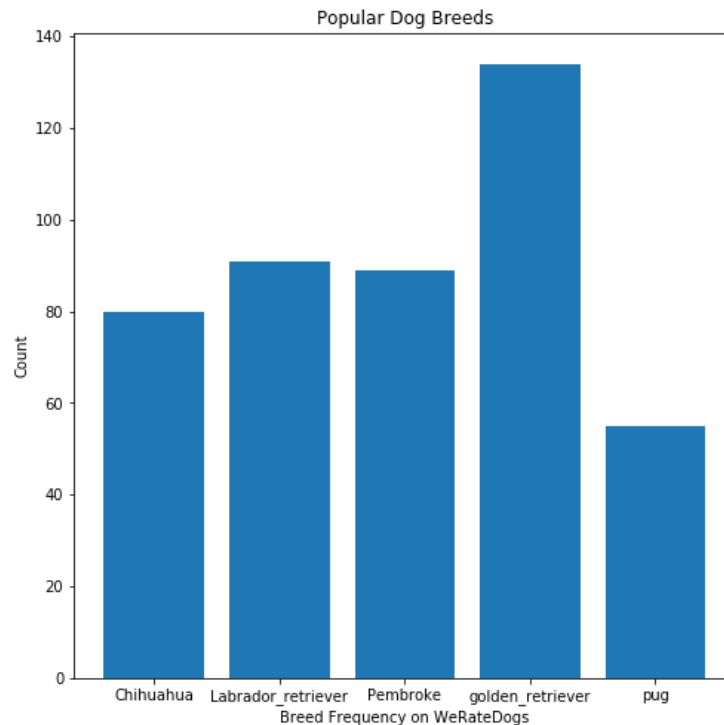


Most Popular Dog Breed

Dog breed data was analyzed to determine which breed was most frequently found in WeRateDog tweets. The dog breed data (p1) was cleaned to remove any "cat" predictions. For any animal predicted to be a cat, the next highest probable prediction was used. Chihuahua, Labrador retriever, Pembroke, golden retriever, and pugs – all medium-to-small sized dogs - comprised the five most popular breeds. The golden retriever was significantly more popular than the other breeds. The chihuahua, lab, and pembroke all appeared to be roughly the same level of popular.



Most "Liked" Dog Breed

In terms of breed popularity, the average favorite/like count were reviewed. The analysis highlighted the inaccuracy of the neural network used to predict dog breed, as many of the predictions were inanimate objects or other animals. The dog breed that received the most likes, the French bulldog, averaged 17,459 likes per tweet. The next most liked breeds, the Afghan hound, giant schnauzer, and black and tan coonhound, all also averaged over 17k likes per tweet.

Most Popular WeRateDogs Platform

Lastly, the platform of choice for WeRateDogs users was reviewed. To create a more reliable analysis, the source column was cleaned to remove unnecessary URL text. The vast majority of users access WeRateDogs through their Twitter for iPhone. The next most popular option is Twitter Web Client, but it is used at a significantly lower rate. There are no data points for Twitter for Samsung, but it would be interesting to further investigate if a certain OS system is related to Twitter usage.