




Introdcution

Visulaization & Analysis

@dog_rates / WeRateDogs  (https://twitter.com/dog_rates) is one of the most popular Twitter accounts with **7.81** million at the time of writing this report.

This account is dedicated to rate dogs!, with a unique **rating system** !

Rating system

- Since this accounts started at 15/11/2015 and the admin uses a unique rating system of denominator of 10 and the numerators are always exceeding 10 most probably could reach 12, maximum at 14 may in some cases reach hundreds as 420 or even thousands as 1776. all of this make a word of mouth and spread for this account
- One debate in the same context makes an instant hit to the account, [check for more](https://knowyourmeme.com/memes/theyre-good-dogs-brent) (<https://knowyourmeme.com/memes/theyre-good-dogs-brent>)

Source

- This analysis is based on different datasets collected and cleaned to form **1915** records

Motive

In this report I would like to answer some question about :

- The twitter account and its popularity?
- The different habits of followers and their response?
- The different charachteristics of dogs ,names ,breeds, ages and WINNERS!?

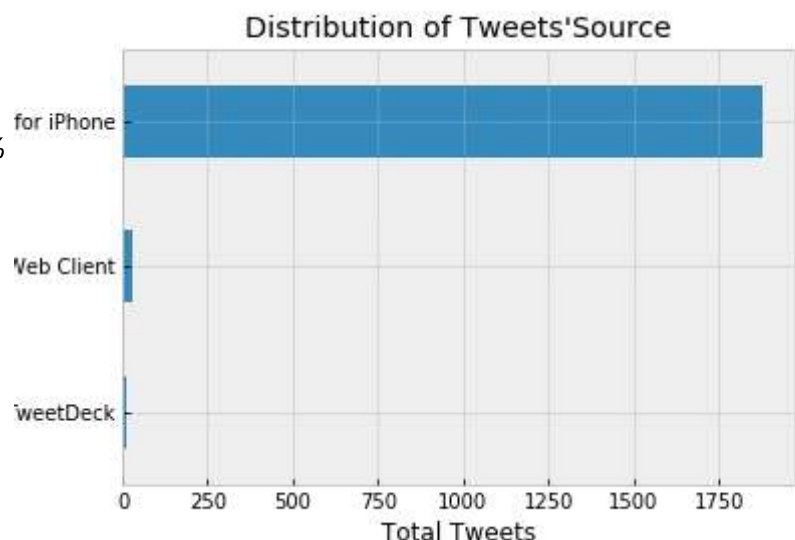
1 What's the most source used by followers to share their dog's nice photo ?

It is clear from the above that Twitter app in Iphone has the most share 98% which is better explained by :

The ease of use to take a shot for a dog from the app

The high resolution of cameras.

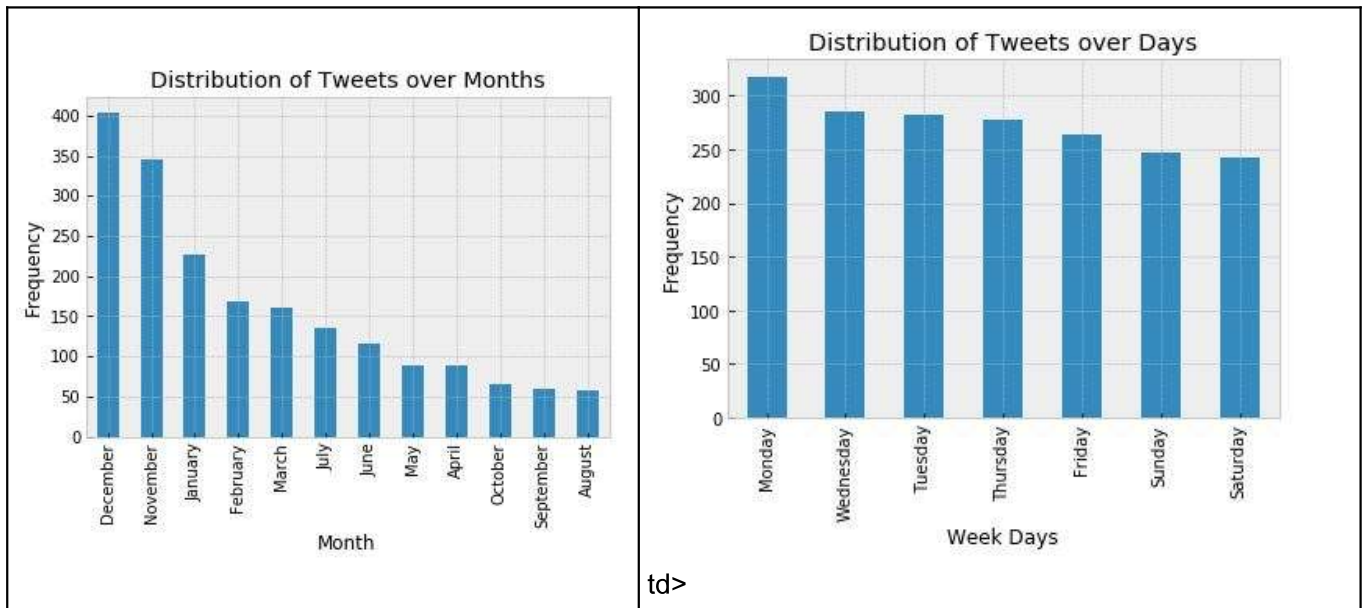
Nice to mention here that around 91 records of **Vine** source was omitted in the cleaning process as they contain no jpg_url and those counts for around only 5% so the above insight is still valid.



2 Which is the most popular day/month to post a dog photo?

- At first, it was quiet clear that people tend to post their dogs photos in Mondy/ December

- Interestingly, most day is Mondy, may indicate that most of followers is out of stress (may be not workers)
- The top month is December may intrepred as the time of Christmas and New Year vacations, so people tends to go out with their dogs and take shots



Dogs like vacations!

The most common Day/Month in our sample dataset indicate that most posts related .

to the end of November, which is matching with **Thanksgiving** Holidays,

as it comes at the the Fourth Thursday of November after that **Black Fridays** which is also a holiday

pic from petbehaviorconsulting.com.

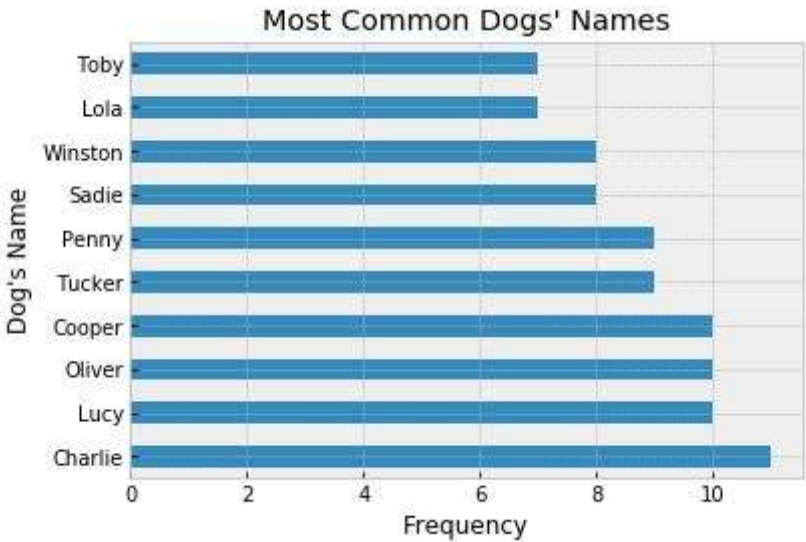
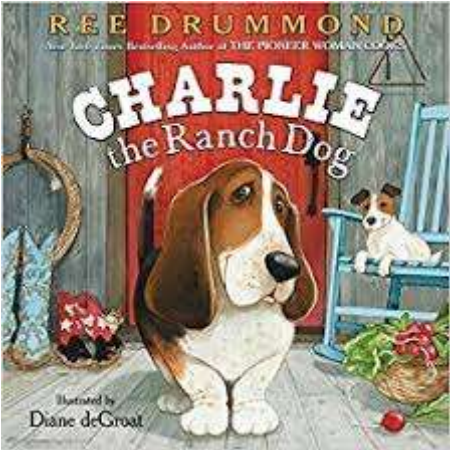


3 Which is the most common dog name?

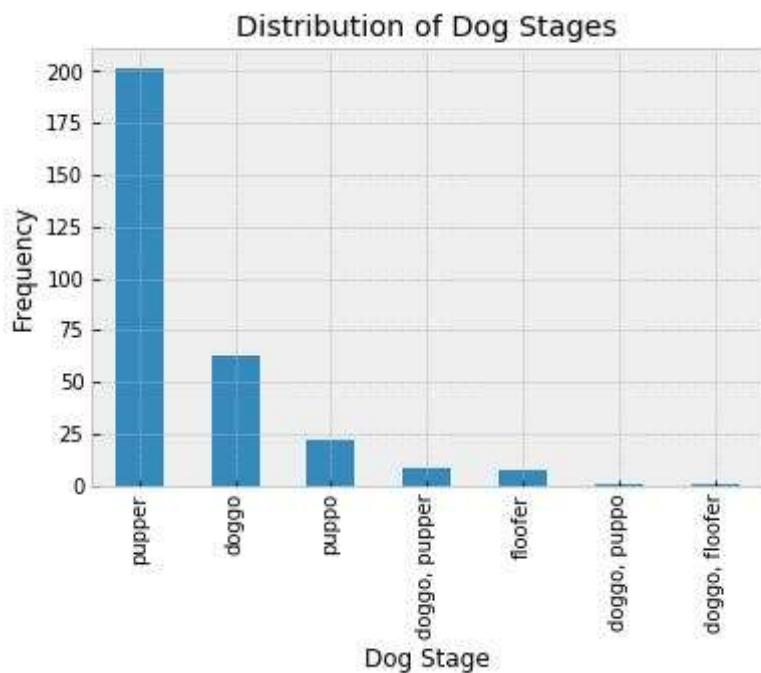
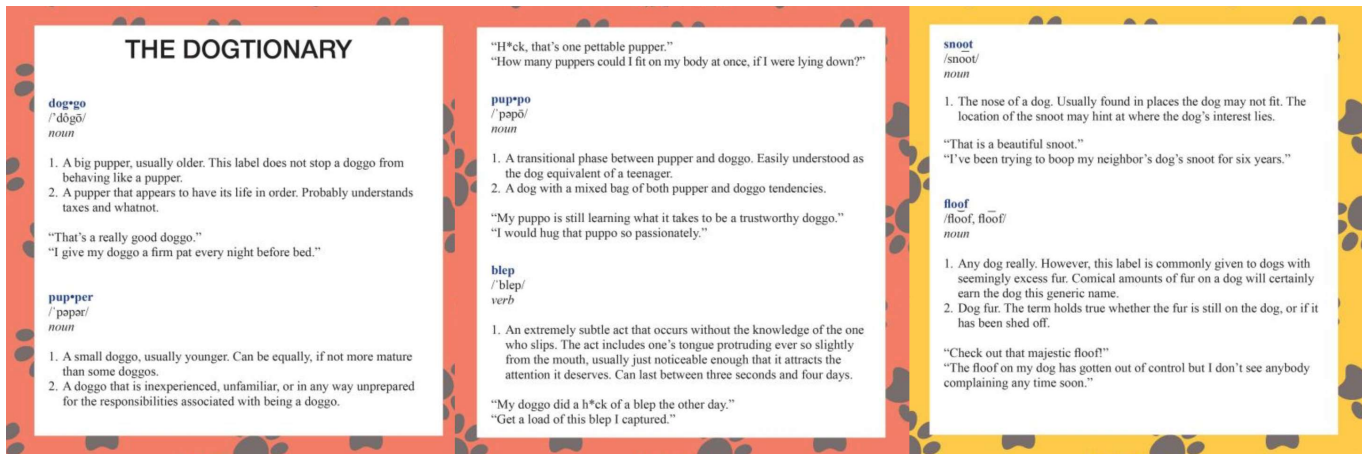
Actually **Charlie** is the most common name in the extarcted data

Followed by Oliver and Lucy

Dogs liked to be named as humans !



4 What is the most common dog stage?



As per the above dogotonyary
produced by that account on
Amazon
[#WeRateDogs book](https://www.amazon.com/WeRateDogs-Most-Hilarious-Adorable-Youve/dp/1510717145)

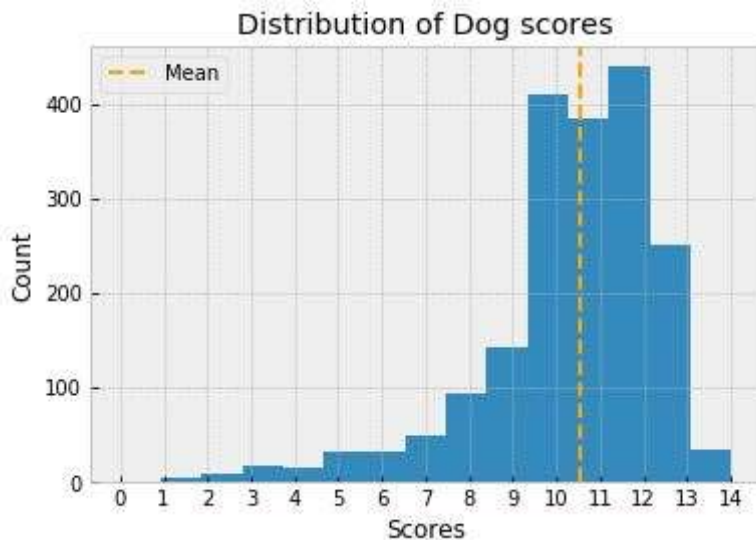
(<https://www.amazon.com/WeRateDogs-Most-Hilarious-Adorable-Youve/dp/1510717145>)

Pupper is : a small doggo.

here Pupper is the most common dog stage in our dataset

- This may be due to dogs at this stage/age preferred by owners.
- If all users know their dog stage this may be differ

5 How do @WeRateDogs account rate dogs?



- We can notice from the above plot that the most frequent score is around 12

and the maximum is 14

- Although the rating system for the account is /10 but actually the average rating is 10.55!

- One of the most causes for this account popularity is they tend to give higher scores i.e above 10

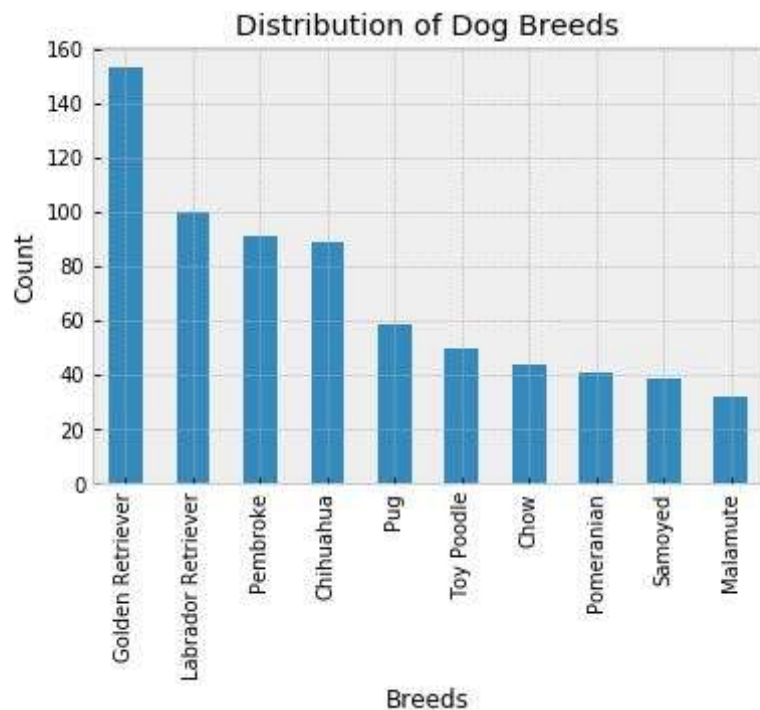
Brent was right!

6 Which is the most common breed?

The most common breed in our sample is:

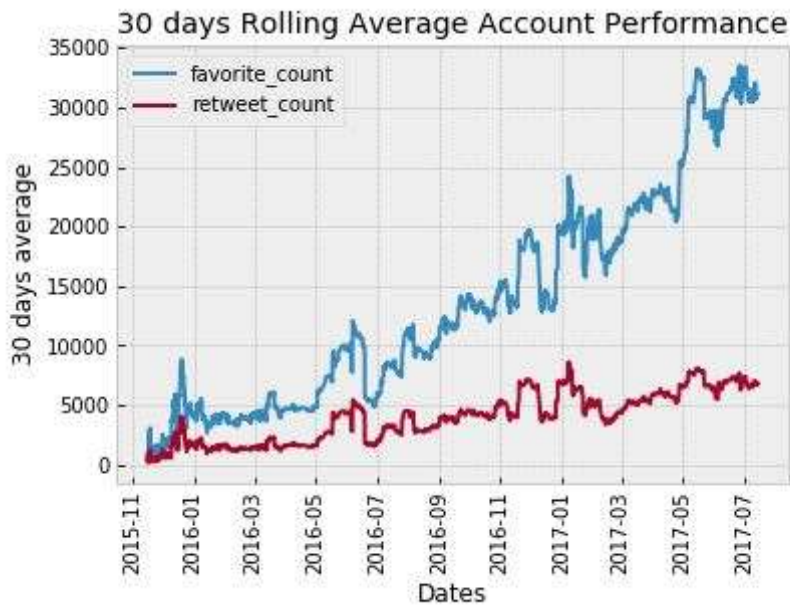
Golden Retriever followed by:

- Labrador Retriever
- Pembroke
- Chihuahua
- Pug



7 What is the account performance over time?

- Here I need to answer the question if this twitter account getting more popularity over time or followers interest is going to decline
- So, I used the rolling average to get more insight about performance on 30 days rolling average



□ VS. □

It's quiet clear here that the @WeRateDogs account is getting more popular overtime noticed by the increase number of likes(favorite_count)

- Also it is quiet clear that folowers tends to like more than to retweet

8 Who is the top retweeted and/or favorite dog?



WeRateDogs™
@dog_rates

Follow

This is Atticus. He's quite simply America af.
1776/10





WeRateDogs™
@dog_rates

Follow

After so many requests... here you go.
Good dogg. 420/10



9:52 PM - 28 Nov 2015

8,908 Retweets 24,836 Likes





1776/10 !! & 420/10 !!

We are really dealing with a humerous account fond of fun !

Atticuss here gets the highest score in celebration of Indenpence day, so the score here related to the occassion and his dress

The second one is also a funny joke as this is not a pic of a real dog, this is simply snoop **dogg** !!

The Truth

<p>These guys are the The nominates !</p> <p>They prove themselves to catch the interest of huge numbers of followers</p> <p>on the left: Top Favprite_count winner</p> <p>on the right: Top Retweeet_count winner</p>	<div></div> <div>Top Favorite count winner with 132,810 likes</div>	<div></div> <div>Top Retweet count winner with 79,515 retweets</div>
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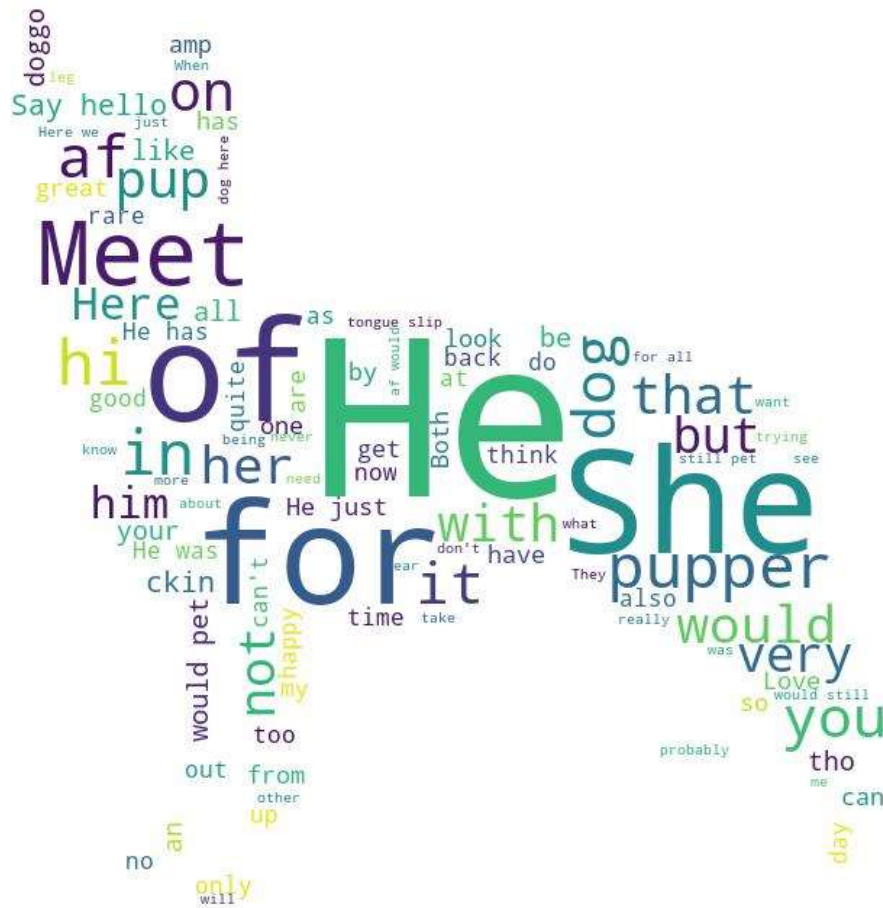
The Winner !!



This awesome dogs prove his capability to swim in a pool so, he caught the attention of followers either by retweet or give him a like

Top Favorite and Retweet counts dog with Rating of 13/10

In this visual we need to know how this twitter account admins write their posts and what is the most common words used.



- The admin uses friendly words as Meet, Say Hello, Here ,love,like...
- The appearance of He is more than She which indicates the gender of dog is more for male over female dogs.
- The presence of Pupper dog stage is much larger than doggo, which is matching with our previous result.