

WeRateDogs Data Analysis Report

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. It was started in 2015 by college student Matt Nelson, and has received international media coverage both for its popularity and for the attention drawn to social media copyright law when it was suspended by Twitter. As of the time of writing this report the account contains 9000+ tweets from over 7 million users.

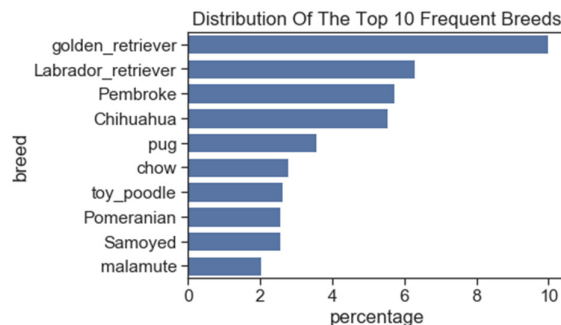
In this report I am going to analyze an archive containing the basic data from 5000+ tweets. I will also use Twitter's API to gather some of the missing valuable data like "retweet counts" and "favorite counts". Additionally, I have a table full of image predictions (the top three only) alongside each tweet ID, image URL, and the image number that corresponded to the most confident prediction, provided by Udacity team. I will then start wrangling this data to conclude some useful insights and visualizations.

During the wrangling and analysis process, I have engineered two additional features which are, "rating" and "likability" calculated as $(\text{rating_numerator} / \text{rating_denominator})$ and $\text{rating} * (\text{retweet_count} + \text{favorite_count})$ respectively. These two features will be helpful in evaluating the dogs posts.

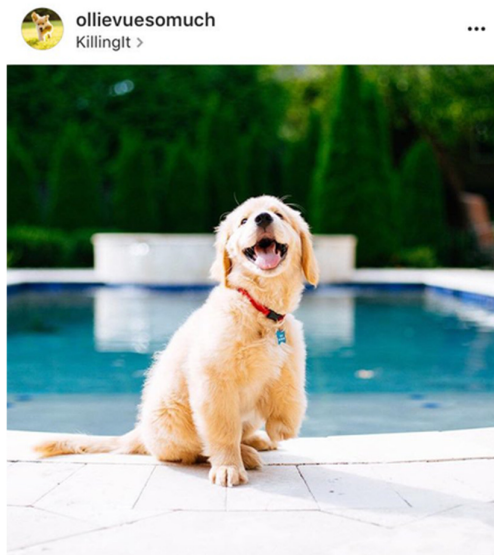
In my analysis, I was interested in finding answers to the following questions:

- What are the most common breeds?
- What are the most frequent dogs names?
- Which dog had the highest rating?
- Which dog was most reachable?
- Which dog was most likable?

And I concluded that the top 10 frequent breeds are led by Golden Retriever and Labrador Retriever with a percentage of 10% and 6.2% respectively to the total count of breeds, followed by others as presented in the following bar chart:



Dog names Charlie, Cooper, Tucker, Olivier, and Penny are the most common. Then comes the most interesting part, Which dog is the winner? According to the data, the best rated dog is a Golden Retriever named Ollie and here's a cute photo for him,



While the most likable dog is a Labrador Retriever doggo showing up in a video trying to stand in a pool.



And Lennon, a Lakeland Terrier puppo received the most favourite counts with his photo while participating in the Toronto #WomensMarch.



Finally, we can summarize that Charlie was the most used name and Golden Retriever lead all other breeds in terms of count. We also had three different winners for the best rated, most likable and most favored dog.