

Blog Post

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. WeRateDogs has over 4 million followers and has received international media coverage.

We have analysed thousands of Tweets to bring insights.

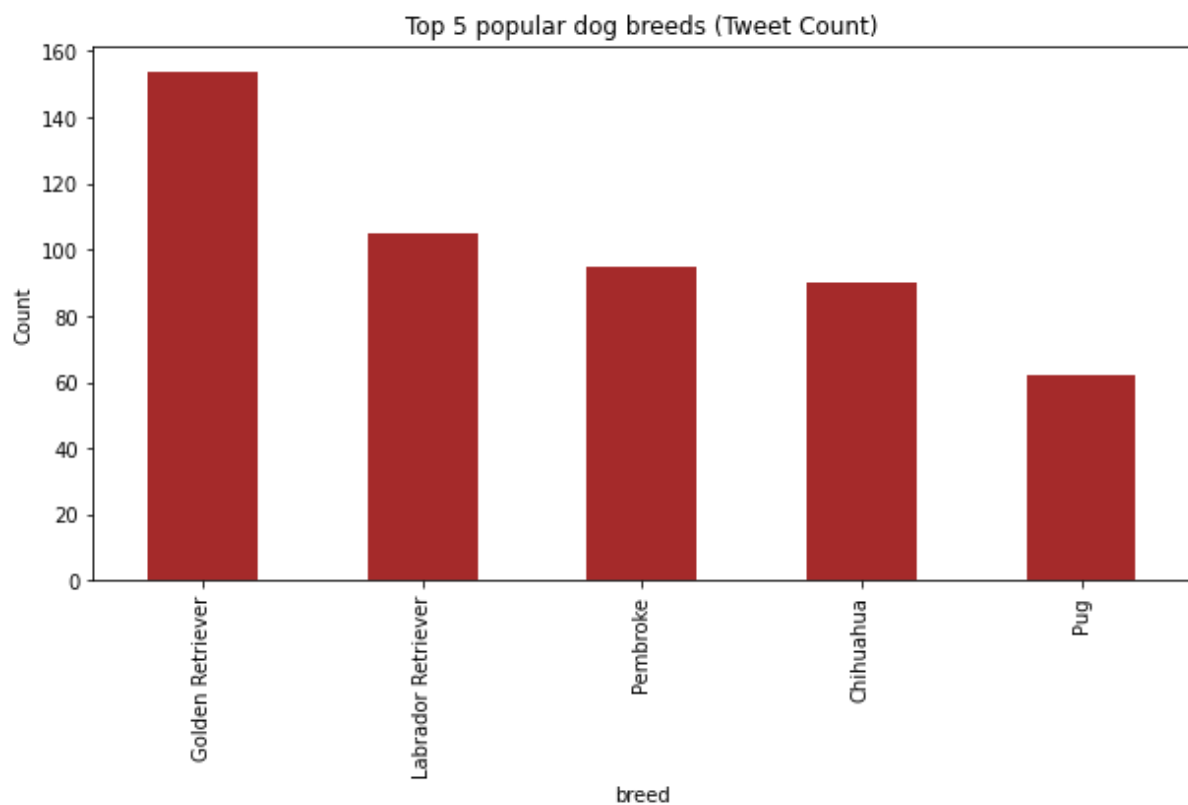
Popular dog breeds:

These are the top 5 dogs with the most tweets that have pictures

Dog breeds:

Golden Retriever	154
Labrador Retriever	105
Pembroke	95
Chihuahua	90
Pug	62

Let's visualise these numbers. A picture has a thousand words. The Golden Retriever is very popular, leading by a significant margin when compared to the second breed

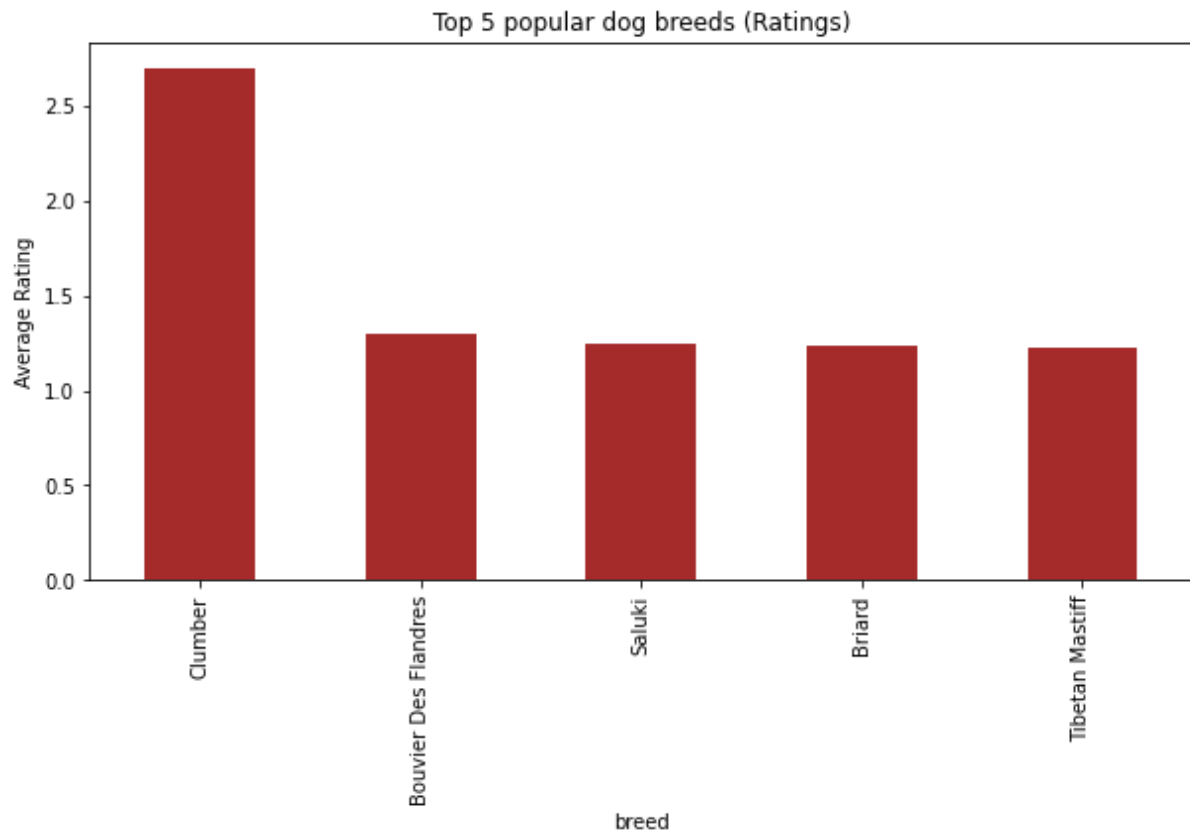


In [71]:

Looking at popularity based on average ratings

Breeds:

Clumber	2.70
Bouvier Des Flandres	1.30
Saluki	1.25
Briard	1.23
Tibetan Mastiff	1.23

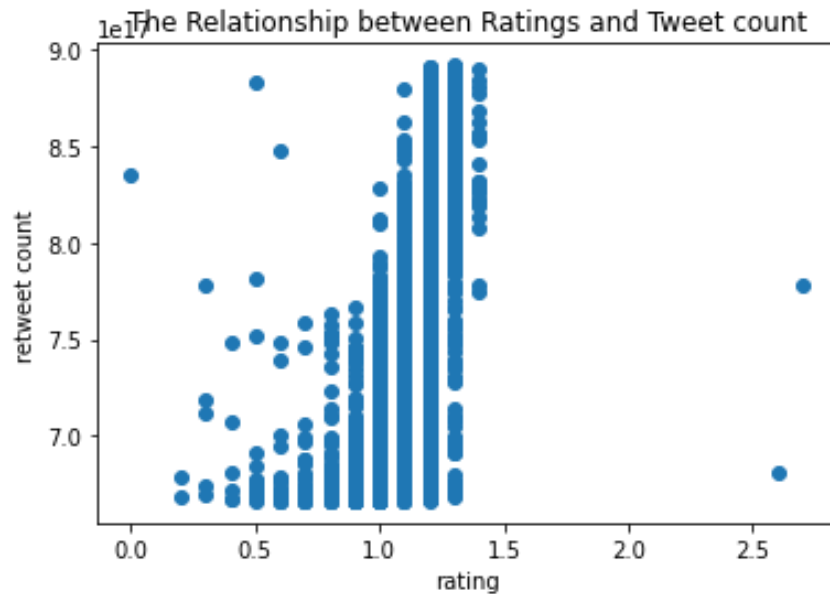


The dog breeds with the most tweets are not in the top 5 ratings, surprisingly, this could be caused by a few outliers. For a full picture, we will explore the relationship between these two variables further below.

Relationships between key variables

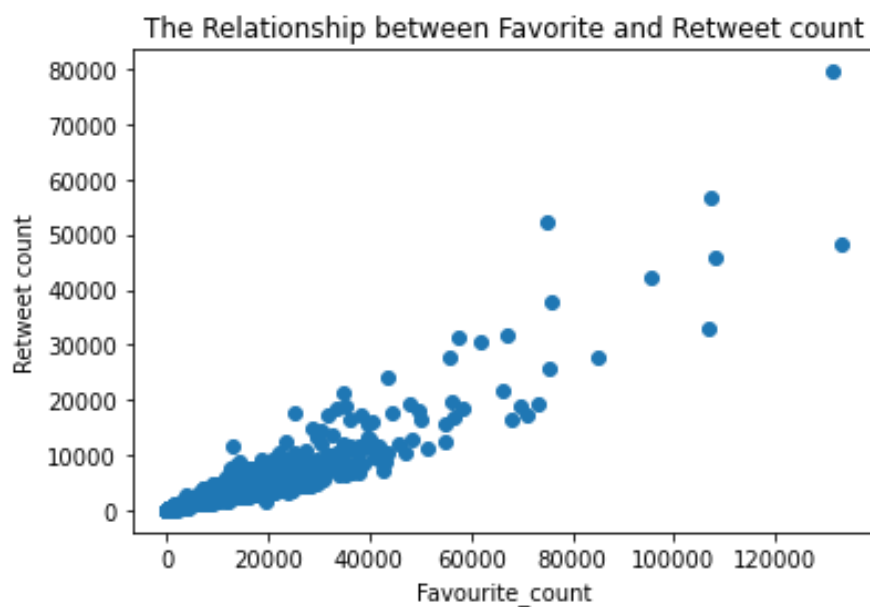
We will analyse the correlations between:

- Ratings and tweet count
- Favourite and Retweets
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The relationship is not a direct correlation, however, having a higher tweet count does improve chances of obtaining a higher rating.

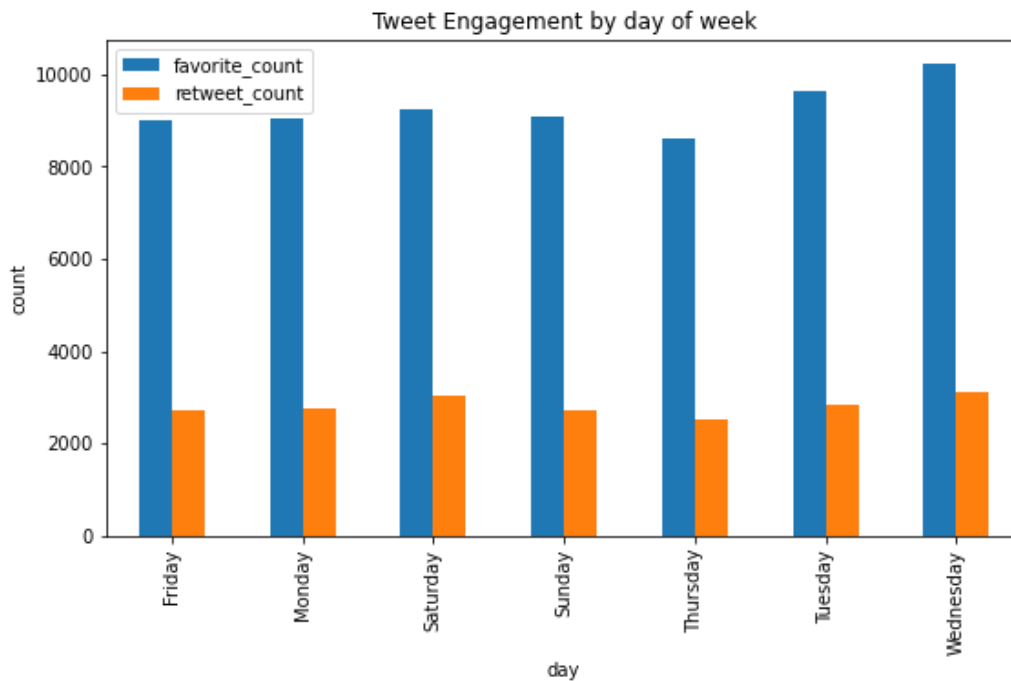
There are a few outliers on the right side, with few tweets but high ratings. These could be rare breeds.



There is a positive correlation between ratings and retweet counts.

Date/time

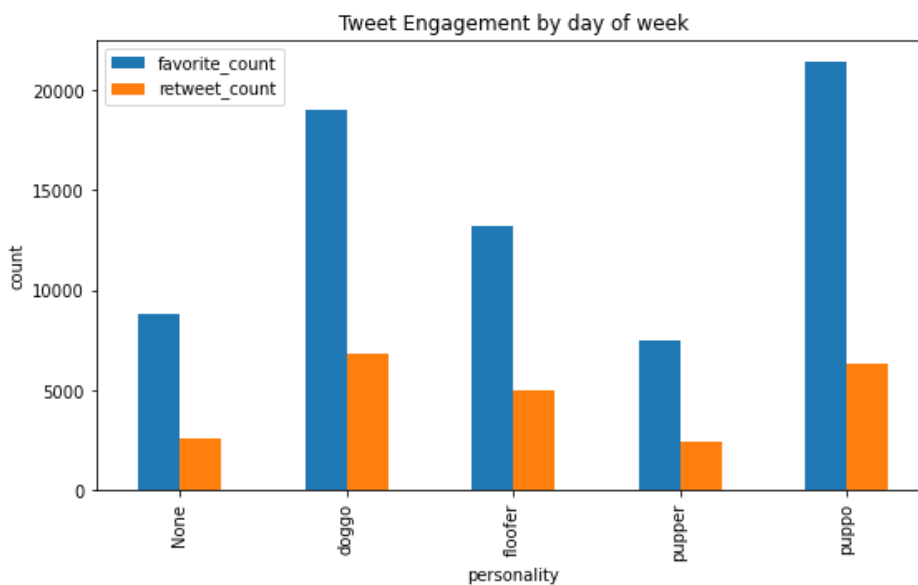
- Days with the largest retweets and favourites (Which days are most busy on twitter)



Twitter engagement appears to be consistent regardless of day of week.

Personalities

- Which personalities have the most engagement (favorite & retweets)



Insights:

- Dog tweets without a personality appear to have the lowest engagement as expected
- Puppos are leading in favourites, I guess puppos are cute,