

Act Report

WeRateDogs: Insights & Visualizations

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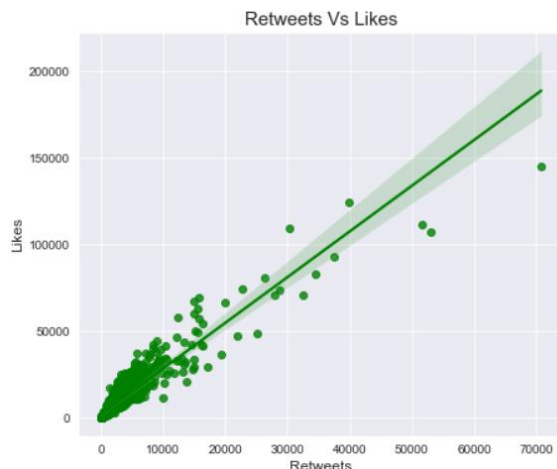


WeRateDogs is a popular Twitter account that rates people's dogs. Their tweets have a rating system to conveniently reflect how good all dogs are, along with humorous comments about the dogs. Archived tweets from *@dog_rates*, along with an algorithmically created image predictions file, and a JSON data of the archived tweets pulled from Twitter API, formed the dataset used in this project. Upon assessing the data, several content and structural issues were identified and cleaned sequentially, and after wrangling, our tidy data was trimmed to 1663 tweets with 13 variables. This report documents the insights and visualizations produced from our wrangled data.

We decided to research the most popular breed of dog and the factors that determine how many retweets and likes a tweet could receive; and so, we set out to address these research questions by gaining more insights into our data.

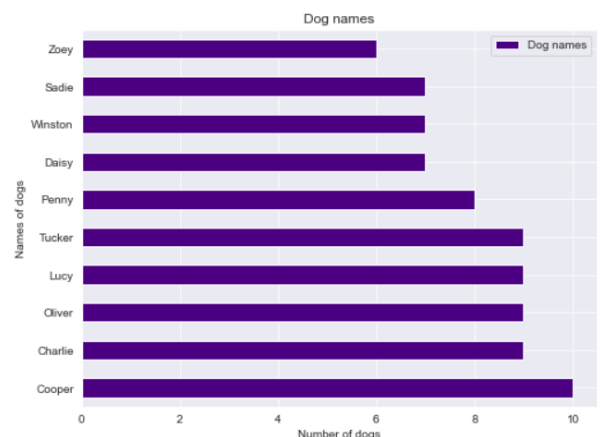
RETWEETS & LIKES

There is a strong correlation between likes and retweets counts which is intuitive because a tweet with a lot of retweets will most certainly have a lot of likes. Visualizing with a scatterplot and a linear regression line, we see just how strongly correlated both variables are.



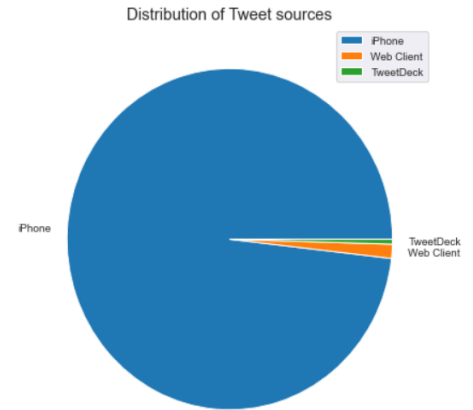
DOG NAMES

Grouping our data by dog name for retweets and likes, we could see that *Cooper* and *Charlie* are among the commonly used dog names.



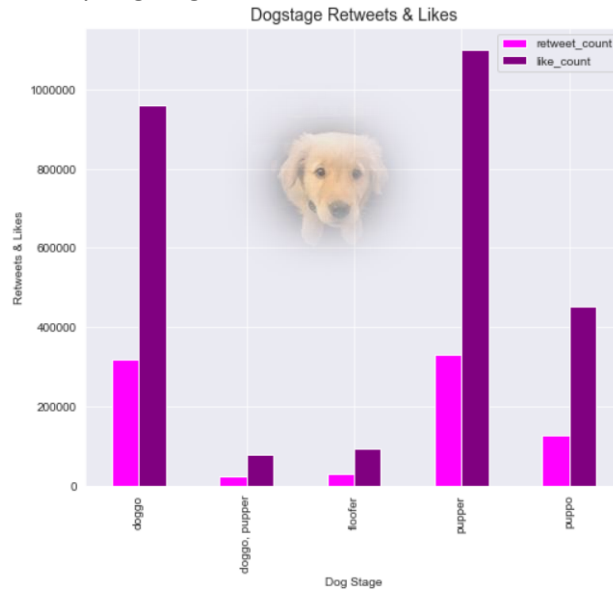
TWEET SOURCES

Most users tweeted from *iPhones* compared to other sources. Further analysis for correlation with retweets and likes was not deemed necessary because iPhones accounted for over 90% of tweet sources.



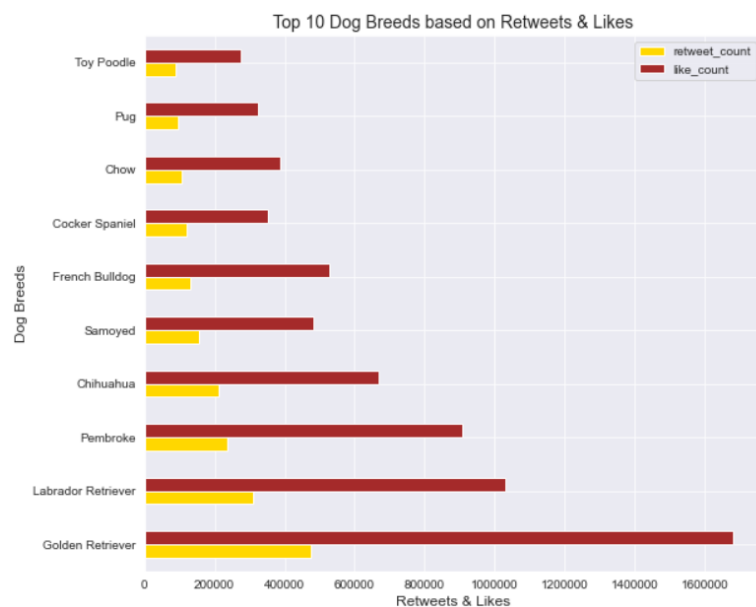
DOG STAGES

A lot of folks love puppies (*puppers*) and the numbers prove it! We grouped our tweets by dog stages for counts of retweets and likes for this vis.



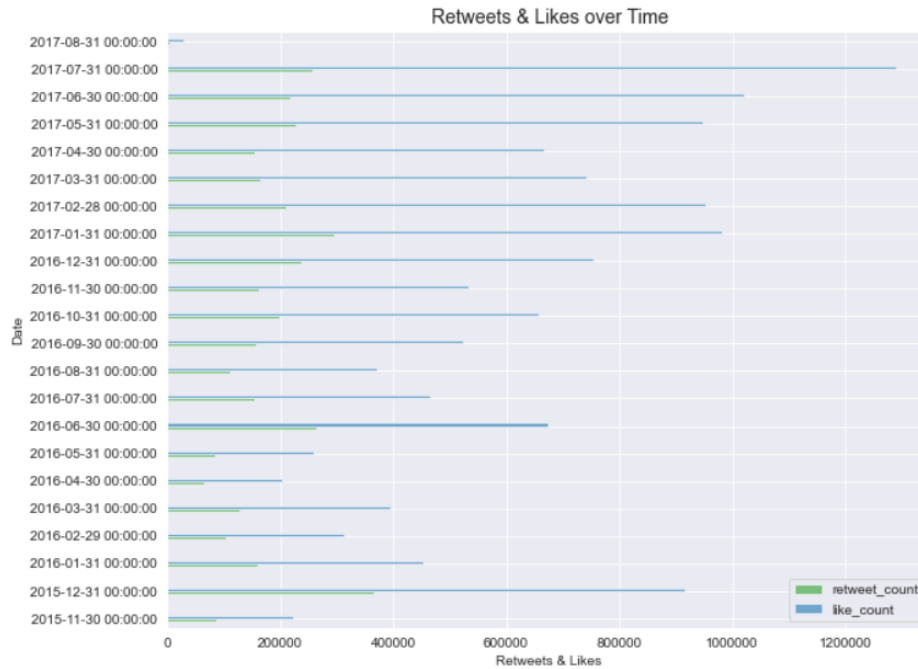
DOG BREEDS

All hail the *Golden Retriever*! King of dog breeds, only rivaled by the Labrador Retriever. We got the number of retweets and likes for each dog breed to create this bar chart.



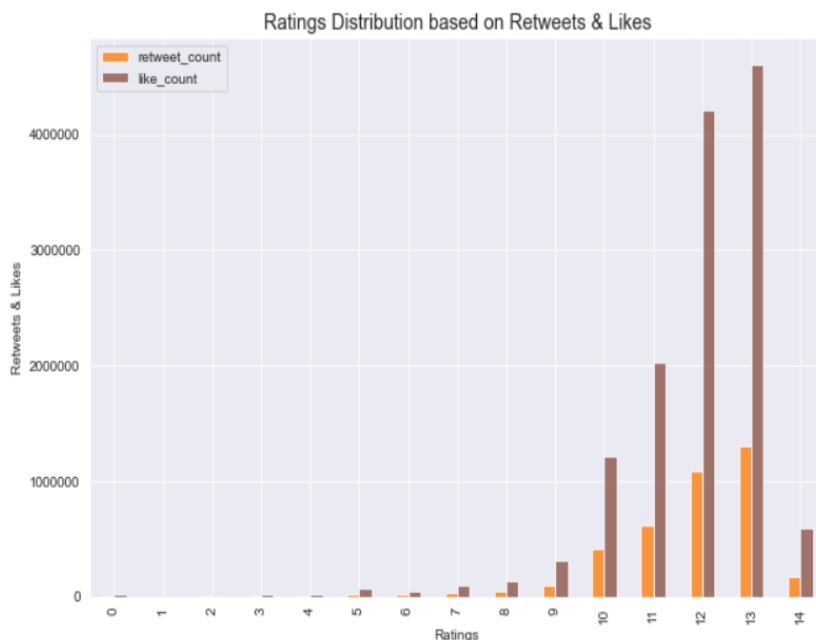
TWEETS BY MONTH

We wanted to observe the trend in number of retweets and likes for each month, and we detected higher number of retweets around the festive periods, which could be attributed to dog owners taking more colorful pictures of their dogs around said period. Also, I researched events for dogs and found out that during certain events such as *BarkWeek*, more retweets and likes were recorded.

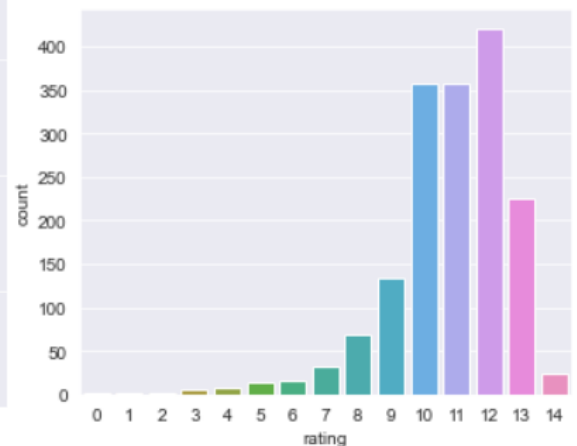


RATINGS VS RETWEETS & LIKES

Our ratings distribution based on retweets & likes was left-skewed and although most dogs scored 12/10, the interquartile range was between 10/10 - 12/10 with the highest rated dogs (14/10) been very few. However, dogs with the score of 13/10 got the most retweets and likes.



'they're good dogs!...' 🐶



MOST POPULAR DOG

Most popular dog is based on number of retweets and number of likes.

.... scoring 13/10 with over 145,000 likes, and over 70,000 retweets, the winner of the award for most popular dog is.....(drum rolls please!)



This cute **Labrador Retriever** doggo! 🐶

source	text	rating	rating_denominator	name	dog_stage	retweet_count	like_count	jpg_url	dog_breed	percentage_conf
Twitter for iPhone	Here's a doggo realizing you can stand in a po...	13	10	None	doggo	70807	145006	https://pbs.twimg.com/ext_tw_video_thumb/74423...	Labrador Retriever	82.5333

over 145,000 likes, and over 70,000 retweets, our most popular dog is a **Labrador Retriever** .

From our insights and visualizations, we deduced that the Golden Retriever is the most popular breed of dog and typically, variables such as dog breed and dog stage are determinants of number of likes and/or retweets.