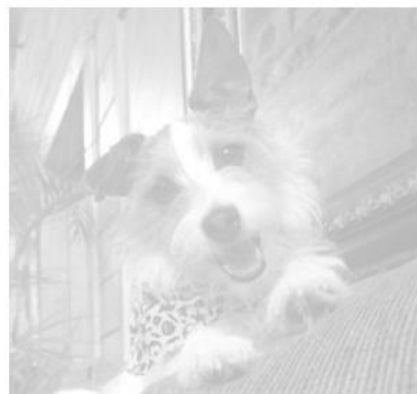


WeRateDogs Twitter Analysis

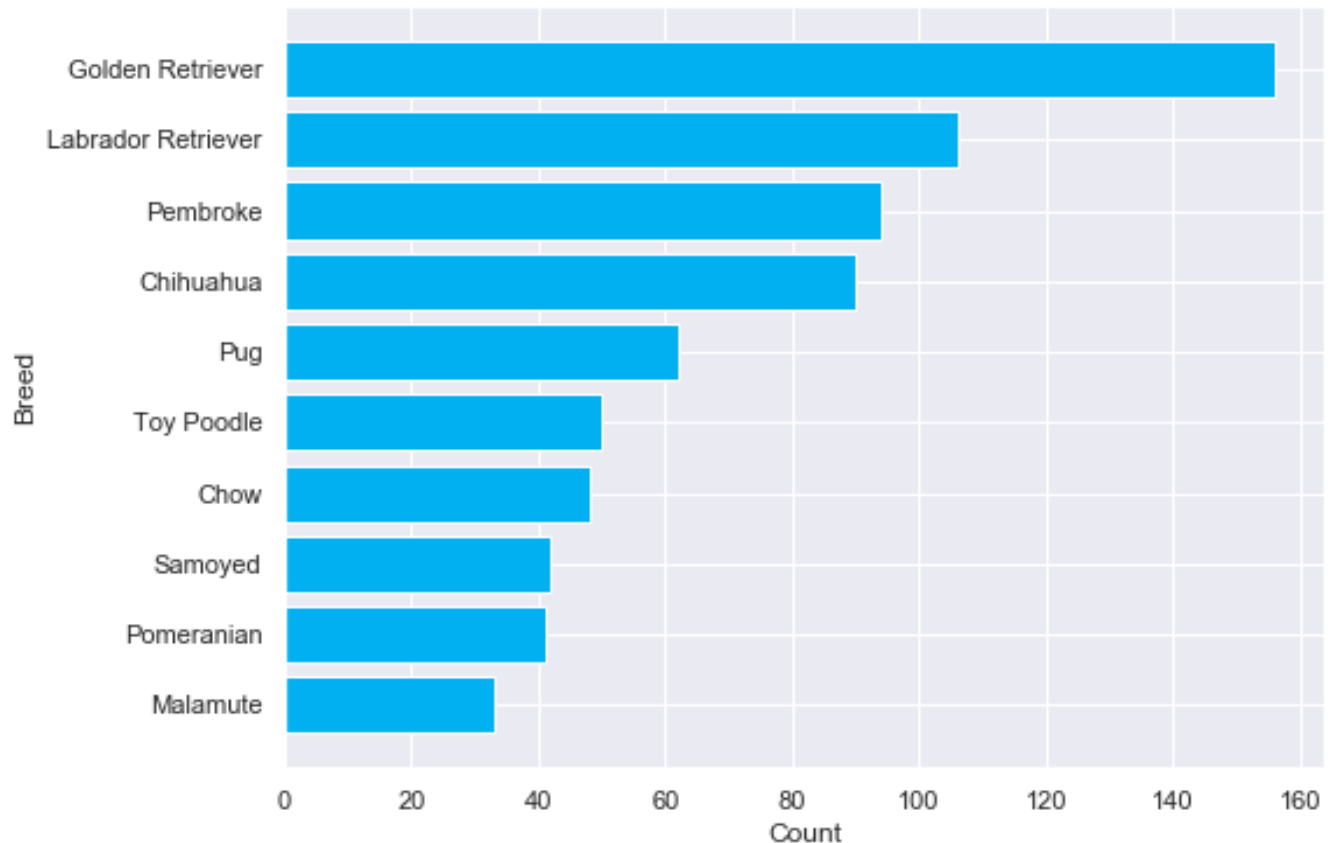


INTRODUCTION

WeRateDogs is a Twitter account founded in 2015 that rates people's dogs with a humorous comment about the dog. WeRateDogs has over 4 million followers and has received international media coverage.

The dataset includes original WeRateDogs tweets with images from November 2015 to August 2018.

TOP 10 MOST POPULAR BREED



The most popular dog breed in WeRateDogs is the Retriever (Golden and Labrador are within the classification of Retrievers) with more than 250 tweets. These type of breed are loyal and affectionate which makes them one of the best family dogs.

The Pembroke Welsh Corgi came in as the third most popular breed. The Pembroke are considered as herders making them fearless and independent dogs.

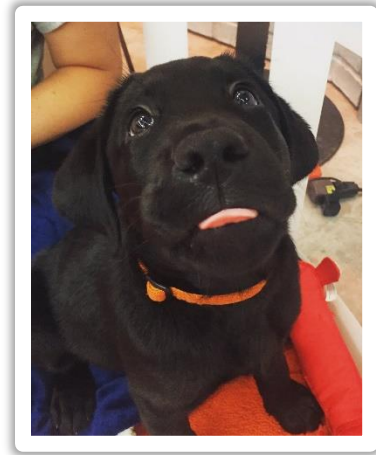
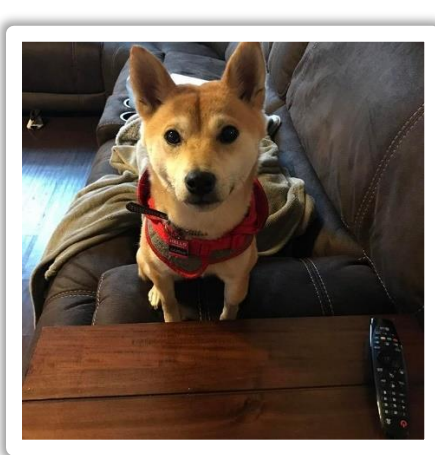
FUN FACT: Queen Elizabeth II owned more than 30 Pembroke Welsh Corgi in her lifetime.

The list is equally divided by size categories. The Pembroke Welsh Corgi, Chihuahua, Pug, Toy Poodle, and Pomeranian are small dogs, while the Retriever, Chow, Samoyed, and Malamute are large breed of dogs.

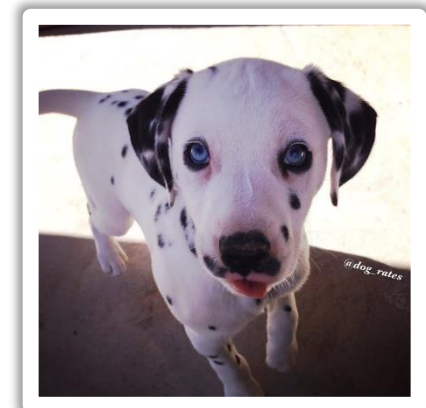
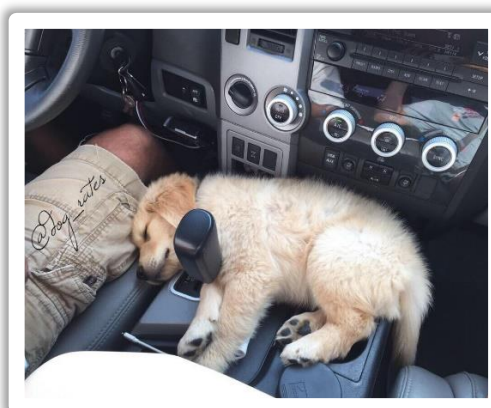
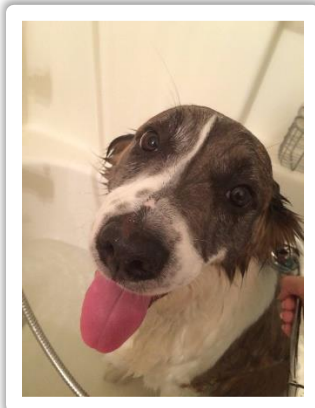
MOST COMMON NAMES

Charlie, Cooper, Oliver and Lucy are one of the most common names given to dogs. The pictures below are all from WeRateDogs with their respective names.

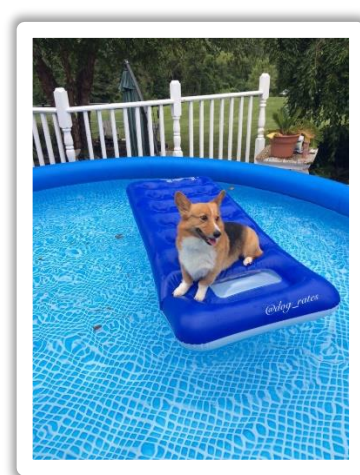
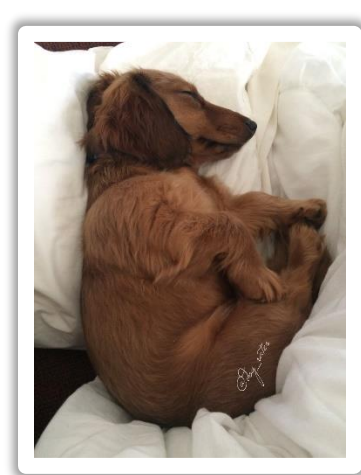
Charlie



Cooper



Oliver

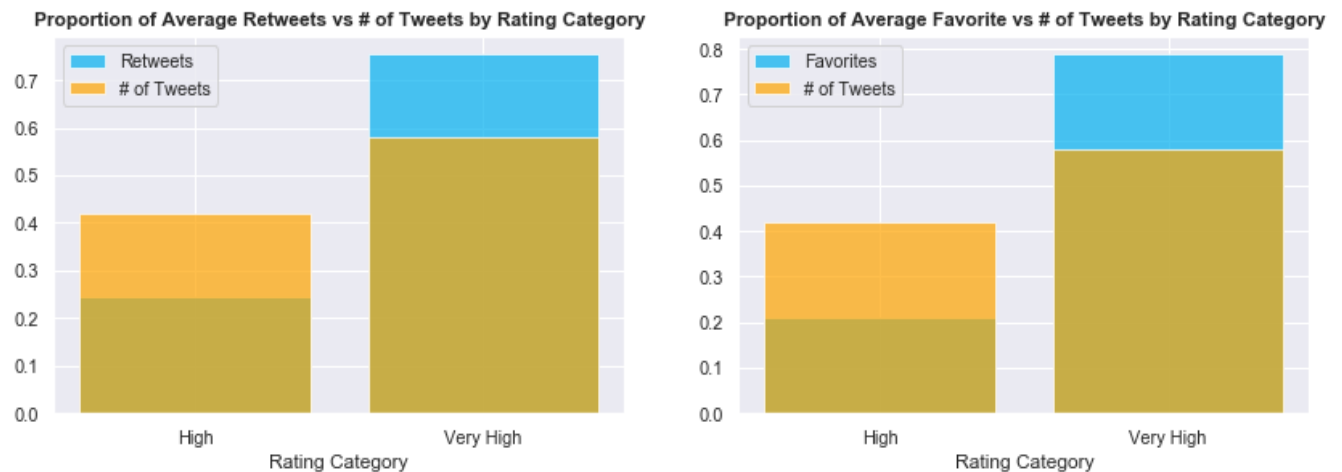


ANALYSIS

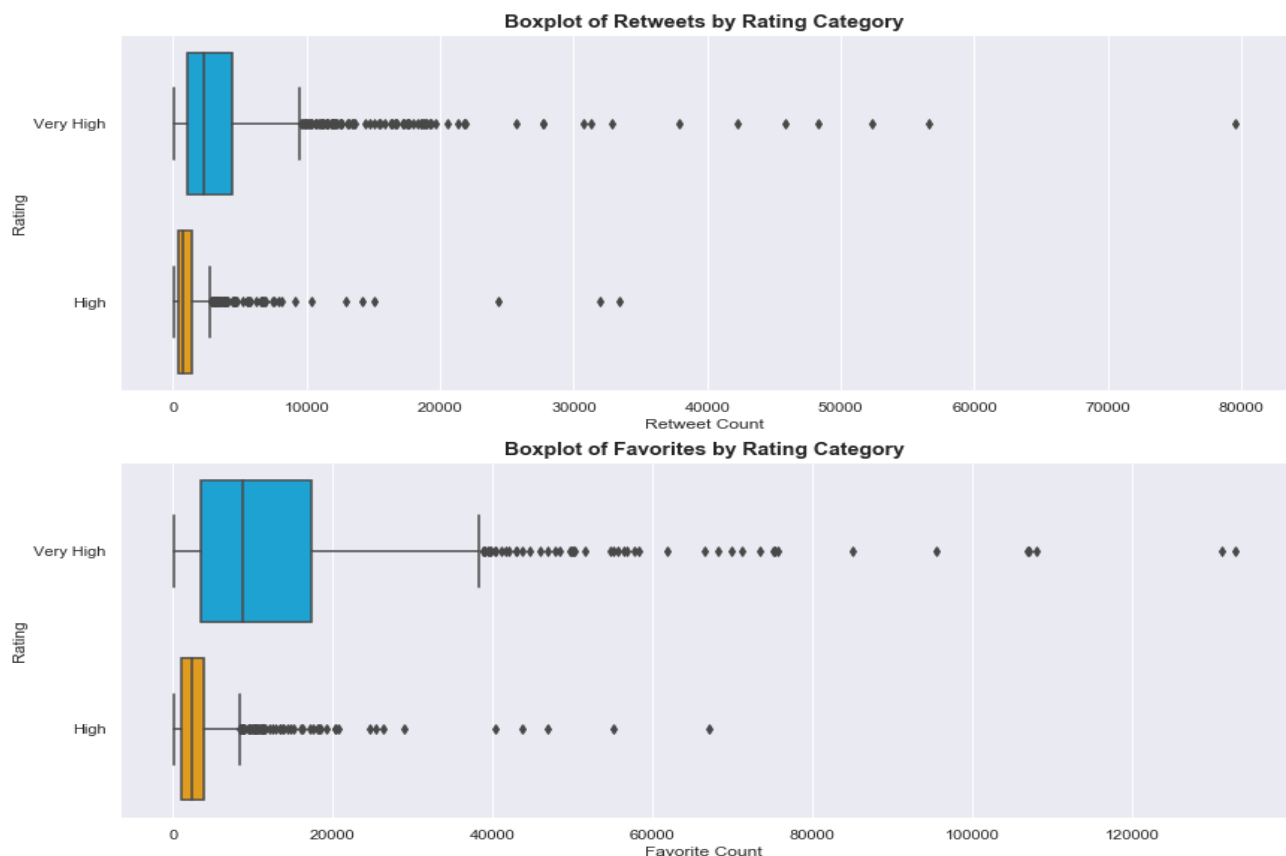
Rating Effect

WeRateDogs' ratings always have a denominator of 10. The numerators, though? Almost always greater than 10. 11/10, 12/10, 13/10, etc. Why? Because "they're good dogs Brent."

Does ratings affect retweets and favorites? To analyze further, we set up two categories for rating. Because there's no such thing as 'Low' rating for our beloved dogs, we'll set 'High' for ratings less than or equal to 10, and 'Very High' for ratings greater than 10.

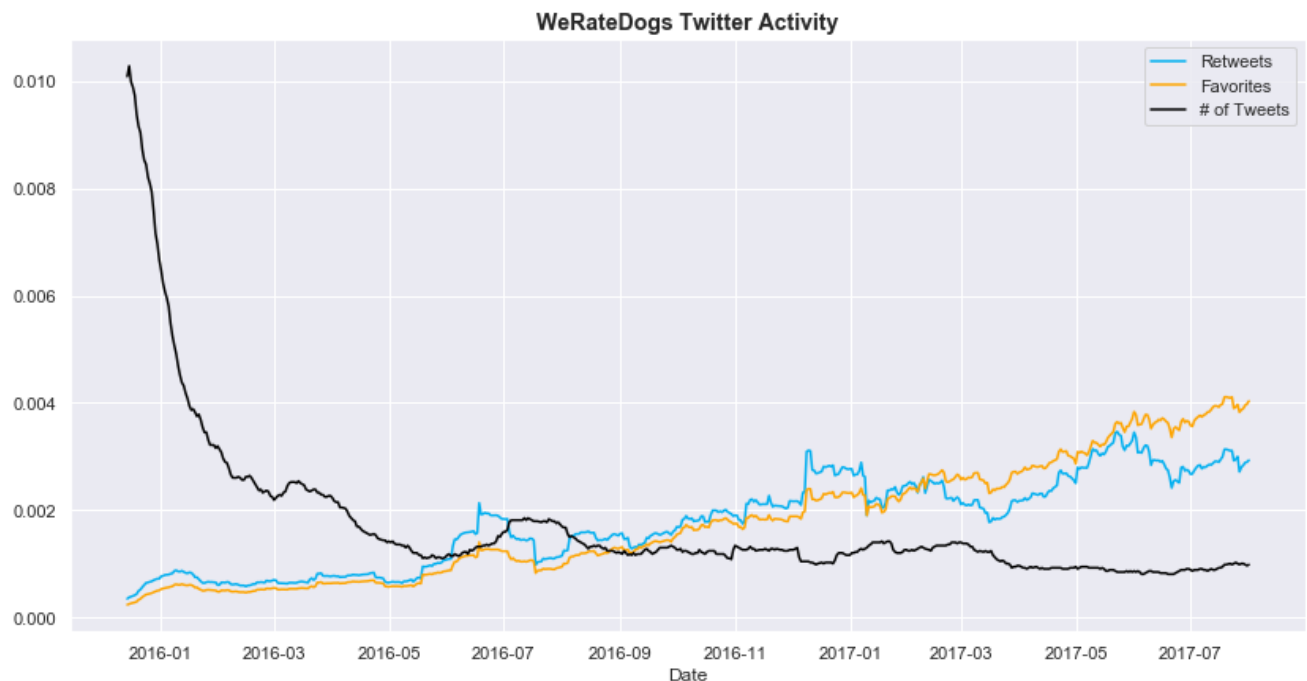


57% of observations in the dataset received a rating of more than 10. By comparing the average number of retweets and favorites, a 'Very High' rating resulted in higher count. Even with lesser observations, the average retweet and favorite count for 'High' rating is substantially lower.



A 'Very High' rating has wider IQR and higher variability towards higher observations for both retweets and favorites compared to a 'High' rating which are more concentrated on lower observations. In addition, the favorite count for 'Very High' ratings can reach as much as 40k while 'High' ratings can only reach less than 10k, not account outliers.

WeRateDogs Tweet Activity



The number of original tweets (with images) has declined significantly since 2015. Despite this decline, the number of retweets and favorites has been steadily increasing throughout the period.

CONCLUSION

Dog ratings of more than 10 tends to generate more activity on average. Therefore, to increase retweets and favorites, WeRateDogs rating should always be higher than 10. Also, our dogs deserve it!

The number of tweets, in the case of WeRateDogs, doesn't directly affect the retweet and favorite count since retweets and favorites increased while number of tweets declined.

Limitations

The data does not entirely represent WeRateDogs' twitter activity since each observations were filtered down to original tweets and does not include replies and retweets. Furthermore, all tweets without images are also not included. In addition, the images were ran through a neural network that predicts the breed of each observation. Therefore the predicted breed is not 100% accurate.

REFERENCES

- <https://www.hillspet.com>
- <https://www.akc.org>
- WeRateDogs Twitter