

WeRateDogs Reviews Report

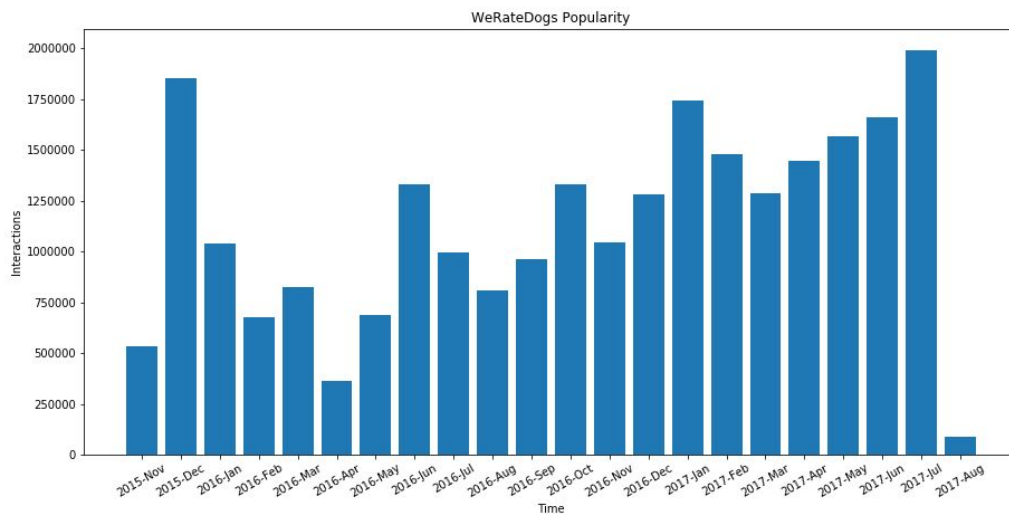
Today we are going to analyse a rather interesting Twitter profile, I'm talking about WeRateDogs profile. This twitter profile has almost 7.3 mln followers and its main tweets are funny reviews of dog's pictures. In this tweets they provide a brief description of the dog (name, breed and age) and they assign a particular vote that, sometimes, defies the laws of mathematics. As an example the most recent tweet is this:



As you can see the vote is 13/10, which is not a conventional way to rate something, but it's pretty funny because we're talking about dogs and we all love dogs and pets in general.

So, this kinds of tweets are nice to analyse because we have a brief text segment from which we can extrapolate some interesting data. My research was focused on finding the favourite dog on their profile by looking at the favorite and retweet count of every tweet and the vote that was assigned by WeRateDogs. At first I looked at the profile popularity by combing the favorite and retweet count over time to see if the profile had a visible increase

of traffic and interactions in the last year or so and as the graph below suggests, we have a steady increase in interactions count, so as we proceed in finding the favourite dog we can suppose that we'll find it in mid 2017.



The next step is to look at the vote assigned by the account itself and I found that the highest vote given to a dog was 14/10. Naturally, there isn't only one dog with that vote but actually there are 38!! So in order to decide who is the best dog I took in consideration the favorite count parameter. And the winner is:



WeRateDogs™ ✓
@dog_rates

Segui

This is Bo. He was a very good First Doggo.
14/10 would be an absolute honor to pet



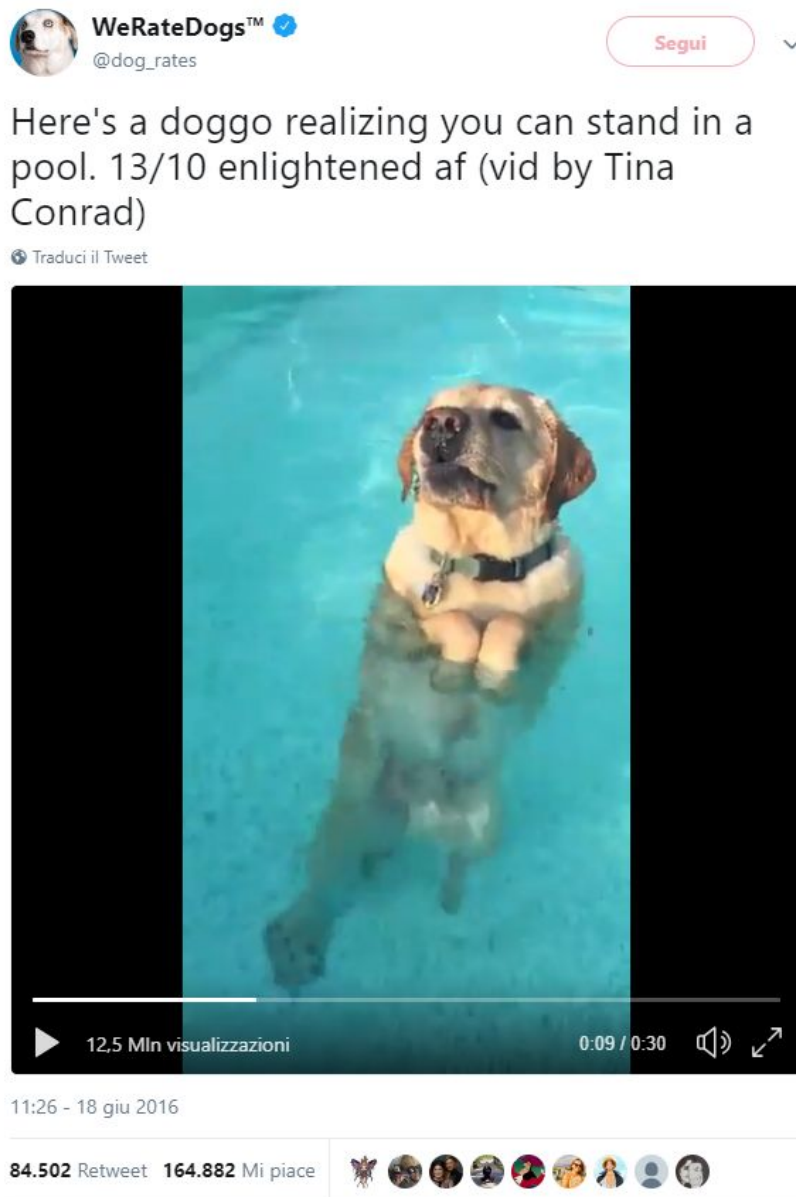
18:15 - 10 gen 2017

40.457 Retweet 92.718 Mi piace



266 40457 92718

But then another question came to my mind, let's see if the best dog, according to WeRateDogs, is also the best dog according to the public. In this case I looked at the sum of retweet and favourite count of each 'review' to see which one had the most interactions. And it came out this dog:



So, although this doggo has only 13/10 as "WRD score", it was the most popular tweet on their profile, with a huge 248744 total interactions! This dog in particular confirms also the opinion of the public on another parameter, because after some deeper research i found that the most common dog breed was the Labrador Golden Retriever, which is the same of the tweet just above.