

Data Analysis & Visualization Report

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User Profile

We Rate Dogs (@dog_rates) is a social media account that rates photos of dogs. They have gathered a significant following due to their iconic comical rating system and entertaining commentary they provide for the photos.



This analysis includes nearly 2,000 tweets between May 2015 and August 2017. The data was compiled from existing records, some prediction results, and other tweet information gathered using the Twitter API.

Based on the data, We Rate Dogs uses Twitter for iPhone to source a vast majority of their tweets.

| Source | Number of Tweets |
|--------------------|------------------|
| Twitter for iPhone | 1925 |
| Twitter Web Client | 28 |
| TweetDeck | 10 |

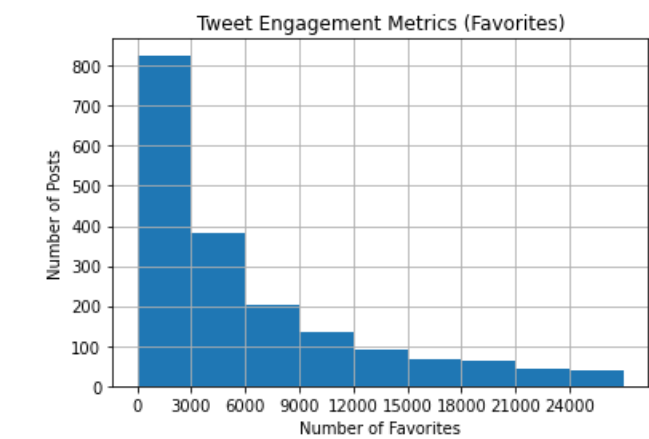
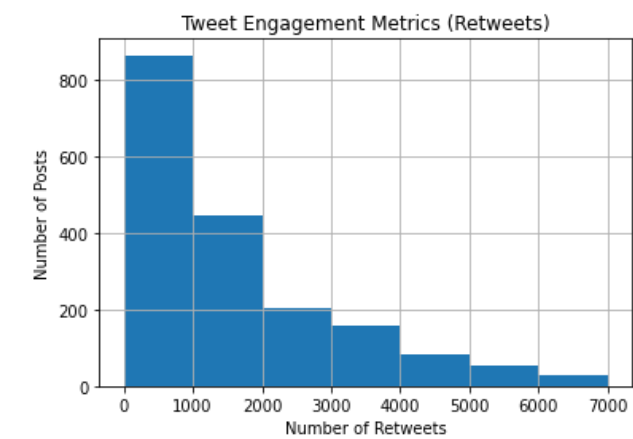
User Engagement

The popularity of the We Rate Dogs account is evident in the number of retweets and favorites that its posts gathered in this timeframe. An average tweet from the account received over two-thousand retweets and was selected by over eight-thousand people as a favorite.

In further comparison, the relationship between retweets and favorites seems to be that the posts are favorited three to four times more than they are retweeted.

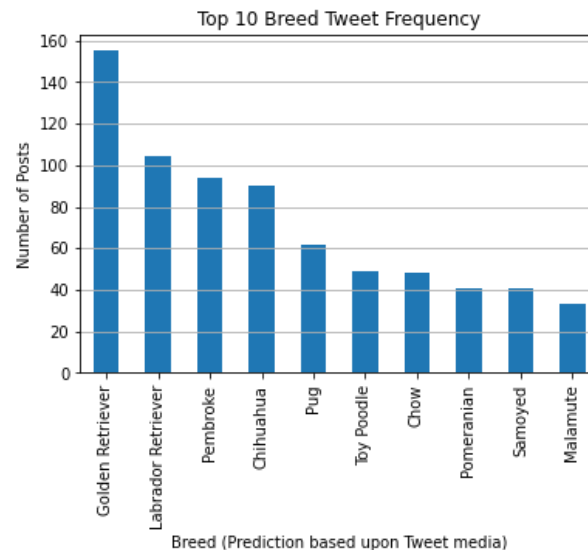
| | retweet_count | favorite_count |
|-------|---------------|----------------|
| count | 1963 | 1963 |
| mean | 2430 | 8222 |
| std | 4342 | 12091 |
| min | 11 | 70 |
| 25% | 541 | 1763 |
| 50% | 1176 | 3711 |
| 75% | 2780 | 10272 |
| max | 76391 | 154114 |

When we investigate this pattern by exploring the distributions of retweets and favorites, we can see that the distributions have similar shapes when controlled for the frequency rate discussed above.



Top 10 Breeds

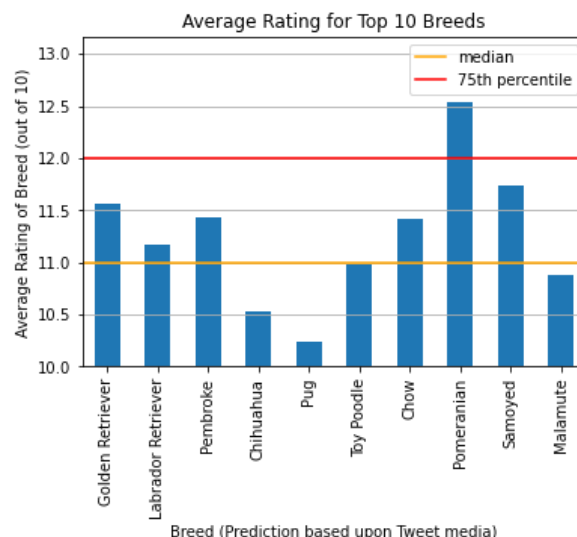
Based on predictive analysis of the photos rated by We Rate Dogs during this time period, the account included pictures of 113 breeds of dogs. When analyzed by frequency, the following ten breeds were the most frequently rated on the platform, accounting for 36.5% of the tweets analyzed.



Ratings

Although these breeds were included at higher frequencies, the ratings received do not show preferential treatment by the We Rate Dogs system. The ratings of the breed begin at 10 due to the account's habitual rating of dogs at 10 or above on the 10-point scale.

The graph shows that the most-featured breeds are commonly rated in the 50th to 75th percentiles of ratings for their system. The clear exceptions are the Pomeranian breed being rated consistently higher than the 75th percentile of ratings and the Pug and Chihuahua breeds being rated consistently lower than the median score for the site.



User Engagement

Despite no clear connection between frequency and ratings, the loyal followers of We Rate Dogs clearly have their favorites. The top ten breeds were consistently retweeted and favorited at a higher rate than that of median tweets for the account. Though We Rate Dogs may prefer the Pomeranian breed, the data suggests that the account's loyal followers prefer the Samoyed, Golden Retriever, and Labrador Retriever breeds.

