Insights and Visualisations From WeRateDogs Analysis

During this project, I analysed data relating to WeRateDogs, a Twitter account dedicated to the rating of good pups and doggos, using the Twitter API to gather the relevant information. I managed to discover some very important insights from this data, please read on to find out more.
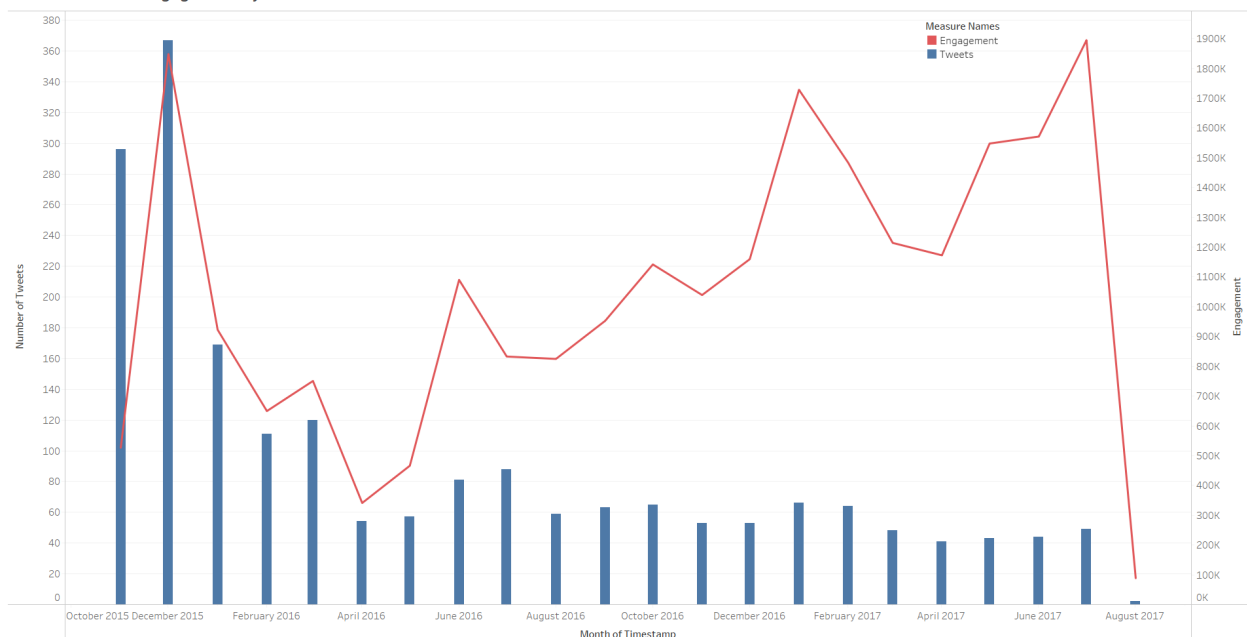
To start off with, let's look at the first tweet we have in our dataset to get familiar with the concept of WeRateDogs. It was posted on the 15th of November 2015 and said "Here we have a Japanese Irish Setter. Lost eye in Vietnam (?). Big fan of relaxing on stair. 8/10 would pet", and was a rating of this image below.
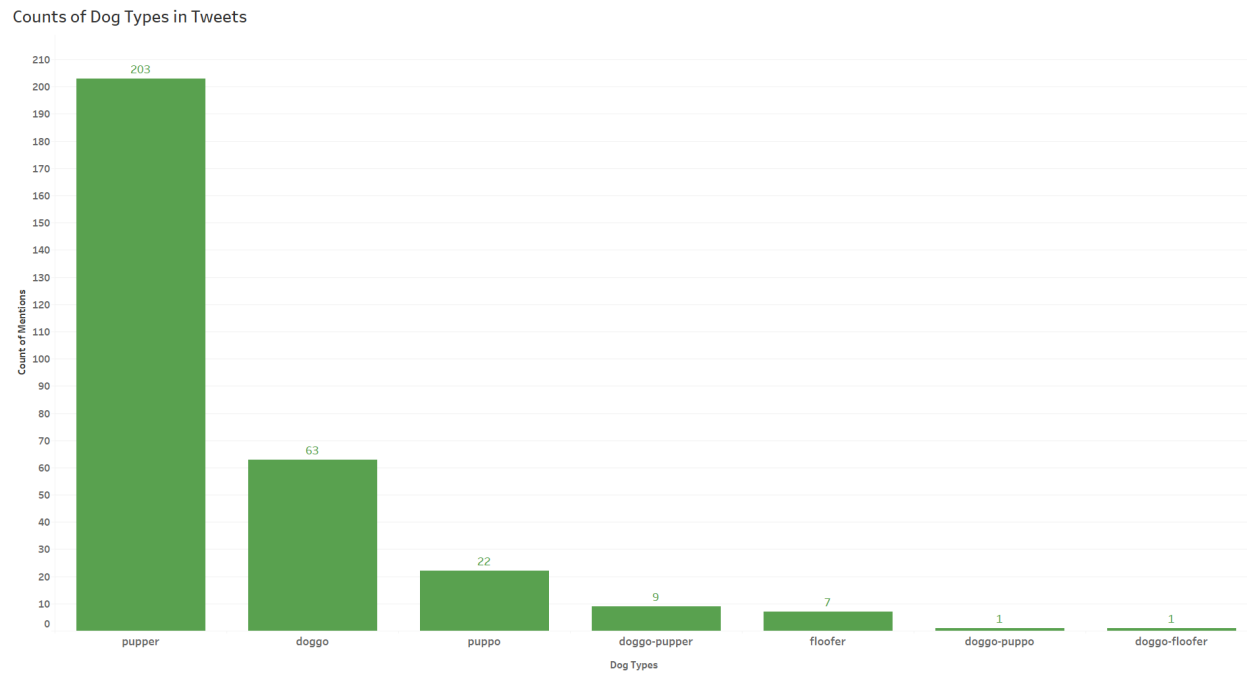

Would definitely pet

Now, moving on to our in depth analysis. The months that had the most traffic in terms of tweets posted were December and November, with 420 and 349 tweets respectively. A majority of these were posted in 2015 when the account was first started and the number of postings per month has been declining as time goes on. This, however, has not diminished the popularity of the account and it has seen many retweets and favourites even when there are not many new tweets. For example, July 2017 saw only 49 posts but over 1.5 million retweets and favourites.

Tweets Posted & Engagement by Month

In these tweets, the author often puts dogs into different categories based on their stage. These categories are 'pupper', 'doggo', 'puppo', and 'floofer', as well as some rare cases where there are more than one of these types mentioned. Out of the four, 'puppers' are the most commonly rated, with 203 mentions across the dataset, while the second is 'doggo', which is trailing behind with only 63. They are all still good boys and girls though, no matter their age.

Counts of Dog Types in Tweets

Have you ever wondered what might be the most popular dog name (purely theoretically and based solely on dog ratings on Twitter)? Well, good news; I analysed and visualised this dataset to find the answer for you so you don't have to. And the winner is… Charlie! With 11 dogs named Charlie rated, this is the most popular dog name (according to this dataset). Coming in second place, we have a three way tie between Lucy, Cooper and Oliver while 5th place belongs to Penny.

5 Most Popular Dog Names