Talal Al-Dawudi

## Analysis and Insights from WeRateDogs' Twitter Account

WeRateDogs is a popular Twitter page that consistently posts pictures of dogs from their online community. They introduce their audience to the dog, often giving us their names, the age or stage of the dog (for example: a pupper or a doggo), a picture of the dog, and a rating out of 10. To promote positivity and highlight the fact that all dogs are wonderful, ratings above 10 are typically given to the dogs. Having gathered data about the tweets, as well as the images associated with the tweets, this report will aim to explore a few questions that I was curious about when learning about the account.



Photo excerpts from the WeRateDogs Twitter account

The first thing I wanted to explore was: **Is there a correlation between the number of retweets and favorites that a tweet gets?** This helps us understand the behavior of Twitter users more than it does the specific tweets of the dogs on WeRateDogs' account.
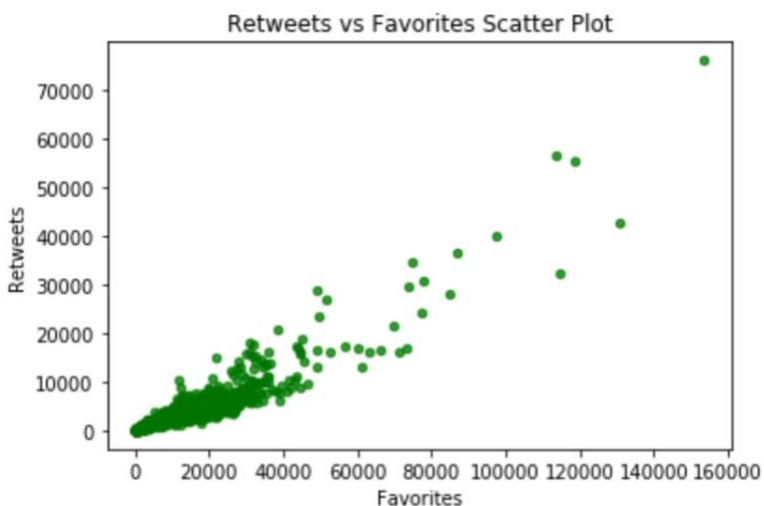


The scatterplot on the left demonstrates that there is a strong positive correlation between the number of retweets and favorites that a tweet gets. We see no obvious cases where a tweet has a substantial number of retweets without a substantial number of favorites. This is especially evident in the top right area of our scatterplot.

Talal Al-Dawudi

The top right corner of the scatterplot above shows tweets in our database that seemed to get a lot more engagements than the tweets on the bottom left corner. Thinking about this made me wonder if there was a specific kind of post that was more likely to garner engagement from WeRateDogs' followers, which leads me to the second question.

**What dog breeds seem to be associated with the highest number of retweets and favorites?**

To answer this question, I took a look at the number of retweets and favorites that the top 25% of tweets typically got to determine what the threshold for a "popular tweet" would be. It turns out, if a post has more than approximately 3,000 retweets and 10,000 favorites, it is deemed to be a top 20% tweet. Going off this information, I used our image predictions dataset to see what breeds were associated with these popular tweets. It turned out that **golden retrievers, Labrador retrievers, Pembrokes** and **Chihuahuas** were very highly represented in the top tweets. While this doesn't directly imply that posting pictures of these dog breeds will get better engagement, it shows us that these dog photos tend to be more popular.

Finally, given their arbitrary scoring system, I wanted to know **what ratings tend to be the most frequently awarded** ratings on the account.
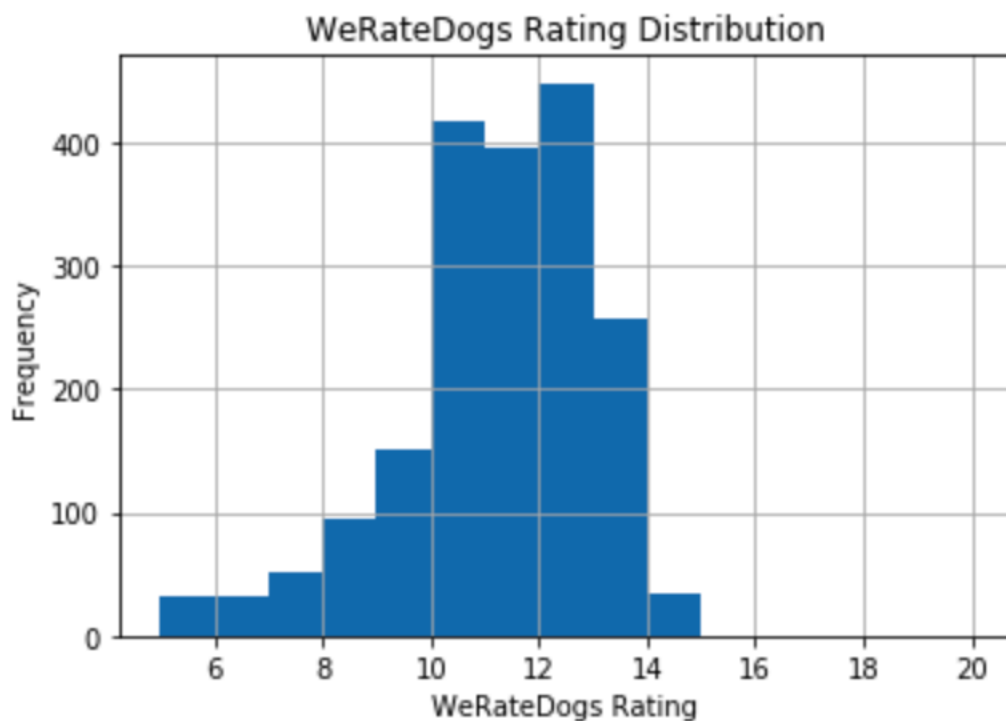


The histogram above shows us that the vast majority of dogs receive scores between 10-13 out of 10, with few others earning lower or higher scores. This can suggest that the page generally aims at promoting positivity rather than being critical of the dogs that they post (even though some do score as low as 5/10 on this chart!).