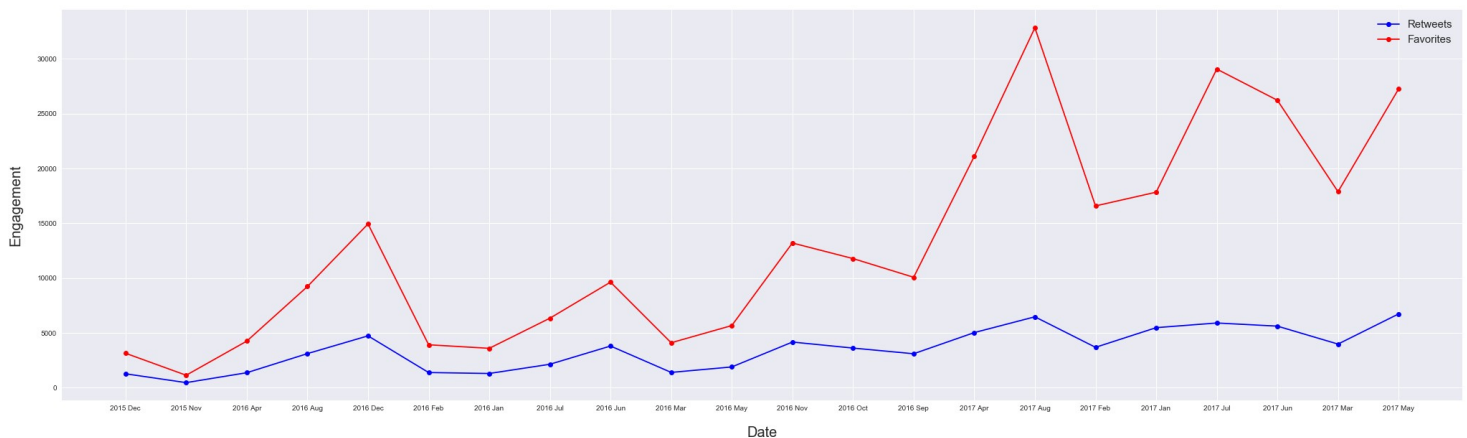# Data Insights Report

WeRateDogs (@dog_rates) is a Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. Although the numerators are almost always greater than 10. 11/10, 12/10, 13/10, etc. Why? Because [they're good dogs Brent](#). WeRateDogs has over 4 million followers and has received international media coverage.

This report includes the insights learnt from analyzing the wrangled data for this account over about two years, with some visualizations. I categorized my questions into two sections, presented as following:

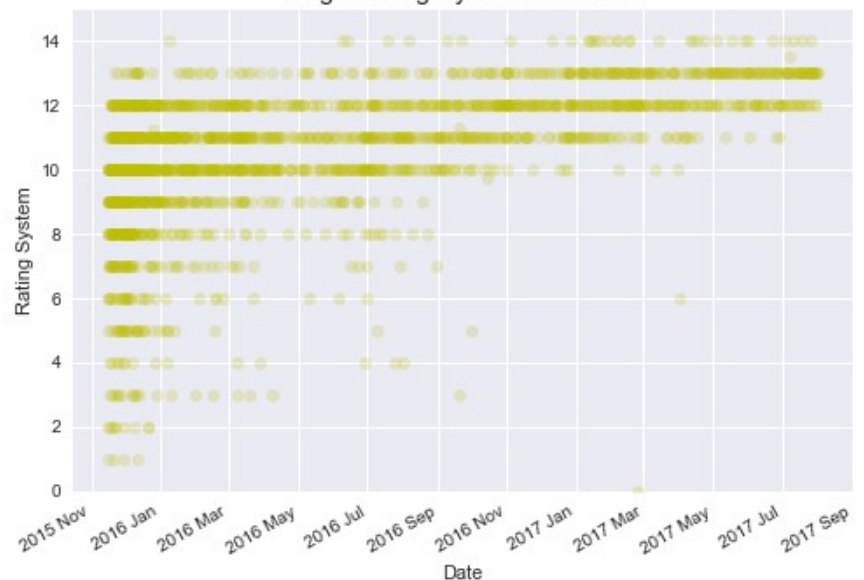**Question (1): How much did the account engagement grow from November, 2015 to August, 2017?**

We can clearly notice an upward trend in the average monthly engagement measured by retweets and favorites over almost 2 years. This means WeRateDogs fans have been engaging more over this period, maybe even they have been increasing. This growth is an evident indication of the appeal in the content. People clearly enjoy their tweets!

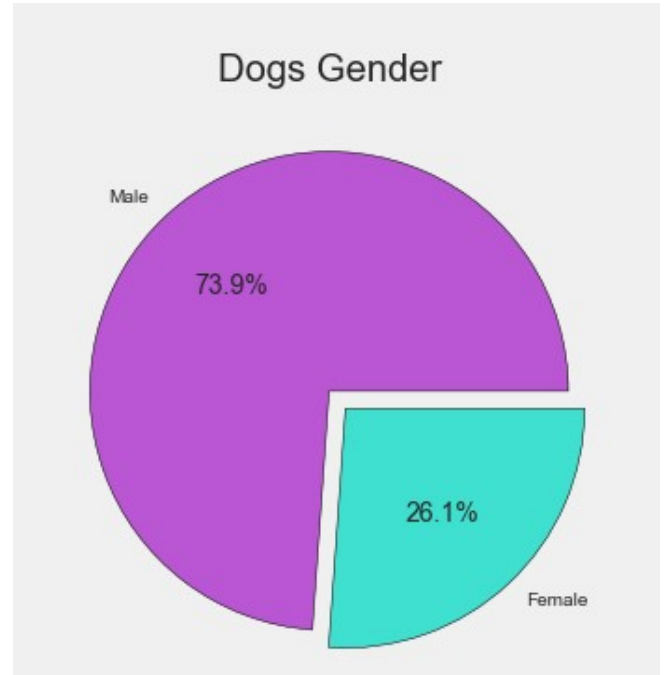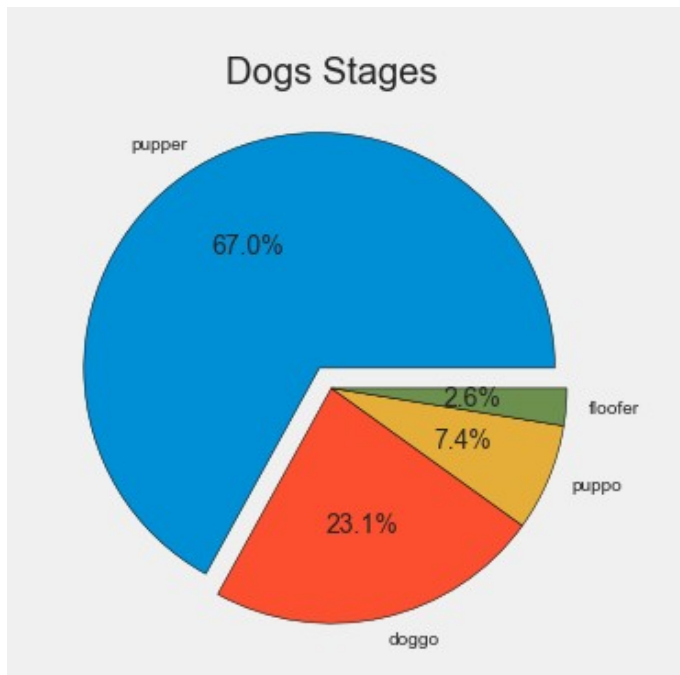**Question (2): Is there any change to the account rating system?**

This is an interesting finding! The account started with normal rating system then they gradually adopted their special rating system, where the numerator is almost always higher than the denominator.
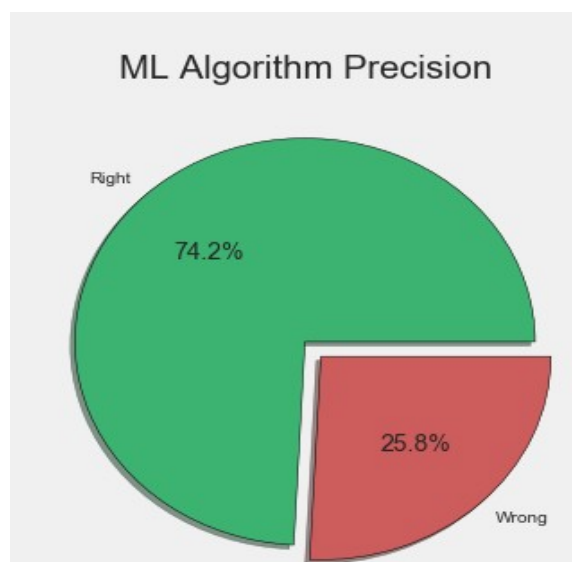
Question (3): What proportions of *dogs gender* and *dog stage* are there?

It's clear that puppers are dominant. By the way, a pupper is *a doggo that is inexperienced, unfamiliar, or unprepared for the responsibilities associated with being a doggo* according to the **Dogtionary** of WeRateDogs book. And according to what we managed to categorize of dogs genders, males are much higher than female dogs. Nice, huh!

Question (4): What's the percentage of the ML algorithm guessing right (dogs not other objects) from the first trial?

The algorithm is actually doing a good job. It predicted from the **first** trial about 74.2% of the images correctly to be dogs and not any other kind of animals or objects. Although the algorithm main goal is to speculate the dog breed, but this is a very important step too. Because in order to guess the breed, it must firstly know for sure that the image is for a dog.

Question (5): Are there some particular popular breeds among WeRateDogs fans?

The graph concerning this question will be unclear to attach here, so you can view it from this link: [popular breeds graph](#).

It was very helpful! Now we know the top five most admired dog breeds by WeRateDogs fans are:

- #1 Golden Retriever (duh!)
- #2 Labrador Retriever
- #3 Pembroke
- #4 Chihuahua
- #5 Pug

But we must not conclude this represents a correlation, because the count of these types may just be more as they're very common dog breeds. Nevertheless, it's fun to notice what fans preferred.