

Act Report

This report is related to the wrangle_act project.

About WeRateDogs (some numbers):

As of December 2018, the Twitter account has nearly 7.6 million followers, and Nelson (account founder) sees 30,000 likes on a post as being viral. His most popular post was of a dog marching in the 2017 Women's March, which was retweeted more than 50,000 times and favorited 134,000 times.

The account's language has spawned an Internet language about "doggos" and "puppers". A 2016 interaction with another Twitter user, when Nelson purposefully misnamed him "Brent" as is common in Weird Twitter, spawned the catchphrase "They're good dogs, Brent", which became one of the biggest memes of 2016. In 2017, the account was endorsed by J.K. Rowling.

WeRateDogs has successfully used the account to raise money for the American Society for the Prevention of Cruelty to Animals (ASPCA), as well as individual GoFundMe campaigns.

The analysis:

3 main insights were taken from the cleaned data.

1. Data frame info

- The data started at 2356 records and ended with 1967 record which means that about 389 records needed to be cleaned (about 16.5%).
- A lot of columns were removed as they were not useful in the analysis.
- Some missing information like the name of the dogs were extracted from the tweet's text, so it was quite important to have the tweet's text data archived.

2. Data frame description

- There is a very big gap between the max. and the third quartile of the retweet and favorite counts data (max. 75,939 and 75% of 2,688) which leads that most of the dogs images were ok. However less than 25% were tremendously perfect.
- The image prediction file results are very logic as the min. rating, retweet and favorite counts were corresponding to very low predictions.
- The rating system doesn't really describe if the users really like a dog; for example:
 - i. The mean of the favorite counts was 8,073 while the max. was 153,277 (the mean was about 5% of the max.)
 - ii. The mean of the retweet counts was 2,385 while the max. was 75,939 (the mean was about 3% of the max.)

3. Data frame value counts for the dogs predictions:

- The max. loved dog type as per the high predictions was Golden Retriever
- The max. loved dog type as per the medium predictions was Labrador Retriever
- The max. loved dog type as per the low predictions was also Labrador Retriever

The visualization:

As per the third insight of the analysis, a visualization was created to describe more the most loved dogs of all the types of dogs.



